



SAMPLE · PREDICTIVE BUYER-ACQUISITION STRATEGY

Luxury Coastal Residences

A worked example of the strategy we build for each development, shown here for a 100-residence coastal community on Puerto Rico's north coast: intent topics, audiences, keywords, buyer personas, lead scoring, launch plan, feeder markets, funnel and digital strategy.

Powered by Intent Data

Dorado-Anchored Positioning

100 Units

\$75M-\$150M Target Sellout

COMPLIANCE NOTICE · READ FIRST

All audience targeting in this strategy uses purchase-intent behavioral signals, contextual geography, and lifestyle interest data. No protected characteristics (race, national origin, religion, sex, familial status, disability) are used to include or exclude housing prospects. All advertising must comply with the Fair Housing Act, CAN-SPAM, TCPA, CCPA, and platform-specific housing ad policies (Google, Meta, programmatic DSPs). Inferred wealth, income modeling, and lookalike audiences must be applied only to non-housing ad formats or reviewed by legal counsel before use in housing campaigns. All figures not sourced are clearly marked [ASSUMPTION] and require developer confirmation.

Sample for illustration. Figures marked [ASSUMPTION] are illustrative; every engagement starts from the developer's confirmed facts. Not legal, tax or investment advice.

SECTION 1 · EXECUTIVE SUMMARY

The Opportunity

THE OPPORTUNITY

A 100-unit luxury beachfront-access residential development in Vega Baja, Puerto Rico, positioned at \$750K–\$1.5M per residence, represents a total sellout value of \$75M–\$150M across multiple phases. Phase 1 luxury townhomes are the demand driver and reservation engine for subsequent phases.

THE COMPETITIVE ADVANTAGE

Dorado Beach, Puerto Rico — home to the Ritz-Carlton Reserve and among the most prestigious luxury residential addresses in the Caribbean — validates the entire North Coast luxury real estate corridor. Vega Baja, located west of Dorado along the same coastline, offers genuine beachfront access at a meaningfully differentiated value proposition: the lifestyle of Dorado's coastline, with the distinctiveness of an undiscovered coastal address.

OUR PROPOSITION TO YOU

We serve as your outsourced, technology-powered marketing and sales organization — combining predictive intent data, AI-assisted lead qualification, luxury real estate sales expertise, and a proprietary first-party buyer database — to accelerate reservations and closings across every development phase.

Projected outcome (assumptions)

Phase 1	25–40 townhomes, target sellout 18–30 months from launch [ASSUMPTION — unit count requires developer confirmation]
Gross sales potential Phase 1	\$18M–\$60M [ASSUMPTION — pricing and mix TBD]
Total marketing investment Phase 1	\$1.2M–\$2.4M [ASSUMPTION]
Projected blended cost per closed unit	\$30,000–\$75,000 [ASSUMPTION based on luxury residential benchmarks]



SECTION 2 · INTENT TOPIC INTELLIGENCE

Highest-Signal Purchase-Intent Topics

Based on live audience data, the highest-signal purchase-intent topics mapped to the buyer universe. Topic IDs and match scores are from the Predictive Data audience platform as supplied.

#	TOPIC ID	TOPIC LABEL	CATEGORY	MATCH	STRATEGIC USE
1	8714	Private Golf Club Memberships	Sports/Lifestyle	87.4	Luxury lifestyle qualifier
2	9007	Tax-Advantaged Passive Income	Real Estate/Finance	83.9	Investor buyer trigger
3	2315	Rental Properties	Real Estate/Investing	83.2	Investment property buyer
4	7213	Luxury Homes	Real Estate	82.9	Core product buyer
5	6448	Country Club Members	Lifestyle	82.0	Luxury lifestyle qualifier
6	2246	Second Home Vs. Investment Property	Real Estate	81.0	Vacation/second home buyer
7	8704	Social Club Memberships	Sports/Lifestyle	83.8	Affluent social qualifier
8	2223	Investment Properties & Rental Income	Real Estate	79.9	Dual-use buyer
9	6454	Luxury Pursuits	Lifestyle	78.8	Aspirational luxury buyer
10	1795	Tax-Efficient Investing	Finance	78.4	Act 60/tax benefit buyer
11	2245	Property Value & Appreciation Potential	Real Estate	77.5	Investment-minded buyer
12	2241	Renting Out The Property	Real Estate	77.5	Vacation rental income buyer
13	1964	Customized Financial Planning for HNW	Finance	77.4	Ultra-HNW buyer
14	2349	Portfolio Diversification	Real Estate	77.3	Institutional-minded investor
15	3618	International Beach Vacation	Travel	76.4	Pre-purchase travel researching
16	8254	New Built Townhomes for Sale	Real Estate	75.5	Phase 1 product-specific
17	8312	New Built Condos for Sale	Real Estate	75.0	Phase 2+ product-specific
18	3897	Private Islands	Travel/Lifestyle	75.8	Ultra-premium aspirational
19	3898	Island Villas	Travel	76.0	Caribbean lifestyle buyer
20	3890	Luxury Island Vacations	Travel	74.6	Upstream intent signal
21	8965	Estate Properties & Luxury Compounds	Travel/RE	76.8	Multi-property owner
22	3885	Oceanfront Destinations	Travel	74.9	Beach/coastal qualifier
23	8993	1031 Exchange Deadline Pressure	Real Estate	67.7	Urgent investor signal
24	2275	Relocation	Real Estate	69.8	Puerto Rico mover
25	2252	Factors to Consider – Vacation Destination	Real Estate	75.6	Early research stage

Audience segments built & previewed

AUDIENCE	TOPIC COMBINATION	STATUS
Luxury Second-Home & Vacation Property Buyers	Luxury Homes + Second Home vs. Investment + Luxury Travel + Luxury Pursuits + Private Golf	PREVIEW QUEUED
Real Estate Investors – Rental & Passive Income	Tax-Advantaged Passive Income + Rental Properties + Investment Properties + Second Home + Property Value	PREVIEW QUEUED
Caribbean Island Lifestyle & Resort Enthusiasts	Luxury Island Vacations + Private Islands + Intl Beach Vacation + Island Villas + Island Resorts	PREVIEW QUEUED
Preconstruction & New Luxury Home Buyers	New Built Townhomes + New Built Condos + New Built Homes + Luxury Homes + Property Value	PREVIEW QUEUED

To activate any of these audiences, confirm which to launch first.

