



Las Olas

Luxury Beach Resort
Playa Esterillos, Costa Rica

ANALYSIS REPORT

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GENERAL LIMITING CONDITIONS

Every reasonable effort has been made to ensure that the data contained in this report reflects the most accurate and timely information possible as of the date the primary research was collected. The information contained in this report is based on estimates, assumptions and other information developed by the Las Olas development team; the project architects, builder and legal counsel; and the local consulting firm, Resort Development and Marketing International, S.A., as well as their independent research and analysis effort and general knowledge of the industry. No responsibility is assumed for inaccuracies in reporting by the consultant's or developer's representatives or by any other data source used in the preparation of this report. No warranty or representation is made that any of the projected values or results contained in this study will be achieved.

This study does not constitute an offer to sell or a solicitation of an offer to purchase any securities, nor shall there be any sale of securities in any state of other jurisdiction in which such sale, or any related offer or solicitation, would be unlawful prior to registration or qualification under the securities laws of that state or other jurisdiction.

Las Olas
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INTRODUCTION

Las Olas Luxury Beach Resort will be a master-planned, residential resort community located in Playa Esterillos, Costa Rica. The project is envisioned to become the premier beachfront resort on the country's Central Pacific Coast.

This report has been created to document the current investment climate in Costa Rica, to detail the overall project vision for Las Olas, to review sales potential and to provide an overall investment analysis.

The due diligence included visiting competitor sites, collecting extensive data from existing residential resort communities in the Central Pacific region and in the country, and analyzing tourism and real estate market trends and other data.

This report was produced by Resort Development and Marketing International, S.A., an independent consulting firm specializing in the promotion of high-end residential resort communities in Costa Rica and Panama, in conjunction with the development team of Las Olas Luxury Beach Resort..



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COSTA RICA

Las Olas Luxury Beach Resort is located in Costa Rica, a tiny Central American nation bordered to the north by Nicaragua and to the south by Panama.

Costa Rica is often referred to as the “Switzerland of the Americas” for its longstanding, stable democracy, which is the oldest in Latin America.

In 1948, Costa Rica was the first country in the world to abolish its army. Since that time, it has remained a peaceful oasis in Central America, even as neighboring countries suffered through years of civil war in 70’s and 80’s. In fact, Costa Rican President Oscar Arias was awarded the Nobel Peace Prize for his role in negotiating an end to these conflicts.

Funds that were previously designated for military purposes have been redirected to health services and educational programs. Costa Rica boasts the highest literacy rate in the Americas (even surpassing that of the United States) and a well-regarded system of universal healthcare.



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COSTA RICA (continued)

The Costa Rican constitution establishes Catholicism as the country's official religion, and 89% of the population practices this faith, while the remaining 11% subscribe to various forms of Christianity. This religious hegemony has served to keep Costa Rica immune from the that have plagued Asia, Europe and the United States since the September 11 attacks.

While neighboring countries to the north often suffer the devastating effects of tropical storms originating in the Caribbean, Gulf of Mexico and the Pacific, Costa Rica is safely located outside of "hurricane alley" and only experiences a slightly higher-than-average rainfall during such storms.

Costa Rica's political, economic and climatic stability and bilingual workforce has attracted a growing number of multinational corporations, many of whom have set up major operations in "free zones" on the outskirts of San José. The country is now home to Intel's largest microchip processing plant in the world, Abbott Laboratories' main medical equipment production facility and the regional administrative headquarters branches for Western Union, Proctor & Gamble and Hewlett Packard. This international presence has only served to further reinforce Costa Rica's reputation as the best country in which to invest in the region.



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TOURISM IN COSTA RICA: AN OVERVIEW

Costa Rica is the most popular ecotourism destination in the world. The country is smaller than the state of West Virginia, yet it contains 6% of the world's biodiversity, including 1,240 species of butterflies, 845 species of birds, 250 mammal classifications, 160 amphibian categories, 218 types of reptiles and 1,013 varieties of fresh and salt water fish, including several endemic species found nowhere else on the planet. Costa Rica is also the world leader in terms of protected areas, with 27% of its land mass designated as national parks or reserves.

