INVESTOR CONTENT STRATEGY

SIERRA NEVADA HOLDINGS

International investor content strategy

March – May 2026

1. Executive summary

The objective of this strategy is to reposition Sierra Nevada Holdings as a credible international real estate investment opportunity for U.S.-based investors.

Recent interactions show a clear pattern:

- The majority of serious inquiries come from U.S.-based individuals or business owners.
- The primary interest is short-term rental investment potential.
- Prospects request information but disengage before committing.

This indicates:

The issue is not demand. The issue is clarity and trust.

This proposal outlines a content system designed to:

- Educate foreign investors clearly and simply.
- Explain Barú vs Cartagena in practical terms.
- Present pricing and payment structure without ambiguity.
- Normalize pre-construction investment.
- Generate qualified consultations.

Tone:
Clear. Professional. Direct. No hype. No inflated language.

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2. Core communication principles

All content must follow these rules:

1. No exaggerated claims.

2. No abstract phrases.
3. No buzzwords.
4. No emotional over-selling.
5. Clear numbers when relevant.
6. Simple explanations of legal and financial structure.

If a U.S. investor cannot understand it in one read, it should be rewritten.

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3. Strategic content pillars

Pillar 1 — Understanding location

Investors need clarity on geography before emotion.

Topics:

- What is Barú?
- How is Barú different from Cartagena city?
- What surrounds Santillana del Mar?
- Travel time and accessibility.
- Growth corridors.

Goal: Reduce uncertainty.

Pillar 2 — Clear pricing and payment structure

- Barú Villa: $500,000
- Santillana del Mar: $264,000
- Reservation: 2%
- Land paid in first 6 months
- Construction paid over following 20 months
- Total financing period: 26 months

Goal: Remove friction caused by unclear financial structure.

Pillar 3 — Legal security for foreigners

Topics:

- Can U.S. citizens own property in Colombia?
- Is the title registered in the buyer's name?
- How is foreign capital protected?
- What documents are issued?
- How are funds transferred?

Goal: Eliminate fear of international ownership.

Pillar 4 — Pre-construction explained

Pre-construction must be explained as:

- Early entry pricing
- Phased development
- Controlled payment schedule
- Defined construction timeline

Not as speculation.

Goal: Reframe perception of "not yet built."

Pillar 5 — Investment structure options

Occasional content on:

- Co-ownership models
- Shared capital exposure
- Rental revenue distribution

This is supportive, not primary messaging.

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4. Organic content plan

March 25 – May 31, 2026

Frequency: Three posts per week

- One carousel (educational)
- One reel (on-site presence)
- One supporting post (clarity or financial explanation)

Total: Approximately 27 pieces.

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5. Carousel Concepts

Below are fully structured carousels with text-on-image and captions.

Carousel 1

Topic: What is Barú?

Slide 1
TEXT ON IMAGE:
"Barú is not Cartagena."

Slide 2
TEXT ON IMAGE:
"Barú is a peninsula 30 minutes from the city."

Slide 3
TEXT ON IMAGE:
"It has lower density and limited land supply."

Slide 4
TEXT ON IMAGE:
"Fewer properties. More privacy."

Slide 5
TEXT ON IMAGE:
"Limited land often means long-term value."

Slide 6
TEXT ON IMAGE:
"Understanding location changes the investment decision."

Caption:

Barú is geographically separate from Cartagena's urban grid.

It offers lower density development and limited land availability.

For investors, that difference matters.

Before evaluating price, it is important to understand supply.

Carousel 2

Topic: Clear pricing structure

Slide 1
TEXT ON IMAGE:
"Barú Villa — $500,000"

Slide 2
TEXT ON IMAGE:
"Santillana del Mar — $264,000"

Slide 3
TEXT ON IMAGE:
"Reservation: 2%"

Slide 4
TEXT ON IMAGE:
"First 6 months: Land payment"

Slide 5
TEXT ON IMAGE:
"Next 20 months: Construction payments"

Slide 6
TEXT ON IMAGE:
"Total financing period: 26 months"

Caption:

Both projects follow the same structure.

Investors reserve with 2%.