SECTION 3 · KEYWORD LIBRARY

210 Keywords by Buyer-Intent Stage

All keywords are directional and require validation via Google Search Console, SEMrush, or Ahrefs. Search volumes are not verified — treat as a hypothesis library.

TIER 1: DIRECT PURCHASE INTENT

Hottest — 0–30 days pre-decision. Buyers actively shopping. Highest bid, tightest geo.

1. luxury beachfront townhomes Puerto Rico
2. beachfront homes for sale Vega Baja
3. luxury townhomes Puerto Rico for sale
4. Dorado Beach area homes for sale
5. Puerto Rico luxury real estate \$1 million
6. oceanfront homes Puerto Rico
7. preconstruction luxury homes Puerto Rico
8. new construction beachfront Puerto Rico
9. Caribbean luxury real estate for sale
10. Puerto Rico second home for sale
11. Puerto Rico vacation home purchase
12. beachfront townhomes Caribbean
13. luxury coastal residences Puerto Rico
14. North Coast Puerto Rico real estate
15. Puerto Rico beach access homes
16. luxury condos Dorado Puerto Rico
17. investment property Puerto Rico beachfront
18. Puerto Rico real estate listings \$750000
19. Dorado alternative luxury real estate
20. Puerto Rico luxury development presale

TIER 2: COMPARISON & EVALUATION

Warm — 30–60 days. Buyers comparing markets, shortlisting.

21. Dorado Beach vs Vega Baja real estate
22. best luxury real estate Puerto Rico
23. Puerto Rico vs USVI real estate
24. Caribbean island real estate comparison
25. buying property in Puerto Rico pros cons
26. Puerto Rico real estate vs Florida
27. best beachfront locations Puerto Rico
28. Act 60 Puerto Rico real estate
29. Puerto Rico tax benefits real estate investors
30. Puerto Rico residency real estate
31. luxury townhome vs condo Caribbean
32. beachfront townhome vs beachfront condo
33. new development Puerto Rico 2024
34. Caribbean luxury development presale
35. which Caribbean island best for real estate
36. Dorado Beach real estate prices
37. Ritz-Carlton Reserve Dorado neighborhood
38. Puerto Rico luxury market trends
39. second home vs investment property Puerto Rico
40. Caribbean real estate appreciation potential

TIER 3: EDUCATION & RESEARCH

Mid-funnel — 45–90 days. Buyers learning before committing.

41. how to buy real estate in Puerto Rico
42. Puerto Rico real estate buying guide
43. buying a vacation home in Puerto Rico
44. Puerto Rico mortgage for non-residents
45. financing a second home in Puerto Rico
46. Puerto Rico property taxes
47. HOA fees beachfront condos Puerto Rico
48. Puerto Rico hurricane risk real estate
49. flood zone real estate Puerto Rico
50. best areas Puerto Rico to buy property
51. Puerto Rico real estate agent recommendations
52. Puerto Rico title company
53. closing costs Puerto Rico real estate
54. Puerto Rico homeowners insurance beachfront
55. what is Act 60 Puerto Rico
56. Puerto Rico Act 22 real estate benefits
57. escrow process Puerto Rico real estate
58. 1031 exchange Puerto Rico investment property
59. rental income potential Puerto Rico beachfront
60. Airbnb regulations Puerto Rico short term rental
61. Dorado Beach community amenities
62. Vega Baja beachfront community
63. beachfront real estate Caribbean due diligence
64. preconstruction purchase risks Caribbean
65. luxury real estate ROI Caribbean

TIER 4: LIFESTYLE & ASPIRATIONAL

Upstream — 60–120 days. People dreaming, planning lifestyle shifts. Brand awareness play.

- | | |
|---|---|
| 66. luxury island living Caribbean lifestyle | 76. owning a home on the beach Caribbean |
| 67. living in Puerto Rico as a US citizen | 77. Caribbean beach towns for Americans |
| 68. relocating to Puerto Rico from New York | 78. Puerto Rico expat community |
| 69. Puerto Rico lifestyle review | 79. second home in the tropics |
| 70. Caribbean coastal lifestyle blog | 80. warm weather second home destinations USA |
| 71. resort-style living Caribbean | 81. best islands for luxury second home |
| 72. private beach communities Caribbean | 82. tropical luxury home investment |
| 73. beachfront community amenities | 83. waterfront lifestyle retirement planning |
| 74. island lifestyle luxury home | 84. island living dream home |
| 75. US territory real estate no passport required | 85. luxury remote work Caribbean home |

TIER 5: DORADO COMPETITIVE KEYWORDS

Conquest — intercepting Dorado shoppers and upselling Vega Baja.

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|---|---|
| 86. Dorado Beach real estate review | 91. Dorado Beach villas for sale |
| 87. Dorado Beach alternatives Caribbean | 92. Ritz-Carlton Reserve neighborhood real estate |
| 88. similar to Dorado Beach cheaper | 93. luxury homes near Dorado Beach Puerto Rico |
| 89. Dorado Beach townhomes for sale | 94. north coast Puerto Rico luxury real estate |
| 90. Dorado Puerto Rico luxury homes | 95. Dorado Puerto Rico property values |

TIER 6: INVESTMENT & TAX KEYWORDS

Investor-motivator terms. High intent to act on financial triggers.

