

## **Buyers Representation... Don't Look at Homes Without It.**

An ocean view home is a dream for most everyone. The lure of the sea is a dynamic and romantic proposition. Baja, which has long lured travelers and adventurers alike, now offers one of the greatest opportunities to enjoy an oceanfront lifestyle. There are a variety developments, resorts and communities that spot the coastline from the border with San Diego to Ensenada. They offer many differing amenities, characteristics and environmental profiles that are as different as the individuals that are drawn to the area to search for that special residence.

There are many decisions that come into play for those who choose to embark on a search for real estate in Baja. There are questions of location, condo vs house vs villa, amenities, security of acquisition and many more. However the most important decision a buyer will make is who they will choose to represent their interests in a search for property. This is important for any person seeking to purchase real estate. However, buying in México is very different than the US, Canada or Europe. There are not the same "guardrails" that buyers have to protect their interests.

### **Get Representation!**

There are many different issues associated with the purchase of real property in México. Here are the **top ten reasons** to engage a buyer's agent to represent your interests and act on your behalf:

1. Sellers and developers have representatives that are in place to look after *their* best interests and sell you what *they* have. A buyers agent will look after your interest, find you what you want and negotiate the best possible price.
2. Manage the search - Matching quality, safely acquirable area inventory to the unique needs of the buyers; size, quarters, finishes, location, amenities, community profile, and environment.
3. Act on your behalf throughout the entire acquisition process and insure your interests are represented and protected.
4. Due diligence of title – research any properties you may see (online or otherwise) and report back to you.
5. Disposition of the community; Fraccionamiento, Regiema de Condominio, Ejido, Protected zone, Zona Federal Maratima, lease land.
6. Buyer deposit protection: escrow, fund control, performance bonds.
7. Reputation and history of performance of developers and established communities.
8. Secure title process; title insurance, Notario services, escrow, trust vs incorporation.
9. Cultural and local knowledge and guidance
10. Where can you find the best margarita?

### **Choose Wisely**

The services of a qualified agent are the most important move you make when you embark on a search in México. This agent will be the only individual chartered solely with the representation of your interests on your search and through your transaction.

Some things to consider in your agent selection:

- Are they associated with a reputable brokerage from a recognizable brand?
- Are they certified in any way?
- Are they registered to do business in México?
- Are they associated with a registered association (the only registered real estate associations in the area are AMPI – México's affiliate of the National Association of Realtors and API)

Your search in Baja will be an enjoyable journey for you. Make it a safe, productive experience by engaging the services of a qualified, certified, associated agent from a local recognizable reputable brokerage



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