The land is paid within six months.

Construction is financed over the next twenty months.

Total payment window: twenty-six months.

Clarity reduces uncertainty.

Carousel 3

Topic: Can Americans buy property in Colombia?

Slide 1
TEXT ON IMAGE:
"Can a U.S. citizen own property in Colombia?"

Slide 2
TEXT ON IMAGE:
"Yes."

Slide 3
TEXT ON IMAGE:
"Title is registered under your name."

Slide 4
TEXT ON IMAGE:
"No local partner required."

Slide 5
TEXT ON IMAGE:
"Foreign capital is legally protected."

Slide 6
TEXT ON IMAGE:
"International ownership is common in Cartagena."

Caption:

Foreign buyers can legally purchase property in Colombia.

Ownership rights are protected by law.

Understanding the legal structure is essential before investing internationally.

Carousel 4

Topic: Pre-construction explained

Slide 1
TEXT ON IMAGE:
"What does pre-construction mean?"

Slide 2
TEXT ON IMAGE:
"You secure the land first."

Slide 3
TEXT ON IMAGE:
"Construction begins after land payment."

Slide 4
TEXT ON IMAGE:
"Payments are scheduled over 26 months."

Slide 5
TEXT ON IMAGE:
"You enter before final market pricing."

Slide 6
TEXT ON IMAGE:
"Early entry can improve long-term returns."

Caption:

Pre-construction allows investors to enter at an earlier stage.

Payments are phased.

The structure is defined in advance.

This approach is common in U.S. development markets.

Carousel 5

Topic: Shared investment option

Slide 1
TEXT ON IMAGE:
"Is $500,000 too high for one investor?"

Slide 2
TEXT ON IMAGE:
"Some buyers invest with partners."

Slide 3
TEXT ON IMAGE:
"Capital can be divided."

Slide 4
TEXT ON IMAGE:
"Revenue can be shared."

Slide 5
TEXT ON IMAGE:
"Legal agreements define ownership percentages."

Slide 6
TEXT ON IMAGE:
"This option is available upon request."

Caption:

Some investors choose to structure co-ownership.

This reduces individual capital exposure.

Shared ownership agreements are formalized legally.

This is an optional structure.

Carousel 6

Slide 1:

"Most real estate investments fail at one point: unclear payments."

Slide 2:

"You reserve with 2%"

Slide 3:

"The land is paid over the first 6 months"

Slide 4

"After that, construction does not start blindly"

Slide 5

"It follows defined contractual stages"

Slide 6

"You pay as each stage is completed — not before"

Caption:

This is not a single payment investment.

It is structured in phases.

Land is paid first.

Construction is executed through defined contracts, each tied to progress.

This creates clarity, control, and predictability.

Carousel 7

Slide 1

"What actually happens after you reserve?"

Slide 2

"Step 1: Land purchase agreement"

Slide 3

"Step 2: Foundation and structure"

Slide 4

"Step 3: Utilities and construction systems"

Slide 5

"Step 4: Finishes and interiors"

Slide 6

"Step 5: Final delivery"

Caption:

The project is executed in stages.

Each stage is defined through an independent contract.

This allows you to understand exactly where your investment is at all times.

Carousel 8

Slide 1

"Can you finance construction from abroad?"

Slide 2

"Yes — but not from the beginning"

Slide 3

"You first complete land payment"

Slide 4

"You receive the land title"

Slide 5

"Then banks can finance construction"

Slide 6

"This changes how you structure your capital"

Caption:

Financing is available — but timing matters.

Once the land is fully paid and titled, some investors can access construction financing through Colombian banks

Understanding this sequence is key.

Carousel 9

Slide 1

"How do you track your investment from abroad?"

Slide 2

"Each investor has a personal dashboard"

Slide 3

"You can track payments and due dates"

Slide 4

"You can follow construction progress"

Slide 5

"You have access to contracts and documents"

Slide 6

"You are not investing blindly"

Caption:

Investors have full visibility.

From payments to construction progress, everything is tracked.

This is part of the investment structure — not an extra.

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6. Reel Strategy (On-site presence)

The brand representative must appear physically in the content.

