



The New Baja Land Rush

Winning positions in the peninsula.

BY DERRICK R. GRAHN

More than 1,800 miles of beckoning beachfront vistas, featuring the Pacific Ocean on one side of its peninsula and the Sea of Cortez on the other,

quaint colonial backdrops and flawless weather are just some of many physical attractions to promote investing in Baja, Mexico. But when mixed with an improved political climate, affordable prices, the retiring of the USA's Baby Boom generation and the easily foreseeable "good life", the new Baja real estate craze is shaping into what some are calling "the greatest North American Land Rush of this Century".

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Baja is home to hundreds of exclusive international resorts, hotels and developments, plus more on the way. Over 70 daily flights now serve Southern Baja, bringing with them Americans, Canadians and scores more world travelers.

As beacons to the real estate boom, a number of Baja's residential communities are among some of the world's most elite, offering the absolute best in resort, recreational and lifestyle amenities. These properties and developments play important rolls in the positioning of the New Baja Land Rush.

MISIÓN LA SERENA, positioned within the new 2,000-acre Puerto Los Cabos community is beginning to show life along the pristine Sea of Cortez shoreline in San José del Cabo. This residential resort will feature 75 residences, a Private Residence Club, deeded fractional ownership and incredible lifestyle amenities. The master plan includes a 500+ marina, fisherman's village, two signature golf courses and luxury hotels. The Spa at Misión La Serena features a luxurious, transformational experience, fusing Eastern

sensitivity and innovative treatments with the rejuvenating properties of indigenous Baja plants and herbs. Misión La Serena is scheduled for completion in fall of 2008.

PALMILLA, just minutes southwest of San José del Cabo, is perched on Palmilla

Point and is home to a Charlie Trotter's restaurant, "C" and the world-renowned One&Only Palmilla Resort, which opened its doors in 1957. In 2004, the One&Only Palmilla re-opened after a \$90 million restoration. Surrounding the resort, interconnected by a 27-hole Jack Nicklaus Signature golf course, are 11 oceanfront, ocean view and golf view communities, plus individual home sites. The master plan shows a footprint for over 1,000 homes and villas, placed into one of the most elegant, luxurious and private home sites in Southern Baja.

Among the Palmilla communities, Snell Real Estate represents many of the best. Chris Snell, the company's president, is one of many Los Cabo success stories. Chris and his company Snell Real Estate are viewed as market leaders in Los Cabos.

One Snell represented property of note is **VILLAS DEL MAR**, lying adjacent to the One&Only Palmilla resort. Villas Del Mar is best known for its unmatched level of service, sweeping ocean views, never-ending amenities, the developer's attention to detail and Club Ninety Six, a private residents beach club. Situated behind a guarded entry, Villas Del Mar offers a variety of ownership options ranging from oceanfront villas to mountainside casitas with prices starting at \$2.3 million.

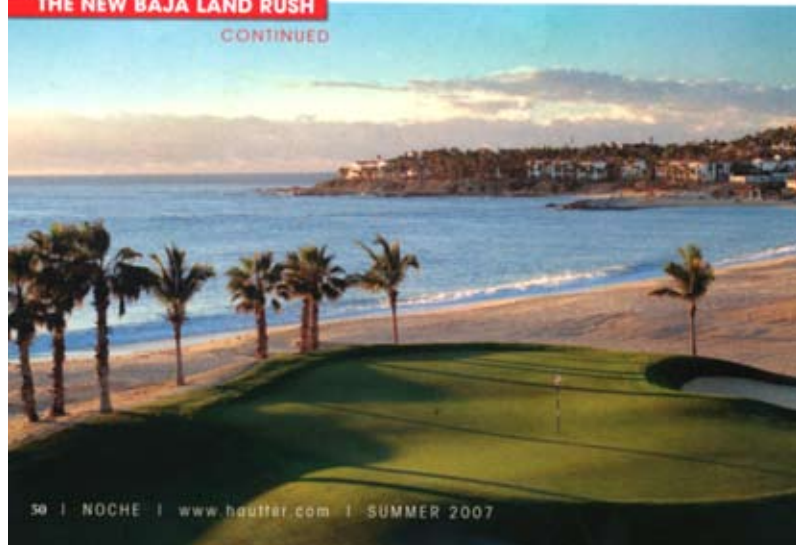
LA CALETA is Palmilla's premier single-family, oceanfront community. Home sizes in La Caleta range from 4,500 to more than 14,000 square feet, with prices starting at \$2 million.

PALMILLA NORTE provides residents with security, serenity, views and access to one of Cabo's most swim-friendly beaches. This premium location

There are more linear miles of beachfront in Baja than in the state of Florida or the entire West Coast of the USA!

Baja is home to over 1,800 miles of pristine beachfront, most of which is not yet developed.

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allows homeowners the convenience to walk to One&Only for breakfast, enjoy the sunrise every morning and catch fishing boats from their backyards. Prices begin at \$2 million.

CALETA LOMA offers panoramic ocean views from gentle slopes overlooking the Sea of Cortez and spacious lot sizes averaging 17,500 square feet. Home sites start at \$1.4 million.

