

Los Angeles de Tiliran

Sales / Usage Strategy
2020

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OBJECTIVE

To capture more frequent visitors and potential land purchasers looking for a weekend get away or explore a new locale such as Los Angeles de Tiliran?

“The Answer”

Lower Costs / Raise Value

HOW?

Big Picture Business Model

ACTION STEPS

- Identify the major problems with the property at Los Angeles de Tiliran
- Identify the competitors and why they attract customers away from....
- Identify primary Customer Then & Now
- Look at actual customer engagement
- Identify the for sale property in Los Angeles de Tiliran as 'functional' or 'emotional'
- Identify future and near future trends

FOLLOWED BY

- 4 Action Framework

Problems (Currently)

The main issues with the existing property are as follows:

- ‘Un-remarkable’ and similar to many many other properties for sale**
- Layout of roadside land parcels are uninspiring and attract the wrong type of property buyer**
- Appears to attract a budget minded customer**
- Does not utilize property to its fullest potential**
- Does not assist potential buyers in anyway**
- There appears to be NO amenities (fuel station, grocery store or activities) to get people to stop**

Competitors

-There are at least 7 other properties located ‘for sale’ between Canas and Tiliran, many with beautiful trees and therefor visually more appealing and more desirable. In other words, everybody with property for sale is competition to this project site.

Customers (Then & Now)

Before the Corona Virus set back the entire world the predominant potential customer of property at Los Angeles de Tiliran was a budget minded Tico seeking a very low cost to quickly throw up a dwelling.

Now, with our 'new' usage 'concept', there is an opportunity to attract the more affluent Costa Rican clientele out of San Jose or other horse-centric tourist outside the area. This 'targeted' group are looking for an activities oriented vacation or weekend / weekday getaway at a first or second home. In a year or two when the world falls back into a routine the future for this new operation will be poised to grab the majority of visitors to the area.

Customer engagement

The property at Los Angeles de Tiliran primary appeal has revolved around function and price. This functional approach is fine but competes directly with all other properties for sale in the area on price as the only differentiator. That is, nothing unique to the area or within the real estate industry.

To truly stand out and offer exceptional market value, shifting to a positive *feelings* approach over pure functionality is necessary. Making a targeted group of buyers '*feel*' special and privileged but at lower costs than industry standards is the secret to massive success. Targeting a specific 'type' of buyer, like that of the car industry, creates desirability even before the sale. Potential buyers can relate to the usage and fellow purchasers before their own purchase decision.

Property for sale in Los Angeles de Tiliran

-All property for sale in between Canas & Tiliran compete on the same set of 'factors' whether a very large parcel or a tiny piece of land. All properties are sold on price and price alone. There appears to be no real improvement or standout approach to selling property in the area or anywhere else in Costa Rica. All Owners simply place a sign stating "FOR SALE" as if buyers will somehow be motivated to purchase.

Trends

Autonomous, self sufficient and tech savvy seeking an incredible experience beyond a simple real estate purchase. The old sales model of placing a sign on the front of a property with the same tired look and feel all competing on price is over. Today's property buyers are very well informed through google search engines and social media more than ever despite income levels. Real Estate buyers today are looking for a greater purpose and usage within a value offering. That is, *"give me a strong reason to purchase this property over the next one and I will, if not I will keep looking until I find exactly what I want."*

Value is built-in to this model with a carefully conceived 'usage' plan and attention to all of the ancillary details. Sales and profitability are increased through executing the plan, marketing to a specific demographic and creating a reason for people to stop.

4 ACTION FRAMEWORK

-ELIMINATE

-REDUCE

-RAISE

-CREATE

ELIMINATE

Which factors that the Real Estate industry takes for granted should be eliminated to increase profitability and increase sales?

-Unrealistic price points

To many potential sellers miss an opportunity to sell their property by placing an unrealistic high 'asking' price. Today's technology savvy buyer knows more about your property value than you do. Everybody wants a good value but most of the time value 'MUST' be created.

REDUCE

Which industry practices should be reduced below the industry's standard in order to increase profitability and raise occupancy?

-Blanket listing any and all properties for sale to any and all potential buyers
This shotgun approach is frustrating with buyers who have limited time to categorize your tired listings. Eliminating unwanted properties from your sales offerings appeases everyone
(example: Large commercial property listed along with private home buyers)

RAISE

What industry standard could you enhance or improve customer satisfaction and increase sales?

-Awareness of property usage targeting a very specific demographic instead of a general *'for sale'* approach

Comprehend the greatest sales potential for the property before soliciting buyers. That is, what type of development would attract the highest number of buyers / end users?

