



NEARSHORE
BUSINESS SOLUTIONS

2025 LATIN AMERICA SALARY REPORT

1. Introduction

Why This Guide Matters

Hiring across borders is no longer a luxury - it's a necessity. As U.S. companies aim to grow faster and operate leaner, Latin America has emerged as a top region for accessing high-quality, cost-effective talent.

With the political and economic uncertainty expected under a second Trump administration, many companies are rethinking their talent strategies. Leaders are looking for **stability, predictability, and cost-saving mechanisms** - especially when it comes to building and scaling teams.

This guide was created to help business leaders, hiring managers, and HR professionals navigate the salary landscape across key Latin American markets. Whether you're building a remote team, opening a regional hub, or evaluating nearshoring opportunities, this resource will help you make informed, strategic decisions.

What's Inside

We provide real salary data across a variety of in-demand roles - including software development, sales, marketing, project management, technical support, finance, and administrative positions.

You'll find:

- Regional trends in salaries and remote hiring
- Country-by-country salary benchmarks (in both local currency and USD)
- Role-specific salary bands by seniority
- Notes on taxes, employment laws, and cultural expectations
- Key hiring insights and practical recommendations

Methodology

This guide is built on:

- Firsthand salary data from our placements and interviews across the region
- Real job market insights gathered from recruiting in over 15 countries
- Verified compensation information provided by candidates and companies
- Cross-referencing with external salary benchmarks, local platforms, and market studies

All salary figures are presented as **gross monthly amounts**, excluding bonuses, commissions, equity, or benefits—unless otherwise noted. We use **2025 estimates**, adjusted for inflation and currency fluctuations.

How to Use It

You can:

- Compare roles and salaries across countries
- Plan compensation for fully remote or hybrid teams
- Set expectations for hiring timelines and candidate seniority
- Understand regional nuances that impact pay and benefits

We encourage you to treat this as a strategic tool. The right salary isn't just about market rate—it's about finding the best match between skills, cost, and long-term value.

2. Market Overview

Nearshoring Is Gaining Momentum

Latin America continues to position itself as a nearshoring powerhouse. For U.S. companies, the region offers a unique mix of time zone alignment, cultural compatibility, and strong technical and professional talent.

The rise in remote work has erased geographic barriers, and nearshoring is now a proven strategy to scale teams faster and more affordably - without sacrificing quality.

Key Salary Trends in Latin America

- **Cost Savings Remain Strong:** Companies hiring in Latin America often see salary savings of **40–60%** compared to U.S. equivalents - while still hiring top-tier talent.
- **Salaries Are Rising:** Inflation and global demand have pushed salaries up across the region. Countries like Mexico, Brazil, and Colombia are seeing annual increases between **6% - 12%**, especially in tech roles.
- **Bilingual Talent Commands a Premium:** Professionals fluent in English can earn **15 - 30% more** than their peers. This is especially true for client-facing roles and senior-level positions.
- **Remote-Ready Professionals Are the Norm:** Many candidates across the region now expect remote work options. Offering flexibility can make or break your offer.
- **More U.S. Companies Are Hiring Directly:** Companies are increasingly bypassing outsourcing firms and hiring Latin American talent directly through remote contracts or Employer of Record (EOR) services to build stronger, more integrated teams.

Top Industries Embracing Nearshoring

- Software Development & Tech
- Sales and Customer Support
- Finance & Accounting
- E-commerce & Digital Marketing
- Professional Services (HR, Legal, Admin)

These sectors are not only hiring the most - many are also seeing the fastest wage growth.

What Roles Are Most in Demand?

Across the region, these roles are consistently leading in nearshore hiring:

- **Software Engineers** (especially in React, Python, Node.js, and AI/ML).
- **Sales Development Representatives (SDRs)**
- **Account Executives and Sales Managers**
- **Project Managers and Product Owners**
- **Financial Analysts and Controllers**
- **Technical Support and Customer Success Agents**

Hiring and Retention Trends

- **Time to Fill:** Most companies fill roles in 2 to 5 weeks, depending on the seniority and country.
- **Candidate Expectations:** Beyond salary, candidates now look for career growth, training, and culture fit.
- **Retention Drivers:** Competitive pay, remote flexibility, and strong onboarding processes lead to better retention.

