

SOCIAL MEDIA FOCUS:

1. **Payment Plan Simplified:**

Break down how payments work with milestones, emphasizing flexibility and performance-based payouts. Clarify how a large portion of the balance is left until the final quality walkthrough, ensuring peace of mind.

2. **Construction Timeline:**

Outline the stages of construction, what's completed, and what's next. Provide reassurance with clear progress updates.

3. **What You're Buying Into:**

Explain the difference between owning at KAHAL and a traditional condo. Highlight the embedded rental strategy, amenities, and how the ownership structure benefits buyers.

4. **FAQs on Permits and Legalities:**

A concise breakdown of permits, the condo regime process, and how buyers will receive fee-simple title through a fideicomiso.

5. **What Makes KAHAL Unique:**

Reinforce the key differentiators—organic design inspired by Loreto, rental revenue strategies, and the boutique community vibe.

6. **What Happens After Purchase?**

Describe the process post-purchase: owner dashboards, HOA setup, furnishing options, and rental management.

7. **The Long Game of Loreto:**

Position Loreto as a growing investment opportunity, but highlight the balance between its charm and the inevitable growth.

8. **Breaking Down the Costs:**

Offer transparency on what's included in the pricing—turnkey design, high-end finishes, rental amenities, etc.—so buyers know what they're paying for.

9. **Flexibility in Customization:**

Clarify what customization options are available (if any) and how KAHAL balances turnkey convenience with personal touches.

10. **The Rental Income Potential:**

Showcase examples of how the rental strategy works, ROI expectations, and why

Loreto is positioned to attract high-value guests.

11. The Sustainability Edge:

Expand on KAHAL's green initiatives—solar, water reclamation, energy efficiency—and how this enhances long-term value for owners.

12. Owner Community Perks:

Highlight the benefits of being part of KAHAL—exclusive amenities, shared resources like the center console boat, and an owner-centric management style.

13. Transparency on Build Quality:

Explain why specific materials and techniques are being used (like compacted soil and rock foundations), ensuring safety, durability, and flood resistance.

14. What's It Like to Own at KAHAL?

Paint a picture of daily life—be it as a seasonal escape or full-time haven—with highlights of the amenities, community, and design.

15. The Progress So Far:

Provide a quick snapshot of what's been accomplished—foundation, permits, inquiries, etc.—and what's coming up next.

16. Significance of Milestone Payments:

Explain how milestone-based payments work to align the developer's and buyer's interests, ensuring every stage is executed well.

17. Ownership in Loreto vs. Cabo or Cancun:

Draw a contrast between owning in Loreto and larger, more commercialized markets to show why it's the right time and place.

18. What Are You Waiting For?

Create urgency by showing how many units are left and reinforcing that prices will go up with each phase of sales.

19. KAHAL's Long-Term Vision:

Share the broader plan for KAHAL's development and its role in Loreto's growth as a destination, creating confidence in buyers' investment.

20. Q&A Recap:

Compile and address common questions in a quick-fire format, making it clear you're attentive to their concerns.

These topics keep your audience informed, confident, and engaged while subtly pushing them toward action. Let me know if you want me to expand on any specific point!