Over the last five years, Costa Rica has become a renowned international vacation destination, particularly for the North American market. This can be attributed to its proximity to the United States, the increasing number of direct flights from major US hubs and the country's reputation for stability, particularly when traditional vacation destinations such as Europe and Southeast Asia are facing increased terror threats and attacks.

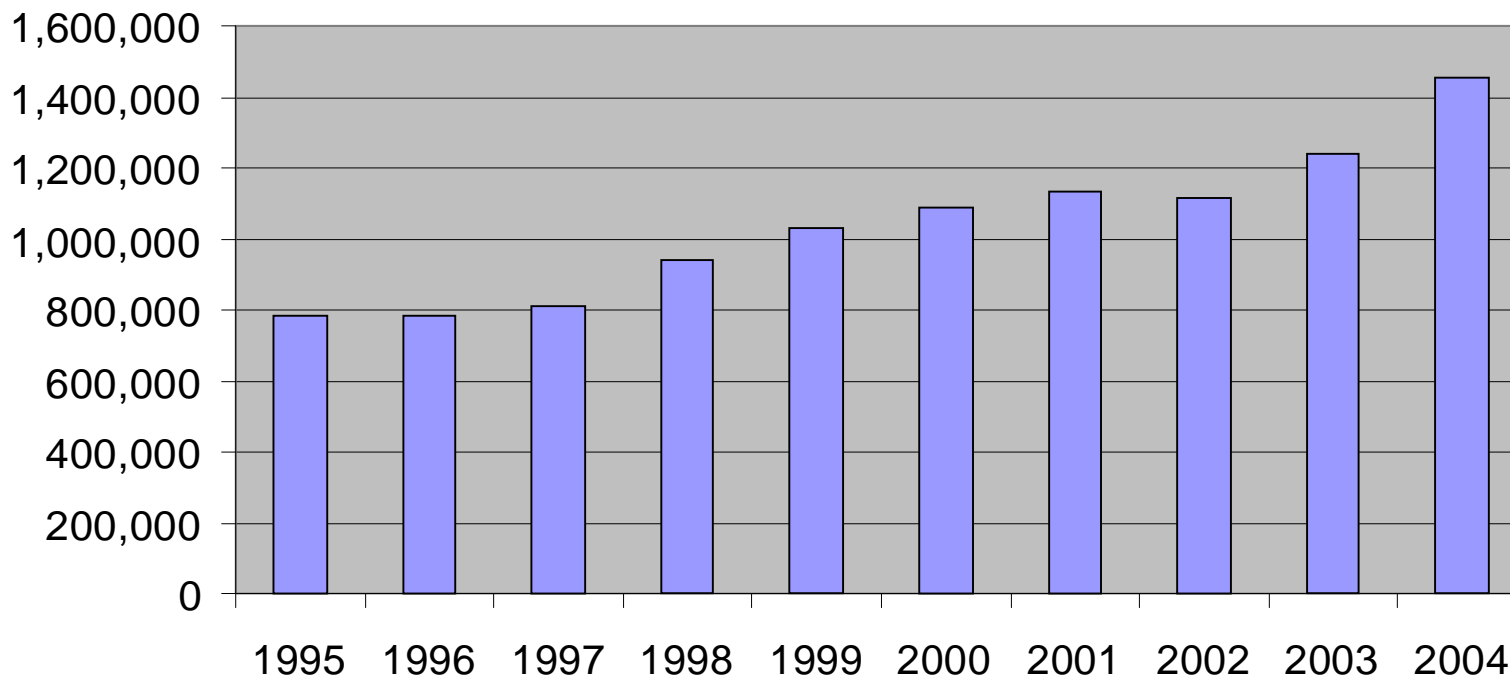
According to exit surveys carried out by the Costa Rican Ministry of Tourism, more visitors to Costa Rica take part in "Beach and Sun" activities than nature tours or hiking, the traditional ecotourism activities.

