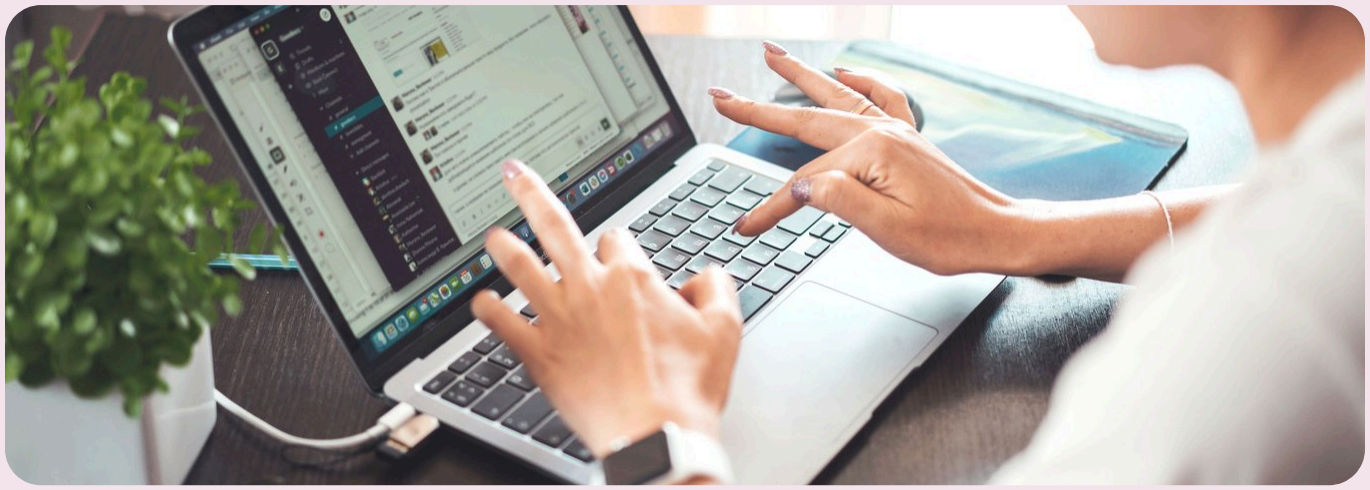
WORK SAMPLE · EMAIL NURTURE SEQUENCE

REAL ESTATE · B2C · 2025 TO 2026



Buyers didn't need more inspiration. They needed answers.

Five emails I wrote for a pre-construction beachfront development in Costa Rica, covering every stage of the buyer journey. Shown as built in HubSpot, at real email width.

Context: a pre-construction beachfront development selling off-plan, mainly to North American buyers. Email's job in the funnel was to build trust and move qualified prospects to a sales call.

My role: account manager and email strategist. I mapped the buyer journey, planned the sequence, wrote all 21 emails and built them in HubSpot, from layout and image overlays to calls to action.

THE JOURNEY 1 · DREAM → 2 · TRUST → 3 · VALUE → 4 · ACT

the strategy behind each email is in the margin notes →

STAGE 1 · DREAM

FLOOR PLANS EMAIL · AS BUILT IN HUBSPOT

4 floor plans, 100% ocean views. Choose yours!



opens on the view to spark curiosity, then the floor plans answer it

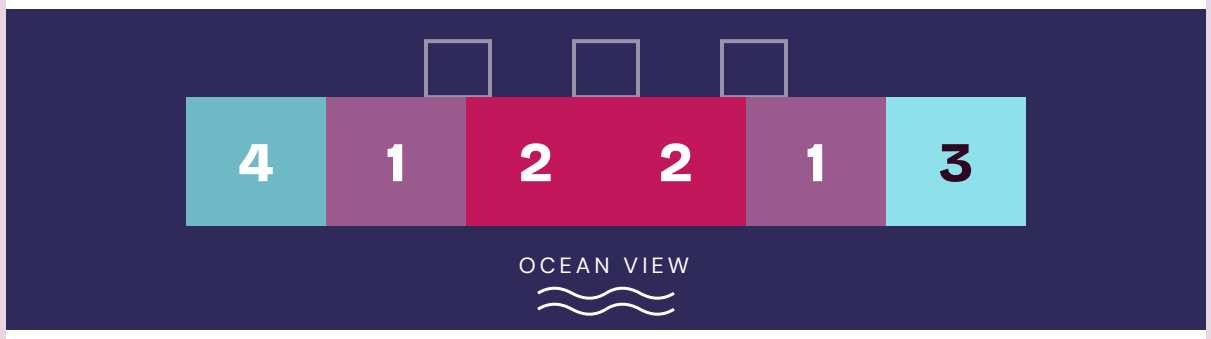
Oceanfront Living, Designed Around You

More than a simple layout, choosing your home floor plan is all about designing your daily experience.

