

# PUERTO PEÑASCO



CIPS Training Course June 13-18, 2010  
Puerto Peñasco, Sonora, Mexico



*CIPS Courses in English with simultaneous translation to Spanish*

**CCIE** | Centro de Capacitación  
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# Puerto Peñasco, Sonora, Mexico

Proud to be chosen as  
the host city for the 2010  
CIPS Training Program

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On behalf of Alejandro Zepeda, Puerto Peñasco's Mayor, Arturo Romero Malpica, Deputy Director of Sonora Tourism, A.M.P.I. National, The National Association of Realtors (NAR), the CIPS Network, and the citizens of Puerto Peñasco, it is our pleasure to invite you to visit our beautiful and unique city from June 13th - 18th for the 2010 CIPS Training Program.

It can easily be said that Puerto Peñasco has the best of everything: We are located on the beautiful Sea of Cortez; We are surrounded by the magnificent Sonoran Desert; We have one of the worlds largest tidal fluctuations; We are only 66 miles from the U.S./Mexico border; We boast many geological wonders like volcanic craters, one of which is the Elegante Crater, the 2nd largest in the world; And we are also home to the largest natural sand dune. Not to mention our lovely flora and fauna.

In Peñasco it is quite possible to experience several wonders in one day such as snorkeling with sea lions in their natural habitat - kayaking through pristine estuaries where you'll view a variety of birds and quite possibly some dolphins - enjoy a sunset cruise - hike the Pinacates in the Biosphere Reserve where you can write in a journal that has been kept atop Carnegie Peak since the 1950s. This region just so happens to be the location where NASA trained U.S. astronauts in the 1970s for their moon walks.

While the 5-day CIPS Course is centered around education, you'll still have plenty of time to explore the city. Whether you want to stay on land or venture out to sea, you have plenty of

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Las Palomas looks forward to serving all CIPS attendees with first class service. Enjoy our pools, restaurants, luxury accommodations and facilities. Welcome cocktail reception and registration from 12:00 noon to 5:00 PM, June 13th.



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options for fun in Rocky Point! Enjoy the Sea of Cortez by partaking in a variety of water sports activities such as fishing, parasailing, diving, snorkeling, jet-skiing, kayaking, kite-surfing, swimming, sunset cruises and boating. If golf is your game, prepare to be challenged at one of our many beautiful golf courses from the Jack Nicklaus Signature Golf Course at Laguna del Mar, the Jack Nicklaus Design Course at the Mayan Palace Resort, the Links at Las Palomas, or the fun short course at Casa Blanca. Or head to one of our spas for the ultimate in relaxation and pampering.



A Certified International Property Specialist (CIPS) is an individual who has proven their expertise in international real estate practice by completing CIPS program requirements.

The CIPS designation focuses on ownership and transaction principles of international real estate, including specifics on real estate markets in Europe, the Americas and the Asia/Pacific region. Topics covered in the CIPS classes also include cultural diversity, market data, investment trends, marketing strategies, currency issues and financing.

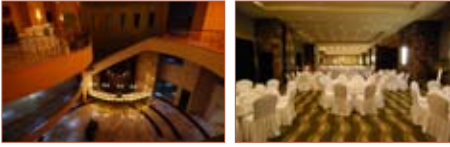
CIPS designees are increasingly relied upon by local community and business organizations - including Chambers of Commerce and boards of REALTORS® - as international business resources.

  
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Enroll in the 5-Day Course or  
choose any individual course



### Course Agenda & Subjects

All classes will be held in the  
Las Palomas Resort Convention Center

#### SUNDAY, June 13

Registration and Welcome Reception

#### MONDAY, June 14

International Real Estate for Local Markets

#### TUESDAY, June 15

Investment and Financial Analysis

#### WEDNESDAY, June 16

Europe

#### THURSDAY, June 17

Asia

#### FRIDAY, June 18

The America's and Closing Celebration Mixer  
held at Tessoro in Las Conchas

*Course material will be in English  
with simultaneous translation to Spanish.*

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this brochure, while you're in town!

