

Real Estate Web Marketing San Miguel Costa Rica

Real Estate Web Marketing Strategy for Homesites in Costa Rica

450 acres with pacific ocean views located in the unspoiled region of San Miguel, Costa Rica. The web marketing campaign began in October 2008, already 8 lots are 'sale pending', all closings expected by the end of March. Buyers were predominantly local Costa Ricans from San Jose looking for a vacation property. San Miguel is over 5 hours from San Jose by car. Ariel tours, interactive plot plans and detailed descriptions of each lot gave these buyers the incentive they needed to visit the site in person.

As mentioned on our intro page for Homesites & Subdivisions, a core element of generating interest is weaving the property into a good story. In some cases its the land itself that has a unique history or is home to something special. In the case of San Miguel a large part of this property's story was not the San Miguel area, but the regions to the North, Tamarindo being the most popular.

Up until 2006 Costa Rica was the wild west for developers and construction companies. Many communities to the north of San Miguel experienced heavy development. Predominantly vacation homes, investment properties and condo developments.

Now in 2009, these developments are poluting their local aquifers. In some cases 2 million dollar villas were built in areas where there is no access to the power grid and no new lines planned.

San Miguel is virtually untouched. This particular property is only a few miles from Mel Gibson's \$25M Ranch. Clean water, access to power & phone and soon to be high speed internet are in place. Prices for these Ocean view lots are both attractive to international and local buyers.

If you have a property that could use a solid web marketing strategy and top level creative direction give us a call.