

# Querencia

## A Private Golf Club in a Uniquely Beautiful Desert Region of Los Cabos at the Southernmost Tip of Baja California

*Querencia members indulge in luxurious amenities that rival such neighboring five-star destinations as One&Only Palmilla, Las Ventanas, and Esperanza resorts.*



BY MARK PAZDUR, PUBLISHER

LOS CABOS, MEXICO: Most travelers unfamiliar with America's southwest incorrectly assume that the Baja California peninsula in western Mexico is the southernmost region of America's state of California. Not so. Mexico's Baja California peninsula is actually a long finger of land, similar to the state of Florida, which extends over 1,200 miles straight south from San Diego to Los Cabos. It is bordered on the north by California, on the west by the Pacific Ocean, and on the east by the Sea of Cortez with Los Cabos at the very bottom tip.

Carl Gustavson, a retired San Francisco banker, married with five grown children, started looking in the Los Cabos region in 2000. He and his family loved its proximity to the U.S., its friendly people and the weather.

"We were dismayed to learn, while shopping the area, that all of the great golf courses were on resorts that did not provide a sense of community," said Gustavson. "But, we were thrilled when Querencia broke ground. The club announced it would offer the best of two worlds; a Fazio golf course and an excellent mix of members."

The Gustavson family now annually spends six months in San Francisco and six months in Mexico. "One of my daughters opened an art gallery in San Jose, I acquired a Mexico residence card and we bonded with many club members. For example, last month we went to Argentina and Chile with club members Byron and Pat Hill."

"What, if anything," I asked, "do you find comforting at Querencia? Golf, big game fishing, spa treatments?"

"Actually, Mark, fitness is important to me. Our clubhouse is one of my favorite hangouts. In my opinion, it's the nicest in Baja California."

### THREE REASONS TO BUY NOW

During the worldwide 'bubble' in real estate from 2001 to 2007, prices in Cabos more than doubled. Today is a very different market. Los Cabos high-end real estate prices declined 30 percent and transactions decreased by over 60 percent. Last winter, during the H1N1 flu outbreak, the hospitality [resort] industry ran under 20 percent occupancy.

“This one-two punch of a depressed economy and flu scare opened a window of opportunity for buyers at Querencia,” said developer-owner Jorge Carrera. “I think it created exceptionally good values for three reasons. First, real estate prices have dropped to match the market. Second, the U.S. dollar has appreciated 30 percent in the past couple of years over the Mexican peso. And, third, builders in Cabos are cutting their profit margins to capture business.”



“Why,” I asked Carrera, “is the American dollar appreciation so important?”

**“There are powerfully compelling reasons why you should fulfill your lifestyle dreams at Querencia in Los Cabos, Mexico.” — JORGE CARRERA**

“Because,” he replied, “most construction costs and living expenses here are paid in pesos. A 30 percent appreciation of the dollar over pesos is a huge saving for an American buyer.”

“Querencia delivers the ‘whole enchilada’ from start to finish. You deal with only one trusted entity from design to building to the managing phase. I’m very proud of our property management team,” vaunted Carrera. “They tend to your home while you’re away and offer many personal and professional services. For example, let’s say you were here for the season and had to return to the States for a long weekend. Our team would look after your pets,” smiled Carrera. “I love just about everything here,” sighed Carrera. “Los Cabos is so pretty. It’s extremely accessible from the USA and the weather invites you to be outside all year long. Our desert is different, than say Scottsdale, because of our ocean views.”

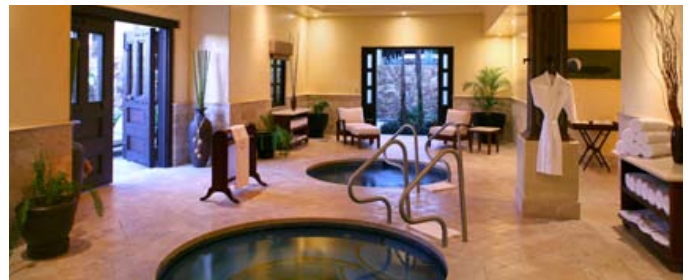
“The Sea of Cortez provides a contrast you can’t get in the American Desert Southwest. The combination of our harsh desert terrain, aqua-blue Sea of Cortez and the green fairways is visually stunning,” said Carrera proudly.

“Our ownership team, Charles Morgan, Rodger Kline, Jim Womble and me, has adapted to the current economic reality. Our debt is manageable and our business plan includes the club becoming a self-sustaining operation. All of our homeowners’ dues are current and less than one percent of our dues-paying members are delinquent.”

#### CABOS FIRST PRIVATE GOLF CLUB

Cabos started as a fishing town and grew quickly into a highly distinguished golf destination. “In 1990 Palmilla Resort set the bar for quality in golf here,” said Carrera. “They created the first world-class golf experience in Cabos. The challenge Palmilla faces is to blend resort play with member play. So,” he declared, “Querencia decided to raise the bar by hiring Tom Fazio to create the first private golf club in Cabos—it is successfully accomplished. Mr. Fazio didn’t take a siesta designing Querencia,” said Carrera. “He did a magnificent job of integrating the land and the sea. The course steps down from the hilltop toward the Sea of Cortez and features undulating fairways with blue agave plants, cactus, and palo blanco trees surrounding the greens.”

“It’s not uncommon to see silver and red foxes, rabbits and roadrunners on the golf course,” chuckled Carrera, “and golfers couldn’t ask for better weather. Last year we had only a couple of rain days. You can literally play golf all year-round. In fact, the climate is so mild, you rarely need a sweater or jacket during the winter nights.”