3. Salary Benchmarks by Role (Across Latin America)

The following tables show **average gross monthly salary ranges** for popular nearshoring roles in Latin America. These benchmarks are based on a mix of data from our internal placements, market interviews, and external salary reports. All figures are in **USD** unless otherwise noted.

Note: Salaries vary by country, experience level, and company type (startup, SME, or enterprise). Country-specific breakdowns will follow in the next section.

A. Software Development & Engineering

Role	Junior	Mid-Level	Senior
Front-End Developer (React)	\$1,800–\$2,500	\$2,600–\$3,800	\$4,000–\$5,500
Back-End Developer (Node.js)	\$1,800–\$2,400	\$2,500–\$3,500	\$4,000–\$5,200
Full-Stack Developer	\$2,000–\$2,800	\$3,000–\$4,200	\$4,500–\$6,000
Python Developer	\$2,000–\$2,800	\$2,800–\$4,000	\$4,500–\$6,000
AI/ML Engineer	\$3,200–\$4,000	\$4,500–\$5,500	\$6,000–\$7,500
QA Engineer	\$1,500–\$2,000	\$2,200–\$3,200	\$3,500–\$4,800
DevOps Engineer	\$2,800–\$3,500	\$3,800–\$4,800	\$5,500–\$7,000

B. Sales & Business Development

Role	Entry-Level	Mid-Level	Senior
Sales Development Rep (SDR)	\$1,200–\$1,800	\$1,800–\$2,400	-
Account Executive	\$1,800–\$2,500	\$2,500–\$3,500	\$4,000–\$5,500
Sales Manager	-	\$3,000–\$4,200	\$5,000–\$7,000
Customer Success Manager	\$1,800–\$2,400	\$2,500–\$3,500	\$4,000–\$5,500

C. Marketing

Role	Entry-Level	Mid-Level	Senior
Digital Marketing Specialist	\$1,400–\$2,000	\$2,000–\$3,000	\$3,500–\$4,500
Performance Marketing Manager	-	\$2,800–\$4,000	\$4,500–\$6,000
Content Marketing Specialist	\$1,200–\$1,800	\$1,800–\$2,800	\$3,200–\$4,200
Marketing Manager	-	\$3,200–\$4,000	\$5,000–\$6,500

D. Project Management & Technical Support

Role	Junior	Mid-Level	Senior
Project Manager	-	\$3,000–\$4,200	\$4,800–\$6,200
Scrum Master	-	\$2,800–\$3,800	\$4,500–\$5,800
IT Support Specialist	\$1,200–\$1,800	\$1,800–\$2,500	\$3,000–\$4,000
Technical Support Manager	-	\$2,500–\$3,500	\$4,000–\$5,500

E. Finance, Accounting & Admin

Role	Junior	Mid-Level	Senior
Financial Analyst	\$1,800–\$2,400	\$2,400–\$3,200	\$3,500–\$4,800
Accountant (Bilingual)	\$1,800–\$2,400	\$2,400–\$3,000	\$3,500–\$4,800
Controller	-	\$3,500–\$4,500	\$5,000–\$7,000
Administrative Assistant	\$1,000–\$1,400	\$1,500–\$2,000	-
HR Specialist	\$1,400–\$2,000	\$2,000–\$3,000	\$3,500–\$4,800

4. Salary Benchmarks by Country

Colombia

Colombia is one of the top destinations for nearshoring in Latin America. U.S. companies benefit from overlapping time zones, competitive salaries, a skilled workforce, and a growing ecosystem of bilingual professionals. Major cities like Bogotá, Medellín, Cali, and Barranquilla continue to serve as tech and service hubs, attracting talent across multiple industries.

