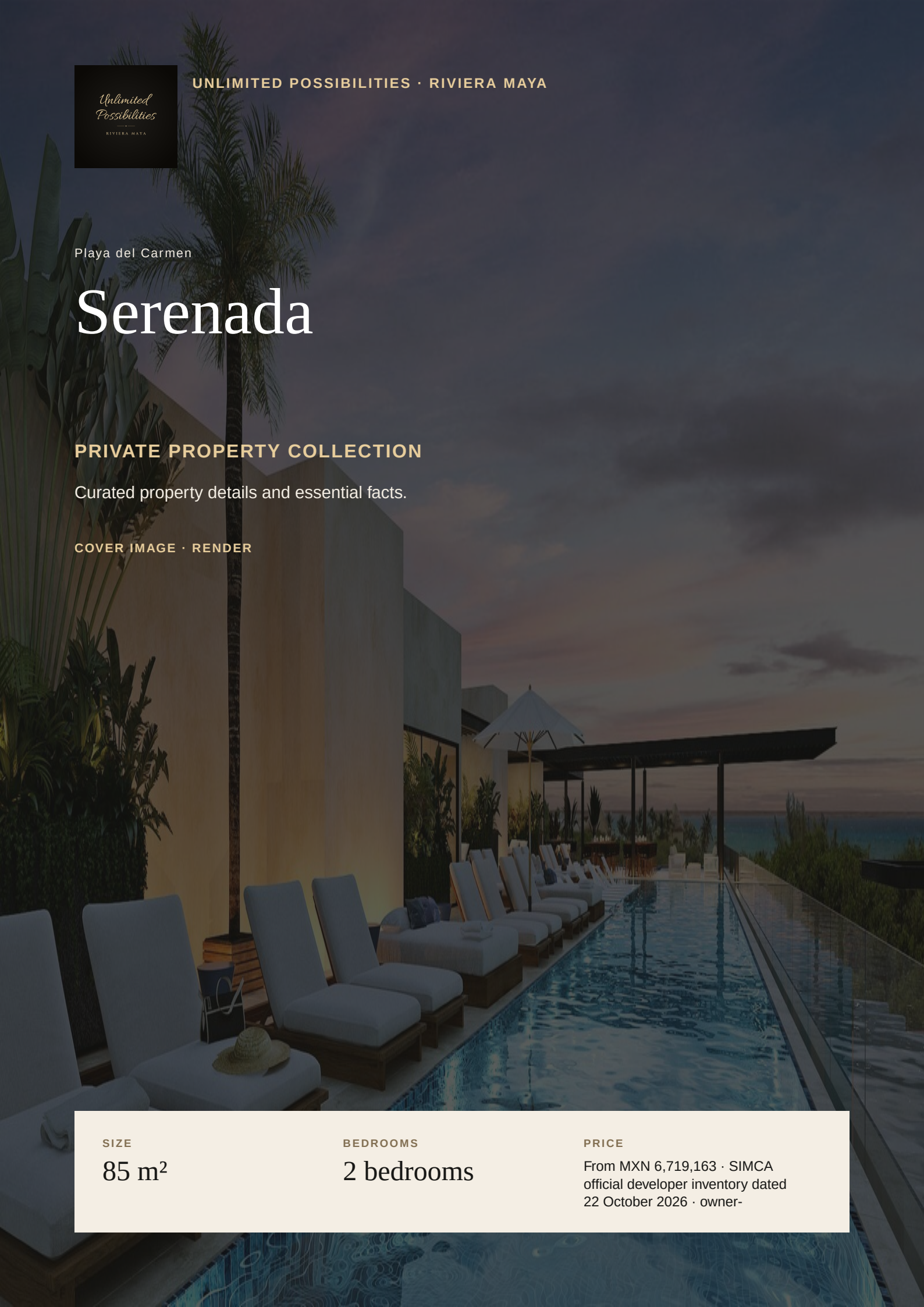
Playa del Carmen

Serenada

PRIVATE PROPERTY COLLECTION

Curated property details and essential facts.

COVER IMAGE · RENDER



SIZE	BEDROOMS	PRICE
85 m²	2 bedrooms	From MXN 6,719,163 · SIMCA official developer inventory dated 22 October 2026 · owner-

OVERVIEW / PROPERTY DETAILS

Overview / Property details

Serenada is part of Siempre Playa–Midtown in Playa del Carmen. The development comprises 64 two-bedroom apartments and six penthouses, with lock-off layouts that allow one side to be used while the other is rented. The October 2026 update describes residences as ready to move in.

A rooftop pool and sky bar bring leisure above the neighbourhood, while a gym and kids club support everyday use. Concierge service and underground parking round out the shared facilities.

Two-bedroom residences in the October 2026 SIMCA inventory range from 85 m² to 128 m². Under the , Estimated prices run from MXN 6,719,163 to MXN 9,393,220. No individual unit references were supplied in this range; ask for the current selection and a quote.

Earlier reviewed developer materials describe a six-level building with underground parking and a commercial area. The supplied media is labelled as developer photos / renders, rather than a walkthrough of an identified available apartment.

2 bedrooms from MXN 6,719,163 (~USD 385K) · 85 m² · . 9 units available as of 22 October 2026. Prices subject to change and availability.

Highlights

- Siempre Playa–Midtown address
- 64 two-bedroom apartments and 6 penthouses
- Lock-off layouts: use one side, rent the other
- Ready to move in
- Rooftop pool and sky bar
- in the October 2026 inventory

Property facts

RESIDENCE MIX	64 two-bedroom apartments + 6 penthouses
LAYOUT	Lock-off configuration
TWO-BEDROOM AREAS	85–128 m²
READINESS	Ready to move in
EARLIER BROCHURE CONFIGURATION	Six levels · commercial area · underground parking
2-BEDROOM STARTING PRICE	2 bedrooms from MXN 6,719,163 (~USD 385K) · 85 m² ·
CURRENT DEVELOPER INVENTORY	9 units available · 22 October 2026

DEVELOPER FINANCING	Developer financing: 3, 5 or 7 years at 9% or 10%, typically 50% down (Gran Tulum from 20%), negotiable. Subject to developer approval and confirmation of the selected unit and payment terms. SIMCA inventory, 22 October 2026.

AMENITIES

Amenities

Shared facilities

- Rooftop pool
- Sky bar
- Gym
- Kids club
- Concierge
- Underground parking

DOCUMENTED RESIDENCE LAYOUTS / TYPES

Documented residence layouts / types

The following are documented plan examples. Room counts and area measurements describe these layouts only and do not indicate current unit availability.

Two-bedroom lock-off residences

BEDROOMS	2

85–128 m², with Estimated prices from MXN 6,719,163 to MXN 9,393,220 in the October 2026 SIMCA inventory. Lock-off layouts allow use of one side while the other is rented.

Penthouses

Six penthouses are part of the development's stated mix. No separate penthouse quote or unit reference was supplied.

SPECIFICATIONS / DESIGN

Specifications / design

Developer financing

- Developer financing: 3, 5 or 7 years at 9% or 10%, typically 50% down (Gran Tulum from 20%), negotiable. Subject to developer approval and confirmation of the selected unit and payment terms. SIMCA inventory, 22 October 2026.

LOCATION / NEIGHBORHOOD

Location / neighborhood

NEIGHBORHOOD	Siempre Playa–Midtown

Siempre Playa–Midtown, Playa del Carmen.

SOURCE INFORMATION

Source information

SIMCA official developer inventory · 22 October 2026

MXN prices binding; USD approximate at MXN 17.5/USD.

SIMCA inventory · October 2026

SIMCA developer project page: Serenada · Pages The Project section

Location and residence category description.

SIMCA-linked Serenada brochure · Pages 3, 5, 9, 20

Location, six-level building description, commercial/parking features and lock-off residence mix.

SIMCA official developer inventory, 22 October 2026. Prices subject to change and availability. USD approximate at MXN 17.5/USD.

Source references are provided for context. Property information should be confirmed with the relevant source and is subject to change.

THE RESIDENCE

A closer look



Developer photo / render · 02.jpg · Render



Developer photo / render · 03.jpg · Render



Developer photo / render · 04.jpg · Render



Developer photo / render · 05.jpg · Render

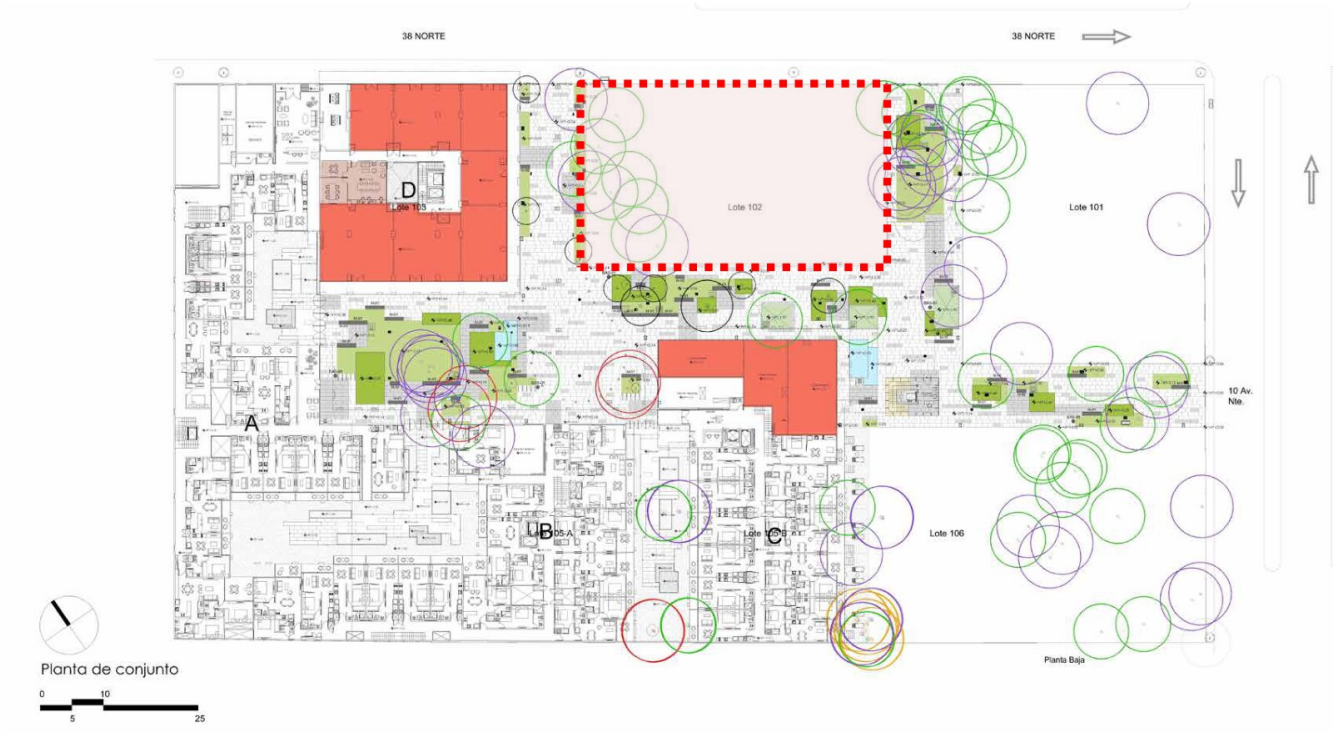
DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · L4 · page 1



