

OCEANO BREEZE · VEGA BAJA, PUERTO RICO

# One Accountable Partner, Inquiry to Closing.

Proposal for Island Developer Partnership to serve as the in-house **marketing, sales-operations and technology team** for a planned 100-residence gated oceanfront community (21 Phase 1 town homes; phases 2027–2029; presale from \$885K per developer materials).



1

ACCOUNTABLE PARTNER

8

INTEGRATED FUNCTIONS

100%

DEVELOPER-OWNED DATA

12

MONTH LAUNCH PLAN

## THE OPPORTUNITY

Puerto Rico's north coast has luxury visibility: record Dorado Beach contracts (~\$33M/\$40M, Oct 2025) and a record 13.6M SJU passengers in 2025. Vega Baja has no established luxury comparable yet, so Oceano Breeze's story must be built, proven and told consistently, starting before the first release.

## THE PROBLEM WE SOLVE

Separate agencies, media buyers, CRM vendors, event planners and brokers create slow follow-up and no line of sight from spend to sale. We replace that with one plan, one CRM, one dashboard and one accountable team.

## WHY US: THE PARTNERSHIP ADVANTAGE

**Krystalore Crews, MBA** · executive director

22-year USAF veteran; assisted in investor relations, sales strategy, on-site operations and project management for a luxury development in Roatán; led a Pentagon train-the-trainer program for 250+ change agents; global retreats and large-scale events.

**Jeff Cline** · growth & technology

Serial entrepreneur: dozens of companies launched, multiple exits, 25+ years of business development and scale growth; built 1-800-MEDIGAP to 35,000+ inbound calls. Runs the developer-owned CRM and attribution.

**R0cketShip × Predictive Data** · the edge

Predictive audiences, consented intent signals and visitor re-engagement that prioritize the right buyers, plus hosted Investor Discovery Tour visits.

## SCOPE: EIGHT FUNCTIONS

Brand and narrative · website, collateral and buyer materials · digital demand generation · luxury broker and referral program · previews, events and visits · lead response, qualification and pipeline · buyer feedback and market intelligence · closing coordination and community.

## 12-MONTH PLAN

**Discovery** (wks 1–4) → **Foundation & pre-launch** (mo 2–3) → **Launch** with VIP and broker previews (mo 3–5) → **Sales acceleration** (mo 6–9) → **Optimization** and Phase 2 waitlist (mo 10–12), mapped to the construction schedule.

## SUCCESS PACKAGE

\$7,500 launch & setup · \$32,500/mo retainer · media & events \$7,500/mo (tier 1) or \$15,000/mo (tier 2), as needed and pre-approved · success fee 10% of total sales, paid quarterly, less retainers; any third-party agent or broker fees come out of the 10%. Structured with Puerto Rico counsel.

## OUR COMMITMENTS

Developer owns its domain, website, CRM, ad accounts, analytics and data. Licensed brokers handle regulated brokerage. Every claim is sourced and counsel-approved. We report activity and outcomes separately and never promise a sales pace before the data supports one.

## NEXT STEP

A 90-minute **discovery meeting** to confirm unit mix, pricing, release timing, broker of record, budget range and success-fee structure, followed by a hosted site visit and a scoped proposal.

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