Key Economic and Hiring Insights

- Currency: Colombian Peso (COP), typically ranging from 3,800 to 4,100 COP per USD
- Time to hire: 2 - 4 weeks depending on role and seniority
- Top hiring cities: Bogotá, Medellín, Cali, Barranquilla
- Remote work: Widely accepted for IT, sales, and service roles
- English proficiency: Moderate to high in urban centers and international-facing roles

Salary Ranges by Role (Gross Monthly, USD)

Role	9/ Junior	Mid-Level	Senior
Front-End Developer (React)	\$1,800–\$2,400	\$2,500–\$3,600	\$4,200–\$5,500
Python Developer	\$1,800–\$2,500	\$2,600–\$3,800	\$4,500 – \$6,000
Sales Development Rep (SDR)	\$1,000–\$1,500	\$1,600–\$2,200	-
Account Executive	\$1,800–\$2,500	\$2,500–\$3,500	\$4,000–\$5,200
Financial Analyst	\$1,800–\$2,400	\$2,400–\$3,200	\$3,500–\$4,500
Technical Support Specialist	\$1,200–\$1,800	\$1,800–\$2,400	\$3,000–\$4,200
Project Manager	-	\$2,800–\$3,800	\$4,500 – \$5,800
Marketing Manager	-	\$3,200–\$4,000	\$5,000–\$6,000
Administrative Assistant	\$900 – \$1,200	\$1,300 – \$1,800	-

Tax and Employment Overview

- Mandatory benefits include health insurance, pension contributions, severance pay, and vacation
- 13th-month salary is standard, typically paid in two installments (June and December)
- Employer cost burden is approximately 30-35% above base salary for full-time hires
- Independent contractor arrangements are common and reduce overhead
- Local Employer of Record (EOR) providers are available for companies hiring without local incorporation

Why Companies Hire in Colombia

- Strong time zone alignment with U.S. markets
- Cost savings of 40-60% compared to equivalent U.S. roles
- Deep talent pool in software development, support, finance, and sales
- Increasing number of bilingual professionals
- High internet penetration and remote-readiness across key cities

Mexico

Mexico remains one of the strongest and most stable markets for nearshoring. Its proximity to the U.S., strong education system, and growing base of English-speaking professionals make it a top choice for building remote teams across tech, customer service, and professional services.

Key Economic and Hiring Insights

- Currency: Mexican Peso (MXN), typically ranging from 16 to 18 MXN per USD
- Time to hire: 2-4 weeks
- Top hiring cities: Mexico City, Guadalajara, Monterrey, Querétaro
- Remote work: Highly common in tech and service sectors
- English proficiency: High among college-educated professionals and tech talent

Salary Ranges by Role (Gross Monthly, USD)

Role	Entry-Level / Junior	Mid-Level	Senior
Front-End Developer (React)	\$2,000 – \$2,600	\$2,800 – \$3,800	\$4,500 – \$6,000
Python Developer	\$2,000 – \$2,700	\$2,900 – \$4,000	\$4,800 – \$6,200
Sales Development Rep (SDR)	\$1,200 – \$1,600	\$1,800 – \$2,500	-
Account Executive	\$2,000 – \$2,800	\$3,000 – \$4,000	\$5,000 – \$6,500
Financial Analyst	\$2,000 – \$2,700	\$2,800 – \$3,600	\$4,000 – \$5,200
Technical Support Specialist	\$1,400 – \$1,800	\$1,900 – \$2,600	\$3,200 – \$4,400
Project Manager	-	\$3,000 – \$4,200	\$4,800 – \$6,500
Marketing Manager	-	\$3,500 – \$4,500	\$5,500 – \$7,000
Administrative Assistant	\$1,000 – \$1,400	\$1,500 – \$2,000	-

Tax and Employment Overview

- Full-time employees receive mandatory benefits, including health insurance (IMSS), vacation, and year-end bonus
- 13th-month salary (aguinaldo) is mandatory
- Employer contributions range from 25-35% of gross salary
- Contractors and freelancers are widely used in tech and creative fields
- Multiple Employer of Record (EOR) providers operate in the market

Why Companies Hire in Mexico

- Geographic and time zone alignment with the U.S.
- Mature business infrastructure and nearshoring experience
- Abundant bilingual talent, especially in customer-facing roles
- Highly competitive compensation in regional tech hubs
- Strong retention when career growth and benefits are provided

Brazil

Brazil offers one of the largest and most technically skilled labor pools in Latin America. While the regulatory environment is more complex, the country excels in producing top-tier engineers and finance professionals. São Paulo and Florianópolis are major tech hubs.