OASIS PALMILLA features estate size home sites that include membership to a private ocean club, access to a beautiful swimming beach, the ability to join the exclusive Palmilla Jack Nicklaus Signature golf course, access to the One&Only Palmilla's social membership and full service property management. Home sites start at \$745,000.

Snell Real Estate also represents the Palmilla communities of Oceano Alta

& Baja, Palmilla Canyon, Palmilla Estates, Villas de Montaña and more.

For more information, visit www.snellrealestate.com, from the US call 1-888-437-7761 or in Mexico, dial 624-105-8100.



EL DORADO is only five minutes southwest of Palmilla, on the way to Cabo San Lucas.

Featuring 520 acres, the El Dorado Golf and Beach Club, its own private Jack Nicklaus Signature golf course, this guard-gated community contains 84 custom home sites. El Dorado also plays host to world-class dining, a fitness center and a members-only beach club. Developed by visionary, outdoors and family man, Mike Meldman and his Scottsdale based Discovery Land Company, this mile-long beachfront community is also host to 120 oceanfront

and ocean view villas and casitas ranging from 2,500 to 6,000 square feet, priced from \$1.8 to \$14 million.

www.DiscoveryLandCo.com

CHILENO BAY is in the middle of "the corridor", the 20-mile stretch between San José del Cabo and Cabo San Lucas. This 1,000 plus acre community has recently broken ground. Two 36-hole Tom Fazio-designed championship golf courses are in the plans. Scheduled to open in 2010, Chileno Bay will contain two- to four-bedroom Villas starting at \$3 million each or custom Ocean Estates from \$8 million and up.

CABO DEL SOL, just northwest of Palmilla, includes two golf courses and hotels. Also represented by Snell Real Estate, the Cabo Del Sol communities include oceanfront, ocean view and fairway home sites, as well as luxury

condominiums. The condos are priced from \$1.8- to \$2.1-million. *Availability is limited.*

PUNTA BALLENA is located two miles northwest of Cabo del Sol and just three miles from Cabo San Lucas. Punta Ballena (Whale's Point in English) is a gated 174-acre community assorted around the prestigious Esperanza, an Auberge Resort. Snell Real Estate is once again the representative of 53 single-family and multi-family home sites as well as three-, four- and five-bedroom villas and condos ranging from 2,500 to 4,000 square feet. Oceanfront and ocean view villas and condos are priced from \$1.5 to \$8.5 million.

THE RESIDENCES AT ESPERANZA feature 60 villas from 2,400 to 3,500 square feet. Owners will receive undivided, deeded one-eighth or one-



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sixth interests, plus an undivided interest in the clubhouse and all common areas, which by the way are not "common" at all—they are stunning.
www.EsperanzaResort.com

Though Los Cabos tends to get most of the attention in regards to property investments, there are many more happenings around the rest of Baja as well. North of San José on the Sea of Cortez, you will find the East Cape with many upon many land opportunities.

Across Baja's peninsula, on the Pacific coast, you will find a broad stretch of land beginning at Cabo San Lucas, spanning up the coast through Pescadero, into Todos Santos and beyond. Baja's Pacific side is relatively untapped, pristine and on the verge of

significant development. For more information, visit www.BajaEquities.com.

Northern Baja is home to the \$3 billion villages of **LORETO BAY**, being developed by The Loreto Bay Company of Scottsdale, Arizona in conjunction with FONATUR, Mexico's tourism development agency. This Baja escape will be the largest resort community in North America, committed to the principles of sustainable development and New Urbanism. Loreto Bay is positioned on 8,000 acres, of which 5,000 will remain preserved. Throughout the next 15 years of development, Loreto Bay will include more than 6,000 homes placed into a series of small seaside villages. Starting around \$300,000, home sites and fractionals are now available. www.LoretoBay.com

At Rosarito Beach in Northern

Baja, **TRUMP OCEAN RESORT BAJA**, is as symbolic as it is successful. This past December (2006), The Lobby Tower was the first phase to go on sale. Trump Ocean Resort shattered all Mexico sales records, by selling \$125,000,000 of The Lobby Tower in the first day it was on the market.



As real estate values stabilize in Southern California, Trump adds a sense of validity and pizzazz to Mexico, showing a broader market how "booming" the Baja real estate market really is.

In June, the second phase of Trump Ocean Resort Baja was made available, with the introduction of the Spa Tower. Located just 30 minutes (driving) from San Diego, this resort is placed within 17 acres of Pacific oceanfront property. Trump Ocean Resort features unparalleled quality,

world-class amenities and more. Visit www.trumpbaja.com or dial toll free: 866 858 8736 from the US or Canada.

Over 400,000 US residents currently own property in Baja and that number increases every day. Baja, Mexico offers great values, quality of life, proximity to California and more. Baja is also easily accessible to the rest of the US, as nonstop flights to Los Cabos are now available from the majority of America's major cities.

Of course, I cannot predict the future of the Los Cabos, Baja or Mexico property investment markets. However, with exclusive communities, like these, continually making moves and the amount of land still available, the New Baja Land Rush will continue for many years to come. ■

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THE VILLAGES OF LORETO BAY