Since 1998, the economic importance of tourism has surpassed that of Costa Rica's traditional exports of bananas and coffee.

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TOURISM TRENDS: INTERNATIONAL ARRIVALS

International Tourist Arrivals to Costa Rica

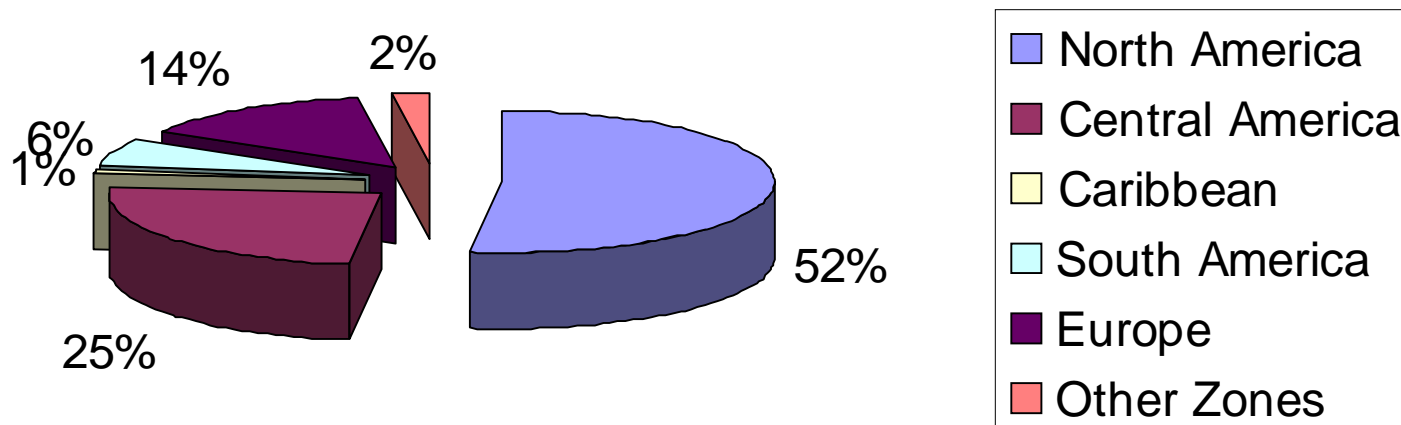


Arrivals of international tourists to Costa Rica have nearly doubled over the last 10 years.

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TOURISM TRENDS: ARRIVALS BY REGION

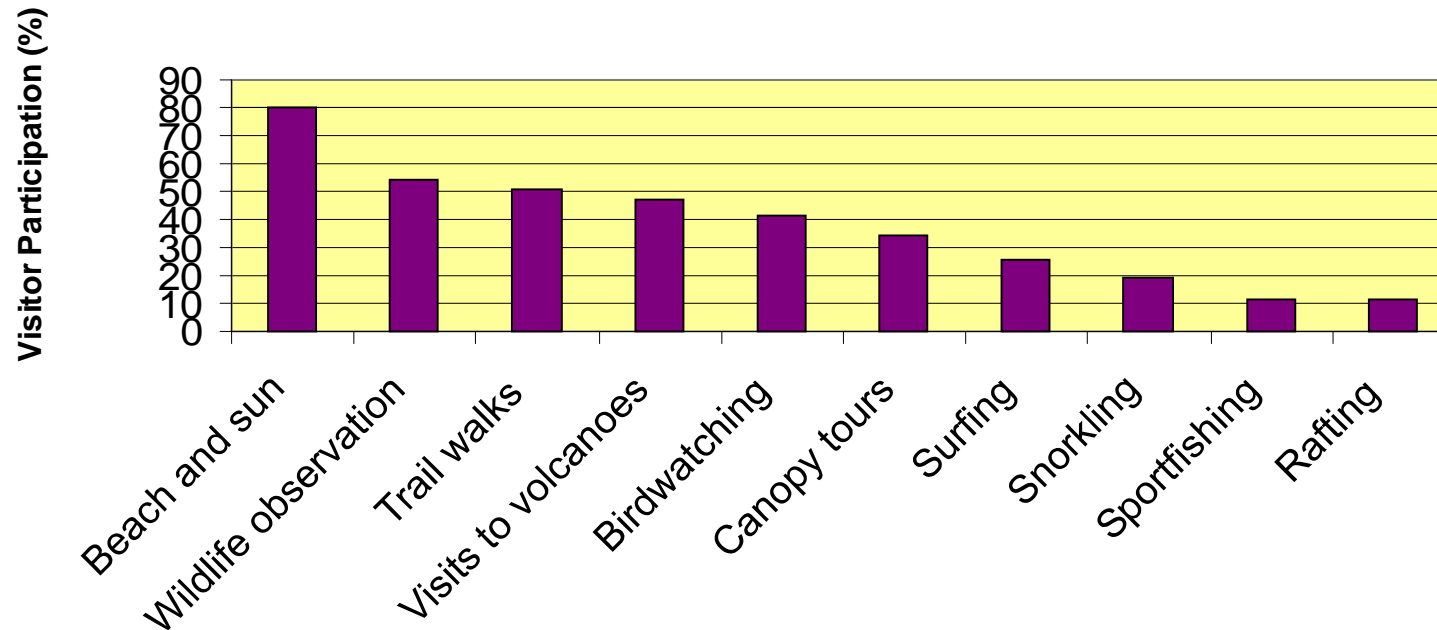
2004 Tourist Arrivals to Costa Rica by Region of Origin