Key Economic and Hiring Insights

- Currency: Brazilian Real (BRL), typically ranging from 4.5 to 5.2 BRL per USD
- Time to hire: 3-5 weeks, depending on role complexity
- Top hiring cities: São Paulo, Rio de Janeiro, Curitiba, Florianópolis, Recife
- Remote work: Common among developers and startup professionals
- English proficiency: Moderate to high in urban areas and IT roles

Salary Ranges by Role (Gross Monthly, USD)

Role	Entry-Level / Junior	Mid-Level	Senior
Front-End Developer (React)	\$2,000 – \$2,800	\$3,000 – \$4,200	\$5,000 – \$6,800
Python Developer	\$2,200 – \$2,900	\$3,200 – \$4,500	\$5,200 – \$7,000
Sales Development Rep (SDR)	\$1,400 – \$1,800	\$2,000 – \$2,600	-
Account Executive	\$2,400 – \$3,000	\$3,200 – \$4,400	\$5,200 – \$6,800
Financial Analyst	\$2,200 – \$2,900	\$3,000 – \$3,800	\$4,500 – \$5,800
Technical Support Specialist	\$1,400 – \$1,900	\$2,000 – \$2,800	\$3,500 – \$4,800
Project Manager	-	\$3,200 – \$4,500	\$5,200 – \$7,000
Marketing Manager	-	\$3,800 – \$4,800	\$5,800 – \$7,500
Administrative Assistant	\$1,100 – \$1,500	\$1,600 – \$2,200	-

Tax and Employment Overview

- Employment law includes strong labor protections and a mandatory 13th-month salary
- Total employer cost can exceed 50% of base salary when fully compliant
- Independent contractors are often used in tech and startup sectors to manage costs
- EOR providers are available but must navigate Brazil's complex labor code

Why Companies Hire in Brazil

- One of the largest pools of software developers and financial professionals in LATAM
- Strong universities and a mature tech ecosystem
- High skill levels in fintech, AI/ML, data science, and enterprise solutions
- Better long-term retention with proper onboarding and cultural alignment
- Strong local market for both remote and hybrid work arrangements

Argentina

Argentina offers exceptional value due to its highly skilled workforce and favorable currency exchange. Despite economic instability, the country produces strong talent in engineering, finance, and design. Many professionals are used to working remotely for U.S. and European clients.

Key Economic and Hiring Insights

- Currency: Argentine Peso (ARS), subject to significant volatility; most remote salaries are negotiated in USD
- Time to hire: 2-3 weeks for most roles
- Top hiring cities: Buenos Aires, Córdoba, Rosario, Mendoza
- Remote work: Widely accepted; many professionals prefer USD contracts
- English proficiency: High among software developers, designers, and finance professionals

Salary Ranges by Role (Gross Monthly, USD)

Role	Entry-Level / Junior	Mid-Level	Senior
Front-End Developer (React)	\$1,500 – \$2,100	\$2,300 – \$3,200	\$4,000 – \$5,000
Python Developer	\$1,600 – \$2,300	\$2,500 – \$3,400	\$4,200 – \$5,500
Sales Development Rep (SDR)	\$900 – \$1,300	\$1,500 – \$2,100	-
Account Executive	\$1,800 – \$2,400	\$2,600 – \$3,500	\$4,500 – \$5,800
Financial Analyst	\$1,700 – \$2,400	\$2,500 – \$3,200	\$4,200 – \$5,200
Technical Support Specialist	\$1,100 – \$1,600	\$1,800 – \$2,500	\$3,200 – \$4,000
Project Manager	-	\$2,800 – \$3,800	\$4,800 – \$6,200
Marketing Manager	-	\$3,000 – \$3,800	\$5,000 – \$6,200
Administrative Assistant	\$800 – \$1,100	\$1,300 – \$1,800	-

