

Up Close & Personal

A Beacon of Success

“In all my endeavors, I’ve taken pride in the ability to find strategically located properties poised for substantial increases in value.” – LYLE ANDERSON

By Mark Pazdur, Publisher

CABO SAN LUCAS, MEXICO: It had been a decade since my path with Lyle Anderson last crossed. I must admit, I was looking forward to the reunion. His long list of successful developments includes Loch Lomond in Scotland, Las Campanas in New Mexico, Hokulia in Hawaii, and his three projects in Arizona—Desert Mountain and Desert Highlands (both in Scottsdale) and Superstition Mountain (in Gold Canyon). Combined real estate and membership transactions over his almost five-decade career are well north of \$10 *billion*. In many ways, he laid the foundation for developers around the world who coupled golf amenities with a real estate purchase.

His newest project is a boutique development within Quivira, a 1,800-acre resort community on the tip of the Baja Peninsula.

“My wife Missy and I have owned a home in Los Cabos for the better part of 20 years,” said Anderson. “We’ve witnessed firsthand its incredible transformation from a sleepy fishing village into

an upscale worldwide destination for fun in the sun. Missy likes to refer to Cabo as the ‘Saint-Tropez of the Americas.’”

Three years ago, Lyle was introduced over lunch to Ernesto Coppel, developer of Quivira. “We hit it off instantly,” recalled Anderson. “He has a brilliant mind and, more importantly, is fun to be around. It’s easy to see why he was named Mexico’s ‘2004 Entrepreneur of the Year’ for his community involvement and achievements in the growth of Mexico’s economy.

“As our conversation deepened, Ernesto and I discussed a joint venture to build an oceanfront condo project at Quivira. During my initial site visit, I inquired about a large, untouched ocean-view plot of land nestled between holes on the Jack Nicklaus Signature Course,” continued Anderson. “Its topography and views really piqued my curiosity.”

Subsequent meetings solidified Lyle becoming a strategic development partner to market and build a few hundred luxury homes.

“It will be a project within a project, with its own entranceway, family center, a



“QUIVIRA is one of the great pieces of property in the world.”

– JACK NICKLAUS





cliffside restaurant and beach club,” stated Anderson. “We are tentatively planning on calling the community Old Lighthouse Club at Quivira as an ode to the on-site lighthouse, built in 1905, that is located on the southernmost tip of the peninsula.”

A FRESH PERSPECTIVE

The duo of Lyle and Ernesto seem to be a solid match with both bringing core competences from Mexico and America to the table. “My years of construction expertise in big projects complements Ernesto’s reputation in Cabo and his history of accomplishment,” said Anderson.

“**SUSTAINABILITY** is a core value of Quivira. We believe it’s critical to nurture the local environment, reinvest in the community, and reduce the impact of development.” – ERNESTO COPPEL

“I know potential when I see it. Quivira is one of the best sites I have ever seen. It’s what a developer dreams of with outstanding weather, beachfront access, easy to work with topography, sandy soil for construction, room to expand, and close to downtown for quick trips to pick up daily necessities,” explained Anderson.

“When I graduated college, I aspired to belong to a private golf club as my getaway.

“Today, with the majority of couples being dual income households, we don’t live in a patriarchal society. There has been a dramatic shift in member demands with a laser focus on amenities that appeal to the *entire* family, not simply a great golf experience for the husband’s Saturday morning round with his buddies.”

Future planned amenities at Quivira will mirror today’s trends. “When complete, the community will be the ultimate playground for every generation, incorporating the best ideas from the best clubs around the world,” detailed Anderson. ➤

QUIVIRA takes its name from a legend dating back almost 900 years. The tale explains how seven bishops fled persecution from invaders. One bishop settled in Quivira, where the streets were paved with gold. The promise of riches ushered in the “golden age of exploration” when pioneers (including Coronado, Pizarro, and Cortes) crossed uncharted waters to discover the New World.

LYLE ANDERSON has developed 20,000 acres of land, sold 5,000 homesites, built 1,000 homes, and created thousands of jobs during his career spanning almost half a century.



HOW GOLF FITS INTO THE MIX OF AMENITIES

The Jack Nicklaus Signature design at Quivira has been voted one of the “World’s 100 Greatest Golf Courses” by *Golf Digest*.

“Golf will always be the core amenity at Quivira, but my perspective of just how important it is to the overall mix has changed,” critiqued Anderson. “There will always be a market for those willing to pay for a completely private golf experience, but the percentage of second homeowners that are willing to shell out thousands of dollars per month in dues continues to decline. Most yearn for the exclusivity, yet probably only 20 percent of homeowners are willing to shoulder the cost.

“The Nicklaus Course is what put Quivira on the map, but future golf amenities will have a different format,” continued Anderson. “I must admit that I, along with many other developers, drank the Kool-Aid to build golf courses that were designed to PGA TOUR quality specs. Looking back, I think this took the game ‘away from the people’ by creating playing conditions that are too penal for the average private club member. It’s not that the formula was flawed, it has evolved. I think there’s a huge hunger to play legit golf, but often conditions are too hard and too long. I think you would agree you don’t want to get a hernia walking to the green!

“One solution that many clubs followed was to add tee

boxes allowing play from a yardage that matched your game. This is not the answer. Many golfers [including most men] will look at the back tee box and say to themselves, ‘I’m not good enough to play back there.’ It’s a letdown and the end result is many lose interest or attempt to play from the tips with a not so spectacular result in the sport.

“I envision Quivira’s future golf amenities will solve this dilemma by creating a shorter course [not a short course] that will allow you to play from the tips, but not face a 480 yard par-4.”

THEN VERSUS NOW

Although Lyle established a reputation as one of the world’s best golf community developers, his expertise is actually centered around homebuilding.

“More than once I encountered a successful couple determined to build their dream home. Hiring an architect, interior designer, and construction crew is a skill set most do not have. Typically it takes longer and is costlier than originally planned,” said Anderson.

“The majority of our homes at Quivira will be turn-key product that will be built with the highest standard of materials and finishes. Buyers will be able to customize certain options, but our new formula greatly shortens the move-in process and provides much greater price certainty.” ■