



## **Powerhouse Latina Realtor/Businesswoman Has pulse on Explosive Demand for Mountain Properties**

*CAPRE Real Estate Co-Owner & Realtor, Cecilia Ponce de Leon, is Changing Trajectory of How Homes are Bought and Sold during COVID Pandemic while Innovating the Way We Live Now*

### **FOR IMMEDIATE RELEASE**

Cecilia Ponce de Leon, Co-Owner of CAPRE Realty, in a relatively short time has established a fresh perspective and a new respect for the Mountain Communities real estate market stretching from Crestline to Big Bear, CA (including Lake Arrowhead) as a viable real estate phenomenon akin to Orange County and Beverly Hills. On any given day, Cecilia Ponce de Leon's phone is blowing up with calls from potential buyers requesting to see her lakefront listings and exclusive mountain enclave properties in Lake Arrowhead, Crestline and Big Bear, California. As San Bernardino, Orange, and LA counties adjust to a sequestered existence in the home, Ponce de Leon is responding to and providing options for a market boom. In other moments, Ponce de Leon is jumping on Zoom calls or making safely distanced client site visits of gorgeous homes that are available, albeit in limited supply. Low inventory combined with uber-low interest rates and in-demand mountain destinations are creating a trifecta of interest in the \$500K - \$3M+ range. To corroborate, **Realtor.com's Chief Economist, Danielle Hale, projects a 17.9% increase in price growth for San Bernardino Co. in its roundup of Top Ten Housing Markets for 2021.**

Lake Arrowhead and the surrounding towns' picturesque lakes and snow-capped mountains have a long history dating back to when Hollywood stars and other famous people called this respite from work their second home. Back then as now, it was **Lucille Ball, Doris Day, Priscilla Presley, Howard Hughes, Bugsy Siegel, Brian Wilson, Courtney Cox's brother, David Arquette, Barry Manilow,** and others. Major films, such as and most recently, *The Laudromat* starring **Meryl Streep**, and as far back as a 1913 **Cecil B. DeMille** directed film, have added to the mystic of the areas. Now as buyers adjust to a new normal, the desire for a more isolated setting away from crowded metro areas yet with great amenities is key. **The trends are many,** and CAPRE Real Estate and Ponce de Leon's unique offering helps satiate the demand.

- **Buyers are exiting big city life for rural areas** – *MansionGlobal.com* cites the mass exodus in New York and London's biggest deals are for country home purchases
- **A multi-functional home** to live, work, exercise and "holiday" where life can take place within four walls is desired
- **Upgrading the Tech/Smart Design** – Homes must now be designed (or upgraded) to have a clear separation between where the work hours occur and when family time begins. Hollywood-style entertainment features/screening rooms, spa bathrooms, large, plush "work-from-home" office environments are much more common. Also, cool new sanitation systems are in big demand, like ionizing HVAC air filtration, UV light and "touchless entry."
- **More physical room** to work remotely is driving robust sales during COVID
- While trendy, expansive open floor plans are available, however a renewed interest in **traditional "closed" floor plans** that allow privacy are back in vogue
- **More livable outdoor spaces** that allow a combining of indoor and outdoor living seamlessly. And when not at home, activities that are safe, such as hiking, fishing, water skiing, snow skiing, mountain biking and more are very much a necessity at this time

- **Fostering Creativity** – green spaces, views, mountain enclaves, snow, and outdoor activities in nature contribute to a less stressful environment and encourages new attitudes

“The challenge,” says Ponce de Leon, “is managing the supply and demand for our clients. Last year we held 180 listings, this year, it’s 79. The buyer is in the best position now than ever before; we’re getting hundreds of thousands to millions of dollars more than list price!”. **Her mantra is the time to sell is now.** Ponce de Leon attributes this surge not only to the new normal of life in a pandemic, but to the great word of mouth about the enchanting mountain destination just 30 minutes from San Bernardino or Redlands and 90 miles from Los Angeles and Palm Springs.

As restrictions have continued to stay in place, buyers are looking for a home that’s not just a for a weekend vacation; it’s viewed as an income property, an Airbnb, and also considered the ultimate commuting option for Angelinos that are working remotely (or only going into the office one/twice per week). Entertainment and creative arts industries living in Lake Arrowhead enjoy the serenity, peacefulness and nature which fosters creativity. For others, it’s the opportunity to embrace nature. Also, Ponce De Leon is seeing a diverse demographic mix while she, herself a Hispanic, is championing the growth of the Latin, Asian, and LGBTQ communities. She’s excited to extol the benefits of the mountain lifestyle and is uniquely positioned to welcome more diverse clients to share in the joy of owning a home in this paradise.

Lake Arrowhead, Big Bear and other mountain communities have retained a small-town environment but home design is reflected in myriad architectural styles from cabin to luxury where the visitor and eventual home buyer will find Tuscan and English Manor to Modern architecture, Lodge, A-Frames and more. Imagine heated driveways, mountain view laundry rooms, outdoor living areas with fire/water installations, expansive panoramic lake & mountain forest views from elaborate tri-level decks, gourmet kitchens, and dramatic fireplaces just for starters. Lake rights and private, gated communities are available as well.

The mystique of Lake Arrowhead is valid, most people have never been to the hidden gem, with family-run gourmet grocery stores, a sprinkling of retail chain store presence, antique and artisan outposts, gourmet restaurants, excellent school district; all surrounding a quaint Alpine Village shopping center. There’s even a one-hour tour aboard the Arrowhead Queen paddle board boat that docks at the village’s lakeside. It’s also home to world renown UCLA Conference Center, Pali Mountain Retreat, Snow Valley Resort, SkyPark, and Lake Gregory.

Immersed in the community, with Cecilia Ponce de Leon at the helm, CAPRE has the spotlight. The former President of the National Latina Businesswomen’s Association and Co-President of VIP Latina Business Council sits on several non-profit organization’s Board of Directors, and chairs fundraising for the Mountains Community Hospital, Rim of the World School District’s Educational Foundation and more. As a producer, she aids in creating the area’s top events like this summer’s upcoming “Staying Alive” Disco Ball, benefitting local businesses and non-profits.

CAPRE Real Estate offers turbo-charged, concierge class customer service with offices from Beverly Hills to Big Bear. The community-committed firm has a large roster of purposefully-driven agents. For an interview with Cecilia Ponce de Leon and full bio, a tour of properties, photos & video or more information, please contact Steve Valentine, Director of Community Relations at CAPRE, [steve@valentingroupla.com](mailto:steve@valentingroupla.com) or go to [www.CapreRealEstatePro.com](http://www.CapreRealEstatePro.com). Call 909-631-9960 or visit one of our two offices in Lake Arrowhead at Lake Arrowhead Village, 28200 Highway 189, Suite G (lower level) or 337 CA Highway 173 at our Visitors Center.

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