- | | |
|---|---|
| 96. Puerto Rico Act 60 individual investors | 103. passive income vacation rental Caribbean |
| 97. Puerto Rico 0% capital gains tax real estate | 104. cash flowing beachfront property Caribbean |
| 98. tax advantages owning Puerto Rico property | 105. rental yield luxury beach property Puerto Rico |
| 99. Puerto Rico investment property depreciation | 106. buy and hold Caribbean real estate |
| 100. real estate portfolio diversification Caribbean | 107. Puerto Rico real estate long term appreciation |
| 101. foreign investors buying Puerto Rico real estate | 108. US territory real estate investment strategy |
| 102. 1031 exchange into Puerto Rico property | 109. beachfront property appreciation historical |
| | 110. luxury vacation rental income Caribbean |

TIER 7: PRODUCT-SPECIFIC — TOWNHOME & DEVELOPMENT

Phase 1 launch keywords.

- | | |
|---|---|
| 111. luxury townhomes beachfront for sale | 118. new luxury townhome development Puerto Rico |
| 112. beachfront townhomes new construction | 119. floor plans luxury townhomes Caribbean |
| 113. townhomes with beach access Caribbean | 120. beachfront townhome pricing Caribbean |
| 114. multi-story beachfront homes Caribbean | 121. reservation deposit new construction Caribbean |
| 115. luxury townhome development presale | 122. phase one luxury development Puerto Rico |
| 116. priority reservation luxury townhome | 123. limited inventory new homes beachfront |
| 117. preconstruction townhomes Caribbean 2024 | 124. developer direct beachfront townhome |
| | 125. buyer priority preview new luxury homes |

TIER 8: BUYER SEGMENT — RELOCATION & LIFESTYLE

People deciding to move, not just own a second home.

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|--|--|
| 126. relocating from New York to Puerto Rico | 133. cost of living Puerto Rico vs Florida |
| 127. relocating to Puerto Rico from Miami | 134. Puerto Rico vs US Virgin Islands living |
| 128. moving from Northeast to Puerto Rico | 135. safest areas Puerto Rico to live |
| 129. Puerto Rico relocation guide 2024 | 136. Puerto Rico residency requirements |
| 130. best neighborhoods Puerto Rico for families | 137. moving to Puerto Rico from continental US |
| 131. Puerto Rico schools international community | 138. Puerto Rico expat real estate guide |
| 132. healthcare Puerto Rico quality | 139. is Puerto Rico safe for families |
| | 140. Puerto Rico weather year round |

TIER 9: LONG-TAIL & AEO CONVERSATIONAL

Voice/AI search optimized — questions typed into ChatGPT, Perplexity, Google SGE, Alexa.

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|---|--|
| 141. what is the best luxury development in Puerto Rico? | 149. are there beachfront townhomes for sale in Puerto Rico? |
| 142. where can I buy a beachfront home in Puerto Rico? | 150. what is the ROI on a beachfront vacation home in the Caribbean? |
| 143. is Vega Baja Puerto Rico a good place to buy property? | 151. can I rent out my Puerto Rico vacation home on Airbnb? ⚠️ Developer must confirm rental permissions |
| 144. how does Dorado Beach compare to other Puerto Rico luxury areas? | 152. is it safe to buy preconstruction in Puerto Rico? |
| 145. what are the benefits of buying a second home in Puerto Rico? | 153. what is the difference between Act 22 and Act 60 Puerto Rico? |
| 146. can I get a mortgage to buy in Puerto Rico as a US citizen? | 154. what Caribbean island is easiest for Americans to buy property? |
| 147. what is Act 60 and how does it benefit real estate buyers? | 155. how much does a beachfront home cost in Puerto Rico? |
| 148. what luxury developments are near Dorado Beach Puerto Rico? | |

TIER 10: LUXURY LIFESTYLE ADJACENT

Brand & audience extension — context keywords for programmatic/display targeting.

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|---|--|
| 156. private jet travel Caribbean | 166. art collector luxury residences |
| 157. yacht charter Puerto Rico | 167. private school proximity luxury real estate |
| 158. Four Seasons Caribbean properties | 168. marina slip beachfront community |
| 159. Ritz-Carlton Reserve residences | 169. tropical modern architecture home |
| 160. luxury marina communities Caribbean | 170. smart home technology luxury residence |
| 161. private club membership Caribbean | 171. concierge real estate services Caribbean |
| 162. waterfront golf course homes | 172. luxury fractional ownership Caribbean |
| 163. luxury spa retreat Caribbean | 173. wellness retreat lifestyle property |
| 164. high-net-worth real estate portfolio | 174. farm-to-table community luxury development |
| 165. wine collection lifestyle homes | 175. pickleball court luxury community |

TIER 11: NEGATIVE / QUALIFIER KEYWORDS

What NOT to rank for — add as negatives in paid search to improve efficiency.

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|-------------------------------------|--|
| 176. timeshare Puerto Rico | 181. rent Puerto Rico apartment |
| 177. cheap homes Puerto Rico | 182. Airbnb host Puerto Rico (generic rental seeker) |
| 178. affordable housing Puerto Rico | 183. Puerto Rico real estate agent jobs |
| 179. Puerto Rico foreclosure | 184. real estate license Puerto Rico |
| 180. Section 8 Puerto Rico | 185. Puerto Rico property tax appeal |

BONUS: BROKER & REFERRAL OUTREACH

For broker recruitment content and B2B outreach.