## HOW FAZIO TOOK ADVANTAGE OF NATURE

Tom Fazio was intrigued by Querencia during his first visit to study its landscape. The views mesmerized him. “I wanted to make sure my design would take full advantage of the nature of the property,” said Fazio. “So the course was laid out linear in nature to maximize the view corridor. You are up 800 feet, at its highest point, with unbelievable views of downtown San Jose and the Sea of Cortez. Los Cabos reminds me of Hilton Head Island back in the 1970s. It is growing quickly, has a terrific reputation and a terrific lifestyle, and has a group of developers and politicians committed to doing the right thing.

“Building a course in Los Cabos isn’t much different than building a club in Scottsdale—with one exception,” said Fazio. “We sourced the sod from one of the best sod farms in Southern California. We had to hydro wash all the soil off the sod before it was allowed across the border. The Mexican government requires the hydro wash to prevent new types of bacteria or pests from entering the country.”

**“I’ve designed the golf course to maximize views of downtown San Jose, the Sea of Cortez, and provide a fair balance of risks and rewards.” — TOM FAZIO**



Fazio made sure the Querencia course had great width “because few golfers hit it straight all of the time,” he chuckled. “I had to visualize where the ball would end up with mis-hits to the right and left in order to balance the chance for recovery and penalty for a mistake. But,” he added, “I think Querencia has a fair balance of risk/reward. It is challenging and fair. You will enjoy it.”

## A SAFE ISLAND CULTURE

Asked if the crime factor trickled down to Los Cabos, Sales Director Jon Savage was surprisingly comfortable with the question and quite obliging with an answer. “Actually, crime is not a major issue in our area,” said Savage. “The crime surge is focused 1,200 miles north of Los Cabos. We believe it’s a U.S./Mexico border town problem, largely in cities like Laredo, Texas, and Juarez, Mexico. Los Cabos has become a sanctuary, governed as an island culture, and fortunately surrounded on three sides by water. Our Mexican government has recognized the problem and is aggressively doing a lot about it. I’m confident the Baja California peninsula, especially its Southern tip region, will continue to be safe.”



## ELEGANTLY ARCHITECTED LAS CANADAS

Pamilla’s success has encouraged some of the best architects and builders to enter the Los Cabos market. “As a result,” claims Arturo Pone de Leon, Querencia’s head of architecture and construction, “today you can choose from a portfolio of builders every bit as good as you can find in any big U.S. city.

“Good principals in architecture are universal,” said Arturo, “However, I’m always looking for new ways to do things better.

“At Querencia, we wanted to incorporate the wonderful outdoor weather into design, so I was very careful to track wind patterns around the club. I wanted our buildings positioned to take advantage of passive cooling winds. Our new Las Canada casitas are single story homes that integrate all of the best design ideas I’ve learned during my career,” exulted Arturo.

## QUERENCIA'S LIVELY CLUBHOUSE VILLAGE

"Our Clubhouse Village," emphasized Savage, "is not one gigantic clubhouse. It's a setting of several buildings. We are not a promise. We are here today. All of the critical infrastructure is complete, including a robust fiber-optic communication network. The Village is nicely perched on a hilltop, overlooking the golf course, the Sea of Cortez and downtown San Jose. The first thing that hits you is the sound of water emanating from eight fountains.



"As you look around, your senses come alive. You hear the birds singing in the tower, you notice the craftsmanship in rock walls and archways, and you smell the huele de noche [jasmine] flowers," extolled Savage.

The Village also includes lounges for men and women, hot and cold plunge pools, indoor and outdoor massage rooms, a women's salon and a men's barber shop. Other amenities include:

- *The Q Restaurant* featuring indoor and outdoor dining with great views of San Jose in the valley below, two outdoor fire pits, comfy leather chairs, five flat screen TVs, and a large game room.
- *The Cellar* is a storage facility for members' personal wine selections and a social room with a 12-seat table for a private dinner or special occasion.
- *The Fitness Center* provides \$200,000 Precor and Powerplate equipment for workouts, an infinity and lap pool that doubles as a water feature, and a yoga pavilion in which to meditate.
- *A Kids Club* with a play pool, wading pool, piñata garden for parties, and an arts and crafts room to share Mexican culture and learn local crafts.
- *An Expansive* practice facility.
- *Two Tennis Courts*, both lighted, for tennis buffs.

Carrera aspires to offer his members luxury that transcends their expectations of outdoor grandeur, creative fireplaces, elegant dining areas and sumptuous living for a harmonious experience of indoor and outdoor luxury coupled with state-of-the-art technology. All of Querencia's current amenities are ultra modern, colorful, and staffed by professionals.

### FLIGHT TIMES FROM THE USA

Flight time from Seattle is four hours; Los Angeles and Phoenix, two hours; and Houston and Dallas, two and one-half hours. Drive time from Los Cabos airport is 20 minutes. The weather is mild—winter temperatures 60s to 70s and summer mid-90s—with no rainy season.

*For more information please phone (888) 236-2229 or visit [loscabosquerencia.com](http://loscabosquerencia.com).*

American Airlines has non-stop flights from JFK and Miami; JetBlue from JFK; Delta from Atlanta and Boston; US Airways from Washington, Philadelphia and Charlotte; Continental from Newark; and Air Canada from Toronto. Cruise Lines Royal Caribbean and Carnival have itineraries with a stop in Bermuda. Time zone is one hour later than EST.