Tax and Employment Overview

- Full-time employees are entitled to mandatory health, pension, vacation, and severance
- High inflation often leads to frequent salary renegotiations
- Most remote workers prefer USD-denominated contractor roles to protect against currency risk
- EOR providers are common, especially for companies seeking compliant long-term hires

Why Companies Hire in Argentina

- Highly educated and experienced workforce
- Exceptional cost-to-talent ratio due to currency advantages
- Strong culture of remote work, especially in software, finance, and design
- High English fluency in international-facing roles
- Competitive rates without sacrificing quality

Chile

Chile is known for its economic stability, strong infrastructure, and high digital adoption rates. While salaries are slightly higher than in neighboring countries, the quality and reliability of the workforce make it a strong option for nearshoring-particularly for finance, engineering, and B2B sales roles.

Key Economic and Hiring Insights

- Currency: Chilean Peso (CLP), typically ranging from 850 to 950 CLP per USD
- Time to hire: 3-4 weeks
- Top hiring cities: Santiago, Valparaíso, Concepción
- Remote work: Widely adopted in corporate and tech sectors
- English proficiency: Moderate to high in tech and multinational sectors

Salary Ranges by Role (Gross Monthly, USD)

Role	Entry-Level / Junior	Mid-Level	Senior
Front-End Developer (React)	\$2,000 – \$2,600	\$2,800 – \$3,800	\$4,500 – \$6,200
Python Developer	\$2,000 – \$2,700	\$3,000 – \$4,200	\$4,800 – \$6,400
Sales Development Rep (SDR)	\$1,300 – \$1,700	\$1,900 – \$2,500	-
Account Executive	\$2,200 – \$3,000	\$3,200 – \$4,400	\$5,200 – \$6,800
Financial Analyst	\$2,000 – \$2,700	\$2,900 – \$3,800	\$4,200 – \$5,500

Role	Entry-Level / Junior	Mid-Level	Senior
Technical Support Specialist	\$1,400 – \$1,900	\$2,100 – \$2,700	\$3,300 – \$4,600
Project Manager	-	\$3,200 – \$4,400	\$5,000 – \$6,800
Marketing Manager	-	\$3,600 – \$4,600	\$5,800 – \$7,200
Administrative Assistant	\$1,100 – \$1,400	\$1,600 – \$2,200	-

Tax and Employment Overview

- Strong legal protections for full-time employees, including vacation, health, and pension
- Mandatory 13th-month salary is not universal but often included in compensation packages
- Employer contributions average 25-30% above gross salary
- Contractors are less common but increasingly used in tech roles
- Local EOR partners are well-established and compliant

Why Companies Hire in Chile

- Politically and economically stable
- High talent quality with strong professional training
- Strong cultural alignment and work ethic
- Suitable for complex roles requiring reliability and autonomy
- Transparent and modern labor laws

Peru

Peru has emerged as a competitive option for nearshoring in tech, support, and finance. While the talent pool is smaller than in countries like Mexico or Brazil, the country offers excellent value and has seen rapid growth in its digital economy.

Key Economic and Hiring Insights

- Currency: Peruvian Sol (PEN), typically ranges from 3.7 to 3.9 PEN per USD
- Time to hire: 2-4 weeks
- Top hiring cities: Lima, Arequipa, Trujillo
- Remote work: Growing quickly, especially in tech and marketing
- English proficiency: Moderate, but strong among graduates of private universities and international companies

Salary Ranges by Role (Gross Monthly, USD)

