Executive summary

The purpose of this plan is to unite a number of residential/tourism complex (RTC) developers, Partner/sponsors and the Panamanian government to both develop and market Panama as a retirement destination. We will highlight the participating members of this plan through a unique Internet marketing program and through both direct and indirect marketing in targeted cities in the U.S., Latin America and Europe and at specific demographic groups.

The plan involves the development of infomercials, a subscription based magazine and the “Prima Panama Passport” that offers discounts on products and services in the country. Our first and most difficult challenge will be to change the image that most people have of the country.

Infomercials

Infomercials are 30-minute commercials placed on non-prime time TV slots at targeted cities. These commercials feature interviews with foreigners who are either visiting Panama or have moved here. They are third party endorsements where the interview takes place in a variety of locals such as shopping malls, beaches, apartments, and lifestyle residential projects. The interviews will be voiced over with beautiful scenes of the country and its people. The objective of the commercials are to show ordinary people who have made the decision to move to Panama, what their impressions are and what they are doing now that they are here. We want to peak the interest of potential viewers to show how others have been able to come and live a dream in Paradise. The spots will be shown in targeted cities where we have determined there are a number of people looking to retire such as Florida and other southern states. The commercials will not focus on the sale of real estate but rather offer a subscription to a quarterly magazine called “How to live and make a living in Paradise”.
Magazine

Many of the same people shown on the television commercials will be interviewed and featured in the magazine. Here they will share how they not only have come here to live but have further invested into the country by starting of business or making passive investments.

We want to attract people who would retire earlier if they were shown a way to live in Paradise and pay their bills.

We have hundreds of foreigners who are now living in Panama and involved in some kind of enterprise. By showing real peoples stories we have third party endorsements, which help break down reservations people may have about coming here.

The magazine will be filled with many features attractive to someone considering a lifestyle change.

The contents page shown to the left will be typical of each issue.

Each issue will feature multi-page advertising of the lifestyle projects within the Prima Collection. In addition to being a subscription-based publication sold through the infomercials internationally, the magazine will be distributed free at gateways within the country of Panama. This will include the Tocumen International airport as well as the regional airports in Allbrook, David and Bocas Del Toro. The magazines will be distributed free in all the major hotels and travel agents within the country. The objective of the magazine is to get the prospect to take the next step, which is to come and see for themselves what a great place Panama is to both live and invest. We do this through the Prima Panama Passport program strategically featured in each issue.
Prima Passport

The Prima Passport is a travel and lifestyle “Members Only” discount book, which can be purchased online for $199. It is valid for one year from date of purchase and is good for two people and one visit to the country. A hard copy of the passport will be given to the Prima Member when they arrive in the country. The main features of the Passport for the visitor are:

1. Royal salon services at the airport. No lines, no hassles.
2. Cellular phone with 30 min. of international airtime.
4. Emergency medical and evacuation assistance.

In addition the Prima Members receive substantial discounts on air travel, hotel accommodations, tours, restaurants and much more. The primary sponsors for the passport are providers of products and services who want to attract the foreign retiree to a long term relationship should they decide to move to Panama. The advantages to the companies who participate are that they are reaching the clients even before they enter the country and ongoing, as they become part of or growing database. Should the member decide to move to Panama the membership can be renewed for a nominal fee each year allowing discounts on everything from health insurance to automobiles.

In order to entice the member to purchase a home in one of our lifestyle collection we offer a significant rebate of 1% up to $5000. The Prima member also receives Prima points while using the Passport, which can be converted to products, services or cash in the future.
Prima Panama Passport web site
Below are screen shots of the web site featuring the Prima Panama Passport. The passport cannot be purchased direct from Prima Panama, but must be purchased using a referral number given to the buyer by one of our many referral agents described in the next section.
PRIMA PANAMA Exclusive

DIPLOMATIC SERVICE

From the moment of your arrival in Panama, you have a friend on the ground. Forget the hassles and uncertainty of arriving in a new country. You will be meet at your plane by our representatives, and escorted directly to the convenience of our VIP Diplomat lounge. Our private concierge will process you and your family memos through: Customs, Immigration, and Baggage claim. We will arrange your transfer to the Prima Passport Hotel you have selected.