North Americans represented the majority of tourist arrivals to Costa Rica last year. Citizens of the United States represent 84% of the North American market and 44% of the total international arrivals.

TOURISM TRENDS: POPULAR ACTIVITIES

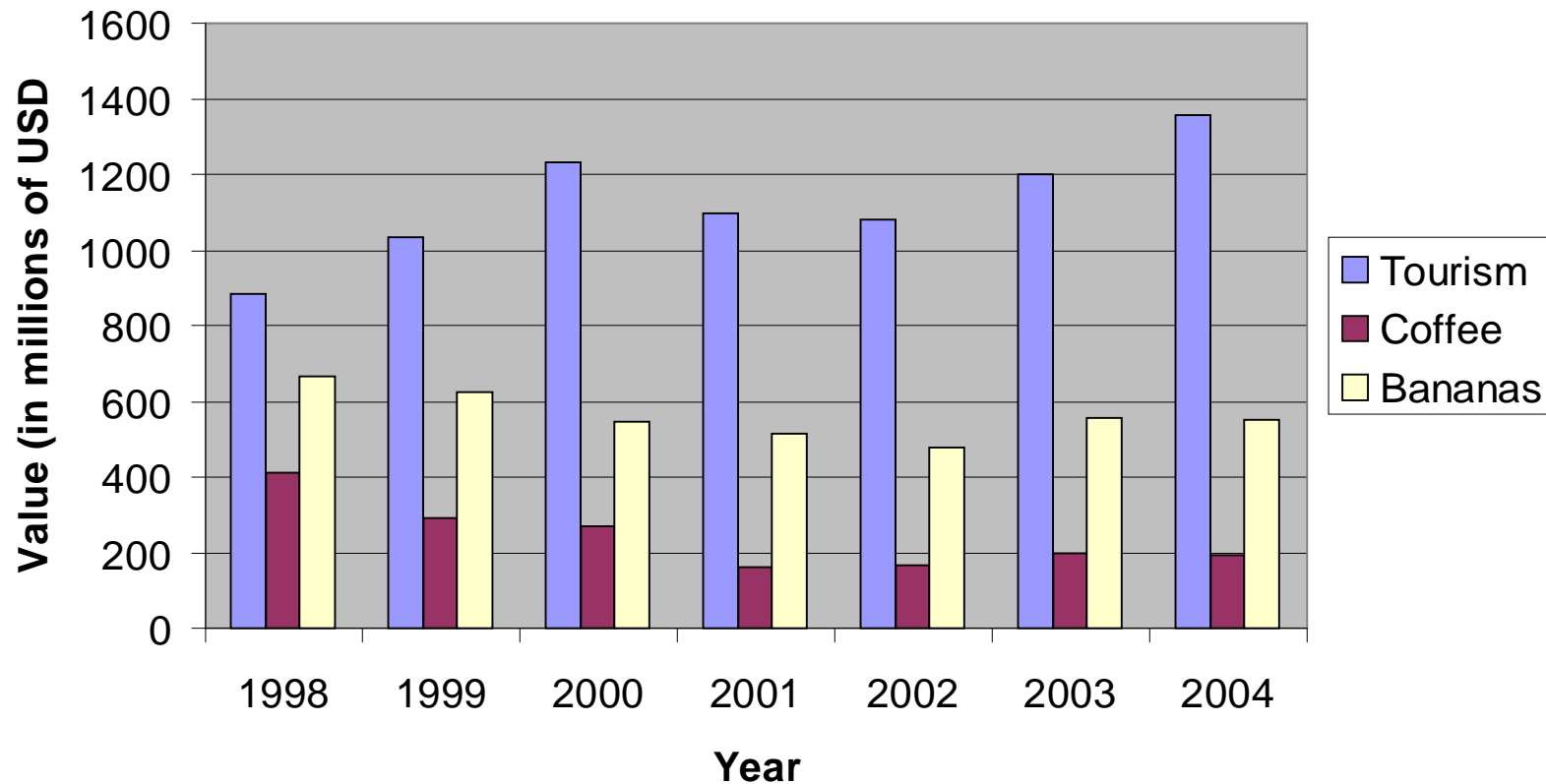
**Popular Tourist Activities in Costa Rica
based on 2004 Exit Surveys**