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**JJ'S CANTINA**  
*If you haven't been to JJ's... you haven't been to Rocky Point!*

The community of Puerto Peñasco is comprised of a number of smaller beachfront residential areas, each offering their own unique characteristics. For example, Cholla Bay, one of the oldest areas boasts a deep inset bay with one of the highest tidal fluctuations in the world. At extreme low tide you can walk all the way across to Laguna del Mar and Laguna Shores. In Cholla Bay you will find a fun blend of old and new Mexico as well as a variety of residential properties from expanse hilltop homes to humble boat houses.

One of the most popular areas is Sandy Beach, where the majority of the beachfront condominium developments are located. This area also features hotels, RV parks, beach camping and beachfront homes. Resorts such as the Princesa, the Sonoran Resorts (Spa, Sun, Sea, and Sonoran Sky), Puerta Privada, Las Gaviotas and the Pinacates are all located within walking distance to Las Palomas, where the CIPS training course is being held. Other areas, such as Las Conchas, where Tessoro is located, is comprised of beautiful beachfront homes and a number of condo developments as well. Behind Las Conchas sits an estuary which is a kayakers dream and a favorite of bird watchers and nature lovers. Las Conchas is a short 10-15 minute drive to other areas such as Sandy Beach and Cholla Bay. Twenty minutes south of the city you'll find yet more communities with sandy beaches such as Playa Encanto, Playa Miramar, Playa San Jorge and Playa Dorada. Another popular area is the Old Port, comprised of a few square blocks that will take you back in time. The Malecon area is the hub of our fishing industry and serves as backdrop

*Tessoro*  
at Las Conchas\*



Tessoro welcomes the  
CIPS attendees and looks  
forward to serving them  
at the Closing Reception.  
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A variety of resorts, such as the Princesa de Peñasco, are located within walking distance to your CIPS classes at Las Palomas.

to many city events such as our annual Motorcycle Rally and many cultural celebrations.

June is considered by many to be one of the best months to visit - the major factor being the beautiful air and water temperature ranging from 70 degrees to 80 degrees with no humidity. Not only can you enjoy land based activities, such as riding ATV's, but the water is perfect for any activity from swimming to parasailing.

While you're in Peñasco, take a ride over to CEDO, the Center for the Studies of Oceans and Deserts located in Las Conchas, and learn interesting facts about the Sea of Cortez and its inhabitants and get a look at the authentic fin whale skeleton. Down the road you'll find Cet-Mar aquarium, where you can not only see creatures from the Sea of Cortez, but actually touch and feed them too! This is a great adventure for big and little kids!

During your stay in Puerto Peñasco you'll

The one week CIPS training course provides all of the required courses needed for certification. In addition to education, AMPI Puerto Peñasco has a week of special events planned making this an excellent opportunity for a cost-friendly "Education Vacation". Spend quality time with your family, get CIPS certified, and network with other professionals in your field.

## REGISTRATION & WELCOME MIXER

Registration begins on Sunday, June 13th at Las Palomas Resort on Sandy Beach. Afterwards, students and their guests will be treated to a Welcome Mixer where you will have the chance to meet and greet and network with local business professionals as well as your fellow students from all over the world.

## DAY 1 - LOCAL MARKETS

*Students must take this course before taking any of the other CIPS courses.*

This course is an analysis of the international real estate business environment, including capital flow, currencies, government regulations and cultures. The practical aspects of international brokerage, networking, marketing and selling are discussed. Students will receive At Home with Diversity Certification (except when taking the online course, which does not give AHWD credit) in addition to ABR, RSPS, and CRS elective credit with successful completion of this revised course.

*Local real estate experts will be available to enhance the course instruction*

## DAY 2 - FINANCIAL ANALYSIS

Investment and Financial Analysis provides you the tools needed to present investment information to your international clients using their currency and area. You will learn how to measure investment performance, prepare financial projections, and understand the effects of taxes and exchange rates on investment.