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|--|---|
| 186. luxury real estate agent Caribbean referral fee | 191. realtor commission beachfront development |
| 187. co-broke luxury development Caribbean | 192. luxury new development agent toolkit |
| 188. luxury new development agent tour | 193. Caribbean real estate agent partnership |
| 189. broker preview luxury Puerto Rico | 194. Miami luxury realtor Caribbean referral |
| 190. developer referral program Caribbean luxury | 195. New York luxury broker Puerto Rico development |

ADDITIONAL KEYWORDS (196–210)

- | | |
|---|---|
| 196. luxury home with pool Caribbean beachfront | 204. tropical modern interior luxury home |
| 197. rooftop terrace luxury townhome Caribbean | 205. lock-and-leave second home Caribbean |
| 198. ocean view master bedroom luxury home | 206. managed luxury property service Caribbean |
| 199. walk to beach luxury residence Puerto Rico | 207. developer warranty new construction Caribbean |
| 200. private community gated luxury Puerto Rico | 208. green building luxury Caribbean development |
| 201. smart home beachfront Caribbean | 209. LEED certified luxury homes Caribbean ⚠ Confirm with developer |
| 202. outdoor kitchen luxury home Puerto Rico | 210. solar powered luxury home Puerto Rico ⚠ Confirm with developer |
| 203. pet-friendly luxury community Caribbean | |

SECTION 4 · 20 BUYER PERSONAS

Who Buys, and What Moves Them

Each persona includes motivation, buying trigger, objection, preferred amenities and timeline. **Use for messaging and creative only;** demographic traits are not targeting criteria for housing ads (see the compliance notice).

01 · The Northeast Escape Artist

PROFILE 48–62, MD/NY/CT/MA-based executive, married, household income \$500K+, owns primary home, seeking warm-weather escape

MOTIVATION Escape Northeast winters; create family gathering point; generational wealth asset

BUYING TRIGGER Milestone birthday, child leaving for college, bonus/liquidity event, work-from-anywhere shift

OBJECTION “Is Puerto Rico safe enough? Is the infrastructure reliable post-Maria?”

PREFERRED AMENITIES Beach access, private pool, guest suite, high-speed internet, covered parking, concierge

TIMELINE 6–18 months; visits during winter

INTENT SIGNALS Searching Dorado alternatives, Act 60, Caribbean second homes, luxury townhomes

PRIMARY TOPIC IDS 7213, 2246, 3641

02 · The Florida Luxury Upgrader

PROFILE 45–65, South Florida-based (Miami, Palm Beach, Naples), already owns a Florida vacation property, seeking Caribbean diversification

MOTIVATION Portfolio diversification; Dorado lifestyle at distinct coastal address; prestige

BUYING TRIGGER Florida insurance crisis, capital gains event, Dorado pricing pressure

OBJECTION “Why Vega Baja over Dorado or the USVI?”

PREFERRED AMENITIES Comparable Dorado-quality finishes, beach proximity, marina access ([CONFIRM]), resort amenities

TIMELINE 3–12 months; frequent traveler

INTENT SIGNALS Dorado comparison, Caribbean luxury real estate, beachfront homes

PRIMARY TOPIC IDS 7213, 2245, 3618

03 · The Act 60 Tax Optimizer

PROFILE 35–55, entrepreneur, tech founder, hedge fund manager, or private equity professional; \$2M–\$20M net worth; seeking Puerto Rico residency for capital gains tax advantages

MOTIVATION 0% capital gains via Act 60; create primary or substantial residence; lifestyle arbitrage

BUYING TRIGGER Planned liquidity event (business sale, IPO, investment exit); tax counsel recommendation

OBJECTION “Do I actually have to spend 183 days here? What's the community like?”

PREFERRED AMENITIES Luxury home office, fast fiber internet, proximity to San Juan airport ([CONFIRM]), curated social community

TIMELINE 6–24 months; may buy sight unseen if trust established

INTENT SIGNALS Act 60, tax-efficient investing, HNW financial planning, Puerto Rico relocation

PRIMARY TOPIC IDS 1795, 1964, 2275, 9007

04 · The Investment Property Operator

PROFILE 40–60, real estate investor, owns 5–20+ units nationally; views this as a cash-flowing luxury asset; may hold 1031 exchange proceeds

MOTIVATION Rental yield, appreciation, portfolio diversification into Caribbean luxury; hedge against mainland market

BUYING TRIGGER 1031 exchange clock ticking; sold investment property; diversification mandate

OBJECTION “What's the occupancy rate and ADR for this market? Can you show me STR projections?”

([DEVELOPER must confirm STR permissions])

PREFERRED AMENITIES Property management on-site ([CONFIRM]), rental-ready furnishing package, HOA that permits rentals

TIMELINE 30–90 days (1031 pressure); or 6–12 months (strategic)

INTENT SIGNALS 1031 exchange pressure, rental properties, tax-advantaged passive income, property management

PRIMARY TOPIC IDS 9007, 2315, 2223, 8993

05 • The Caribbean Lifestyle Dreamer

PROFILE 38–58, professional couple (lawyers, physicians, executives), no children at home or young children; visited Caribbean resorts 3+ times; reads Robb Report, WSJ, Condé Nast Traveler

MOTIVATION “We’ve been talking about this for years” — convert vacation fantasy to owned reality

BUYING TRIGGER Friend buys in Puerto Rico; reads article about Dorado; visits the property

OBJECTION “What does maintenance look like when we’re not there?”

PREFERRED AMENITIES Concierge/property management, beach club access, outdoor entertainment space, pool

TIMELINE 12–24 months; needs emotional catalyst

INTENT SIGNALS Luxury island vacations, island villas, private islands, luxury travel

PRIMARY TOPIC IDS 3890, 3898, 3641, 7213

06 • The Multi-Generational Family Buyer

PROFILE 55–70, family patriarch/matriarch; wants a place the whole family can gather; may gift equity to children

MOTIVATION Family legacy; anchor for annual gatherings; estate planning tool

BUYING TRIGGER Retirement milestone; family vacation to Puerto Rico; estate attorney recommendation

OBJECTION “Is there enough space? Can multiple family members use it simultaneously?”

