

# LUIS Mendoza

## BI-NATIONAL DEAL MAKER

By: Briant Wells  
Photo Credit: Jamie Hall, Pho Designs

*¿Quién es la mejor persona en bienes raíces? If we're talking about San Diego and Mexico, look no further than the bi-lingual and bi-cultural Luis Mendoza — Mexican and American real estate debonair.*

Having established himself as a top producer in both America and Mexico, Luis is the bridge between two very distinct cultures, laws, and languages needed to buy and sell properties across borders. Winning awards with Century 21 for his power moves in America (like his \$11 million strip-mall listing project in Las Vegas), as well as being the broker of record for multiple Mexico projects that each surpass \$5 million, Luis is humble when he describes his success as occupying “a niche that is centered around cultural differences and education to build trust.”

“You can know the language,” says Luis, “but if you don’t know the culture, you won’t be able to do business correctly.” He knows. Born and raised in Mexico City without learning English, 14-year-old Luis moved to San Diego with his father and family. Luis understands first-hand the difficulty of navigating a new culture for the first time. He has leveraged his experience and keen ability to nurture relationships into multiple thriving businesses that transcend borders and know no limits.



### The System

Luis is much more than an agent. He is the engine behind a bi-cultural and bi-lingual real estate system, combining trust, expertise, and savvy to help clients on both sides of *la frontera* do business. “They’re two different systems,” Luis explains. “Don’t even try to learn it. We got a system here and there that provides international help for American and Mexican clients.” Luis’s BRBB (Real Estate Bi-national Bi-cultural) corporation helps American clients profit from their Mexican investments since Mexico requires corporations to be able to deal in real estate.

Luis’s corporation provides and assumes the liability in order to sell properties in Mexico. His greatest asset, though, is his ability to provide trust for bi-national clients. “I can provide that established bridge to help people have the ‘trust’ to buy in Mexico.”

### Americans Buying Mexican

Did you know that a foreign national can own property in Mexico for

50 years with the option to pass it down to their children and restart the 50-year period? Luis’s American Century21 Award team and his Mendoza International Group in Mexico, BRBB, have the know-how and relationships to create the needed trust to connect the two different cultures and dispel misinformation.

The demand in Mexico is growing. Recently, he led a caravan to his development in Cabo. Taking 22 people from San Diego International Real Estate committee and SDAR, the group consisted of agents from seven different cities. He cautions potential American buyers interested in Mexico but maintains there’s no added risk compared to American real estate.

### Mexicans Buying American

Luis becomes most animated when helping Mexican nationals purchase in America. Luis helps Americanize Mexican clients with years of trust-building and authentic experience. He and his team of lawyers, accountants,

and bankers help Mexican nationals build credit (Mexico doesn’t use FICO scores). His real passion comes from his help in the day-to-day lives of arriving people, such as how to go to the doctor, how to grocery shop, and the ins and outs of the school systems. In his words, “Everything’s different. Completely different.”

Luis doesn’t want to deal with the false stigma that Mexico is any more dangerous than America, because clients with this concern often back out in the last minute. He acknowledges, though, that many wealthy Mexican nationals buy and gain residency in America to diversify their investments and safety concerns. “It’s different when you’re from there, though.” Most of the wealthy people in Mexico, he makes clear, “have nothing to do with illegal business. That stereotype is false.” In fact, Luis points to the fact that “Mexico City has the most billionaires (yes, with a “b”) per capita in the world, and they’re business owners just like us.”

•••

### How to Begin

“Don’t Americanize the Mexican system,” Luis emphasizes, “and don’t Mexicanize the American system.” Luis is a passionate connector that relieves the fears and misunderstandings of dealings between Mexican and American real estate. He goes above and beyond, acting as a consultant. He is open to co-listing to ensure that his clients have the most comfortable experience dealing with both cultures.

Luis’s real estate system exceeds professionalism. Relationships are the gears that turn his bi-cultural engine. From meeting families, building credit, and taking on the liability through his corporations, Luis is a super-agent of Mexican-American real estate.



U.S./Mexico border line



### SERVICE AND DISCOUNTS FOR YOUR CUSTOMERS.

As a professional in the real estate and lending industry, you want to provide the very best experience for your customers. Helping your customers with their insurance need shouldn't be complicated. As an agent from one of the largest personal lines property and casualty insurance group, I'd like to help you by offering your customers:

- Evidence of Insurance forms on short notice and on time
- Fast, dependable service
- Competitive rates and a variety of discounts\*
- Top-quality coverage options for your customers

Farmers® offers everything from home insurance to business insurance, and having one person available to answer questions for your clients just makes life easier.

Call me and let's discuss what I can do for your customers.



**619.501.6400**

**Jasmine Corona Insurance Agency**

Your Local Agent | CA License # 0136015,0F60338

2900 4TH AVE STE 202  
SAN DIEGO, CA 92103  
JGUERRERO1@FARMERSAGENT.COM  
<https://agents.farmers.com/jguerrero1>



\*Restrictions apply. Discounts may vary. Not available in all states. See your agent for details. Insurance is underwritten by Farmers Insurance Exchange and other affiliated Insurance companies. Visit farmers.com for a complete listing of companies. Not all insurers are authorized to provide insurance in all states.

Fine Custom Furnishings and Lighting  
**Full Service Interior Design**

[www.Milburngroup.com](http://www.Milburngroup.com) // (619) 886-5387  
CONSULTATION BY APPOINTMENT

Mention this ad for a **FREE CUTCO** gift with your order!

**Only 9% of people can name their realtor after 4 years. Put a SYSTEM in place TODAY to brand YOUR name with clients FOREVER!**

**Brand yourself with an item of VALUE!**

### GIVE CUTCO!

- Never Consumed / Used Daily, Forever
- High Quality & Guaranteed Forever
- Engraved with your Info
- 100% Tax Deductible as Marketing
- Increase Top of Mind & Client Retention

Contact Eric to get your Gift System in Place  
**(858) 255-1142 • Eric@SharpRetention.com**

# NEW VENTURE ESCROW

New Venture Escrow has revolutionized the Escrow service industry. We believe in building a better, superior escrow experience for real estate agents and their buyers and sellers.

Tania Gonzalez  
*Sr. Account Executive*  
Tania@NewVentureEscrow.com  
**619-807-0711**

Courtney Louis  
*Vice President of Sales*  
Courtney@NewVentureEscrow.com  
**858-229-9035**

For more information on our four locations please visit our website  
[www.NewVentureEscrow.com](http://www.NewVentureEscrow.com)