

The logo for Coldwell Banker, featuring the words "COLDWELL" and "BANKER" in a bold, white, sans-serif font stacked vertically, with a small square icon containing a stylized 'C' to the right of "BANKER". The logo is set against a dark blue rectangular background.

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ROCKY POINT

Coldwell Banker Rocky Point salutes Rocky Point's top-producing real estate agent Larry Rebling From JoinUs Here In Rocky Point

Coldwell Banker Rocky Point has just awarded our communities top-producing real estate agent for his efforts in 2006. Larry Rebling, a senior investment specialist for Coldwell Banker Rocky Point, earned this coveted distinction by generating the greatest sales volume of any agent in our market.

This achievement is not surprising to long-time observers of Rocky Point real estate. As one of the most knowledgeable real estate agents in Rocky Point, Larry has been a part of numerous important developments in our evolving community, and has consistently satisfied his large and diverse group of loyal clients.

Larry comes to Rocky Point from Minnesota by way of his many years in Tucson. Widely acknowledged as one of the communities most experienced and broadly-educated real estate professionals, Larry has a diverse background -- including portfolio management for several major financial service firms -- and is considered one of Rocky Point's premier experts in real estate finance.

But let him tell his own story:

"I'm a native of Minnesota who moved to Tucson in 1990. For many years I worked as an independent consultant to the financial services industry, specializing in real estate matters. I first came to Rocky Point in 2000 on assignment for one of my financial services clients. Thus began a journey that brought me here monthly, took me to many other cities in Mexico, and caused me to spend virtually all of 2004 in Mexico City. This experience gave me quite an education into the trust process and other facets of Mexican real estate ownership. Everywhere I went there was a buzz about Rocky Point, and the fantastic real estate that was being developed there. I'm now living in Rocky Point full-time and own a home in our community. I had many interactions with Jonni Francis of Coldwell Banker Rocky Point before moving here, and always found her to be very honest and knowledgeable regarding real estate - both the specifics of properties I was involved with and the bigger picture that others so often missed. It is a joy to be a part of the Coldwell Banker Rocky Point team and I'm grateful to Jonni for giving me this opportunity."

One of Larry's premier achievements in 2006 was the transfer of The Mirador's Playa Elegante' trailer park to its new owners, Pulso Inmobiliario / Zyman & Zyman as the location for their spectacular new development, Marazul. The sale and transformation of Playa Elegante' and its part in the evolution of the Mirador neighborhood is simply part of an organic process according to this long-time participant in Rocky Point's development.

"Many visitors to Rocky Point associate The Mirador with RV parks, which is understandable since they were the earliest large-scale use of this inviting real estate by tourists and those establishing or planning for second-homes. Playa Elegante' was certainly very well -- and widely -- known. As Rocky Point has evolved I'm certain that there will be fewer and fewer of these facilities in The Mirador -- it's simply not logical that in a community as rapidly evolving as ours that this real estate will continue to be used for that purpose. The real story of today's Mirador is the birth of a highly diverse and value-

priced housing market comprised of condominiums, equity-shares, single-family homes, new rental opportunities, and even in-town hotels designed for convenience-conscious visitors. There is no question that The Mirador is destined to become an upscale mixed-use community which will lead the trend toward greater housing, hotel, and entertainment choices within the more established neighborhoods of city.”

Another Larry -- Larry D. Large, one of Rocky Point's most influential philanthropists and developers who is the founder of the Larry D. Large Foundation -- and Larry Rebling's long-time friend -- echo's this sentiment. His perspective on The Mirador is decidedly bullish. “The Mirador is the last remaining beachfront location within Rocky Point, and has already developed a wide range of walk-to amenities that make it unique.” He expects this organic and diverse pattern of development to continue. “The Mirador is a real neighborhood, and is very rapidly evolving to serve its new residents.”

Larry Rebling is a deep believer in the power and importance of relationships -- even chance encounters -- and always listening carefully to everybody he meets, saying, “You never know who may become an important part of a real estate development. The Playa Elegante' transaction is a perfect example of this. I've been traveling to Mexico City for years, and my first connection to Pulso Inmobiliario / Zyman & Zyman was a young man I met in the Mexico City airport. You just never know. You have to listen”

Larry Rebling couldn't be more excited by the Marazul development, which Coldwell Banker Rocky Point will represent.

