

EXTRAORDINARY  
PEOPLE  
BRIGHTER  
TOMORROWS

# NEVE

## PANAMA

### MARKETING STRATEGY DECK

Phase One go-to-market plan for a 120-unit/home luxury Jewish beachfront community 15 minutes outside of Panama City.



PANAMA  
PEOPLE | PLACE | PURPOSE

A STRONGER TOMORROW,  
TOGETHER

# Phase One marketing thesis

A focused, community-led launch designed to convert trust into qualified presales for the first 120 units/homes.

120

PHASE ONE UNITS / HOMES

\$300K

TOTAL MARKETING BUDGET

3

PRIMARY SALES ENGINES

12 mo.

EXECUTION ROADMAP

## Positioning

Neve Panama is not a mass-market real estate launch. It is a relationship-driven presales campaign built around trusted advocates, direct Jewish community access, and disciplined digital conversion.

# Target markets and buyer profile

01

## PRIMARY MARKETS

Canada, United States, and selected international Jewish diaspora hubs.

02

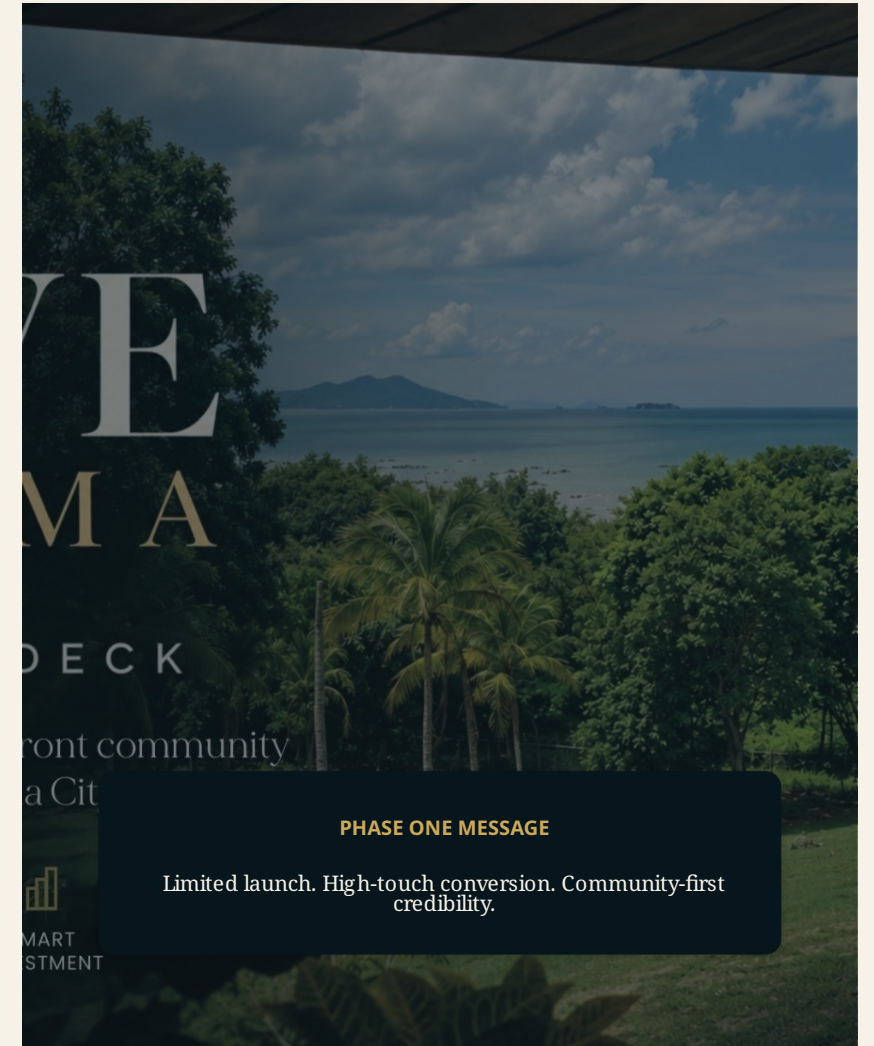
## MARKET POSTURE

Exclude Israel-facing campaigns to respect Aliyah sensitivities while focusing on diaspora lifestyle demand.