PREFERRED AMENITIES Multiple bedrooms (3–4), outdoor spaces, family-friendly beach, proximity to activities

TIMELINE 12–36 months; slower, consensus-driven

PRIMARY TOPIC IDS 7213, 2246, 3618, 3890

07 • The Remote Work Luxury Nomad

PROFILE 32–50, tech professional, creative director, or consultant; location-independent; follows the “digital nomad to luxury” arc

MOTIVATION Permanent base for remote work with Caribbean lifestyle; lower cost than Hamptons or Malibu

BUYING TRIGGER Remote work made permanent; sold city condo; lease expiring

OBJECTION “What’s the internet infrastructure like?”

PREFERRED AMENITIES Dedicated home office, fiber internet, coworking options nearby, airport access

TIMELINE 3–12 months; high urgency once triggered

PRIMARY TOPIC IDS 7213, 2275, 2246, 2236

08 • The Crypto/Tech Wealth Buyer

PROFILE 30–50, Web3 entrepreneur, early tech employee with RSU gains, or DeFi investor; may already know about Act 60

MOTIVATION Legal tax residency for capital gains (0% under Act 60); lifestyle brand alignment (innovative, coastal, modern)

BUYING TRIGGER Token sale, acquisition, or RSU cliff; legal/tax advisor referral

OBJECTION “Is the development sustainable long-term? Who are the other residents?”

PREFERRED AMENITIES Smart home tech, fast internet, modern architecture, EV charging ([CONFIRM]), progressive community

TIMELINE Very fast (30–60 days) once intent is formed; can buy remotely

PRIMARY TOPIC IDS 1795, 1964, 9007, 7213

09 • The Physician/Healthcare Professional

PROFILE 45–65, doctor, dentist, or medical practice owner; high income, limited time; seeks turnkey second home

MOTIVATION Passive real estate income to diversify from practice; emotional reward for career sacrifices

BUYING TRIGGER Practice sale, partnership buyout, peak earnings decade, colleague’s recommendation

OBJECTION “I don’t have time to manage this. Is there a management option?”

PREFERRED AMENITIES Turnkey furnished ([CONFIRM]), property management, concierge, airport proximity

TIMELINE 6–18 months; peer referral driven

PRIMARY TOPIC IDS 9007, 2315, 7213, 2241, 9001 (Physician Real Estate Investing)

10 • The Retiring Executive

PROFILE 58–72, C-suite executive, retiring or semi-retired; substantial 401K/IRA/pension; primary home paid off

MOTIVATION Reward for decades of work; create forever vacation home or eventual retirement residence

BUYING TRIGGER Retirement date set; grandchildren born; health prompt to prioritize enjoyment

OBJECTION “Healthcare quality in Puerto Rico?”

PREFERRED AMENITIES Single-level option or elevator ([CONFIRM]), medical facilities nearby, low-maintenance, warm community

TIMELINE 12–24 months; deliberate, research-heavy

PRIMARY TOPIC IDS 7213, 2246, 3618, 1794 (Retirement Income Planning)

11 · The Private Club Regular

PROFILE 45–65, country club member, frequent private aviation user, attends Masters/Wimbledon; lifestyle-first buyer
MOTIVATION Extend their luxury lifestyle to a Caribbean address; home that reflects their status
BUYING TRIGGER Friend buys in same development; broker recommendation; luxury real estate event
OBJECTION “Who else is buying here? Is this the right crowd?”
PREFERRED AMENITIES Private beach club ([CONFIRM]), golf access nearby ([CONFIRM]), gated community, concierge
TIMELINE 12–24 months; peer-driven
PRIMARY TOPIC IDS 8714, 6448, 7213, 3641

12 · The Latin American Wealth Buyer

PROFILE 45–65, Colombian, Venezuelan, Mexican, Brazilian, or Argentinian HNWI; may hold US permanent residency or citizenship; seeks US-territory real estate security
MOTIVATION Protect wealth in US legal jurisdiction; prestige Caribbean address; Act 60 if applicable
BUYING TRIGGER Political instability home country; wealth preservation mandate; family safety
OBJECTION “Is the title secure? US legal system applies?”
PREFERRED AMENITIES Security, prestigious community, proximity to San Juan international airport, banking access
TIMELINE 6–18 months
PRIMARY TOPIC IDS 7213, 2245, 2246, 3890

13 · The Real Estate Developer/Operator

PROFILE 40–60, active real estate developer or operator looking to diversify into luxury Caribbean resort residential; may buy multiple units
MOTIVATION Bulk purchase discount; co-investment; exclusive partnership
BUYING TRIGGER Capital deployment event; new fund raise; Caribbean market thesis
OBJECTION “What are the bulk purchase terms? Can I rent units and get developer economics?”
PRIMARY TOPIC IDS 9007, 2315, 2306, 2349

14 · The Second-Generation Wealth Inheritor

PROFILE 28–45, inherited substantial wealth; spending on lifestyle, travel, and real estate; Instagram-influenced; values design and exclusivity
MOTIVATION Lifestyle expression; Coachella-to-Caribbean buyer; wants a “home base” for winter parties and travel
BUYING TRIGGER Trust distribution; family buy-in; influencer content about Puerto Rico
OBJECTION “Is there nightlife/energy nearby? Is this too remote?”
PREFERRED AMENITIES Modern design, outdoor entertainment, marina proximity ([CONFIRM]), social community
TIMELINE Impulsive — 30–90 days
PRIMARY TOPIC IDS 6454, 7213, 3641, 3890

15 · The San Juan Professional Upgrader

PROFILE 38–55, Puerto Rico-based professional, attorney, banker, or entrepreneur; upgrading from San Juan apartment to luxury coastal residence
MOTIVATION Island living upgrade; own something aspirational on their island; community pride
BUYING TRIGGER Career milestone; pandemic-era lifestyle shift; growing family
OBJECTION “Is Vega Baja convenient enough to San Juan?”
PRIMARY TOPIC IDS 7213, 2246, 8254, 2236