“Marazul is first-class from top to bottom, and that really reflects the commitment to quality that Pulso Inmobiliario / Zyman & Zyman bring to all of their projects. I was reviewing some of their projects recently and they include, in Mexico City; Soleil Residential, Mediterranea, Terre Residential, Punto Reforma, Toronjos Residential, Ventura Residential, and the Ritz-Carlton Hotel, in Los Cabos the Playa Cabo Dorado; in Cancun the Hotel Dreams Riviera, and in Acapulco; Acquarelle, Romanzza Bahia, and another Marazul! That's a fantastic level of development experience, and a great testament to their confidence in Rocky Point's future.”

Reflecting on Rocky Point's Marazul Larry adds, “These homes are going to offer breathtaking Sea of Cortéz views, a very wide list of amenities, ocean view spa, gym, amazing floor plans, and fabulous landscaping and common areas -- all at affordable prices. This is what the future of The Mirador is all about: in-town luxury coupled with affordability.”

This exciting transformation of the Mirador doesn't surprise other long-time participants in the Rocky Point real estate market, such as Jonni Francis -- Broker-Owner of Coldwell Banker Rocky Point -- our community's most respected and largest American real estate brokerage. She notes, “The Mirador has been developing steadily for years, but now we've reached 'critical mass', and I'm sure that the development we see today will accelerate rapidly.”

Larry Rebling notes that the developments in The Mirador have not taken place in a vacuum, but are part of an overall trend of savvy investment capital flowing into Mexico, seeking its higher rates of return. “I was recently reading a quote from the noted appraiser Bruce D. Greenberg, Founder and President of Bruce D. Greenberg Incorporated in Tucson. He said, “The appreciation of the values of properties in the coastal resorts of Mexico -- Rocky Point in particular -- has at least equaled, and in many cases far out-performed, those in the United States for over ten years”. That perfectly agrees with my observation and experience. Mexico continues to be the place to invest, and Rocky Point continues to lead that trend.”

Larry begins his day early. When he first moved to Rocky Point he could often be found a Reggie's when it opened, drinking coffee and meeting visitors to our community. He is also a big believer in

advertising saying, "First I put up signs; that led to listings, which led to sales. It's important to communicate with clients and help them understand that you're here to help them realize their dream in Mexico, whether that is a full-time home, second-home, or lucrative investment. This is a remarkable country with enormous lifestyle and investment opportunities, and it's our job as real estate professionals to reach out to clients, listen carefully to their goals, and help them realize their dreams."

Larry has many interests outside real estate, one of which is general aviation, Larry was once the CEO of Venture Light Aircraft Resources, a Tucson-based aircraft manufacturer who FAA-certified the Thorp T-211 experimental aircraft! He is also a highly experienced sailor having – among other sailing accomplishments -- participated in the Newport-Ensenada race on numerous occasions.

Another of Larry's interests are his children; Christine, now 35 and living in Minnesota; Blake, 20 and a senior at University of Arizona; and his middle-child Anna M. Rebling, a Varsity soccer player and graduate in International Business from Green Mountain College -- as well as being a new full-time resident of Rocky Point and Larry's partner in their coffee shop, Kafe Cafe' located in Plaza Alaina.

Larry is very pleased with his children's reaction to his residency in Rocky Point saying, "Blake loves visiting -- which doesn't surprise me given the reaction of the children of my many friends here -- and it's a great blessing to have Anna here full-time. We're having a lot of fun with the coffee shop and I'm very glad she's here to run it: I don't know nearly as much about creating a first class coffee shop as I do about real estate. I'm glad she does!"

Visit Coldwell Banker Rocky Point in Plaza Las Glorias -- next to Max's Cafe -- on your next trip to Rocky Point, online at cbrockypoint.com, or call our United States phone number: 602 334 4134. Your Hometown Friends look forward to sharing their Rocky Point knowledge and expertise with you soon!