As per the most recent statistics provided by the Costa Rican Ministry of Tourism, beach going and sunning are the most popular activities in which tourists participate on their visit to Costa Rica. It is interesting to note that one in every four tourists surveyed also surfed, attesting to the country's popularity as a major surf destination.

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TOURISM TRENDS: ECONOMIC IMPACT



Tourism's importance to the Costa Rican economy has surpassed that of the traditional exports of coffee and bananas since 1998. Currently, tourism represents 7.4% of the country's GDP.

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REAL ESTATE IN COSTA RICA: AN OVERVIEW

Costa Rican law dictates that foreign real estate investors enjoy the same property rights as Costa Rican nationals. This is not the case in Mexico and many other Latin American nations, where Americans may only purchase land through a trust in partnership with a national (“fideicomiso” system).

There are a number of affiliates of US-based title guaranty companies underwriting properties and offering American-style escrow services in Costa Rica. The market leader is currently Stewart Title Costa Rica, a subsidiary of Stewart Title of Houston, Texas.

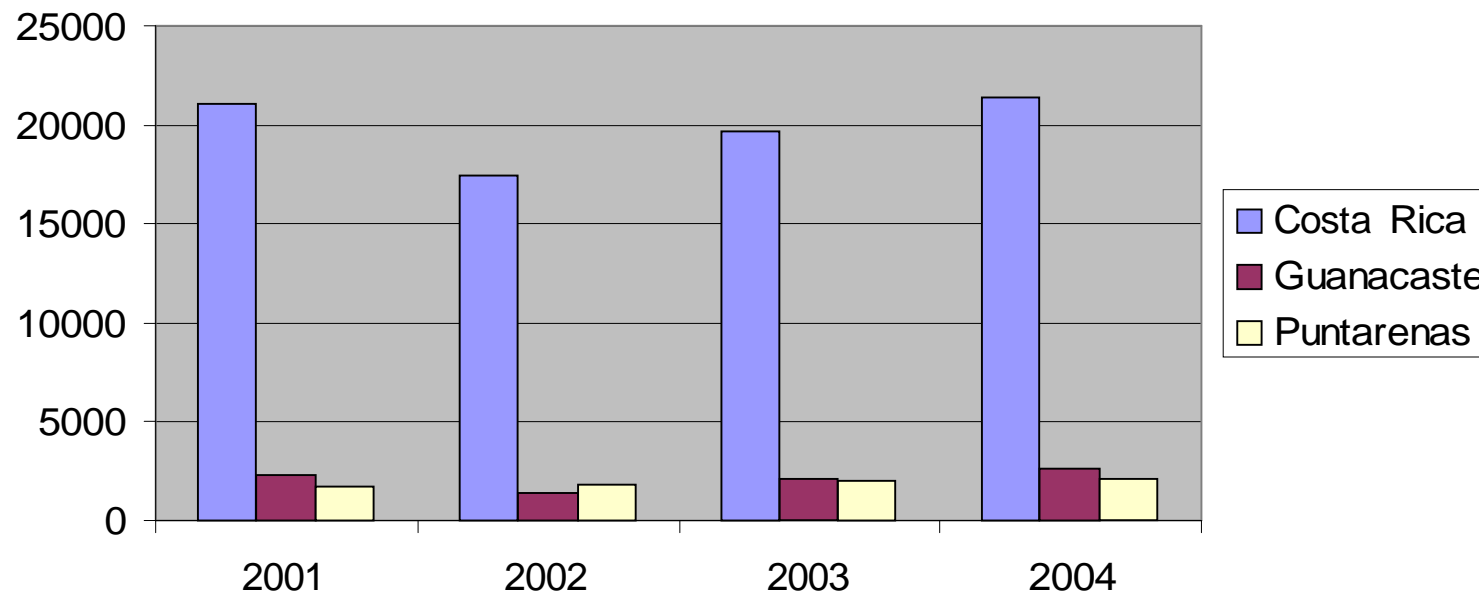