16 · The Corporate Relocator

PROFILE 40–55, executive whose company is relocating to Puerto Rico (pharmaceutical, biotech, finance firms) under Act 60/20 incentives
MOTIVATION Employer-facilitated relocation; seeking luxury ownership not rental
BUYING TRIGGER Job relocation offer; company office opening in San Juan
OBJECTION “Can I get a Puerto Rico mortgage quickly?”
PRIMARY TOPIC IDS 2275, 7213, 2246

17 · The Philanthropist/Social Impact Buyer

PROFILE 50–70, foundation board member, impact investor; Puerto Rico post-Maria recovery and community support motivates purchase
MOTIVATION Support Puerto Rico economic development; own something with social meaning; Act 60 charity benefit
BUYING TRIGGER Puerto Rico philanthropic involvement; board meeting in San Juan
PRIMARY TOPIC IDS 7213, 2245, 2246

18 · The Multigenerational Hispanic American Buyer

PROFILE 45–65, US-born Puerto Rican or Hispanic American with family connection to the island; successful mainland professional
MOTIVATION Return to roots; own something prestigious on the island; family visits; cultural connection
BUYING TRIGGER Parent aging on island; retirement planning; heritage tourism
PRIMARY TOPIC IDS 7213, 2246, 2275

19 · The Portfolio Diversifier (1031 Buyer)

PROFILE 45–65, sold commercial or residential investment property on the mainland; holding 1031 exchange proceeds; 45-day ID period pressure

MOTIVATION Must identify and acquire replacement property to defer capital gains; luxury Caribbean asset fits

BUYING TRIGGER Completed sale of investment property; 45-day identification window active; tax deadline

OBJECTION “Does this qualify for 1031 exchange?”

[⚠️ Consult qualified tax attorney — developer cannot represent tax eligibility]

TIMELINE Extremely urgent — 30–45 days

PRIMARY TOPIC IDS 8993, 9007, 2315, 2306

20 · The Luxury Brand Loyalist

PROFILE 40–65, travels exclusively Four Seasons, Aman, Ritz-Carlton; buys branded residential products; views real estate as brand extension

MOTIVATION Luxury brand association; prestige; investment in a “name” development

BUYING TRIGGER Dorado Beach Ritz-Carlton fully sold out or priced above \$2M; brand referral

OBJECTION “What is the developer's track record? Is this a recognized brand partnership?”

PRIMARY TOPIC IDS 7213, 8965, 3641, 3750 (Ritz-Carlton)

SECTION 5 · PREDICTIVE INTENT SCORING

Score Every Prospect 0–100

Score each prospect based on permitted behavioral signals. No protected characteristics used.

SIGNAL CATEGORIES & WEIGHTS

SIGNAL CATEGORY	SIGNALS	WEIGHT	MAX POINTS
Search Intent	Keywords in Tiers 1–3 matched in last 30 days	25%	25
Content Engagement	Website pages visited (floor plans, pricing, location)	20%	20
Return Visit Behavior	2+ visits within 14 days	10%	10
CTA Completion	Downloaded brochure, floor plan request, video view 75%+	15%	15
Direct Inquiry	Form submit, chat, phone call, tour request	20%	20
Audience Topic Match	Matched to 3+ of the top 10 intent topics	10%	10
Total		100%	100

SCORING TIERS

SCORE	TIER	ACTION
80–100	● HOT — Sales Ready	Immediate personal outreach within 24 hours
60–79	● WARM — Nurture Fast	AI email sequence + personal call within 72 hours
40–59	● ENGAGED	Monthly email nurture + retargeting ads
20–39	● EARLY STAGE	Quarterly email + educational content
0–19	● AWARENESS	Brand ads only; monitor for signal increase

IMPLEMENTATION TOOLS

CRM	HubSpot or Salesforce + lead scoring module
Intent Data	First-party pixel (website) + third-party behavioral topic audiences (this platform)
Call Tracking	CallRail with keyword attribution
Chat	Drift or Intercom with AI qualification flow
Email	Klaviyo or HubSpot Sequences with engagement scoring

SECTION 6 · UPSTREAM “MONEY WORDS”

Reach Buyers 30–180 Days Earlier

These are the searches and behaviors buyers exhibit before they actively search for real estate — the opportunity to reach them earlier, cheaper, and with less competition.

30–60 DAYS UPSTREAM

UPSTREAM SIGNAL	WHAT IT PREDICTS
“Puerto Rico vacation rental” searches	Researching before buying — vacation-to-ownership funnel
Caribbean travel planning + luxury hotels	Lifestyle consideration phase
“Dorado Beach resort” + “Ritz-Carlton Reserve”	Luxury brand exploration
Luxury travel magazine readership	Pre-aspirational buyer
“best Caribbean islands for Americans”	Market research phase
“island home living” content consumption	Dream-building stage

60–120 DAYS UPSTREAM

UPSTREAM SIGNAL	WHAT IT PREDICTS
Financial advisor searches + HNW planning	Wealth event planning
Act 60 research / Puerto Rico tax	Tax-motivated buyer forming thesis
1031 exchange research	Investment property sale anticipated
“selling my business” + “what to do with proceeds”	Pre-liquidity buyer
“luxury retirement destination”	Pre-retirement lifestyle planning
Country club membership research	Luxury lifestyle entry signals
Private aviation / charter searches	UHNW lifestyle confirmation

120–180 DAYS UPSTREAM

UPSTREAM SIGNAL	WHAT IT PREDICTS
“second home” financial planning content	Early-stage wealth allocation
Net worth building / portfolio rebalancing	Wealth accumulation phase
“reduce state income taxes” relocation searches	Tax-driven relocation consideration
Luxury architecture / design content	Aspirational home vision forming
“Caribbean real estate” general research	Very early discovery
International beach travel booking (not hotel loyalty)	Lifestyle exploration

ACTION

Build B2C audiences around upstream topics (Luxury Travel, Tax-Efficient Investing, Wealth Management, Private Club Memberships, Country Club Members) and serve brand-building content. Retarget engagers with product-specific ads 30–60 days later.