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 1



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 2

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 3

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 4

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 5

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 6

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 7

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 8

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 9

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 10

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master1 · page 11

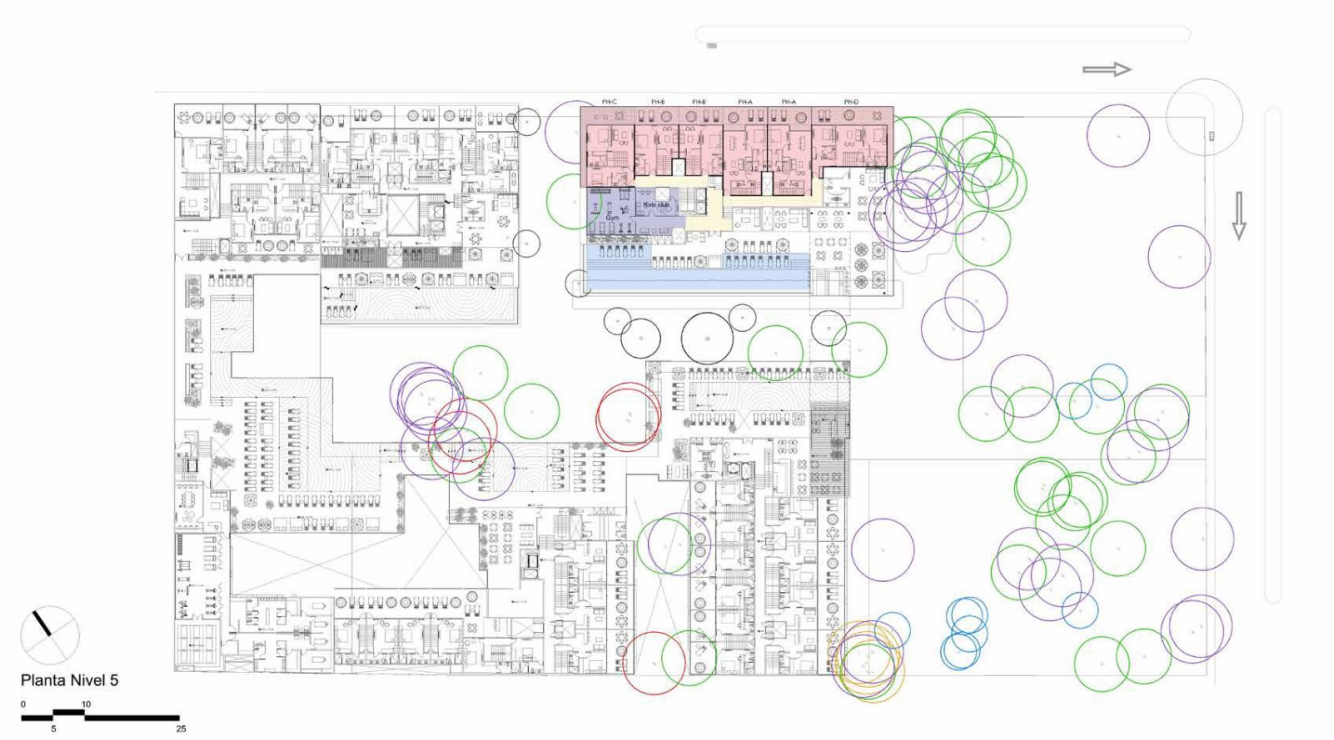
DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master2 · page 1



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · master3 · page 1



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · numbering · page 1



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · numbering · page 2

Siempre Playa. Lote 102

Áreas para venta

Junio, 2018

Arq. Juan Carlos Seijo Encalada

Arq. Gabriela Cáceres Wejebe

SEIJO PEON
arquitectos

DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · numbering · page 3



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · numbering · page 4



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · numbering · page 5



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · numbering · page 6



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · numbering · page 7



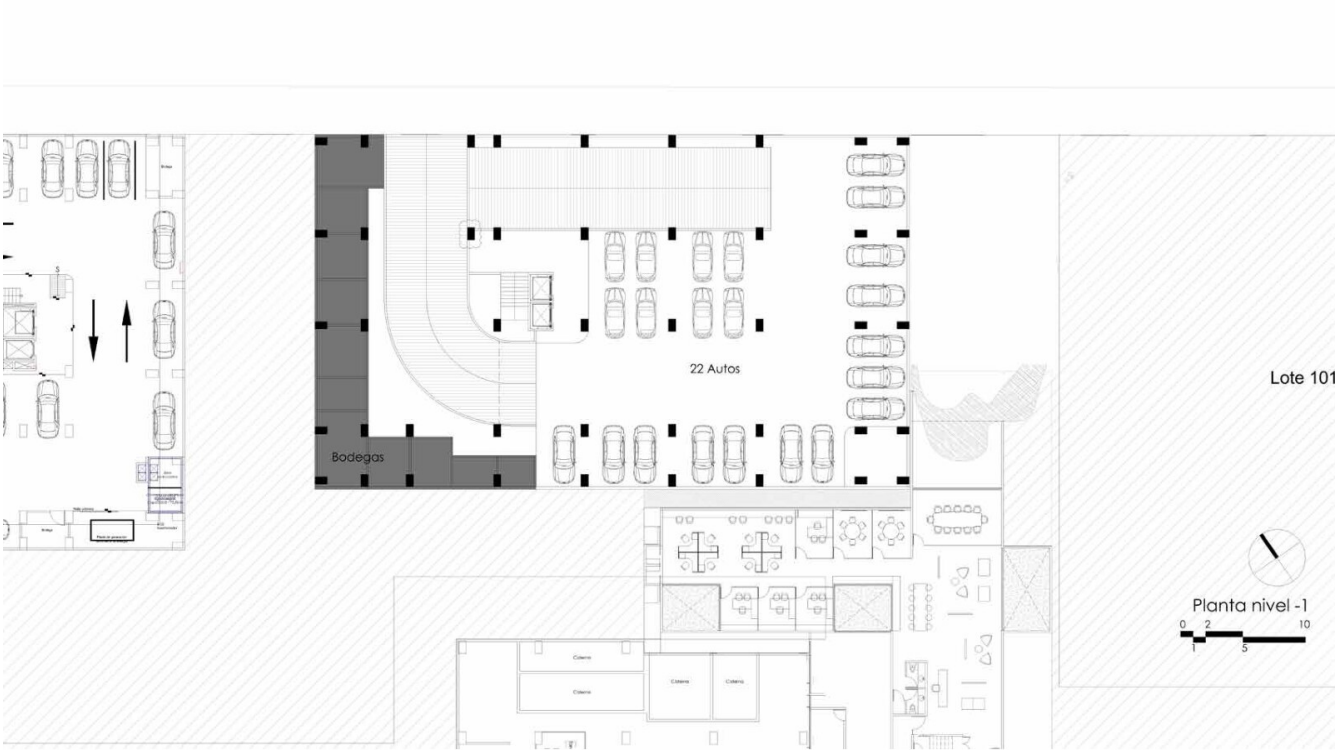
DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · L0 · page 1



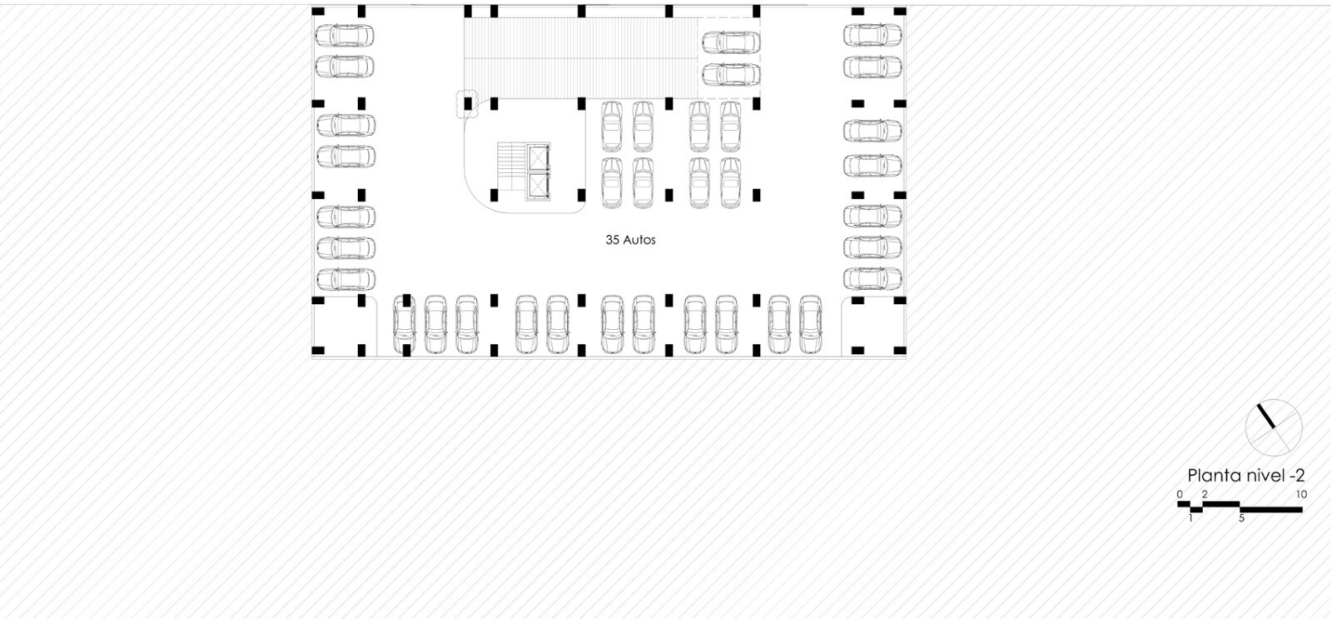
DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · L1 · page 1