PRIMA PANAMA Exclusive

CELL PHONE SERVICE

Upon your arrival we will provide you with a cellular telephone for your convenience with FREE international minutes. You will also enjoy of the PPP member special minutes plan during your stay and discounts on other Telecommunications services & Products.

PRIMA PANAMA Exclusive

PERSONAL ATTACHE
24 Hour HOTLINE!

You have available to you a personal Attaché & tour guide 24 hours a day, seven days per week for FREE. Simply dial our hotline at #01 and speak to one of our fully bilingual Prima Panama concierge ready to assist you with anything you may need. You may simply need directions to a restaurant... hand the phone to the taxi driver, our personal Attaché will translate and get you there. Or maybe you have a serious problem, and need immediate police or medical help...we will be you ready to help, 24 hours a day.

PRIMA PANAMA Exclusive

MEDICAL EMERGENCY & MEDICAL EVACUATION

In the event of a Medical Emergency with your Prima Panama Passport you are always covered by our Emergency Medical Specialist and Emergency Medical Evacuation if needed is also available 24-7 Exclusive to Prima Panama Passport members.

PRIMA PANAMA Exclusive

HOTEL TRANSFER

From the moment you booked your reservation & selected your hotel package we made all the arrangements for your transportation & transfer needs while in Panama. This is an Exclusive Service to Prima Panama Passport members.

For the more Adventurous traveler that is familiar with the roads of Panama and elects to rent a car and drive, we have the best VALUE with selected rent a car companies.

PRIMA PANAMA Exclusive

HOTEL DISCOUNTS

Prima Panama Passports members have an Exclusive discount in the best hotels & resorts in Panama. We have pre-screened the hotels and you are guaranteed the best VALUE possible. You may receive a Two-for-one offer, a free dinner, the values are tremendous.

Marriott

Gamboa

Jamaica - Mexico - Panama - Colombia
Referral Agent Program (Affiliate)

In addition to the Passport being sold by subscriptions through the magazine, another important vehicle for Passport sales is the Referral Agent Program. This is an Internet marketing program that involves many promoters of international real estate, offshore services, travel, and relocation services. A quick search on Google for “offshore services” will turn up more than 250,000 hits of which many will be referral agents.

We offer $50 for each Prima Passport sold and a significant referral fee for the sale of homes within our lifestyle collection of up to $5000 to the agents. Because we offer a significant rebate to the Passport member who buys property within our Prima Collection we are able to track all sales and guaranty the agents their referral fee. The agent can go to our secure site and monitor the activity of the member who bought the passport from him using his referral number. He would be notified by email when a sale takes place and the fee would be mailed by check or wire transferred to his account on a monthly basis. As many of the buyers would also make referrals to family and friends after purchasing themselves, we would offer a further referral fee to the agent for those buyers as well.
Referral Agent income example

In this example the sale of 200 passports by the referral agent resulted in the sale of 4 homes. This netted the agent $10,000 at $50 for each Passport. His referral fee is approximately 1% of the property sale price and would net an additional $11,680.

Buyers further referred friends or relatives who bought an additional 5 homes where the agent receives a referral fee of approximately .5% netting an additional $6,200.

In this example the referral agent netted over $32,000 by promoting and selling 200 passports. To our knowledge this is the only program of this type available where a referral agents can receive fees for people who purchase international real estate and be assured of receiving the proper fees.
Newspaper and Newsletter
Prima Members within our database will receive a weekly newspaper with English translations of important news articles featured in local papers. They will also receive a weekly newsletter highlighting new features and special offers by our sponsors and partners.

The flow chart shows the marketing plan in a simple format.