The way the light enters, how the breeze flows through your living room, how the ocean becomes part of every routine.

bold on the key selling points

That's why [Project] offers **four thoughtfully designed floor plans**, each with **100% guaranteed ocean views**, modern layouts, and pricing that makes beachfront ownership more accessible than ever.



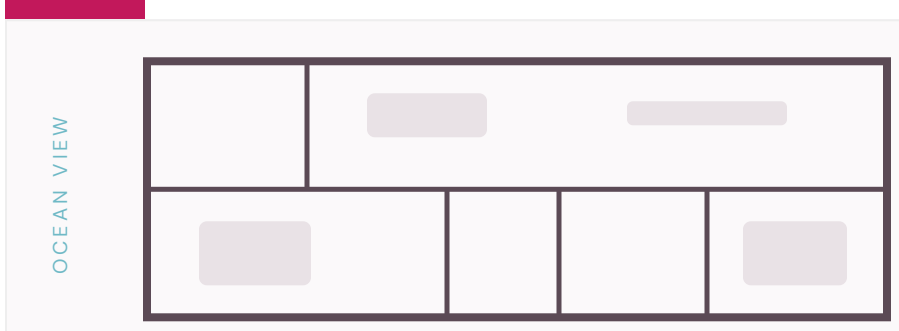
Whether you're looking for a vacation home, a future retirement nest, or an investment that can contribute to paying for itself, our 2 and 3-bedroom units can become that perfect place that aligns with your dreams and goals.

Get personalized guidance and secure pre-construction pricing:

SCHEDULE YOUR PRIVATE CONSULTATION

primary CTA first: straight to the sales team

TYPE 1

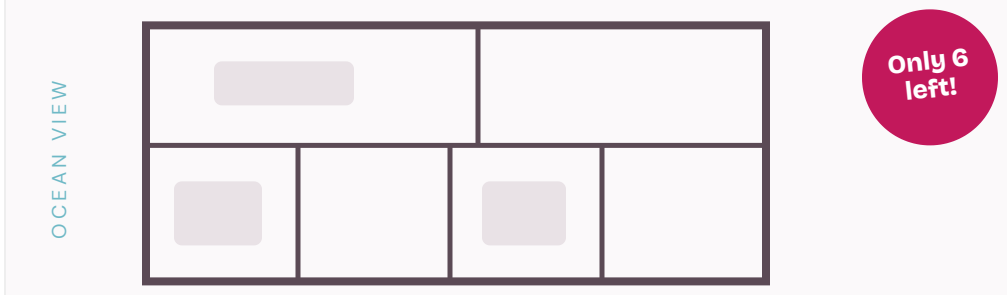


Every residence offers 100% panoramic ocean views, and layouts shaped to make the coastline part of your daily life.

secondary CTA: a useful resource for leads earlier in the funnel

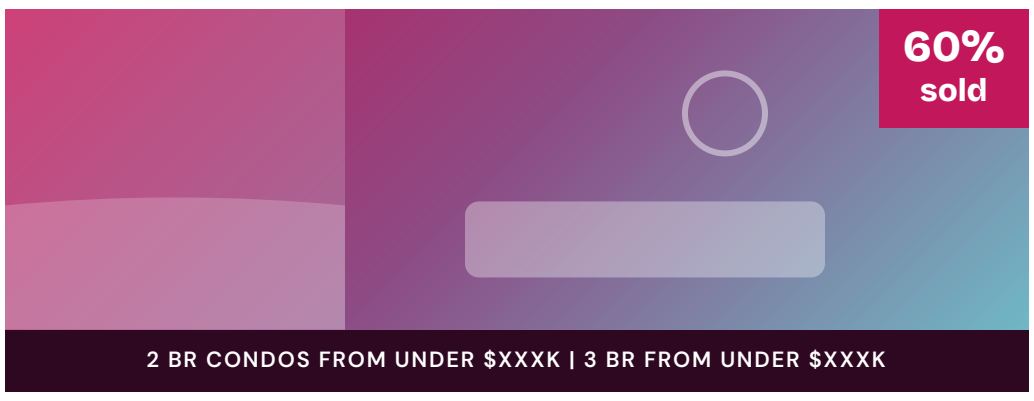
DOWNLOAD FLOOR PLANS

TYPE 3



scarcity lives on the unit itself, where the buyer is already picturing it

social proof + a price anchor in one image



To learn more about available units and pricing, please contact our sales team. Let's find your place by the sea.