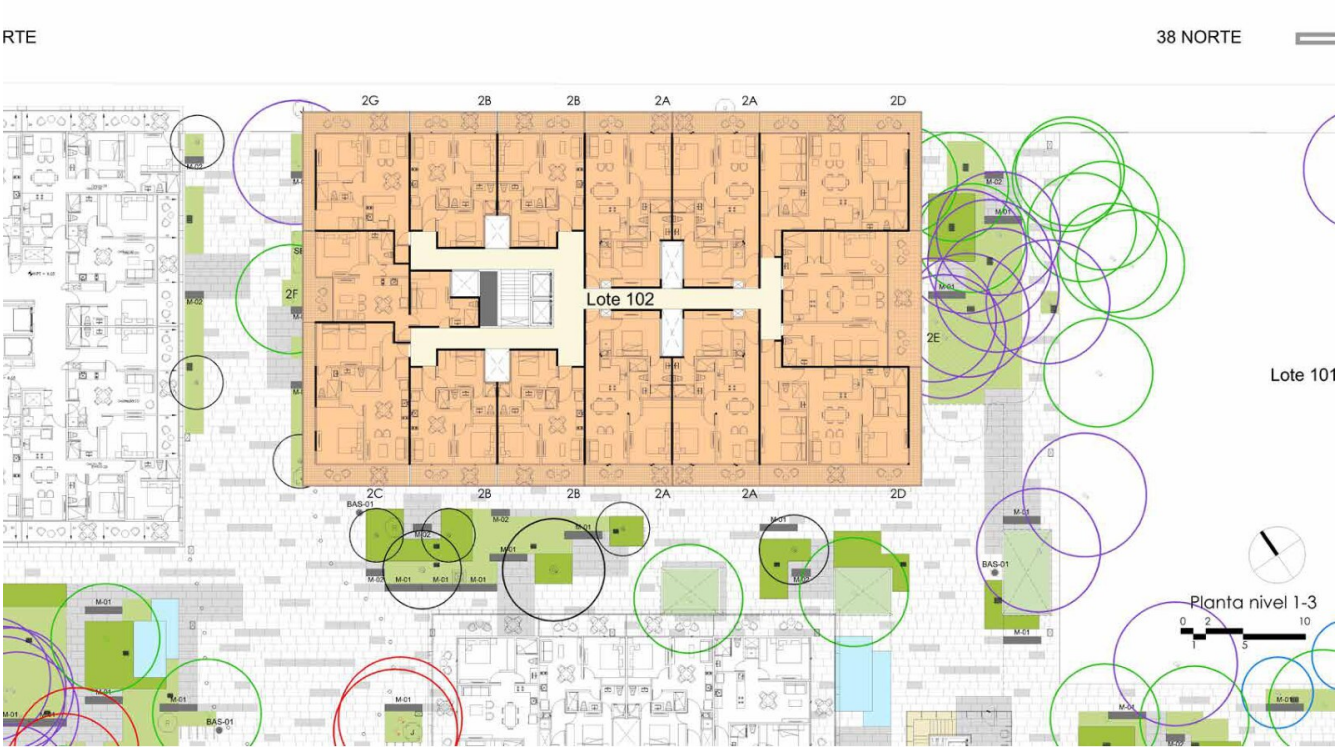
DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · L2 · page 1



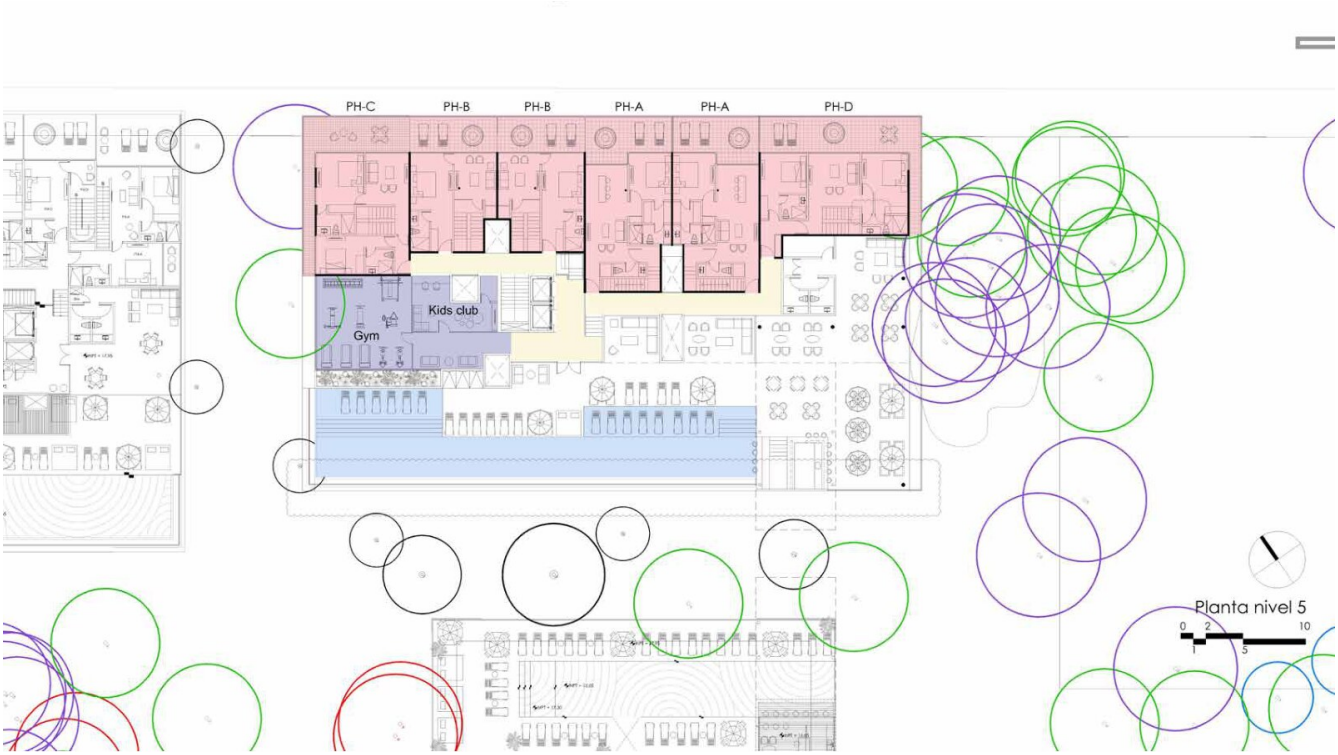
DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · L3 · page 1



DEVELOPMENT FLOOR PLAN

Developer floor plan · Serenada · L5 · page 1



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 101

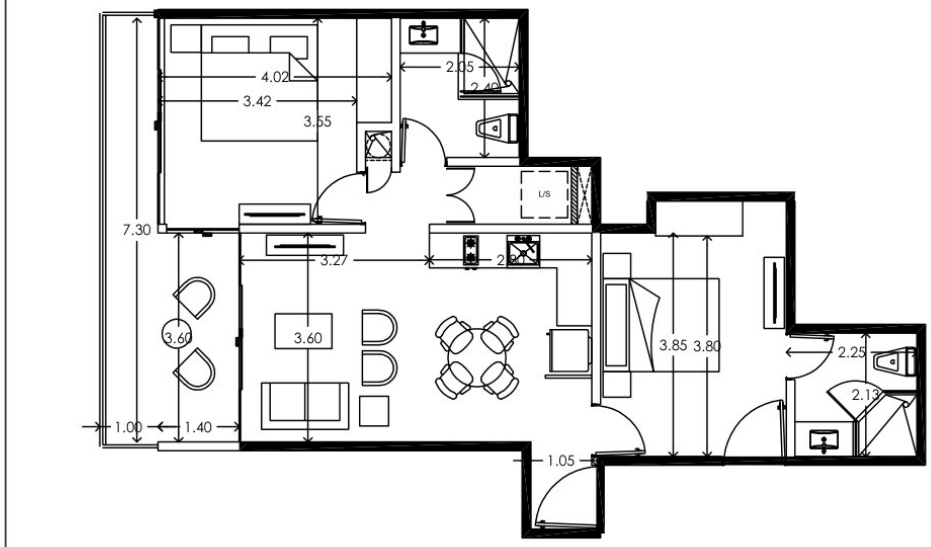


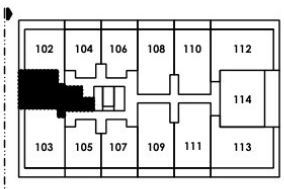
TABLA DE ÁREAS	
ÁREA INTERIOR:	69.65 m2
ÁREA TERRAZA TECHADA:	12.29 m2
ÁREA TERRAZA NO TECHADA:	0 m2
ÁREA TOTAL:	81.94 m2

SERENADA
PLAYA DEL CARMEN, QUINTANA ROO.