Stewart (NYSE: STC) is a leading provider of title insurance and related services to the real estate and mortgage industries. Throughout our 117-year history, our conservative management philosophy has allowed us to grow and remain strong through the ups and downs of the market. Stewart Title Guaranty Company's policyholders' surplus is one of the largest in the industry and we have the best debt to equity and premiums to reserves ratios of all major title insurers. Our financial strength provides the confidence our customers need from their title insurer in these tough economic times.

definitely want to set aside a few hours during the evening to indulge in one of our many sunset cruises: Choose from dinner cruises, cocktail cruises, and entertainment cruises to name a few. An all time favorite among visitors and locals alike is a sunset cruise aboard the pirate ship known as El Rey del Mar. A cast of colorful, and sometimes mischievous pirates engage the crowd in games, silly antics, dancing, theatrics and fun. Sunset aboard the pirate ship is celebrated with an explosion of fireworks announcing the end of another day and yet another breathtaking Peñasco sunset.



No one can resist a delicious carne asada taco with fresh salsa and guacamole made right before your eyes. And during your CIPS training week, you have plenty of opportunity

to dine on a wide variety of our local fare - from bacon wrapped hot dogs to fine fusion cuisine.

If evening entertainment is on your agenda, you're in luck because Peñasco has a wealth of night life venues. Dance the night away with Pablo at the Black Dog. In the mood for

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techno or a faster pace, head to the Pink Cadillac, sip tasty margaritas on the patio at Playa Bonita while live music plays, or head up to JC's for a game of pool or a round of darts. Stop in Latitude 31 for your favorite sports on TV and a cool drink. Travelling Mariachis can be spotted performing throughout the town.

Shopping is a great experience since we have such an eclectic variety of wares and storefronts - from stall vendors on "Rodeo Drive" and the Malecon - to fine works of art sold all across town. There is an artist at every turn! Hang out on the beach for the day and the vendors come to you! You'll have a great time hunting for souvenirs - and most vendors love to strike a deal.

We all look forward to your arrival and the opportunity to show off our city, its beautiful beaches and stunning sunsets. Plan ahead for your CIPS "Education Vacation" for the best course and lodging rates. Peñasco Traveler, a licensed travel agent, can help you with booking air and ground transportation and lodging in the U.S., Mexico or from any country.

### DAY 3 - EUROPE

Europe and International Real Estate provides information on working with clients in Western and Central Europe. The European Union and its impact on international real estate are covered, along with economic and real estate trends, networking and relationship building, plus marketing and selling practices.

### DAY 4 - ASIA/PACIFIC

Asia/Pacific and International Real Estate covers real estate practices in Asia and the Pacific with emphasis on cultural influences, economic trends and assessment of investment opportunities. A special chapter on working with the Japanese is included.

### DAY 5 - AMERICA'S

The Americas and International Real Estate course provides practical information for professionals who work with Caribbean, North Central and South American investors. Historical and cultural influences, regional relationship, and investment opportunities are covered along with a special focus on Mexico.

### CLOSING CELEBRATION

After the final day of class, students and their guests will be treated to a Closing Celebration Mixer at Tessoro in Las Conchas. Enjoy a relaxing evening networking with fellow students. Dinner and cocktails will be served starting at 5:00 PM.



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CIPS concentrates the training course into a one week format, allowing students to save on travel costs and complete the educational program quickly. This one-week of training provides the required courses and AMPI Puerto Peñasco adds additional special events which includes networking mixers in a social environment, city and property tours, spousal events, and beach community activities to provide a well-rounded and exciting learning experience.



### THE CIPS 5-DAY ADVANTAGE

- Network with key real estate professionals who are also interested in expanding their international network.
- Join an exclusive network of 2,500 CIPS members in more than 50 countries.
- Develop lasting relationships with fellow students and share knowledge and information on your real estate projects.
- Earn more by expanding your market:

*A recent study revealed that REALTORS® who earn the CIPS Certification increase their business by more than 20%.*



## MEET YOUR CIPS COURSE INSTRUCTOR

Aida Turbow is an International Real Estate Professional with over 25 years experience in Global Marketing, Branding & Strategic Sales. She has enhanced revenue opportunities for companies like Arvida, the Ginn Company, and a host of others. For 12 years she spearheaded the International Sales and Marketing Programs at Arvida Realty in Florida. Out of \$8.2 Billion in yearly sales, 15% was produced from Aida's international Division.