CHAT WITH OUR TEAM

final CTA repeats the primary ask: talk to sales

sales team contacts in every email, so leads can reach them directly

STAGE 2 · TRUST

FOREIGN OWNERSHIP EMAIL · AS BUILT IN HUBSPOT

Can Foreigners Really Own Property in Costa Rica?



the hero leads with the differentiator: titled beachfront

Can Foreigners Really Own Property in Costa Rica?

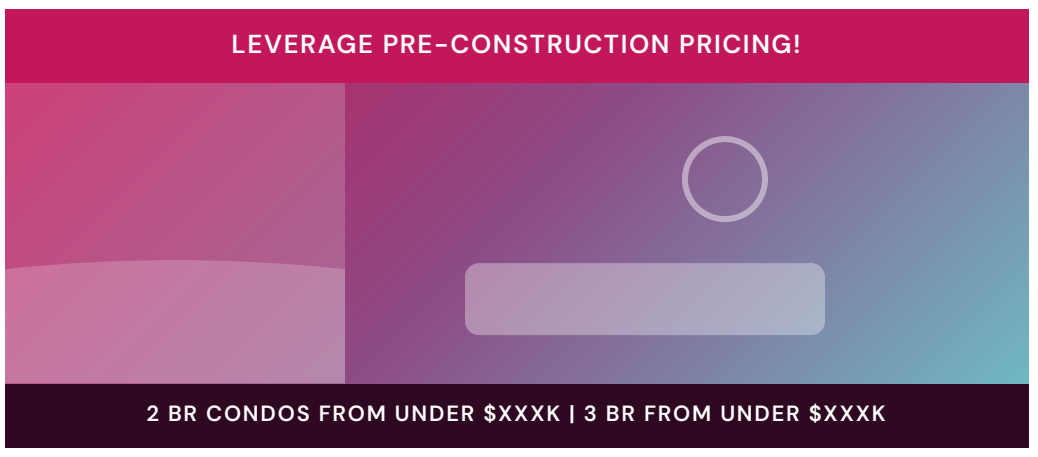
It's one of the first questions we hear from people considering buying property here, especially near the beach. Here's the clear answer:

the #1 objection, answered up front in bold, on its own line

Yes, foreigners can legally own property in Costa Rica, with the same rights as locals.

No residency required. No special structures. No hidden limitations.

That's one of the reasons Costa Rica has become more than just a vacation destination. It's a place people confidently own, invest, retire, and look forward to returning to every time.



urgency inside a trust email: pre-construction pricing + a price anchor

What makes [Project] a rare opportunity?

Along much of Costa Rica's coastline, properties fall under **concession land**, which comes with restrictions, renewal periods, and additional complexity.

But that's not the case at **[Project]**. Here, the property is **fully titled beachfront land**. That means:

- You own it outright
- The title can be sold, transferred, or passed on
- No concessions, no renewals, no uncertainty

For buyers who value long-term security and peace of mind, this distinction changes everything.

SCHEDULE A PRIVATE CALL TO LEARN MORE

one primary CTA: a private call, low pressure for a cautious buyer



a buyer's guide video lets sceptics go deeper on their own

Our team would be happy to assist you and ensure your path to ownership is easy and clear. Get in touch today:

EMAIL OUR SALES TEAM

[U.S. LENDER]

Own your beachfront condo,
with US-style 30-year fixed financing.