Role	Entry-Level / Junior	Mid-Level	Senior
Front-End Developer (React)	\$1,700 – \$2,300	\$2,500 – \$3,500	\$4,200 – \$5,500
Python Developer	\$1,800 – \$2,400	\$2,600 – \$3,600	\$4,300 – \$5,800
Sales Development Rep (SDR)	\$1,000 – \$1,400	\$1,600 – \$2,200	-
Account Executive	\$1,800 – \$2,400	\$2,800 – \$3,800	\$4,500 – \$5,800
Financial Analyst	\$1,700 – \$2,400	\$2,600 – \$3,400	\$4,200 – \$5,300
Technical Support Specialist	\$1,200 – \$1,700	\$1,800 – \$2,400	\$3,100 – \$4,200
Project Manager	-	\$2,800 – \$4,000	\$4,800 – \$6,200
Marketing Manager	-	\$3,200 – \$4,200	\$5,400 – \$6,800
Administrative Assistant	\$800 – \$1,100	\$1,300 – \$1,800	-

Tax and Employment Overview

- Full-time employment includes health contributions, vacation, and severance
- 13th and even 14th-month salaries are standard
- Employer contributions add 25-30% to gross salary
- Contractors are widely used for international roles
- Local EOR services are accessible and cost-effective

Why Companies Hire in Peru

- Strong value relative to skills and experience
- Flexible workforce with growing remote capabilities
- High English proficiency among top candidates
- Low cost of operations and talent
- Increasing government support for the tech ecosystem

Costa Rica

Costa Rica offers a highly educated and bilingual workforce, especially attractive for U.S. companies seeking customer service, IT, and finance professionals. Though salaries are higher than in other Central American countries, retention and quality are major advantages.

Key Economic and Hiring Insights

- Currency: Costa Rican Colón (CRC), typically ranges from 520 to 540 CRC per USD
- Time to hire: 2-4 weeks
- Top hiring cities: San José, Heredia, Alajuela
- Remote work: Common across tech and service industries
- English proficiency: Among the highest in Latin America

Salary Ranges by Role (Gross Monthly, USD)

Role	Entry-Level / Junior	Mid-Level	Senior
Front-End Developer (React)	\$2,200 – \$2,800	\$3,000 – \$4,000	\$4,800 – \$6,400
Python Developer	\$2,300 – \$2,900	\$3,200 – \$4,200	\$5,000 – \$6,800
Sales Development Rep (SDR)	\$1,300 – \$1,700	\$1,900 – \$2,600	-
Account Executive	\$2,300 – \$3,000	\$3,400 – \$4,500	\$5,500 – \$7,000
Financial Analyst	\$2,200 – \$2,900	\$3,000 – \$3,900	\$4,800 – \$6,000
Technical Support Specialist	\$1,500 – \$2,000	\$2,200 – \$2,900	\$3,800 – \$4,800
Project Manager	-	\$3,400 – \$4,600	\$5,800 – \$7,200
Marketing Manager	-	\$3,800 – \$4,800	\$6,000 – \$7,500
Administrative Assistant	\$1,100 – \$1,400	\$1,700 – \$2,200	-

Tax and Employment Overview

- Mandatory benefits include health coverage, vacation, and end-of-year bonus
- Employer contributions average 30-35% of gross salary
- Contractors are used less frequently due to labor protections
- Local EOR providers are well-established and widely trusted

Why Companies Hire in Costa Rica

- High English fluency and cultural alignment with U.S. clients
- Outstanding infrastructure and internet reliability
- Well-established BPO and tech outsourcing ecosystem
- Excellent retention rates in both remote and hybrid roles
- Highly skilled workforce, particularly in finance and IT

Central America (Guatemala, El Salvador, Honduras)

Central America offers some of the most competitive salary levels in Latin America, making it an ideal region for companies seeking value-driven roles in tech support, customer service, sales development, and administrative support. While the talent market is smaller and English levels vary, the region is evolving rapidly, particularly in urban areas with access to education and connectivity.

