

bajamagazine.com

BAJA TRAVELER

MEXICO'S OF CALL

2006-2007 Collectors' Edition



Featuring the Best of Baja!

HOT
Real Estate in Baja!

Amazing
Destination:
Litibú

BajaTRAVELER®
Goes to the
Latin Grammys

George Clooney
In Cabo

MexicoTRAVELER™
Launches this Fall!

HIVE SPA
Opens in Cabo

San Felipe voted #1
Destination to visit
in 2006

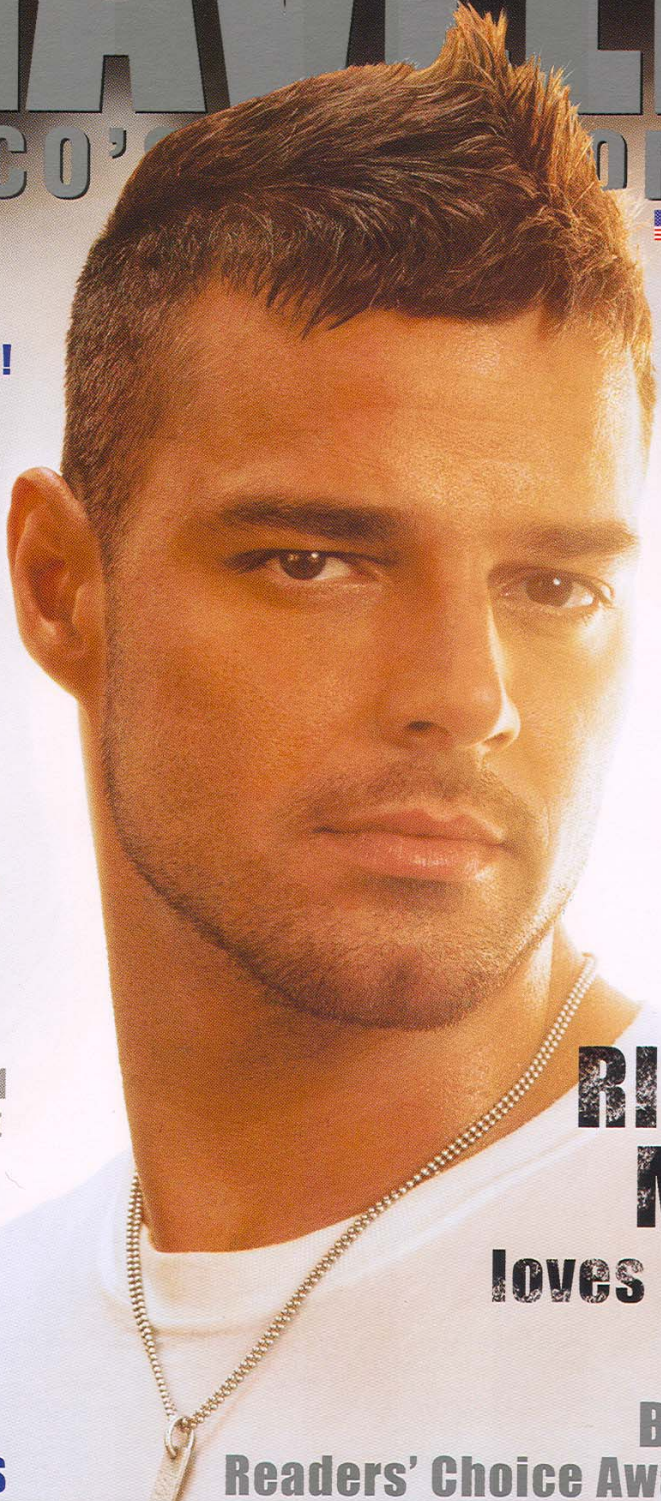
U.S. \$6.95 CANADA \$7.95
Display until June 2007



