

Reel 1: Founder's Why

Text on Screen: "Why I started KAHAL in Loreto."

Vocal Hook: "This is more than a business—here's why it matters."

Topic: Share the story of how and why you built KAHAL—whether it's a desire to create a legacy, build community, or empower others to secure their wealth. Make it deeply personal.

CTA: "Let me know in the comments: What does leaving a legacy mean to you?"

Reel 2: The People Behind KAHAL

Text on Screen: "Meet the team making KAHAL possible."

Vocal Hook: "You've seen the vision—here's the crew building it."

Topic: Introduce the key players—yourself, contractors, partners, and the local workers. Show quick, candid clips of everyone in action.

CTA: "Tag someone who you think would love to see this come to life."

Reel 3: Behind the Build

Text on Screen: "From cement to stunning condos: Building KAHAL."

Vocal Hook: "Here's what goes into creating your future home."

Topic: Share snippets of the construction process—laying foundations, design iterations, or on-site challenges. Highlight progress and real effort.

CTA: "Follow for more behind-the-scenes updates on KAHAL's journey."

Reel 4: Empathy for Buyers

Text on Screen: "Thinking about investing? Here's what I'd want to know."

Vocal Hook: "Here are the questions I'd ask if I were you."

Topic: Address FAQs like deposits, legalities, or how you ensure trust and value. Make it feel conversational, like you're sitting across from a friend.

CTA: "Got more questions? Drop them below—I'm here to help."

Reel 5: Baja Lifestyle

Text on Screen: "Why I fell in love with Baja California."

Vocal Hook: "It's not just about the property—it's the life here."

Topic: Show clips of sunsets, fishing, food, and culture in Loreto. Talk about what personally drew you to Baja and why it's the perfect location for KAHAL.

CTA: "What would you do first if you lived here? Let me know."

Reel 6: Authentic Founder Moment

Text on Screen: "What scares me most about building KAHAL."

Vocal Hook: "Let me get real with you for a minute."

Topic: Talk honestly about the challenges—risk, responsibility, and making something meaningful. This vulnerability builds trust and relatability.

CTA: "If you've ever taken a big leap, I'd love to hear your story."

Reel 7: Real Estate Empowerment

Text on Screen: "What I've learned about creating wealth through real estate."

Vocal Hook: "Here's what I wish I'd known sooner."

Topic: Share a lesson about real estate—whether it's about timing, mindset, or creating passive income. Position it as advice you're passing on, not selling.

CTA: "Save this if you're thinking about investing."

Reel 8: Supporting the Local Community

Text on Screen: "How KAHAL gives back to Loreto."

Vocal Hook: "We're building more than condos here."

Topic: Highlight your contributions to the community—local jobs, sustainable design, or partnerships with businesses. Show gratitude for the people who make it happen.

CTA: "Know someone passionate about community impact? Share this with them."

Reel 9: A Day in the Life

Text on Screen: "Imagine your day at KAHAL."

Vocal Hook: "Here's what life could look like."

Topic: Take viewers through a day in Loreto—wake up to ocean views, kayak in the morning, explore the local market, and unwind by the pool. Use dreamy, cinematic clips.

CTA: "What would be the highlight of your day here? Let me know below."

Reel 10: Building Trust

Text on Screen: *"How we make KAHAL a safe investment."*

Vocal Hook: *"Here's what gives you peace of mind."*

Topic: Talk about irrevocable trusts, clear ownership structures, and your commitment to transparency. Frame it as empowering buyers with knowledge, not just selling security.

CTA: *"Ready to feel confident in your investment? Let's talk—DM me."*

Reel 11: Founder's Milestone

Text on Screen: *"From an idea to a thriving reality: KAHAL's journey."*

Vocal Hook: *"Here's how KAHAL went from a dream to this."*

Topic: Share the journey—concept meetings, site selection, and your vision coming to life. Include personal challenges and small wins along the way.

CTA: *"If you've ever turned a dream into reality, let's hear your story below."*

Reel 12: FAQ Highlight

Text on Screen: *"What happens if I need to sell?"*

Vocal Hook: *"Here's what you should know about resale."*

Topic: Explain the resale process, buyer flexibility, and long-term investment benefits in a friendly, straightforward way.

CTA: *"Got more questions about this? Comment below or DM me!"*

Reel 13: Life in Loreto

Text on Screen: *"What makes Loreto so special?"*

Vocal Hook: *"Here's why I chose this magical town."*

Topic: Focus on Loreto's charm—quiet beaches, warm locals, and the unique Baja lifestyle. Share a personal anecdote that connects you to the place.

CTA: *"If you could live anywhere, would it be here? Let me know."*

Reel 14: What Owners Are Saying

Text on Screen: *"Real feedback from our first owners."*

Vocal Hook: *"Here's what they're saying about KAHAL."*

Topic: Use short testimonials or clips from early owners, buyers, or people touring the project.

Keep it raw and real, even if it's casual phone recordings.

CTA: *"Want to hear more from real owners? Follow for updates."*

Reel 15: Environmental Focus

Text on Screen: *"How KAHAL is built for sustainability."*

Vocal Hook: *"Our commitment to the planet is real."*

Topic: Talk about energy-efficient systems, water-saving designs, and your focus on preserving Loreto's natural beauty. Show visuals of the eco-conscious features.

CTA: *"Care about sustainability? Let's chat in the comments."*

Reel 16: Who Is KAHAL For?

Text on Screen: *"Is KAHAL right for you?"*

Vocal Hook: *"Let's see if KAHAL is your perfect fit."*

Topic: Paint a picture of your ideal buyer—those seeking passive income, a vacation home, or a blend of both. Keep it open-ended and welcoming.

CTA: *"DM me if you're curious if this fits your goals."*

Reel 17: Founder Vulnerability

Text on Screen: *"What keeps me up at night as a founder."*

Vocal Hook: *"Let me share a real moment with you."*

Topic: Be vulnerable about the risks, challenges, and emotional weight of building KAHAL. Use this as a chance to connect with people on a human level.

CTA: *"What's your biggest challenge right now? Let's talk below."*

Reel 18: Passive Income Breakdown

Text on Screen: *"How you could make 14% ROI at KAHAL."*

Vocal Hook: *"Here's how our owners are seeing returns."*

Topic: Walk through a clear, visual breakdown of ROI—monthly rent potential, expenses, and annual profit. Keep it transparent and simple.

CTA: *"What's your ideal passive income goal? Let me know."*

Reel 19: Family & Legacy

Text on Screen: *"Leaving a legacy starts here."*

Vocal Hook: *"Here's how KAHAL can be part of your family's story."*

Topic: Show how KAHAL is more than a property—highlight its role in creating lasting memories for families and building generational wealth. Use heartfelt storytelling.

CTA: *"Who would you pass this legacy on to? Share below."*

Reel 20: Real Buyer Questions

Text on Screen: *"You asked, we answered: Deposit schedule."*

Vocal Hook: *"Here's everything you need to know about deposits."*

Topic: Explain deposit timing, flexibility, and any incentives clearly and without pressure. Make it feel like a casual conversation.

CTA: *"Drop your biggest questions—I'm here to help."*