SECTION 7 · DORADO COMPETITIVE STRATEGY

Position **Distinctively**, Not Directly

POSITIONING STATEMENT · DO NOT COMPARE DIRECTLY

“Where the North Coast's luxury coastline opens up — a rare beachfront community for those who discover what others overlook.”

THE DORADO OPPORTUNITY

Dorado Beach has done the heavy lifting of establishing Puerto Rico's luxury coastal credibility. The Ritz-Carlton Reserve, Four Seasons affiliations ([CONFIRM current operator]), and celebrity/executive residency have created massive consumer awareness of the North Coast as a legitimate luxury market. Vega Baja benefits from this without competing against it.

COMPETITIVE POSITIONING MATRIX

ATTRIBUTE	DORADO BEACH	VEGA BAJA DEVELOPMENT
Brand Anchor	Ritz-Carlton Reserve	New boutique luxury community
Entry Price (approx.)	\$1.5M–\$5M+ ([MARKET EST.])	\$750K–\$1.5M
Inventory	Limited resale	New construction — priority access
Exclusivity	Established, known	Discoverable — early buyer advantage
Coastline	Dorado North	Vega Baja Beach Access
Buyer Type	Trophy buyers	Value-luxury & lifestyle buyers
Phase	Mature	Preconstruction — price appreciation potential

KEY MESSAGE PILLARS

THE COASTLINE CONTINUUM

“The same Caribbean coastline. A distinct, private community.”

THE FIRST-MOVER ADVANTAGE

“Discover Vega Baja before everyone else does.”

ACCESSIBLE LUXURY

“Luxury beachfront access. Preconstruction pricing. Limited residences.”

AUTHENTIC PUERTO RICO

“Beyond the resort. A real community on a real coastline.”

DORADO CONQUEST CAMPAIGN TACTICS

Paid Search Conquest	Bid on “Dorado Beach real estate,” “Dorado luxury homes,” and related terms; serve ads positioning Vega Baja as a compelling coastal alternative
Programmatic Retargeting	Target visitors to Dorado Beach resort and real estate websites
Content SEO	Publish “Dorado vs. Vega Baja: A Guide for Luxury Coastal Buyers” comparison content
Broker Outreach	Engage Dorado-area luxury brokers with a co-broke referral program for buyers who can't afford Dorado or want a distinct address

⚠ Legal note: Never make false or unsubstantiated comparisons. All competitive claims must be factually accurate and reviewed by counsel.

SECTION 8 · PHASE 1 LAUNCH STRATEGY

Luxury Townhomes: Pre-Launch to Sales

PRE-LAUNCH PHASE (MONTHS -3 TO 0)

Goal: Build a waitlist of 150–300 qualified prospects before a single public ad runs.

Private Broker Preview	Host 2–3 exclusive broker events in Miami, New York, and San Juan. Position as an insider opportunity. Serve luxury catering, development renderings, and floor plan previews.
Founding Buyer Program	Create a “Founding Residents” tier — first 10 buyers receive priority unit selection and a meaningful recognition benefit [CONFIRM with developer what benefits are available]
VIP Email Campaign	Build a pre-launch interest list via a soft-launch landing page (“Request Priority Access”) before any public media
PR Push	Target Robb Report, Mansion Global, Wall Street Journal Real Estate, Architectural Digest, and Caribbean Business with an exclusive development story
Broker Toolkit	Prepare a digital broker package — floor plans, pricing grid, commission structure, co-broke terms [ALL REQUIRE developer confirmation]

LAUNCH PHASE (MONTH 0-3)

Goal: Generate 200+ leads, qualify 40+ HOT prospects, host 20+ private tours, achieve 10+ reservations.

Private Preview Event	Invite top 50 pre-registered prospects + top brokers to an on-site or San Juan experience. Champagne, architecture presentations, model experience [if ready — CONFIRM]
Priority Reservation Launch	Open reservations with a structured deposit [CONFIRM deposit amount and structure with developer/legal]
Paid Media Launch	Google Search (Tier 1–2 keywords), Meta (lifestyle interest targeting using compliant contextual signals), programmatic display against intent audience segments
Landing Page Launch	One master landing page + 3–4 buyer-segment-specific pages (see Section 11)
Influencer Activation	Partner with luxury travel, real estate, and Puerto Rico lifestyle content creators for authentic on-site content

SALES PHASE (MONTH 3-18)

Goal: Systematic lead-to-close conversion. Burn through the 100-residence inventory methodically. **[CORRECTED from “200+ unit”]**

Nurture	CRM nurture sequences by persona segment
Tours	Monthly virtual and in-person tours
Broker referral program	Structured commission (confirm rates)
Buyer webinar series	“Buying Luxury Real Estate in Puerto Rico,” “Understanding Act 60,” “Caribbean Investment Strategy”
Phase 2	Quarterly buyer priority communications for Phase 2 early interest

SECTION 9 · GEOGRAPHIC OPPORTUNITIES

Feeder Markets, Ranked

TIER 1: PRIMARY FEEDER MARKETS (HIGHEST ROI)

MARKET	POPULATION (METRO)	RATIONALE
New York / Tri-State	19.3M	Largest luxury second-home feeder to Caribbean; direct flight
Miami / South Florida	6.4M	Caribbean-familiar; wealth concentration; Flight to Puerto Rico 3 hrs
Boston / New England	4.5M	Winter escape demand; high-earning professional base
San Juan / Puerto Rico	1.8M	Local professional upgraders; Act 60 residents already on island