03

## BUYER SEGMENTS

Families, snowbirds, retirees, remote professionals, HNW second-home buyers, residency-minded prospects, and early-stage investors.



# The three sales engines



## Advocate immersion trips

Trusted creators experience Panama firsthand and generate authentic social content.

AWARENESS



## Synagogue & community tour

Amir Epstein builds trust directly through presentations, Q&A, and private follow-up.

TRUST



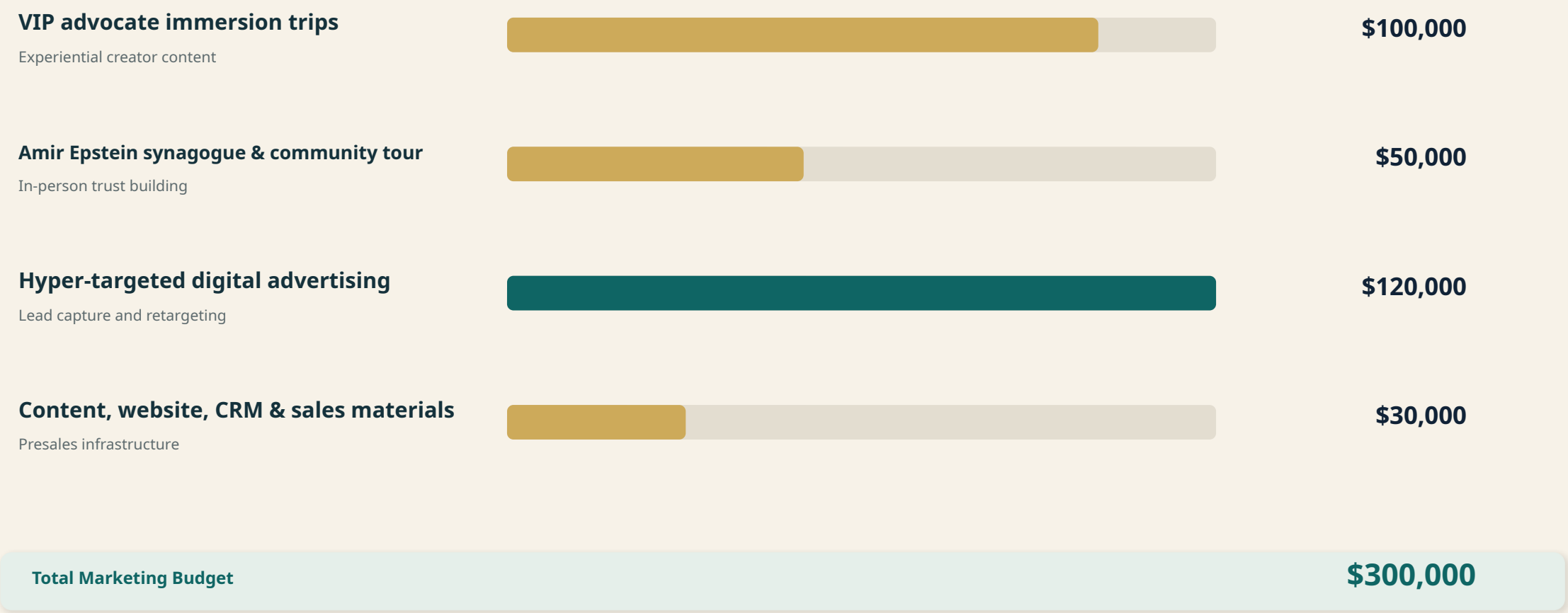
## Targeted digital advertising

Paid campaigns turn attention into leads, retargeting pools, and scheduled buyer calls.