DEPARTAMENTO 101 | Nivel: Nivel 1

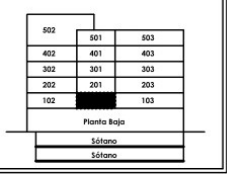
Fecha: Junio 2018 | Escala: 1:100 | Acotación: Metros

UBICACIÓN EN PLANTA.



Norte

ESQUEMA DE UBICACIÓN.



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 102

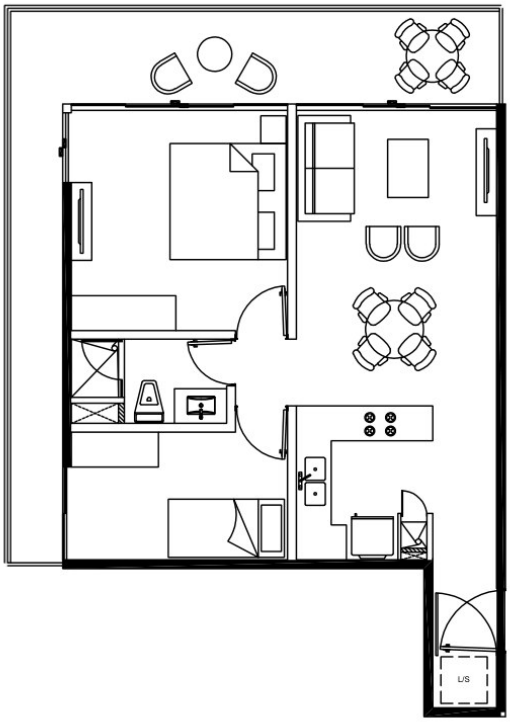


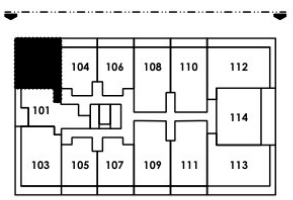
TABLA DE ÁREAS	
ÁREA INTERIOR:	63.02 m2
ÁREA TERRAZA TECHADA:	22.44 m2
ÁREA TERRAZA NO TECHADA:	0 m2
ÁREA TOTAL:	85.46 m2

SERENADA
PLAYA DEL CARMEN, QUINTANA ROO.

DEPARTAMENTO 102 | Nivel: Nivel 1

Fecha: Junio 2018 | Escala: 1:100 | Acotación: Metros

UBICACIÓN EN PLANTA.



Norte

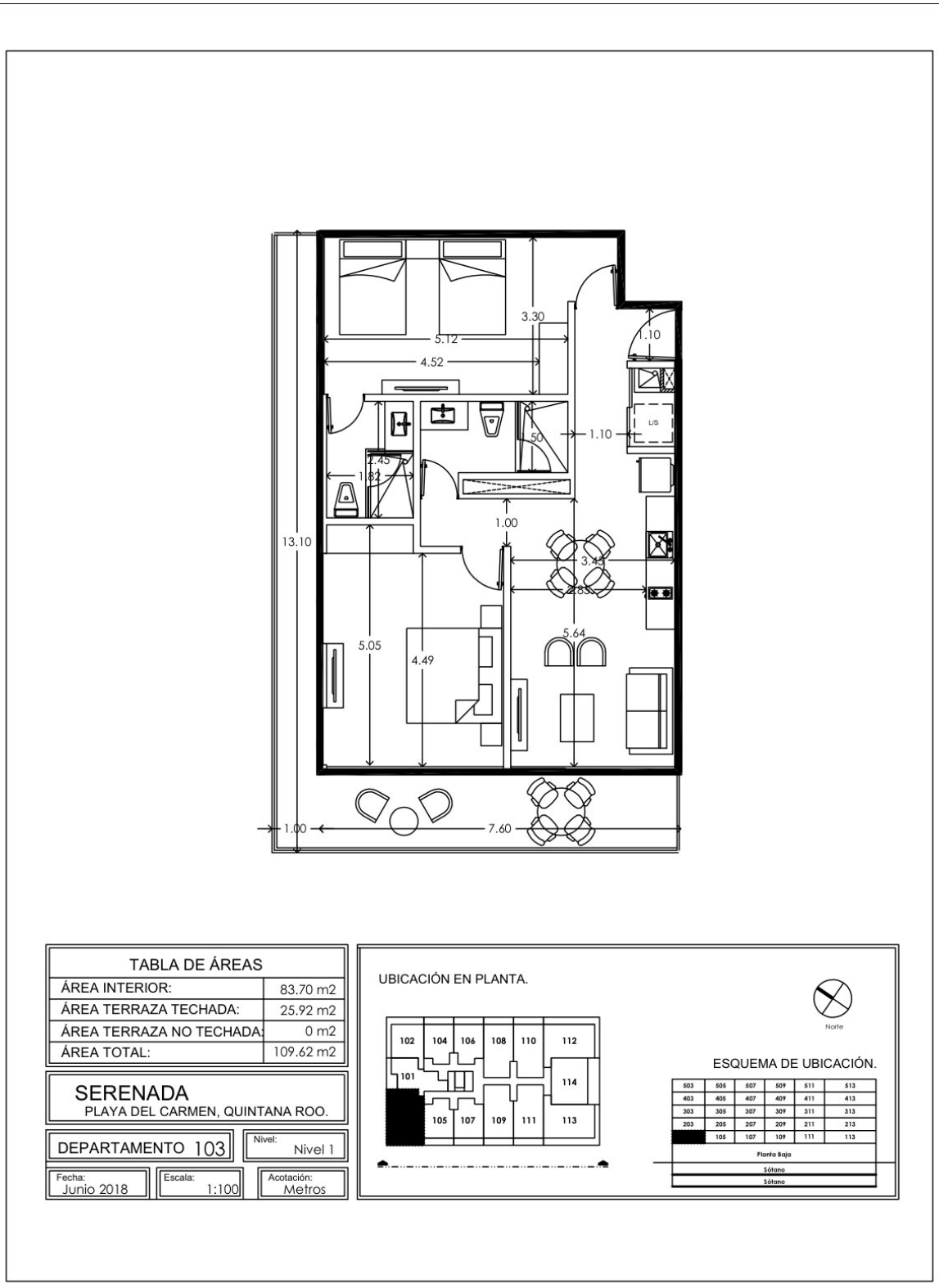
ESQUEMA DE UBICACIÓN.

512	510	508	506	504	502
412	410	408	406	404	402
312	310	308	306	304	302
212	210	208	206	204	202
112	110	108	106	104	

Planta Baja
Sótano
Sótano

DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 103



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 104

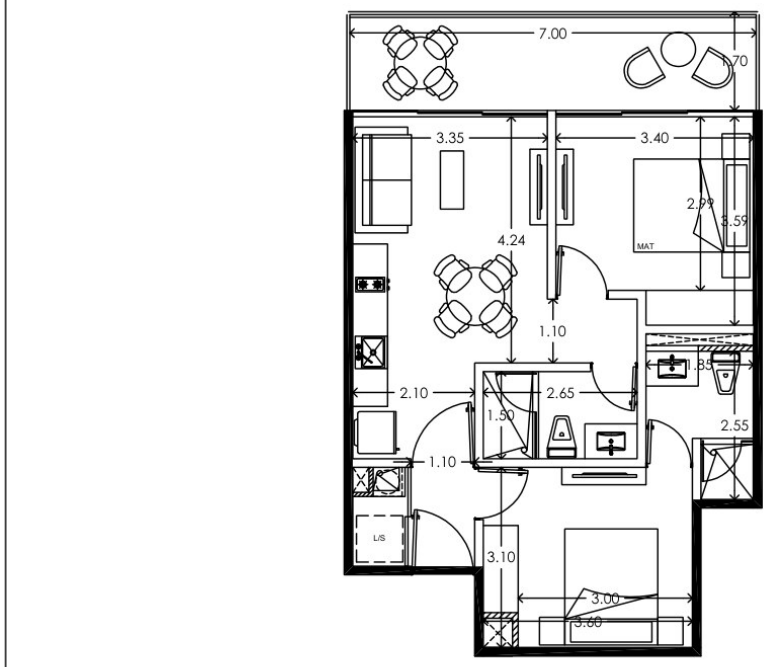


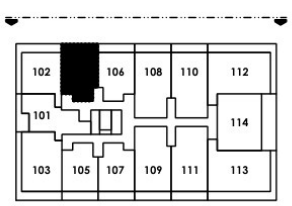
TABLA DE ÁREAS	
ÁREA INTERIOR:	59.91 m2
ÁREA TERRAZA TECHADA:	11.87 m2
ÁREA TERRAZA NO TECHADA:	0 m2
ÁREA TOTAL:	71.78 m2

SERENADA
PLAYA DEL CARMEN, QUINTANA ROO.

DEPARTAMENTO 104 | Nivel: Nivel 1

Fecha: Junio 2018 | Escala: 1:100 | Acotación: Metros

UBICACIÓN EN PLANTA.