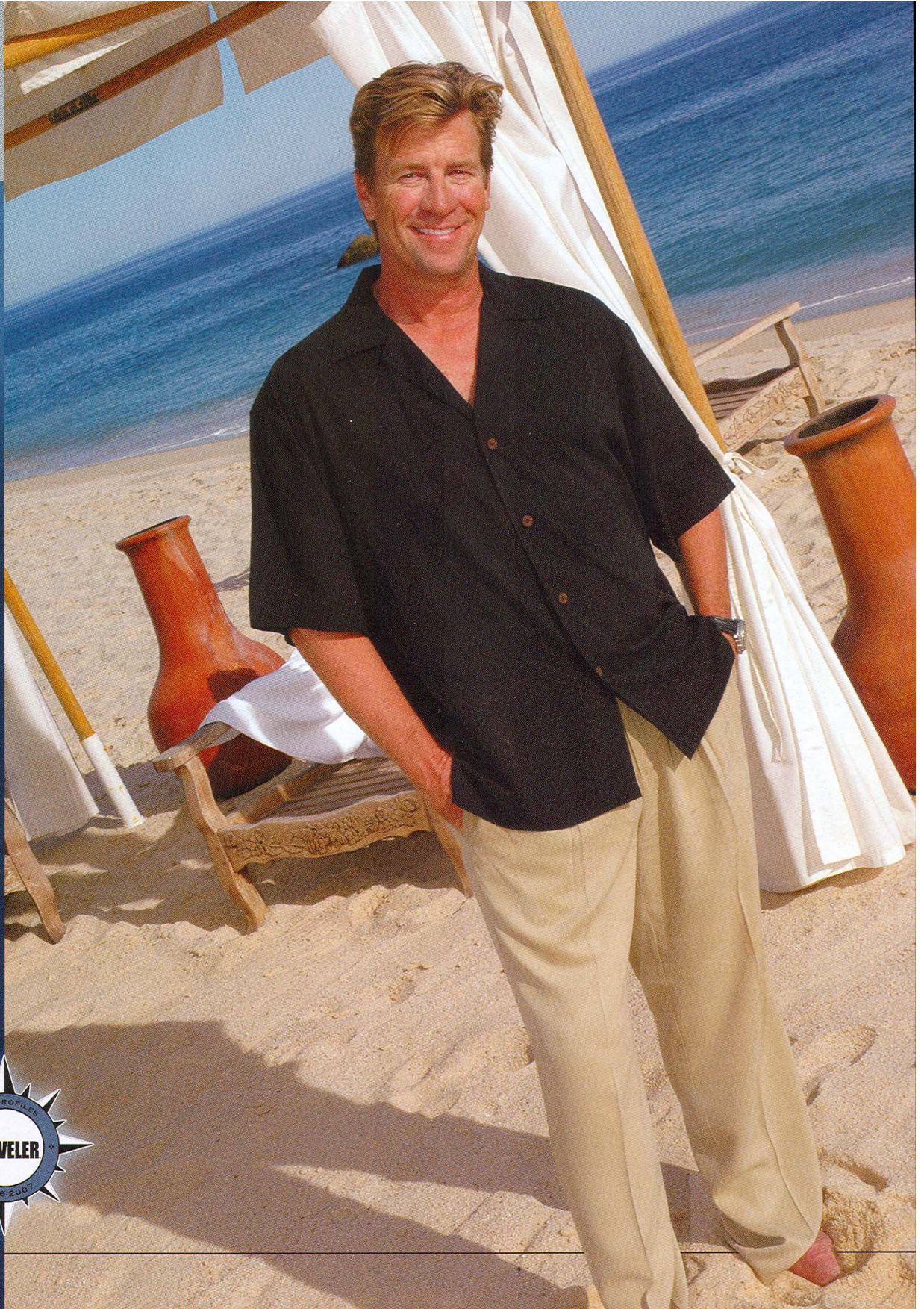
CABO
BT SWEEPSTAKES

**RICKY
MARTIN**
loves Mexico!

Best of BAJA
Readers' Choice Award WINNERS!



High Profiles



Chris Snell

A Mogul With A Mission

by Mayté Rodríguez-Cedillo

Chris Snell, founder of Snell Real Estate, has changed the way real estate has been sold in Mexico. As owner and director of sales, his knowledge and experience of working in Mexico makes his company the premier full-service realtor in Baja.