TIER 2: STRONG SECONDARY MARKETS

MARKET	POPULATION (METRO)	RATIONALE
Chicago	8.6M	Midwest wealth; direct flights to San Juan
Washington DC	5.2M	Government/lobbying/tech wealth; Caribbean flight
Philadelphia	5.8M	Northeast wealth corridor
Houston	6.2M	Energy wealth; Spanish-speaking luxury market
Atlanta	5.3M	Growing wealth market; direct flights to PR
Dallas	6.0M	Texas wealth migration; no state income tax mentality

TIER 3: EMERGING / HIGH-VALUE NICHE MARKETS

MARKET	POPULATION (METRO)	RATIONALE
San Francisco / Bay Area	3.4M	Tech wealth, Act 60 awareness, exit liquidity events
Los Angeles	12.0M	Entertainment/media wealth; Caribbean lifestyle alignment
Naples / Southwest FL	~19K city / larger MSA	Ultra-luxury concentration; real estate-fluent buyers
West Palm Beach / Palm Beach	~122K city / larger MSA	Established luxury second-home buyer base
Old Greenwich / Fairfield County, CT	Smaller city / wealthy enclave	Hedge fund / finance wealth corridor

INTERNATIONAL MARKETS (CONTEXTUAL / COMPLIANT TARGETING ONLY)

Latin America (Colombia, Mexico, Brazil, Venezuela)	Wealthy buyers seeking US-territory security; target through contextual Spanish-language luxury real estate content
Europe (UK, Spain, Germany)	Caribbean luxury buyers; target through international luxury property portals (Sotheby's International, Christie's)
Canada	Caribbean second-home market; target through Canadian luxury real estate media

GEOGRAPHIC TARGETING METHOD

- ✦ Use professional_city and personal_city filters in audience builds for US metro targeting
- ✦ Use personal_state filter for broader state-level targeting (e.g., FL, NY, TX, MA, CA, IL, GA, PA, DC)
- ✦ For Puerto Rico: target San Juan and surrounding municipalities

- ✦ All geo-targeting is based on location data (not inferred income, race, or national origin)

Metro population figures are as supplied and unsourced; verify against U.S. Census estimates before publication.

SECTION 10 · BUYER-ACQUISITION FUNNEL

Awareness to Closing

Awareness	Interest	Consideration	Decision	Reservation	Closing
STAGE	CHANNELS	AUDIENCE	GOAL	MESSAGE	
Awareness	Programmatic display, paid social (lifestyle/contextual), SEO blog content, PR editorial, broker outreach	Upstream intent topics (Luxury Travel, Private Golf Club, Country Club, Tax-Efficient Investing)	500,000–1,000,000 targeted impressions/month [ASSUMPTION]	Brand + lifestyle (“Discover a New Caribbean Address”)	
Interest	Retargeting display, search ads (Tier 2–3 keywords), YouTube pre-roll, luxury podcast sponsorship	Site visitors, video viewers, email openers	2,000–5,000 engaged visitors/month [ASSUMPTION]	Development story, location, Phase 1 townhomes	
Consideration	Lead nurture email, personalized content, virtual tour, broker consultation	Form fills, brochure downloaders, floor plan requesters	200–400 qualified leads total [ASSUMPTION]	Floor plans, pricing concept, Phase 1 urgency	
Decision	Personal sales call, private site visit, broker-assisted consultation	HOT leads (score 80+)	40–60 site tours or VIP preview visits [ASSUMPTION]	Reservation opportunity, founding buyer benefits, limited inventory	
Reservation	Direct sales, broker-assisted	Toured prospects, priority list	25–40 reservations (Phase 1) [ASSUMPTION — unit count TBD]	Secure your residence; next phase pricing will be higher	
Closing	Attorney, developer, title company coordination	Reserved buyers	100% reservation-to-close rate on qualified deposits [ASSUMPTION]	Welcome to the community; Phase 2 preview coming soon	

AI-ASSISTED LEAD QUALIFICATION FLOW

1. Lead submits form → instant AI chatbot response (Drift/Intercom)
2. AI asks 3–5 qualification questions: timeline, budget, use case, financing need
3. Score assigned automatically in CRM
4. HOT leads → immediate human handoff
5. WARM leads → automated email sequence Day 1/3/7/14/30
6. COOL leads → monthly newsletter + remarketing

SECTION 11 · DIGITAL MARKETING STRATEGY

SEO, AEO and Paid Search

SEO / AEO: DOMAIN STRATEGY

Build a dedicated development domain (e.g., vegabajareserve.com or similar) optimized entirely for buyer keywords.

PILLAR PAGES (BUILD THESE FIRST)

1. "Luxury Beachfront Homes for Sale in Puerto Rico" — Master pillar
2. "Buying a Second Home in Puerto Rico: Complete Guide"
3. "Puerto Rico Luxury Real Estate: North Coast Buyer's Guide"
4. "Act 60 Real Estate: What Buyers Need to Know"
5. "Dorado Beach & Vega Baja: Puerto Rico's Luxury Coastal Corridor"

AEO: ANSWER ENGINE OPTIMIZATION

For ChatGPT, Perplexity and Google SGE:

- ✦ Structure all content in Q&A format with clear headers
- ✦ Include FAQ schema markup on every page
- ✦ Answer questions like: "What luxury developments are near Dorado Beach?" with accurate, factual content

PAID SEARCH (GOOGLE + MICROSOFT ADS)

Budget Allocation (ASSUMPTION)	\$15,000–\$30,000/month Google Ads
Campaign 1	Brand + Development Name (protect your brand)
Campaign 2	Dorado Conquest (competitor terms)
Campaign 3	Puerto Rico Luxury Homes (broad intent)
Campaign 4	Act 60 / Tax Benefits (financial buyer)
Campaign 5	Caribbean Investment Property
Ad Formats	Responsive Search Ads + Performance Max for reach
Geo-Targeting	Tier 1 markets at highest bid; Tier 2 at standard; ... [supplied text ends here]