Norte

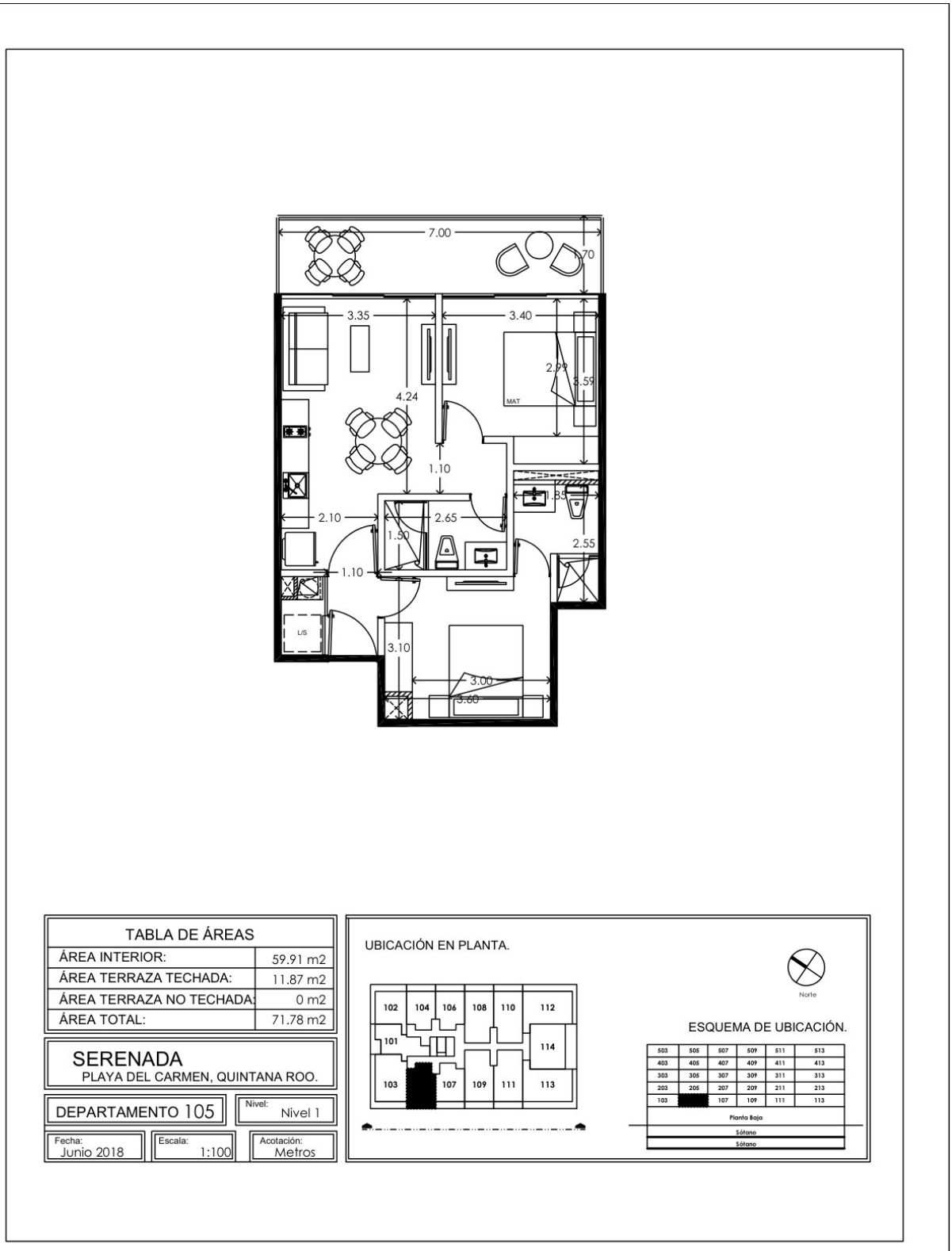
ESQUEMA DE UBICACIÓN.

512	510	508	506	504	502
412	410	408	406	404	402
312	310	308	306	304	302
212	210	208	206	204	202
112	110	108	106		102

Planta Baja
Sótano
Sótano

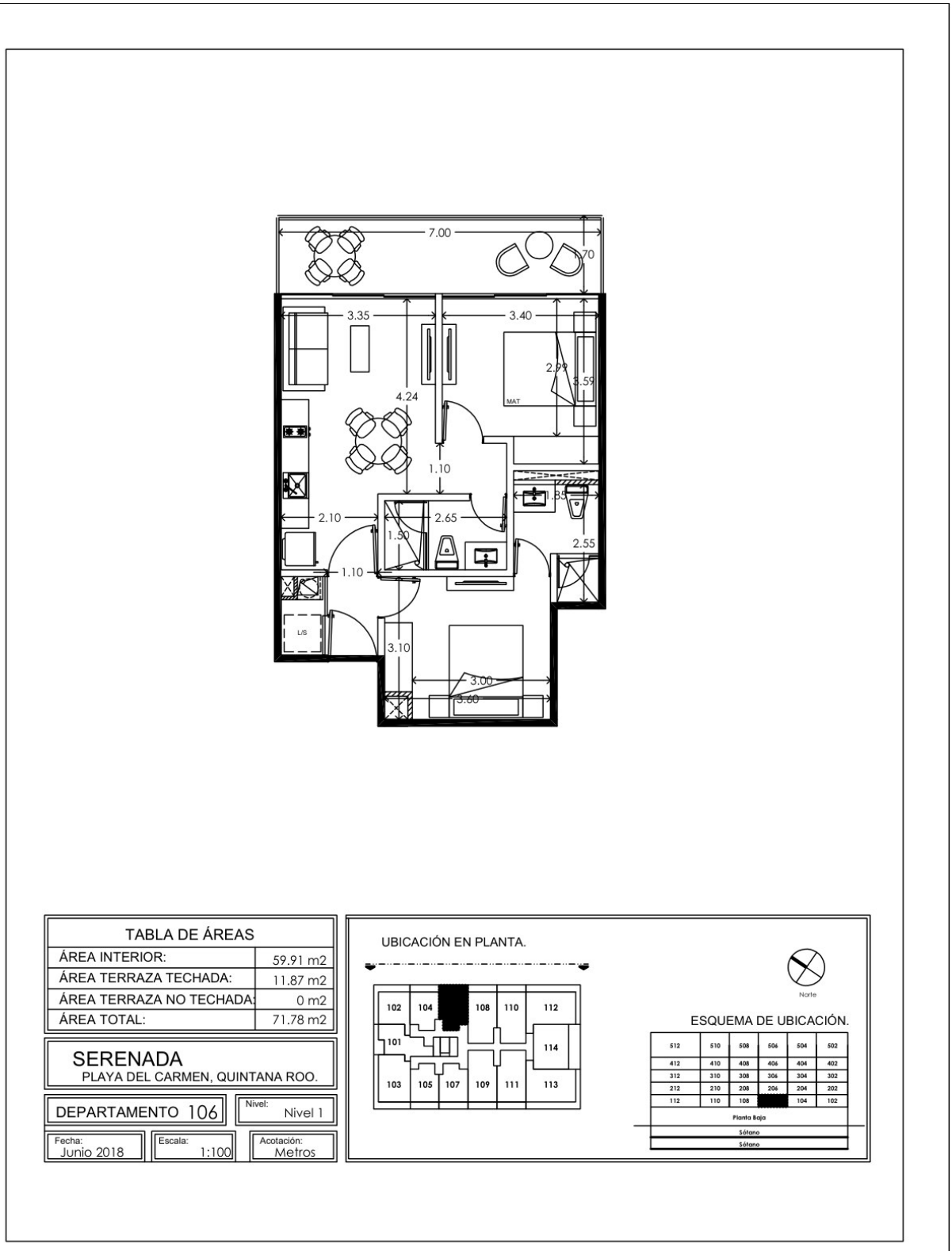
DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 105



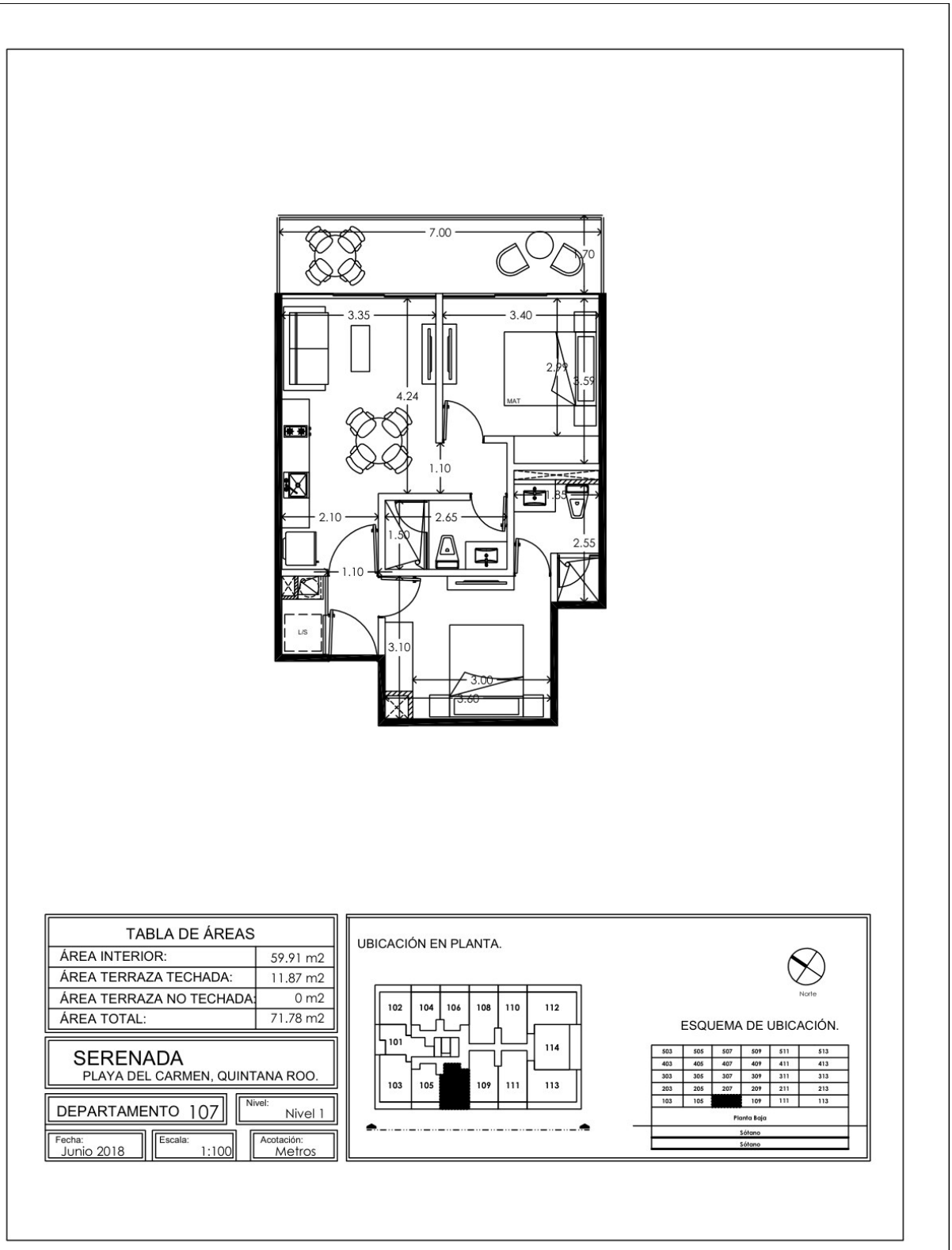
DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 106