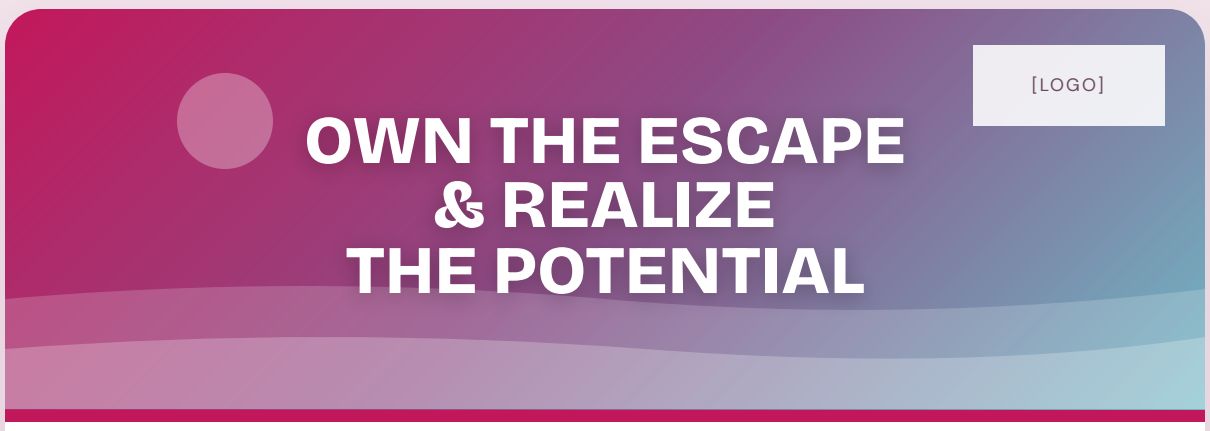
$XXX,XXX
30% down = $XX,XXX

Amount financed $XXX,XXX
APR X.XX%
Monthly payment $X,XXX

Estimated total includes principal and interest. Not a commitment to lend. Subject to qualifying.

a worked example on one unit shows how the financing really works

Own the escape and realize the potential.



← two promises in one hero: enjoy it, and earn from it

At [Project], the value of ownership extends beyond having a place of your own on Costa Rica's Pacific coast.

Your residence can be enjoyed as a private retreat for family vacations, extended stays and spontaneous escapes, while offering the flexibility to generate rental income when you're away.*

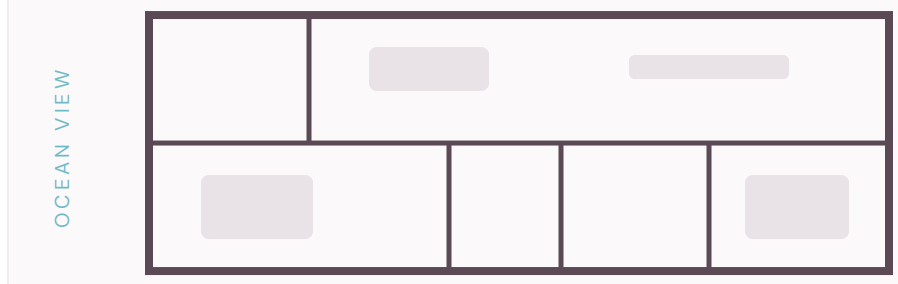
Owners may choose to rent their residence through short-term vacation platforms such as Airbnb and Booking.com, or explore longer-term leasing opportunities.*

It is a compelling combination: a fully titled beachfront property in an established Costa Rica destination, with the lifestyle benefits to enjoy today and the fundamentals to support its long-term investment potential.

secondary CTA early: floor plans and pricing for readers ready to compare →

REQUEST ALL FLOOR PLANS & PRICING

TYPE 1



The Rental Potential is Clear!

When it comes to vacation rentals, the residence itself is only part of the equation. Location, accessibility, and year-round appeal matter just as much. [Town] brings all three together.

International travellers come for the Pacific beaches, renowned surf and tropical climate. Families are drawn by the extraordinary wildlife, rainforest, waterfalls and adventures that surround the area. Costa Ricans escape here for weekends by the ocean. And its easy access makes [Town] one of the country's most convenient Pacific beach destinations.

Current [Town] listings provide useful market context, with comparable short-term rentals ranging approximately from US$90 to US$300+ per night and beachfront and ocean-view properties generally commanding higher rates.*

← a real market range with a disclaimer: specific and compliant

As an investment, [Project] adds several important advantages:

the advantages as a checklist an investor can scan →

- ✓ Fully titled beachfront ownership
- ✓ Guaranteed, unobstructed ocean views from every residence
- ✓ Resort-style amenities designed for effortless living
- ✓ A privileged location directly on the beach, close to surfing, dining, nature and adventure

These are qualities that make a vacation home rewarding to own and equally appealing to travellers searching for an exceptional Costa Rica escape.