CREATE

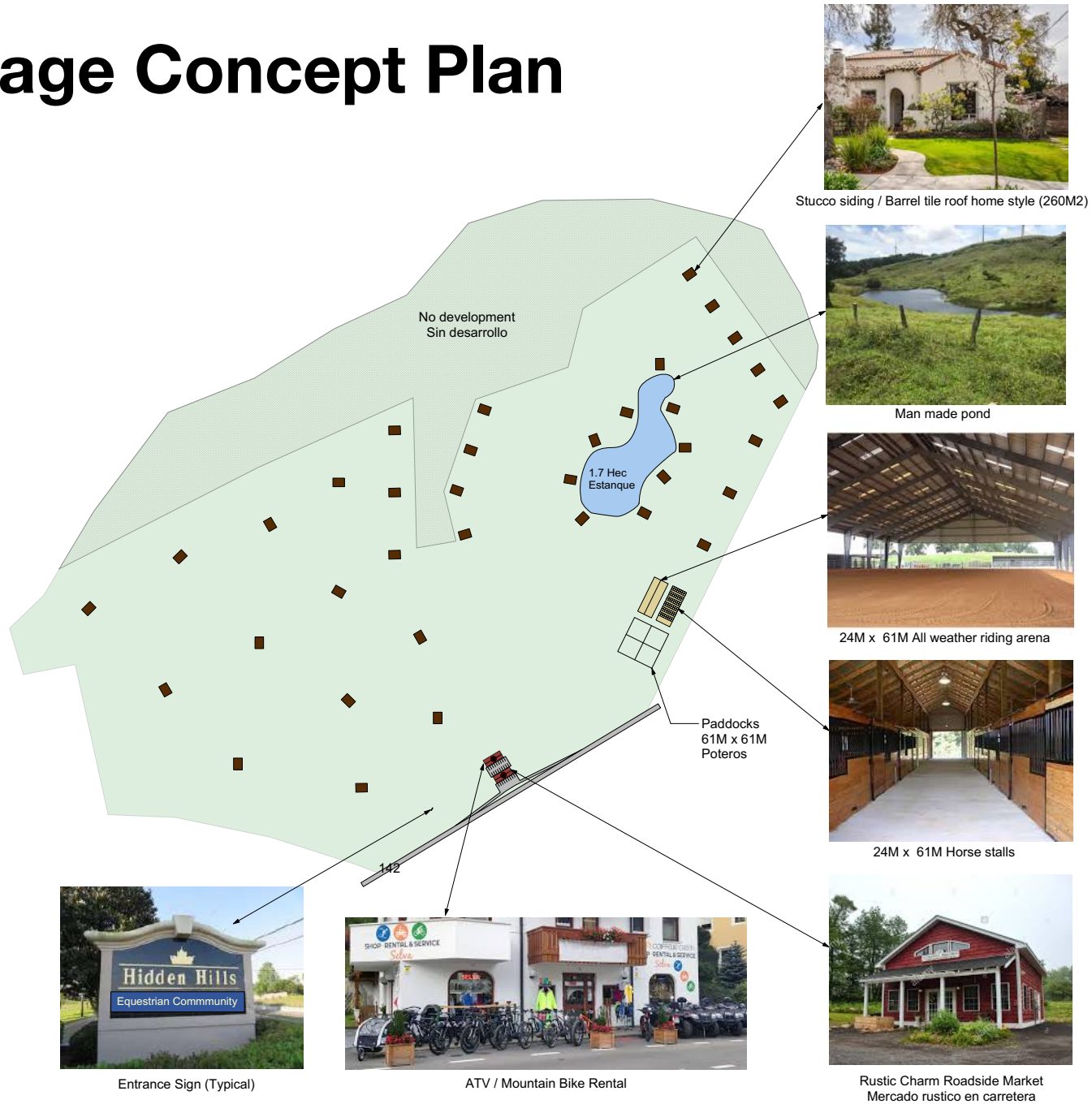
Which factors that the real estate industry has never offered should be created to increase profits and raise sales awareness?

- Create a 'usage' concept plan for the property to target specific potential buyers and end users
 - Create an MVP '*Minimum Viable Product*' to test the concept acceptance by potential buyers
- 'BEFORE' implementation**

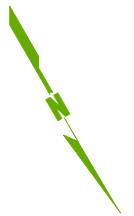
Additionally

- Create an iconic logo and brand for the 'new' sales operation
- Create a fully automated website /inquiry system

Usage Concept Plan



Proyecto propuesto



Dibujado por: Matt Wilson

Escala:

Fecha: Junio 2020

Zona: 86.19 Hectares M2

MINIMUM VIABLE PRODUCT

-Install a permanent billboard approximately 5 meters tall x 7 meters wide (minimum size)

Include:

- Property name style and logo
- Image of future development & attractions
- Website address
- Sales contact for more information



Summery Of Benefits

For property sellers

- Drive majority of visitor traffic to the 'NEW' equestrian community
- Attract a new demographic of potential buyers
- Become a destination location not another selection
- Radically increase property value at completion of 'new' construction
- Once established it could easily be sold to almost any development group

For Customers

- Affordable luxury for equestrian lovers
- A reason to take a weekend / weekday getaway
- The only logical choice when in Los Angeles de Tiliran
- An exquisite equestrian venue

Tagline

Vecinos amantes de los caballos como tú



Horse Loving Neighbors.....Just Like You Copyright 2020

PROPERTY OPTIONS

- ◆ Sell the property *'as-is'*
- ◆ Partner with an investor to facilitate a build-out of the *'new'* vision
- ◆ Invest in the new construction yourself with an equity loan against the property