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 107



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 108

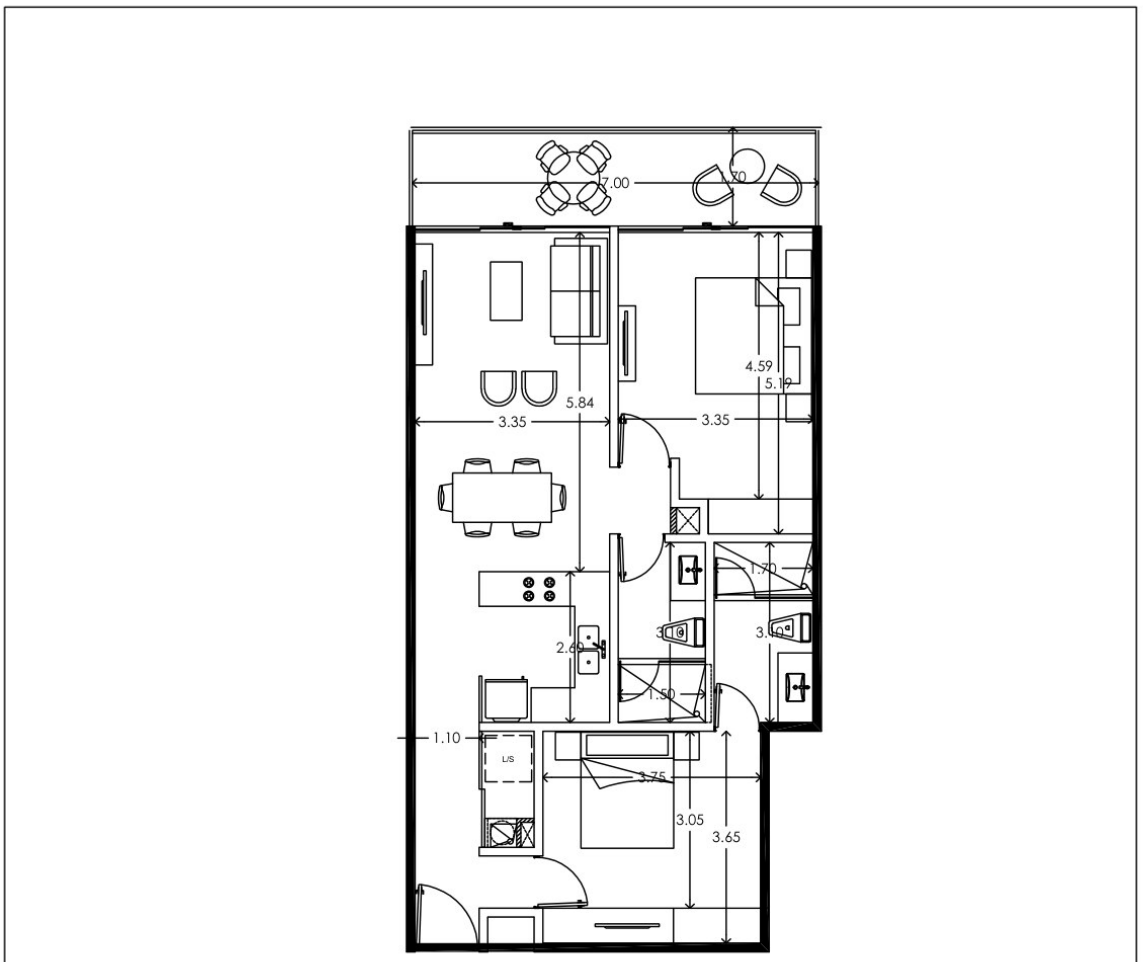
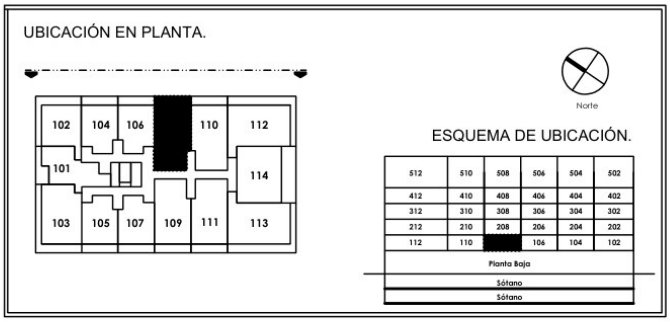


TABLA DE ÁREAS	
ÁREA INTERIOR:	83.57 m2
ÁREA TERRAZA TECHADA:	11.90 m2
ÁREA TERRAZA NO TECHADA:	0 m2
ÁREA TOTAL:	95.47 m2

SERENADA
PLAYA DEL CARMEN, QUINTANA ROO.