Purpose:
Show reality.

MES 1 – ENTENDER EL TERRITORIO

Reel 1:
“Salida desde Cartagena”
Mostrar trayecto real
Mensaje: cercanía + accesibilidad

Reel 2:
"Llegada a Barú"
Ambiente natural + baja densidad
Mensaje: exclusividad territorial

Reel 3:
Primer contacto con el terreno
Tomas amplias + explicación simple
Mensaje: esto es real, no conceptual

Reel 4:
"Entorno y proyección de crecimiento"
Carreteras, zonas cercanas
Mensaje: ubicación estratégica

Resultado mes 1:
El inversionista entiende dónde está invirtiendo

MES 2 – ENTENDER LA INVERSIÓN

Reel 5:
"Cómo funciona la reserva"
Representante explicando

Reel 6:
"Cronograma de pagos explicado visualmente"
Overlay gráfico simple

Reel 7:
"Qué significa preventa"
Mostrar terreno + narración educativa

Reel 8:
"Por qué entrar temprano puede ser estratégico"
Tono racional, no hype

Resultado mes 2:
El inversionista entiende cómo pagar y cuándo.

MES 3 – CONSTRUIR CONFIANZA EMOCIONAL

Reel 9:
"Atardecer en Barú"
Luxury calm mood
Mensaje: calidad de entorno

Reel 10:
“Vista aérea del territorio”
Drone hero
Mensaje: escala del proyecto

Reel 11:
“Visión futura del desarrollo”
Integrar renders / motion graphics

Reel 12:
“Invitación a conocer el proyecto”
Call to action suave

Resultado mes 3:
El inversionista empieza a imaginarse dentro.

PAID MEDIA STRATEGY (META)

SIERRA NEVADA HOLDINGS

Paid media strategy (Meta)

Campaign 1 — Lead Generation

Objective:
Schedule consultation calls.

Target Locations:

- Florida (primary)
- Texas
- California
- New York

Age:
35–60

Interests:

- Real estate investing
- Vacation rental
- Airbnb host
- Luxury real estate
- Latin America travel

Ad Copy Example:

Headline:
Own a Luxury Villa Near Cartagena Starting with 2% Down

Primary Text:
U.S. investors are securing pre-construction properties in Barú and Cartagena with a 26-month payment structure.

Barú Villas: $500,000
Santillana: $264,000

Schedule a private consultation.

Creative:
On-site video + map visuals.

Campaign 2 — Video Warm Audience

Promote Barú drive reel.

Retarget viewers who watch 50% or more.

Campaign 3 — Retargeting Conversion

Audience:
Website visitors + video viewers.

Message:
Still considering real estate in Colombia?

Book a 20-minute consultation.

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8. Final Strategic Objective

By May 31, 2026:

- Establish English-language authority.
- Normalize foreign ownership.
- Remove uncertainty around pricing.
- Generate consistent qualified consultations.

SALES FUNNEL STRUCTURE

SIERRA NEVADA HOLDINGS

Recommended sales funnel structure

International investor market (U.S. Focus)

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1. Executive summary

This is a high-ticket, international, pre-construction real estate investment.

That means:

• It requires trust.
• It requires education.
• It requires financial clarity.
• It requires human conversation.

This is NOT a product that should go:

Ad + WhatsApp and then close.

That works for local mid-ticket buyers. It does not work for U.S.-based $264K–$500K investors.

The funnel must:

1. Educate
2. Build credibility
3. Pre-qualify
4. Schedule a structured consultation

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2. The core problem to solve

From existing conversations:

• Many leads request brochures.
• Many stop responding after initial info.
• The objection is not price.
• The objection is uncertainty.

Therefore:

The funnel must reduce uncertainty before a call happens.

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3. Recommended funnel structure

Stage 1 — Paid Ads (cold traffic)

Objective:
Attract U.S.-based investors with clarity and seriousness.

Campaign type:
Meta Lead Generation OR Conversion to landing page.

Message angle:
- Barú vs Cartagena difference
- 2% reservation
- 26-month structure
- Legal ownership for foreigners

Example ad message:

"U.S. investors are securing pre-construction properties near Cartagena with a phased 26-month payment structure. Learn how the process works before booking a consultation."