Let's Look at the Opportunity Together

No two owners will approach their purchase in quite the same way. How often you plan to visit, the residence you choose, financing, rental strategy and your longer-term goals all shape the equation.

Rather than promise a particular return, we believe in helping you evaluate the opportunity with clarity.

← no promised returns: offering clarity earns a cautious investor's trust

Our team can take you through current residences and pricing, available financing options, and rental-market information for [Town], giving you the information you need to determine whether [Project] is right for you.

primary CTA closes the email: a call with sales →

BOOK A CALL TODAY

* Rental figures are third-party market references for context only and do not represent projected or guaranteed performance.

Buying in Costa Rica is easier than you think

[LOGO]

YOUR PATH TO OWNING

Your path to owning: simple, flexible, and secure

Owning a beachfront home in Costa Rica should feel exciting and stress-free. [Project] offers straightforward purchase options, milestone-based payments, and dedicated U.S.-style financing for qualified buyers.

Here's a quick overview of what makes the process so accessible:

a small reservation fee: a low-barrier first step →

← a complex process in three scannable steps

1 Simple reservation process

Reserve your unit with a **$X,XXX non-refundable fee**, valid for 20 days while the purchase agreement is reviewed and signed. Payments can be made through a U.S. escrow account or a local Costa Rica account.

2 Flexible deposit schedules

Choose the plan that best matches your timing, liquidity, and comfort level:

- **Five installments of 20%,** aligned with construction progress, with a 3% discount for pre-delivery payment
- **30/70 structure:** 30% during construction and 70% at final delivery
- **Full cash payment,** with special incentives available

Whichever option fits you best, you stay fully protected until construction starts and milestones are met.

3 U.S.-style financing

[Project] is partnered with a U.S.-backed lender offering financing designed specifically for Americans buying abroad: 30-year fixed-rate mortgages, no prepayment penalties and fast pre-approval.

[U.S. LENDER]

Own your beachfront condo,
with US-style 30-year fixed financing.



$XXX,XXX	Amount financed $XXX,XXX
30% down = $XX,XXX	APR X.XX%
	Monthly payment $X,XXX

Estimated total includes principal and interest. Not a commitment to lend. Subject to qualifying.

← a worked example makes U.S.-style financing feel real

one CTA, matched to the topic: a financing call →

SCHEDULE YOUR FINANCING AND PURCHASE CALL

Get clarity, explore your options, and choose the path that fits you best.

Tower One is 70% SOLD! Time to secure yours

[LOGO]

READY TO CALL THIS YOUR VIEW?

NOW UNDER CONSTRUCTION

← the milestone sits on the hero: construction turns a promise into proof

Your Beachfront Dream is Becoming a Reality

Construction is now underway at [Project], marking an exciting new chapter for one of [Town]'s most anticipated beachfront developments.

As progress becomes visible, confidence grows, demand increases, and more buyers are choosing to move forward and secure their place by the ocean.

social proof on its own line, right before the ask →

Tower One is 70% sold!

If you've been considering making [Project] part of your future, this is the time to act! Choose your 2 or 3-bedroom condo with guaranteed ocean views and secure your chance to experience the beachfront lifestyle you are dreaming of.

RESERVE YOUR UNIT NOW

← primary CTA: the most direct ask in the sequence, for buyers ready to act

secondary path for buyers still choosing a unit →



EXPLORE MORE FLOOR PLANS

An Investment for a Lifetime!

More than a coastal dream, [Project] has been designed to become a lasting investment, blending global standards with local expertise, for an unparalleled ownership opportunity in Costa Rica:

- Rare titled beachfront living, with guaranteed ocean views for every owner
- Convenient payment schedule and financing options
- Resort-style amenities, designed to elevate your lifestyle
- Built by a reputable, trusted developer ensuring quality and integrity

Whether your goal is to embrace the Pura Vida lifestyle or secure a well-located asset with income potential, this is an opportunity grounded in both experience and value.

← recaps the whole sequence in four lines



Our team would be happy to walk you through floor plans, pricing, and ownership options. Get in touch today:

EMAIL US TO SCHEDULE A CALL

final CTA brings it back to the sales team →