Born and raised in San Antonio, he lived there through his senior year in high school, but spent his summers as a ranch hand in Cody, Wyoming, living the tough life of a cowboy—and loving it.

“We grew up on a ranch just outside of San Antonio with six kids. I’m sure in today’s world my parents would have violated some sort of child labor laws,” he jests. “However, I would not change my childhood or that lifestyle for the world—that’s the stuff that builds character!”

From fifth to eighth grade he attended San Antonio Academy, where his math teacher, Coach Priest, was “as tough as they come” but the best Snell ever had. Then followed Churchill High School and North Western State University in Denton, Texas.

“The university was real close to the Texas Women’s College, which made studying and making classes on time much easier!” he says. At that period of his life he considered becoming a vet, with no thought of turning to real estate. But his admiration of his father influenced his thinking.

“I am very proud of my dad; he is a great businessman and a true entrepreneur,” he says proudly. “I guess I inherited the entrepreneur gene from him—the verdict is still out on the ‘great businessman’ part!” But he has always heeded his father’s comment that he “hated only two things in life, a liar and a cheat.” And Snell also talks with pride about his mother, who was born in Mexico City, which allows him to have dual citizenship.

As a child he actually spoke Spanish before he spoke English, but says he gets a strong Texas accent “after a few margaritas!” The one thing that has impressed him most in life, he says, was his parents’ adoption of his three cousins. When his aunt lost her life in a car accident and her husband left, his parents, who were young and struggling at the time, decided to turn their family of three children into six.

“This, to me, was something extraordinary,” Snell states admiringly. “My Mom should have a full-size statue of herself in downtown Antonio!” Besides attributing his success in business to the positive influence of his parents, he cites two important factors.

“First, make your decisions in business as you would in life—be fair and don’t cheat; I have built my business on doing things right,” he explains. “Yes, we have done over \$500 million in sales over the years, but we have also walked away from millions of dollars in

deals that were simply illegal or unfair. Keep to your morals and live your life to make your parents proud—it makes decisions much easier.”

“Secondly,” he goes on, “everyone in the world is just a problem solver. You may be a doctor, an actor, a politician, a banker, a developer, etc.—we all just solve other people’s problems by satisfying their needs. I used to get overwhelmed with ‘Things to Do,’ but if I look at them as ‘Problems to Solve,’ they are much less daunting.” Snell is now in the process of considering expansion. With his great team, he feels they are organized enough to start growing into new markets.

“We are the most experienced company in North America when it comes to marketing and selling high-end developments in Mexico,” he asserts. He plans to begin developing some spec. homes and is also looking at doing a condo project in Cabo. Beyond that he has been approached to take over development sales in Acapulco, Punta Mita, Vallarta, La Paz, and more. Meanwhile, he looks upon Cabo as his permanent residence.

“I have lived here for the past 15 years and it is definitely my home,” he claims. “Even though I love Cabo, I still call Texas ‘home;’ I am proud to be a native from the Lone Star State—I’d want to be buried there!” He jokes that if that happened in Cabo, he’d haunt the peninsula for 1,000 years. No beer or margaritas would be left unturned and no short putts would ever fall!

When vacation time comes around, he enjoys the Yellowstone Club or Aspen for fly-fishing. Also, at Big Sky in Montana you’ll find him relaxing, fishing in a clear stream, creek or river—where no phones and questions can bother him. With Cabo’s fishing so good, he enjoys it there, too. Other interests include “swinging at the golf ball,” tennis and riding a dirt bike. In 2006, he plans to become a good snow skier; also to get licensed to fly the helicopter he has purchased and is bringing to Cabo.

As far as marriage and children are concerned, he hopes for both in his life before he gets too old to play football with the youngsters! He’s not sure he would want them to follow in his footsteps, though.

“My footsteps are probably not worth following” Snell says. “I have always taken chances and, for some unknown reason, things worked out for me. I sometimes think about all the choices we have in life—I call them ‘lefts’ and ‘rights’ and I am amazed how many correct turns I took to get here. Then I break it down to a simpler formula that goes back to making decisions that make your parents proud.”