Call to action:
Download the Investor Guide.

Stage 2 — Lead magnet (critical step)

The lead magnet is not optional.

It filters:
- Curious tourists
- Serious investors

Recommended lead magnet:

"U.S. Investor Guide:
How to Buy and Finance Property in Cartagena and Barú"

Content of guide:

1. Overview of Barú vs Cartagena
2. Legal ownership for foreigners
3. Payment structure explained
4. Timeline breakdown
5. Rental potential overview
6. Frequently asked questions
7. What happens after reservation

This document should answer 70% of objections before a call.

Format:
PDF (professional, financial tone, no sales language)

Stage 3 — Email nurture sequence (7–10 Days)

Most investors will not book immediately.

Email flow example:

Day 1:
Delivery of guide + brief introduction.

Day 3:
Email: "How pre-construction works in Colombia."

Day 5:
Email: "Barú vs Cartagena: investment differences."

Day 7:
Email: "Payment structure breakdown with example timeline."

Day 10:
Invitation to schedule a private consultation.

Tone:
Educational. No pressure.

Stage 4 — Consultation call (primary conversion point)

The consultation is the real sales stage.

It must not be:

“Hi, what are you looking for?”

It must be structured like an investment briefing.

Call structure:

1. Understand investor profile
    - Do you own property in the U.S.?
    - Are you looking for rental yield, appreciation, or lifestyle?

2. Clarify capital availability.

3. Explain payment structure again.

4. Explain construction timeline.

5. Discuss next step:
    • Site visit
    • Reservation
    • Financial simulation

Call duration:
20–30 minutes.

Always on Zoom. Camera on. Professional setting.

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4. Should we use WhatsApp?

For U.S. investors:
NO. Use email + Zoom

WhatsApp can be secondary, but not an initial closing tool.

The right order:

Ad → Guide → Email → Consultation → Follow-up via email/WhatsApp.

Not:

Ad → WhatsApp → random chat.

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5. Retargeting layer

After someone downloads the guide:

Retarget with:

Video ads:
• On-site Barú footage
• Payment explanation
• Legal ownership clarity

Goal:
Keep authority visible.

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6. Best way to contact this client

For U.S.-based investors:

1. Email is primary.
2. Zoom is required.
3. Calendar scheduling must be automated.
4. Follow-up must be consistent but not aggressive.

Recommended Tools:

• Calendly for booking.
• CRM to track lead score.
• Email automation sequence.
• Structured call script.

Never rely on:
• Casual Instagram DM closing.
• WhatsApp-only communication.
• Unscheduled calls.

Professional investors expect structure.

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7. Timeline example (lead journey)

Day 0:
Clicks ad, downloads guide.

Day 2:
Reads email #2.

Day 5:
Watches retargeting reel.

Day 7:
Books consultation.

Day 10:
Receives financial summary.

Day 14–21:
Site visit planning or reservation.

This is realistic for international real estate.

Pestaña 4

Jonathan:

- **Compartir info actualizada de todos los proyectos** ✅ (Se enviaron los Excel).
- **Armar documento con referentes de arquitectura y diseño** ✅ (texturas, etc.).
- **Revisar la información de los brochures**: Corroborar los datos presentados sobre la estructura de pagos, tamaños de lotes, valores, etc.
- **Enviar archivos de la casa modelo**: ✅ Jonathan ya envió los archivos con el diseño de la casa modelo para ser usados en la maqueta 3D.
- **Enviar archivos con los mapas de los proyectos**: ✅ También envió los archivos con los mapas de los proyectos de Hamashiaj y Santillana, que se utilizarán para el ecommerce y la visualización del terreno.
- **Jonathan tendrá que revisar versiones de calculadoras ante falencias en el Excel sobre los datos**

Alejandra:

- **Crear primer artículo de blog sobre materiales de vivienda** (luego lo usamos para carruseles y contenido) y pasar a Jonathan.
- **Actualizar información en la página web** (con Miguel) - Necesitamos revisión de brochures para poder avanzar.
- **Generar contenido audiovisual y para redes sobre estructura de pagos - Agregar a calendario ya aprobado**: Crear material visual que detalle la estructura de pagos (2% de reserva y pagos divididos en 6 cuotas)
- **Crear artículo sobre el pago inicial**: Redactar un artículo explicativo sobre el pago inicial, resaltando el 2% como gancho.
- **Generar guía explicativa de la calculadora de inversión**: Crear contenido detallado sobre cómo usar la calculadora para que los clientes puedan ver los costos de la inversión en tiempo real.

