

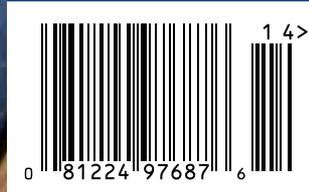
# CABO LIVING<sup>®</sup>

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# A Tale of Two **BROKERS**

*Christie's International Real Estate announces its new affiliation.*

It's no secret that Los Cabos real estate has become one of the hottest commodities in the world. As investors and developers consistently up the ante in terms of luxury living in the area and more and more people decide that they want to buy into the area, the need for highly qualified professionals is more critical than ever.

2Seas Los Cabos is an exclusive affiliate of Christie's International Real Estate in Los Cabos, and brings the expertise of two of the area's key real estate professionals

under one roof. Ramiro Palenque Bullrich and Julie Kershner.

Originally from Buenos Aires, Ramiro earned credentials as an architect and an MBA, a Post-Graduate degree in Management and Development in real estate. He worked on various developments throughout Brazil, Panama and Ft. Lauderdale, FL and project management of shopping centers and other major projects in Brazil and other locations in Latin America before coming to Los Cabos in 2008 to work

for a company called Altas, which was owned by Morgan Stanley. After some shifts in the market, Ramiro found himself operating independently, developing and selling on a project-by-project basis in 2014 and also working in architecture and construction.

Ramiro and Julie Kershner first crossed paths at an event for the National Association of Realtors convention held in San Diego, when they organized a booth representing AMPI/Los Cabos (the Mexican Association of Real Estate Professionals).

Kershner had originally moved to Cabo in 2001, coming from a background that included a degree in business, a graduate degree in finance and real estate experience in the Pacific Northwest. She had a successful background in local luxury residential real estate in Los Cabos and had a certification as an International Property Specialist. "I managed Prudential California Realty in San Jose del Cabo for eight years, as well as managing Los Cabos Sotheby's International Realty for eight years," Kershner says.

Ramiro was the president of AMPI/ LosCabos at the time when he and Kershner were selected to represent Christie's International Real Estate. It was the perfect fit for this new venture.

Christie's is not only one of the world's most famous auction houses, it's also one of the world's most well established luxury real estate brands, with affiliates in 46 countries and \$115B in annual sales. "When we started up our partnership we weren't looking for just any available properties," Bullrich says. "We were looking specifically for very high end real estate projects with hospitality tied to it, and with Christie's we knew we could facilitate their project involvement in the area."

The post-Odile years in Los Cabos have turned out to be surprisingly strong in terms of development and growth, and

the area is currently experiencing an unprecedented boom. "The market came back very strong, with a lot of money coming in from the government to rebuild and a huge amount of money from insurance companies," Bullrich explains. "The high-end properties came back first, and, with 6,000 planned rooms to be added in hospitality, the service sector needs places for employees to live, causing the middle part of the market to develop as well."

With the development of the higher end properties, the market also supported new infrastructure, some of which had been an issue in the past. We now have a community is Los Cabos that has much improved infrastructure, with new schools and hospitals, and things like medical tourism for the area are growing. When the high end increases, it means more and better services are required. "There are also discussions about bringing in direct flights to Los Cabos from London and Colombia, which will dramatically open up the European and Latin American markets. That will be significant," Bullrich says.

"We are very well positioned to address all the needs and any changes in the local market," Kershner adds. "We have the track record, backgrounds in finance and education and the complementary experience in commercial development and luxury residential properties. We are

involved in almost every aspect of real estate in the area, including luxury homes and estates, waterfront properties, ocean and shoreline properties, new homes, recreational properties, rental properties, commercial, developing, vacation properties, undeveloped land and acreage and beach properties. We have everything covered here."

2Seas Los Cabos, as the exclusive affiliate of Christie's International Real Estate in Los Cabos, now represents Cabo San Lucas, San Jose del Cabo, the Pacific Side, Todos Santos, La Paz, East Cape in Baja for the prestigious international brand, and 2Seas has the only Christie's-associated properties on the beach in all of Mexico. With a support team of sixteen luxury property specialists, Bullrich and Kershner now have the goal of becoming the best high-end real estate company in Baja. "In just a short time we have already become one of the top five," Bullrich says, "and we know that with the expertise of our team and the growth curve now happening in Los Cabos, there is no reason we cannot be number one."

***For more information:***

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