



A native of Switzerland with a background in the financial industry, Martin Posch moved to Cabo San Lucas without knowing a word of Spanish. But with a strong desire to learn the language and culture, Martin did just that and launched his real estate career in 2001, almost by accident after attending a real estate class with a friend. In the 15 years he's been serving clients in the Los Cabos and San Jose areas, he has achieved goal after goal and tremendous success.

With honesty and integrity at the forefront of how he conducts his business, Martin, part owner and managing broker at Windermere Los Cabos, knows just how important those two traits are to maintaining relationships. "Those are the most important things in the business. I'm a straight-shooter and when I say I'm going to do something, I do it," says Martin. "My clients appreciate that, and it's why they come back to work with me and refer me to their friends and family."

It's no wonder he has been recognized for his achievements by industry professionals, as well as by his clients. Martin continuously puts the needs of his customers above all else and works tirelessly to help them achieve their real estate goals. His intimate knowledge of the area and deep understanding of the local market have led to many happy home buyers and sellers over the

years, however, it's not all work and no play for Martin. Past clients rave about how professional, yet easy to work with he is. "To me this job is not just about having a business relationship with someone — it's about forming friendships. I've gotten to know a lot of different people from many different places and from all walks of life," he says. "Many times these purchases are very emotional for people because they're seeing their dreams becoming a reality, and I'm very lucky to be part of that."

He is also committed to furthering his education in the business and stresses the importance of continuing to learn and grow as the market evolves. "A friend of mine once told me that life is like swimming against the current. You have to keep swimming, or in this case, learning because once you stop, the current is going to take you backwards. I applied that to my business and would tell anyone thinking of getting into real estate the same thing," Martin says. "You've got to put in the hours and the work if you want to be successful."

When he's not out showing luxury, ocean-front properties in one of the most exclusive resort areas in all of Mexico, Martin enjoys spending time on the beach and taking part in all the recreational activities the area has to offer. "In the summer I like to stand up paddle, golf with clients, and just enjoy the outdoors with friends."

He is also dedicated to giving back to those less fortunate in the community through both the Windermere Foundation and the charitable organization started by his business partner, Mark Nieman. "We've established a great relationship with one of the local schools where we donate gifts to the students at Christmas time, but we also do smaller events there throughout the year."

Although it's only been three-and-a-half years since he and his partner opened up the first Windermere franchise in Mexico, Martin is already looking forward to expanding even further. "The plan is to grow the name and expand within the market, and even in to mainland Mexico," says Martin, proving that although he may have fallen into real estate unintentionally, his success was no accident. It was simply the result of hard work and perseverance.

Martin A. Posch

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