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### **TWO CABO CLASSICS MERGE IN THE NAME OF MARLIN AND MEDICINE**

*Snell Real Estate joins Bisbee family to support local kids in Baja's premier tournament*

**LOS CABOS, Mexico (July, 2004)** — High-adventure sport fishing and high-style real estate don't always go together. However, in Los Cabos, Mexico, the marriage is as natural as tequila and lime. Los Cabos' happiest couple officially will unite in the 24<sup>th</sup> annual AutoExotica-Bisbee's Black & Blue Marlin Jackpot Tournament, brought to Cabo by Snell Real Estate, October 19 to 23, 2004, to benefit the destination they love and to raise money for Pete's sake.

Together, the Bisbees and Snell Real Estate will take on the fundraising arm of For Pete's Sake, a Southern California charity founded in the name of late boat captain, Pete Lopicola, which raises money for leukemia research and donates more than \$20 thousand yearly to Los Cabos kids in need of medical attention. Although this is the first year the Bisbee family and Snell Real Estate will partner to benefit For Pete's Sake, both companies aim to continue the tradition for as long as Los Cabos has been a bastion of sport fishing and finery.

In its infancy as a tourist destination, two parents — the powerful marlin and vibrant luxury — molded Los Cabos into what it is today. Now both are represented by two of Los Cabos' long-time community giants, the Bisbee family and Snell Real Estate.

### **The early years**

Long before the sprawling hotels, pulsing nightclubs and beach vendors of today, Los Cabos was founded on exclusive luxury. Frequented by silver screen greats such as Bing Crosby and John Wayne in the 1950s, Cabo San Lucas attracted a set that could afford the private aircraft it took to reach Baja's tip—and more. They came here not only for secluded respite, but also to forge some of the richest waters in the world in search of the famous black and blue marlin.

Before long, word spread about the beauty—and exclusivity—of Los Cabos, and the elite travelers started building vacation homes here so they could enjoy Baja from an open-air patio or the fighting chair all year long.

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### **Along came Bisbee**

Newport Beach fuel dock and tackle shop owner, Bob Bisbee, had been fueling up boats on their way to Cabo San Lucas since the late 1950s. The best year-round bill fishing in the world beckoned hundreds of marlin-seeking yachts to the tip of Baja and, in 1982, the Bisbee family decided to do a tournament.

“It basically started out with 15 guys flexing their beer muscles at the Mar de Cortez, saying, ‘I can fish better than you,’ and throwing a few bucks on the table to prove it,” said Wayne Bisbee, tournament director and son of Bob Bisbee, who retired from the fuel and tackle business and now is 71. “These high rollers used to come down here to get rowdy and close every bar in town. Now they’ve toned down a bit. Most of them are going to bed at a decent time because they know that if a fish goes off, it could be a million-dollar fish.”

This year, Bisbee expects about 175 boats to enter, resulting in a jackpot of more than \$2 million. “This tournament calls for a jackpot that matches its caliber as a fishing destination,” Bisbee said. “The tournament also demands partnerships that are equally as elite. That’s why Snell Real Estate is a natural match for us. In addition to being long-time fixtures in Los Cabos with the same high-end clientele, Snell Real Estate genuinely cares about making Cabo a better place for those who live and travel there, and that matters to us.”

The early nineties marked the Bisbee’s debut into premier international fishing tournaments with the world’s first million-dollar jackpot. Ever since, the Black & Blue Jackpot Tournament has had the largest purse in the fishing tournament world, reaching as much as \$2.3 million for the grand jackpot.

### **Luxury takes on a new name**

Around the time Bisbee’s tournament started gaining major international notoriety, Chris Snell arrived in Los Cabos to work as director of real estate for Palmilla and Cabo del Sol resorts, two of the area’s top high-end developments then and now. He worked for the Koll Group from 1991 until 1997, a time during which he was able to observe the “Los Cabos Rapture” in person. The demand for high-end property was increasing, and it seemed elite northerners were willing to do anything in order to buy land and be close to the mighty marlin—including entrusting millions of dollars to someone they just met. “It was an attitude that set the stage for an onslaught of scandals in which crooked agents stole money from investors,” Snell said. “It was then that I realized Los Cabos needed a solid brokerage to support the demand for land, so I left Koll and started my own company.”

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More than 10 years later, Snell Real Estate is responsible for more than 85 percent of the high-end residential property in Los Cabos. Snell was the first brokerage to offer U.S. escrow services and still is the only brokerage to pay for investors' title insurance. After leading the charge in luxury properties, growing several local charities and doing the right thing in real estate for years, Snell is happy to be joining the Bisbee family to support the Black & Blue Jackpot Tournament and For Pete's Sake.

"Even though we operate in different industries, the Bisbee family and Snell Real Estate have the same mission," Snell said. "We love Los Cabos, we strive for the highest level of quality and service to our clients and we do the right thing by giving back to our community. It's a natural merger."

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*Snell Real Estate, the largest independent real estate brokerage in Baja, specializes in the finest properties available in the 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 more than 85 percent of the available residential oceanfront property in Los Cabos, including Villas del Mar of Palmilla, Cabo del Sol and Punta Ballena.*

For more information on Snell Real Estate, the Bisbee family, Pete's Sake "Fishin' for a Cure," or the AutoExotica-Bisbee's Black & Blue Marlin Jackpot Tournament, brought to you by Snell Real Estate, please contact Emily Hughey at 011-52-624-172-6120 or [eshughey@yahoo.com](mailto:eshughey@yahoo.com).