Miguel:

- **Actualizar información urgente en página web - Necesitamos info para avanzar** (con Alejandra).
- **Subir catálogo completo (130+ unidades) y manejarlo tipo ecommerce**: Incluir el mapa de las villas compartido y organizar el catálogo en la web.
- **Ajustes en la web**: Quitar landing “servicios”, reforzar enfoque en constructora y crear sección de blog (trabajar con Pablo).
- **Agregar calculadoras a la página web** ✅**- Se debe actualizar una vez Jonathan envíe la información corroborada.**
- **Empezar a trabajar en la maqueta 3D digital**: Crear la maqueta 3D para mostrar la división de los lotes y un ejemplo de la casa modelo, usando la herramienta que Sergio mostró a Jonathan. (Nueva tarea).

Sergio:

- **Revisar chatbot y corregir datos básicos** (hay cifras incorrectas).

- **Liderar relanzamiento de campaña**: Trabajar con Diego e Iván en la campaña enfocada en los proyectos de Sierra Nevada, resaltando la estructura de pagos y la región de Cartagena.
- **Apoyar en la creación de la maqueta 3D digital**: Iniciar el trabajo con Miguel y Pablo para desarrollar la maqueta 3D. (Usar herramienta compartida por Whatsapp donde se ven los mapas, tener en cuenta que se compartieron esos docs por el grupo)

Diego e Iván:

- **Apoyar relanzamiento de campaña enfocado en ambos proyectos + contenido de entorno** (región, ciudad, lifestyle).
- **Apoyar en la creación de contenido sobre la estructura de pagos**: Crear contenido visual para redes sociales sobre los pagos y los beneficios de la reserva. (Nueva tarea).

General (todos):

- **Alinear comunicación de Sierra Nevada como constructora de vivienda a medida**.
- **Enfocar contenido en inversión en finca raíz, proyectos disponibles y construcción**.
- **Usar lenguaje más técnico** (domótica, materiales, acabados, etc.).

Información importante:

1. **Reserva del 2%**:
    - **Hook principal**: "Reserva con solo el 2% y asegura tu lote en el paraíso."
    - **Estructura de pagos**: Un pago inicial del 2% asegura el lote, seguido por 6 pagos mensuales para completar el valor del lote
    - Esta estructura debe ser destacada en todos los materiales visuales y escritos.
2. **Calculadora de inversión**:
    - Crear contenido visual y explicativo sobre cómo usar la calculadora para que los compradores potenciales puedan ver en tiempo real cuánto costará su inversión según el tamaño del lote y la construcción de la vivienda.
3. **Maqueta 3D digital**:
    - Jonathan ha enviado los archivos de la casa modelo y los mapas de los proyectos. La maqueta 3D digital debe incluir estos elementos para mostrar la división de los lotes y ejemplos visuales de las viviendas. (Se puede usar la herramienta sugerida por Sergio)
4. **Material visual para carruseles y videos**:
    - Generar contenido audiovisual (videos, carruseles, gráficos) sobre la estructura de pagos y el pago inicial del 2% para usar en redes sociales, web y email marketing.
5. **Revisión de brochures (URGENTE)**:

    - Asegurarse de que todos los datos en los brochures estén correctos, en especial la estructura de pagos y las dimensiones de los lotes.
    - IMPORTANTE - Sin esta información no podemos avanzar en las modificaciones y la creación de contenido. Es de vital importancia tener esto pronto, por favor.
6. **Enfoque emocional**:
    - Resaltar el atractivo de la región de Cartagena y cómo este es un lugar ideal para construir una villa en un entorno paradisíaco.