

# The future of building in Baja: Snell Real Estate's 2006 Trend Watch



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After 14 years of living in Los Cabos and eight years of being ingrained in the travel, tourism and real estate business, Chris Snell certainly knows how to spot trends. Below, he sheds some light on what he expects to see in 2006.



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Los Cabo's premier real estate broker says **2006** will be hotter than ever for the real estate market

In 2006, the Los Cabos real estate market will be hotter than ever, and five key trends will mark the year. As the market leader among Los Cabos' luxury real estate brokerages, Chris Snell, President and Founder of Snell Real Estate, has a vision for what's to come.

## **Snell Real Estate's top five trends for 2006:**

### 1. Amenities take the lead

As development in Los Cabos sprawls beyond the coastline and into the Sierra de la Laguna foothills in 2006, amenity packages will be the number one consideration of homebuyers. Although golf course memberships, access to full-service spas and fine-dining restaurants are a must for prospective homebuyers, private residents' beach clubs are the hottest trend of 2006. In fact, it's the number one reason why people are buying in Villas Del Mar, which boasts Club Ninety Six, and Punta Ballena, which also has a resident's beach club. "Anybody can get onto a golf course for a day," Snell says. "But being able to go to a good swimming beach and have access to first-class amenities—regardless of how far away from the ocean you live—that's the ultimate."



*Villas Del Mar*

Snell Real Estate, the largest independent real estate brokerage in Baja, specializes in the finest properties available in Baja and is credited with introducing U.S. third-party escrow and title insurance to the Los Cabos market. Chris Snell, President of Snell Real Estate, began his career in Los Cabos in 1991, and today, his company exclusively represents the finest master-planned communities such as: Palmilla Properties, Villas del Mar, Cabo del Sol and Punta Ballena, as well as more than 90 percent of the available residential properties in Los Cabos.

## **2. Midwestern market shift**

Although the majority of Baja's investors traditionally came from the West Coast, Midwesterners are descending on Los Cabos in droves. "Our market is shifting Midwest," Snell says. "And that market is really starting to drive us." About 35 to 40 percent of Snell's changing market is comprised of Midwesterners from Colorado, Texas, Illinois, etc., about 25 percent is from California, and the balance of investors hail from the Northeast. In 2006, he expects to see even more Midwesterners taking an interest in Los Cabos.

## **3. Los Cabos goes uptown**

Even a destination founded on exclusivity has to start from the ground up. After years of basing its characteristic ruggedness, Los Cabos will reach new heights of sophistication in 2006. As more chic restaurants, trendy clubs and world-class resorts crop up, 2006 will signal a heigh-tened sense of style in Los Cabos. The movement toward sophistication is so strong, Snell says, that it's even effecting design trends. "The attire is changing and people are building bigger closets in their homes to accommodate their clothes," Snell says.

## **4. In the family way**

Long gone is the heyday of the boys' trip to Cabo for sport fishing by day and reckless partying by night.

The luxury homeowners of 2006 are looking to Los Cabos in a family light. "We're still seeing affluent buyers who are married and either are bringing their kids or their grandkids down for vacation," Snell said. Accompanying the trend in family travel, Snell says that the average lot size will increase from one-fourth acre to one-half acre to create more space and privacy, and that one-car garages will become a thing of the past in 2006, making way for two-car garages that fit all the family automobiles.

## **5. Travelers pack toys with style**

Whether by air, by land or by sea, Los Cabos visitors will travel in high style in 2006. As more and more investors arrive in Los Cabos in their own private jets, helicopters and fractionally owned private aircraft, Snell predicts the private airport will be busier than ever in 2006. He also believes the Cabo San Lucas marina will play host to a never-before-seen amount of top-of-the-line luxury yachts and high-speed ocean cruisers. "The whole scene is changing," he says. "Los Cabos is growing up, and everything is in place now." In addition, investors are bringing their own buggies, sand rails and off-roading vehicles for adventure on land in between arrival and departure.