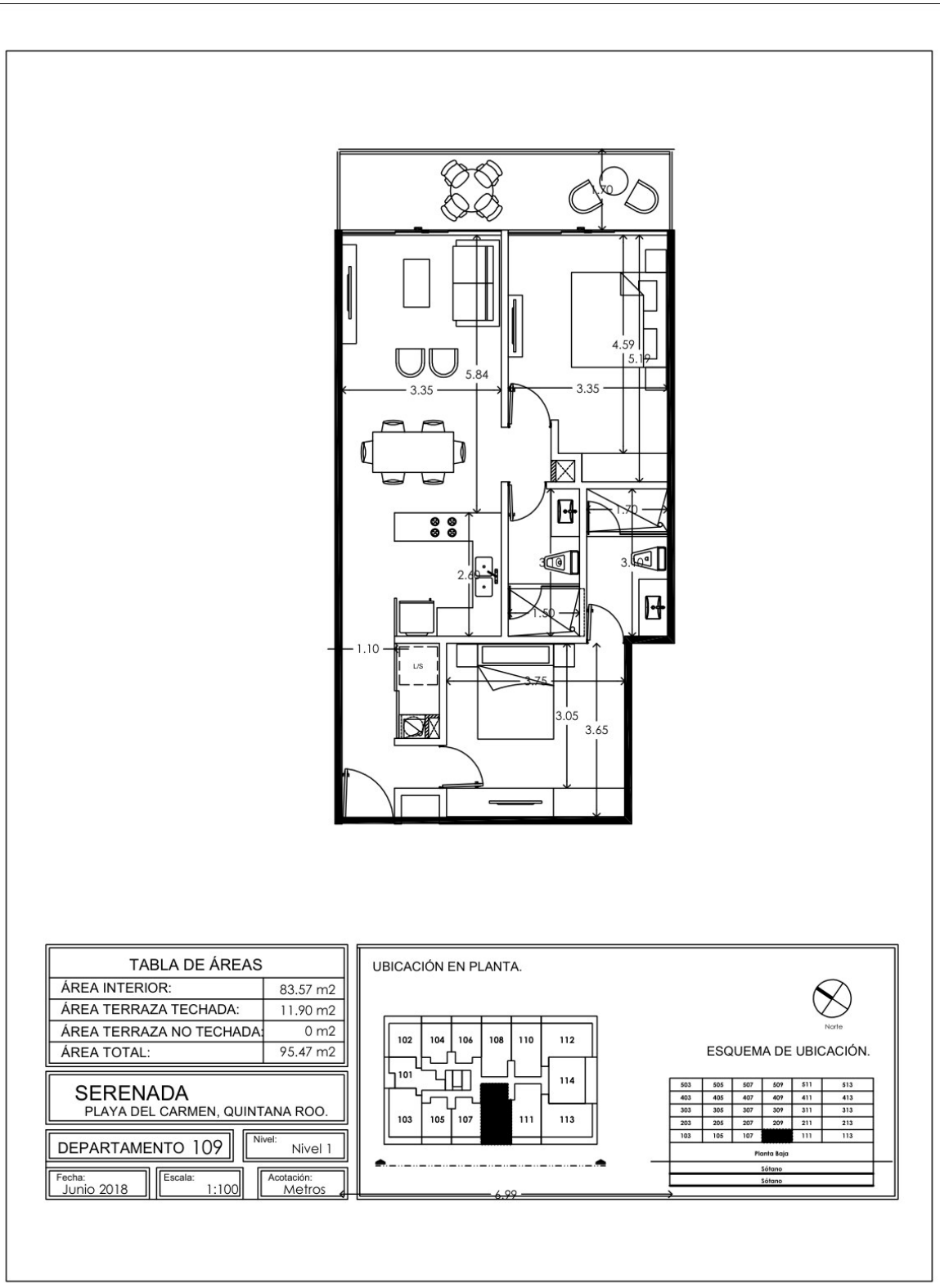
DEPARTAMENTO 108 | Nivel: Nivel 1

Fecha: Junio 2018 | Escala: 1:100 | Acotación: Metros



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 109



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 110

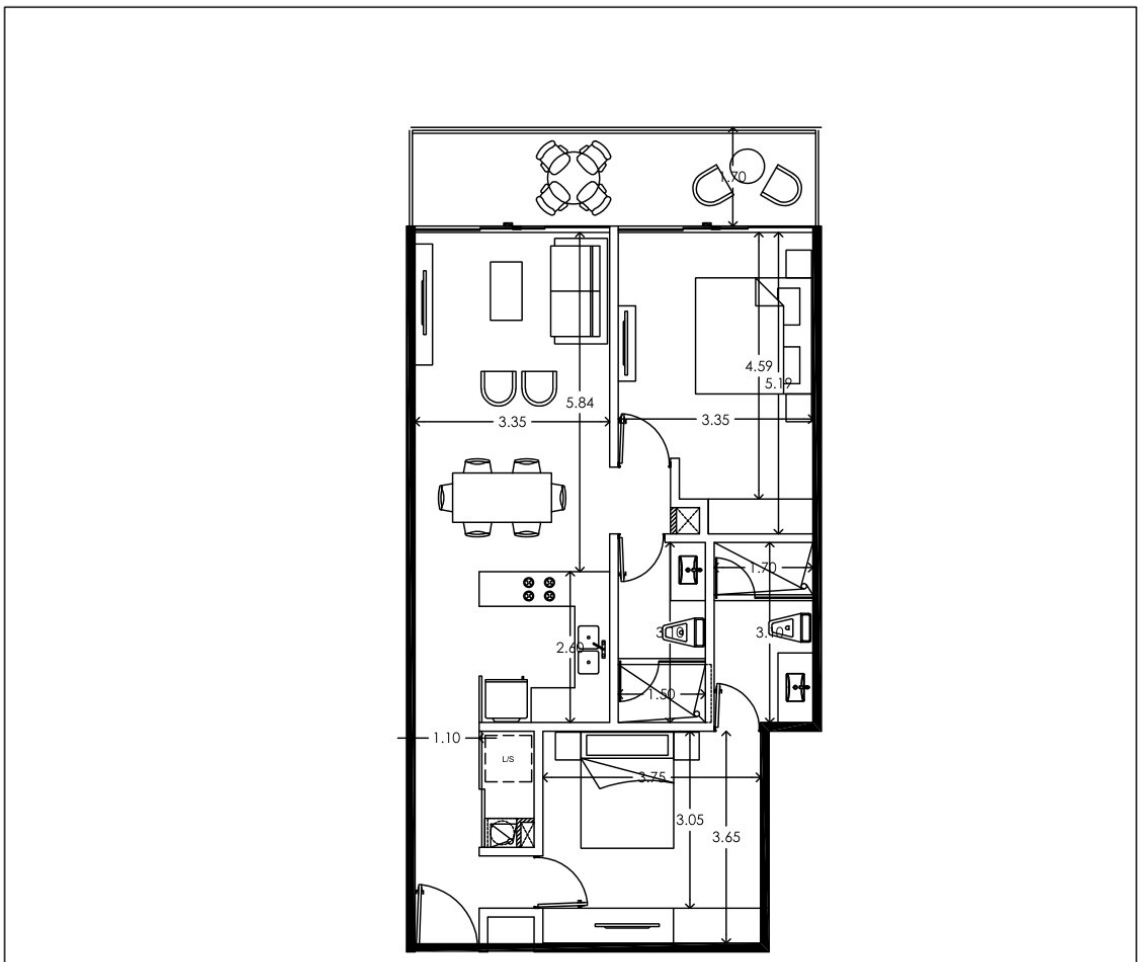
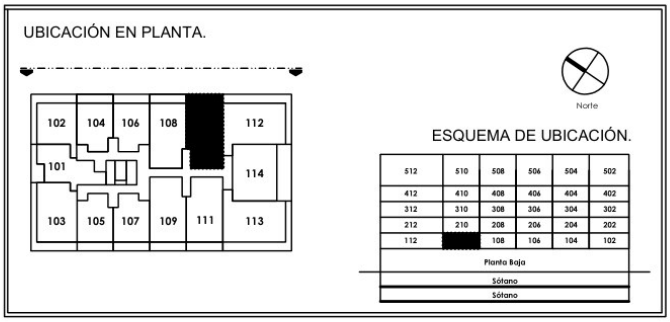


TABLA DE ÁREAS	
ÁREA INTERIOR:	83.57 m2
ÁREA TERRAZA TECHADA:	11.90 m2
ÁREA TERRAZA NO TECHADA:	0 m2
ÁREA TOTAL:	95.47 m2

SERENADA
PLAYA DEL CARMEN, QUINTANA ROO.

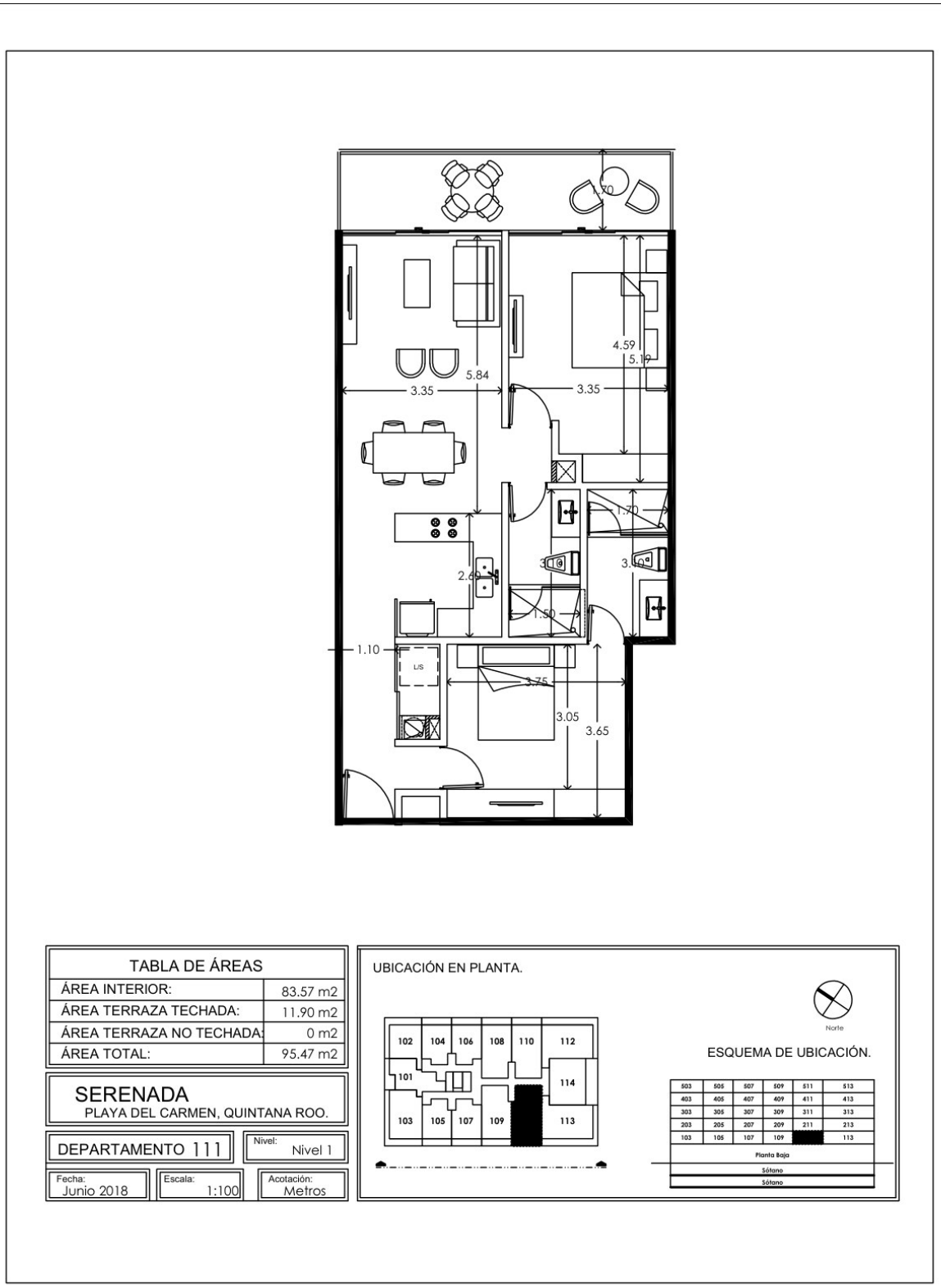
DEPARTAMENTO 110 | Nivel: Nivel 1

Fecha: Junio 2018 | Escala: 1:100 | Acotación: Metros



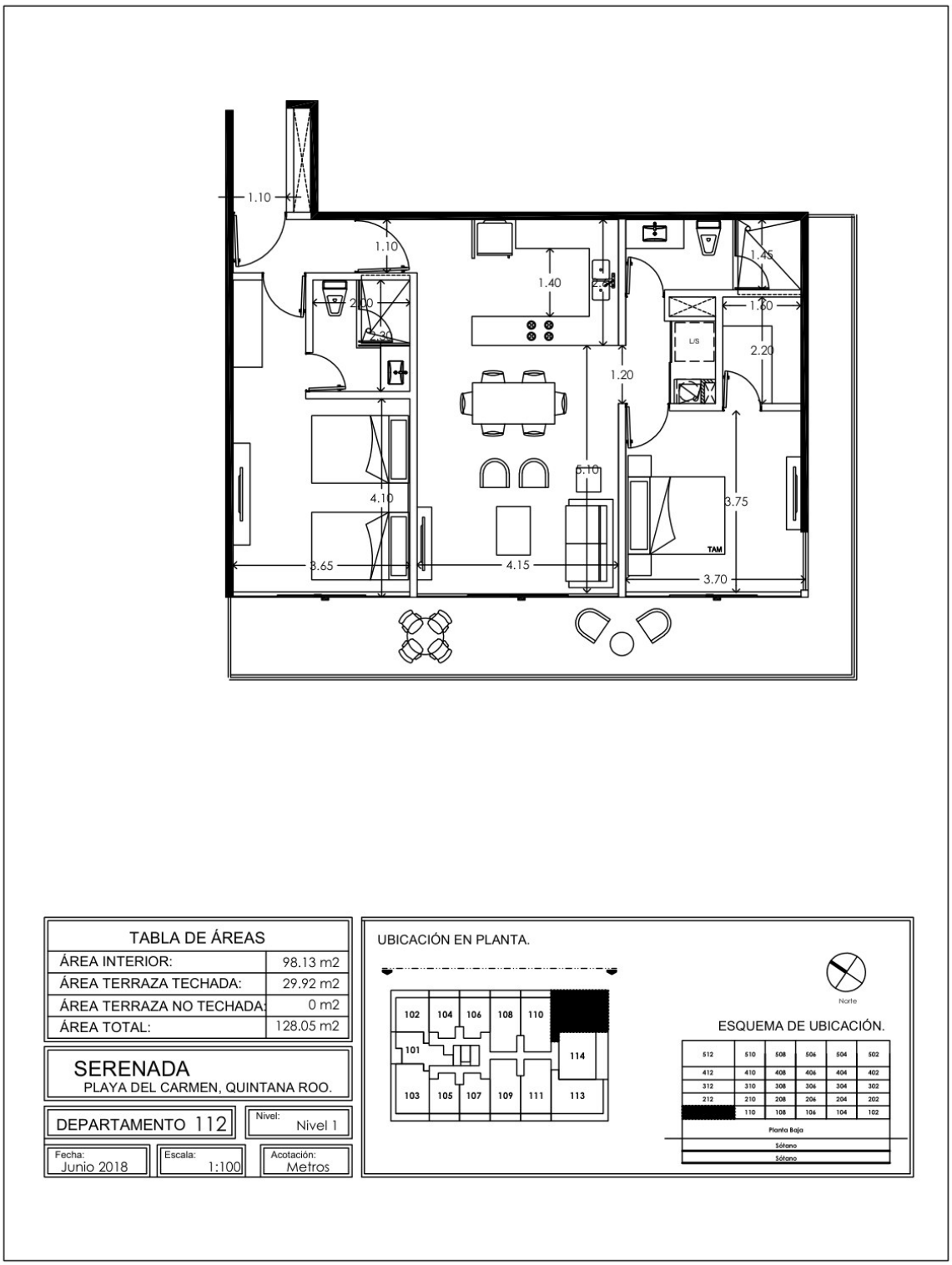
DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 111