AIDA TURBOW  
GRI, CIPS, TRC, CDEI™

At the Institutional level, Aida Turbow served as the 2001 Liaison for the International and Education Committees, to the National Association of REALTORS® President. As the Regional Coordinator for South America, from 2001 to 2007, also served as the 1998 Chair of the International Operations Committee; instrumental in the development of the CIPS education program, won the Instructor of the Year Award in 2003 and served as 2009 CIPS Faculty Chair. She has participated in yearly NAR leadership delegations throughout Latin America, Europe and Asia. As a Senior Instructor for the CIPS Designation, she has taught courses throughout the US and the world.

Working as the intellectual architect of an online Portal for worldwide Real Estate Developments, Aida implemented, within ICREA, access to 30 countries for the Global New Home Resorts: [www.worldproperties.com](http://www.worldproperties.com). Today the Portal is operated by UGN, Corp. and Aida Turbow is UGNC's CEO.



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### SPA SPECIALS

- La Spa Ultimate - \$100 (reg. \$205)
- La Spa Delight - \$80 (reg. \$175)
- La Spa Deluxe - \$65 (reg. \$30)

*Relax and enjoy complimentary Sushi and Wine while being pampered at La Spa de Peñasco in the Sonoran Spa Resort on Sandy Beach.*

Training, Research and Statistics Center (CCIE) is a non-profit organization of AMPI that provides education and training, industry research and demographic trends on Mexico to contribute to the professional development of realtors throughout the Mexican Republic. AMPI members are looking for expanding their market beyond borders.

CIPS Puerto Peñasco is part of CCIE activities in coordination with AMPI's International Area, to improve knowledge on the international market for real estate in Mexico, to promote training in order to be recognized internationally and promote networks of contacts among the world.

### COURSE REGISTRATION

Contact Laura Romero for registration  
 U.S. Toll Free: (800) 715-5520  
 Mexico: (01-555) 566-4260  
 Mexico Fax: (01-555) 566-4323  
 l.romero.ampi@gmail.com / www.ampi.org

### RESERVATIONS, TRAVEL & TOURIST INFORMATION

Contact Peñasco Traveler  
 U.S. Toll Free: (800) 738-8849 ext. 5  
 www.penascotraveler.com  
 e-mail: info@penascotraveler.com

### COURSE INSTRUCTOR

Aida Turbow

### LODGING RATES

Accommodations at these resorts are priced from:  
 PLEASE MENTION "CIPS10" CODE  
 all prices are per week day and in USD

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Bella Sirena

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- 1 Bdr. Oceanfront & Golf Package \$243

#### BELLA SIRENA

- 1 Bdr. \$105 2 Bdr. \$135 5 Bdr. Villa \$350

#### PINACATE CONDOS

- 1 Bdr. \$75 2 Bdr. \$100 3 Bdr. Villa \$145

#### PRINCESA DE PEÑASCO

- 1 Bdr. \$95 2 Bdr. \$125 3 Bdr. \$205

### COURSE FEES

AMPI, NAR, CIPS and CREA Members  
 \$500.00 USD or \$110 USD per course

- 10% Discount for groups of 5 or more
- 20% Discount for groups of 10 or more

### COURSE CANCELLATION FEES

Course fees are non-refundable unless your spot can be filled before classes begin, at which point you will be issued a full refund.



Pinacate Condos



Princesa de Peñasco

In addition to the course, we are planning a number of activities and events to add to your enjoyment during your stay with us. Each evening we will have something to offer and we will have day events for your spouse and family that are traveling with you.

**EVENING PROGRAMS**

- Opening Mixer w/food & drinks
- Tour of Las Palomas Resort
- Sunset Ocean Cruise
- City Tours
- Real Estate Tours
- Casino Night
- Beach Party
- Tequila Factory Tour
- Restaurant and Cantina Tours

**DAY PROGRAMS**

- Catamaran Trip to Bird Island
- City Tour
- Pinacate Biosphere Tours
- Spa Day
- Beach Party w/Horses & Kayaks

**THANK YOU**

to the major sponsors who helped make this event special for our guests:

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