Key Economic and Hiring Insights

- Currencies:
 - Guatemala: Guatemalan Quetzal (GTQ), ~7.8 GTQ per USD
 - El Salvador: U.S. Dollar (USD, official currency)
 - Honduras: Honduran Lempira (HNL), ~24.5 HNL per USD
- Time to hire: 2-3 weeks
- Top hiring cities: Guatemala City, San Salvador, Tegucigalpa
- Remote work: Gaining traction post-pandemic, especially in IT and support functions
- English proficiency: Moderate, higher in BPO zones and private university graduates

Salary Ranges by Role (Gross Monthly, USD)

Role	Entry-Level / Junior	Mid-Level	Senior
Front-End Developer (React)	\$1,200 – \$1,800	\$2,000 – \$2,800	\$3,500 – \$4,800
Python Developer	\$1,300 – \$1,900	\$2,200 – \$3,000	\$3,800 – \$5,200
Sales Development Rep (SDR)	\$800 – \$1,200	\$1,400 – \$1,800	-
Account Executive	\$1,500 – \$2,000	\$2,200 – \$3,200	\$4,200 – \$5,400
Financial Analyst	\$1,300 – \$1,800	\$2,000 – \$2,800	\$3,500 – \$4,800
Technical Support Specialist	\$900 – \$1,300	\$1,500 – \$2,200	\$3,000 – \$4,000
Project Manager	-	\$2,500 – \$3,500	\$4,200 – \$5,500
Marketing Manager	-	\$2,800 – \$3,800	\$4,800 – \$6,200
Administrative Assistant	\$700 – \$1,000	\$1,200 – \$1,600	-

Tax and Employment Overview

- Labor laws vary by country but generally require benefits such as vacation, severance, and holiday bonuses
- El Salvador operates on USD, making payments and contracts simpler for U.S.-based companies

- Employer burdens range from 20-30% depending on country and employment structure
- Contractors are common, especially for remote tech and sales roles
- Employer of Record (EOR) solutions are available in all three countries for compliant hiring

Why Companies Hire in Central America

- Extremely competitive labor costs
- Strong time zone alignment with the U.S.
- Growing number of bilingual professionals, especially in urban areas
- Increasing investment in tech education and digital upskilling
- Suitable for customer-facing roles, entry-to-mid-level developers, and professional services

5. Trends and Insights

Latin America's labor market is evolving rapidly. Fueled by global demand for remote talent, economic shifts, and increased digital adoption, the region is becoming a strategic pillar for companies looking to scale cost-effectively without compromising quality. The following trends reflect the forces most influencing hiring, compensation, and retention across the region.

Salary Growth Is Real-But Still a Value

- Salaries across tech, sales, and finance roles have increased between 6% and 12% annually, driven by demand and inflation.
- Despite growth, Latin American professionals still earn 40–60% less than their U.S. counterparts—offering strong ROI for companies hiring regionally.
- Bilingual and remote-experienced professionals continue to command premiums of 15-30%.

Remote-Ready Talent Is the New Normal

- The shift to remote work has become permanent in many Latin American markets, especially in tech, customer service, and digital marketing.
- Candidates expect flexible or fully remote options; rigid office policies reduce interest from top talent.
- Infrastructure has improved in most cities, with stable internet access and widespread use of digital tools.

Bilingual Professionals Drive Cross-Border Success

- English fluency is increasingly a hiring requirement, especially for U.S.-facing roles in sales, support, and project management.
- Countries like Costa Rica, Argentina, Colombia, and Mexico consistently produce top bilingual talent.
- Bilingual professionals often act as internal team bridges, improving communication, documentation, and performance across global teams.

Candidates Prioritize More Than Salary

- Career growth, team culture, and job stability are top considerations for Latin American professionals-especially in mid- to senior-level roles.
- Candidates seek opportunities to work on international projects, receive ongoing training, and participate in goal-oriented cultures.
- Offering U.S. holiday schedules, paid leave, and wellness perks can dramatically improve offer acceptance and retention.

Inflation, Politics, and Economic Volatility Affect Planning

- With potential political shifts in the U.S., companies are seeking operational stability in hiring and cost control.
- Countries with inflationary challenges (e.g., Argentina) often require USD-denominated contracts or frequent salary reviews.
- Remote contracts allow companies to operate across borders without long-term commitments tied to one country's economy.