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 112



DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 113

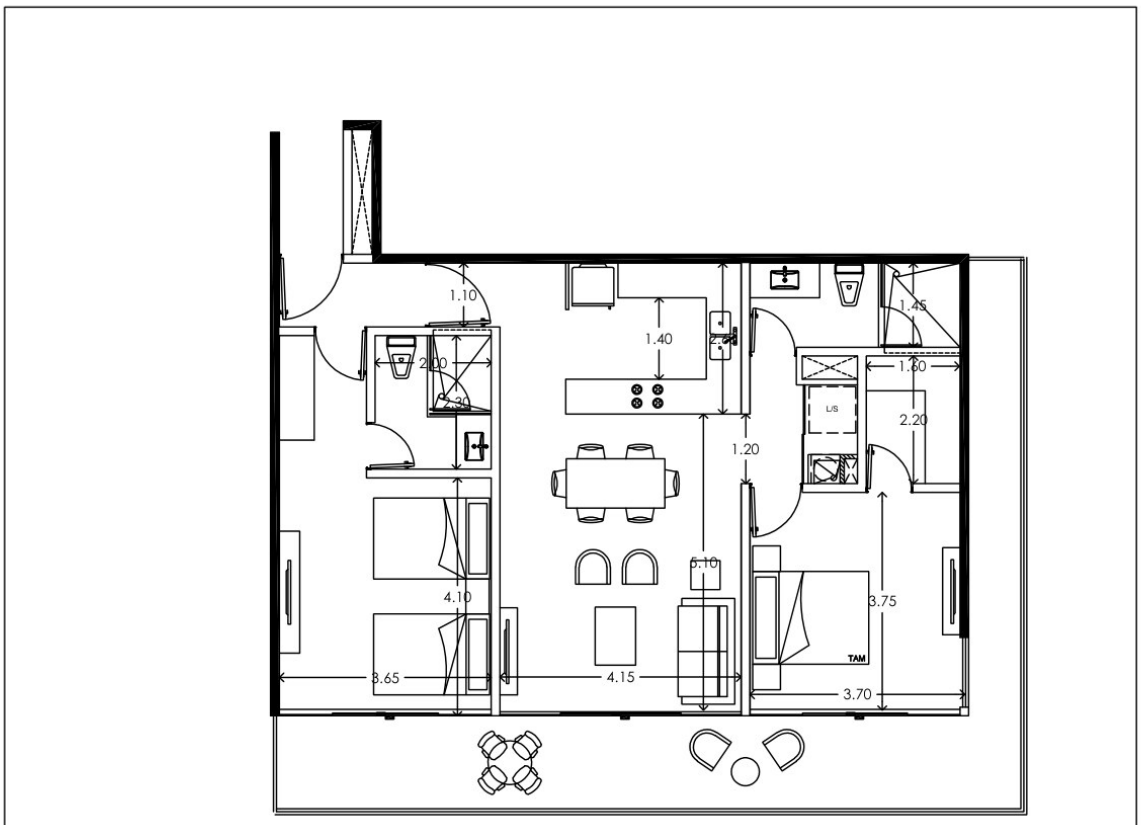


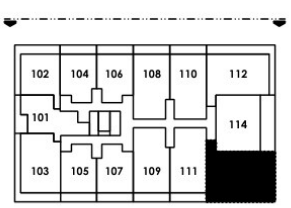
TABLA DE ÁREAS	
ÁREA INTERIOR:	98.13 m2
ÁREA TERRAZA TECHADA:	29.92 m2
ÁREA TERRAZA NO TECHADA:	0 m2
ÁREA TOTAL:	128.05 m2

SERENADA
PLAYA DEL CARMEN, QUINTANA ROO.

DEPARTAMENTO 113 | Nivel: Nivel 1

Fecha: Junio 2018 | Escala: 1:100 | Acotación: Metros

UBICACIÓN EN PLANTA.



Norte

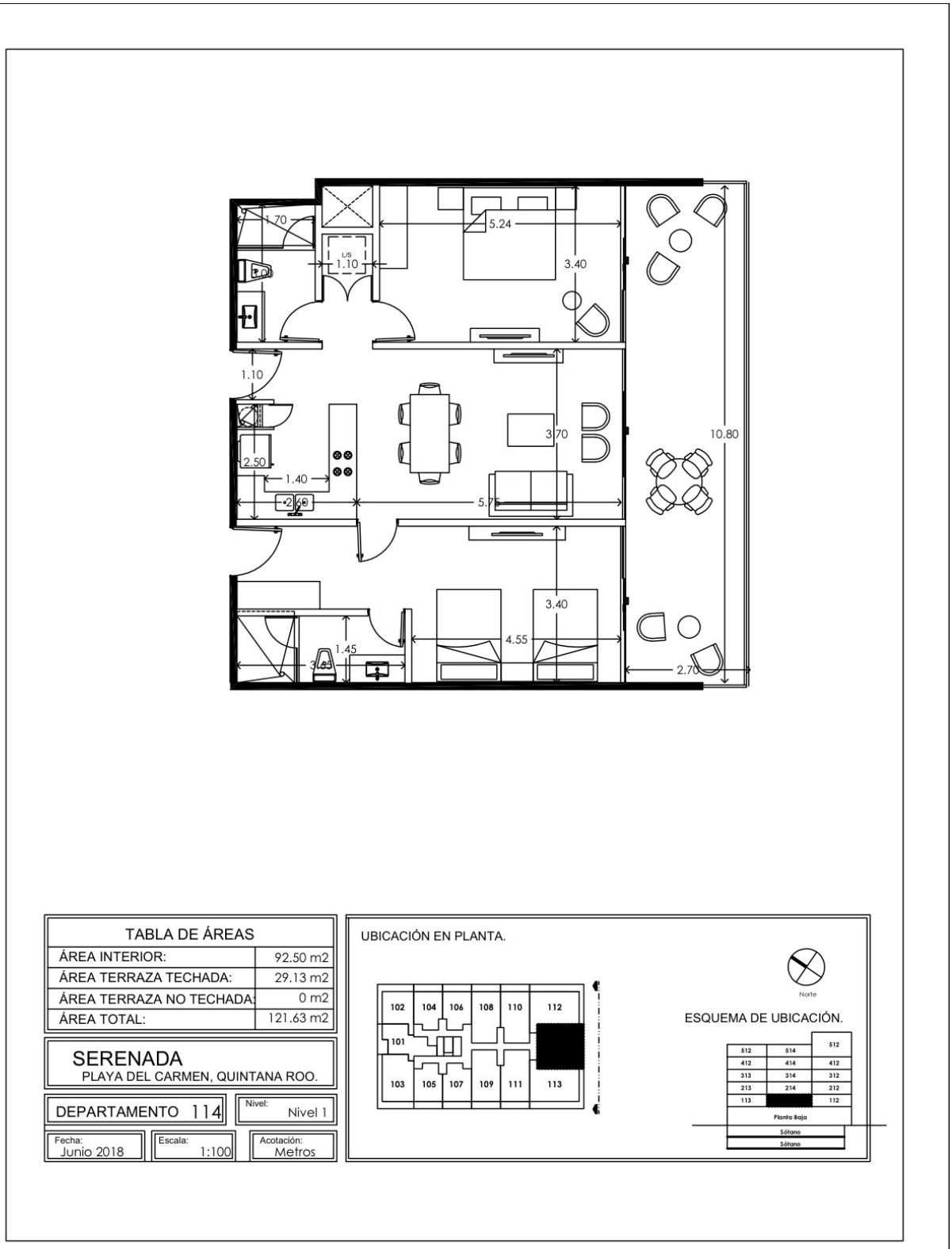
ESQUEMA DE UBICACIÓN.

503	505	507	509	511	513
403	405	407	409	411	413
303	305	307	309	311	313
203	205	207	209	211	213
103	105	107	109	111	

Planta Baja
Sótano
Sótano

DEVELOPMENT FLOOR PLAN

Floor plan of Serenada unit 114



Explore with Unlimited Possibilities.

For current availability, a private viewing and the complete property pack, contact Unlimited Possibilities through our official channels.

PRIVATE ENQUIRIES

WhatsApp · +52 984 137 5545

Unlimited Possibilities
RIVIERA MAYA

EXPLORE THE GALLERY

Scan for approved property media

Information is supplied for reference and is subject to current availability. Images marked “Virtually staged” are digitally furnished for illustration.