CONVERSION

# \$300,000 phase-one marketing budget

Budget is concentrated where trust and direct conversion can be measured, rather than broad mass-market real estate advertising.



# Creator & advocate relationship engine

Examples of social media content creators, advocates, and speakers with whom Amir Epstein has relationships:

**Lizzy Savetsky**

**Michael Rapaport**

**Abraham Hamra**

**Eve Barlow**

**Rawan Osman**

**and many others**

**Gad Saad**

Important framing: these are relationship examples and potential outreach pathways. Final participation, compensation, approvals, and posting terms should be confirmed individually.



# VIP advocate immersion trips

Annual allocation: \$100,000

## 01 4 curated trips per year

Small groups designed for high-quality content capture.

## 02 4 advocates per trip

Up to 16 total hosted advocates annually.

## 03 4 nights in Panama

Property, community, kosher lifestyle, and beach experiences.

## 04 Authentic content output

On-site videos, posts, stories, interviews, and lifestyle storytelling.

Cost logic: four trips have an estimated base cost of about \$85,000; the \$100,000 allocation leaves room for production support, itinerary changes, transport, and contingency.

# Amir Epstein community speaking tour

Annual allocation: \$50,000



## Format

- Synagogue presentations following services or dedicated events
- Community-centre Q&A and moderated sessions
- Private parlor meetings with HNW families
- Follow-up consultations for qualified buyers



## Core topics

- The Neve Panama Phase One vision: 120 units/homes
- Panama Jewish infrastructure, safety, lifestyle, and kosher ecosystem
- Residency pathway subject to official eligibility requirements
- Community amenities: beach, synagogue space, commercial services, clubhouse

**Priority markets:** Toronto, Montreal, New York/New Jersey, Miami/South Florida, Los Angeles, Chicago, Boston, Washington, D.C., and selected diaspora hubs.

# Digital advertising and conversion funnel

Annual allocation: \$120,000



Channels: Meta (Facebook + Instagram), Google Search, YouTube, and supporting remarketing placements.

# Content, website, CRM and sales materials

Annual allocation: \$30,000



## Capture

Website, landing pages, lead forms, brochure delivery



## Qualify

Location, family size, residence type, budget, timeline



## Nurture

Email sequences, retargeting pools, source attribution



## Convert

Calendar booking, direct follow-up, reservations and deposits

### Conversion standard

Every campaign, presentation, and advocate visit should feed one tracked CRM pipeline with rapid personal follow-up and source-level measurement.

# 12-month execution roadmap

## Months 1-3

- 01** Launch website, landing pages, CRM and initial campaigns
- 02** Host Advocate Trip #1 and begin content distribution
- 03** Begin presentations in Canada and Northeastern U.S.

## Months 4-6

- 01** Host Advocate Trip #2 and amplify winners
- 02** Expand meetings to Florida and the West Coast
- 03** Structured buyer follow-up and private consultations

## Months 7-9

- 01** Host Advocate Trip #3
- 02** Increase search and retargeting investment
- 03** Concentrate on reservations and presales contracts

## Months 10-12

- 01** Host Advocate Trip #4
- 02** Deploy strongest content in full-market push
- 03** Continue presentation and conversion pipeline

# Strategic objective

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The purpose of the \$300,000 budget is not reach for reach's sake. It is a measurable presales system for Phase One.

- 1 Reach trusted Jewish diaspora audiences
- 2 Introduce Panama through credible content
- 3 Bring prospects into direct contact with Amir Epstein and the team
- 4 Build confidence through meetings and follow-up
- 5 Convert qualified prospects into reservations, deposits, and contracts

## Demand signal

Tafsik's Panama trips are separate from the development, but can be referenced as independent evidence of interest in Panama's Jewish community, safety, and lifestyle among the target demographic.

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### Phase One KPI focus

Qualified leads  
Private consultations  
Reservations  
Deposits  
Presale contracts