Talent Hubs Are Expanding Beyond Capital Cities

- Secondary cities such as Medellín (Colombia), Córdoba (Argentina), Guadalajara (Mexico), and Florianópolis (Brazil) are gaining attention.
- These cities offer lower salary expectations, strong talent pipelines, and increasing tech infrastructure.
- Hiring from a mix of capital and regional cities often improves sourcing results and retention.

Employer Branding and Speed Matter

- In-demand professionals are often fielding multiple offers. The companies that move quickly and communicate clearly win the best candidates.
- Latin American professionals pay attention to employer reputation, onboarding experience, and ongoing communication.
- A strong employer brand and fast, transparent recruitment process are as important as the salary offer itself.

6. How to Use This Guide for Hiring

This guide provides a strategic view of nearshoring salary benchmarks across Latin America but it's more than a data source. It's designed to help you plan smarter, hire faster, and retain better talent across borders.

Set Competitive, Sustainable Compensation

- Use the salary ranges provided to establish starting offers based on experience level, role type, and location.
- Consider adding 10-15% above the mid-range for bilingual, remote-experienced professionals or hard-to-fill positions.
- Be transparent about benefits, bonuses, and payment terms-especially when hiring contractors or through Employer of Record (EOR) services.

Choose the Right Country for Your Hiring Goals

- If your priority is cost-efficiency: look at Central America, Peru, or Argentina.
- If you need advanced technical talent: consider Brazil, Colombia, or Mexico.
- If English fluency is critical: explore Costa Rica, Chile, or urban talent in Colombia and Argentina.
- For long-term operations and team building: evaluate countries with stable legal and tax structures.

Decide Between Contractors, Direct Hires, or EOR

- For short-term flexibility or trial hires, independent contractors offer speed and minimal overhead.
- For long-term stability and retention, local employment via EOR or in-country incorporation offers stronger commitment and compliance.
- Use a mix of both models if you're scaling across multiple countries or building cross-functional teams.

Build a Remote-First Hiring Process

- Interview asynchronously or across time zones using tools like Calendly, Loom, and Zoom.
- Test practical skills early with technical assessments or role-specific scenarios.
- Clearly define working hours, communication tools, and performance expectations during the hiring process.

Prioritize Retention From Day One

- Align salary offers with local market expectations and career progression.
- Provide onboarding plans that reflect cultural and communication alignment.
- Offer ongoing feedback, training, and team-building—remote professionals value structure and growth.

Leverage Support When Needed

- If you're unsure about local compliance, taxes, or benefits—use an Employer of Record.
- If you're short on time or hiring at scale, work with a recruiting partner experienced in Latin America.
- Don't rely solely on public job boards. Top talent often moves through referrals, outreach, and recruiters.

7. About Nearshore Business Solutions

Nearshore Business Solutions helps U.S. companies build and scale remote teams across Latin America. We specialize in recruiting high-quality talent in software development, sales, marketing, customer support, finance, and administrative roles.

We understand the challenges of hiring across borders—because we live and work in the region ourselves. With over 15 years of experience in Latin America, we combine local insight with global standards to help you find the right talent, move quickly, and stay compliant.

What We Offer

- Remote Talent Acquisition across Latin America
- Local In-Country Recruitment in major cities and secondary markets
- Employer of Record (EOR) Services for compliant hiring without incorporation
- Market Entry and Entity Setup Support for companies building long-term operations
- Full Lifecycle Support: sourcing, vetting, onboarding, and retention strategies

Why Companies Work With Us

- We live in Latin America and know the talent market firsthand
- We move quickly-most teams are placed within 30 days
- We ensure legal and tax compliance in every country we operate
- We offer a 90-day performance guarantee on all placements
- We prioritize customer service and ongoing partnership

Whether you're hiring your first remote team or expanding across the region, we're here to help you scale with confidence.

Website: www.nearshorebusinesssolutions.com

Email: info@nearshorebusinesssolutions.com





NEARSHORE
BUSINESS SOLUTIONS