Because of the increased international presence of foreign corporations and individual investors, as well as a general increased earnings of the middle and upper classes, residential construction in Costa Rica is booming. On a nationwide scale, residential construction starts increased by 22% from 2002 to 2004. In those provinces that receive the greatest concentration of tourism development - Puntarenas (where Las Olas is located) and Guanacaste - the growth rates were 19% and 20% respectively over the same period.



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REAL ESTATE TRENDS: CONSTRUCTION STARTS

Residential Construction Starts 2001-2004



Residential construction starts in Costa Rica decreased between 2001 and 2002, most likely due to the global economic downturn after the September 11 attacks and the fact that 2002 was an election year in the country. On a national scale, residential construction works have experienced a 22% increase over the last three years. For the same period, the growth rate in the two Pacific coast provinces was 19% for Guanacaste and 20% for Puntarenas (the region in which Las Olas is located).

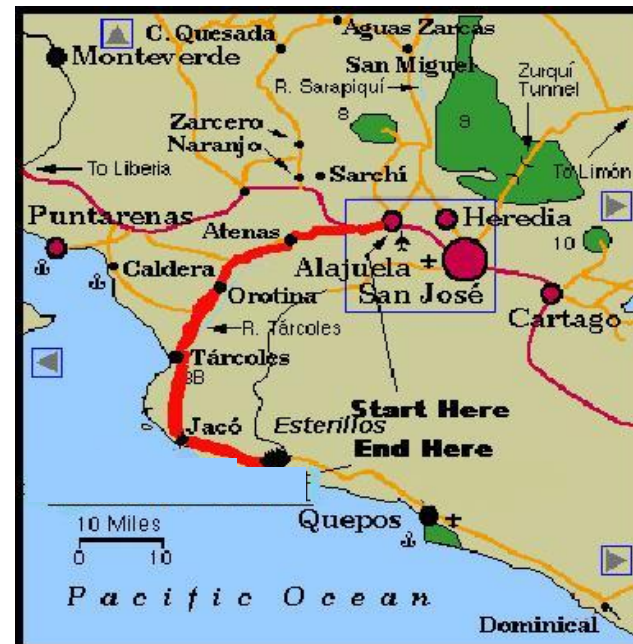
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LAS OLAS SITE LOCATION

The Las Olas project site encompasses 37.3 hectares (92 acres) of heavily vegetated, rolling hills overlooking the pristine beach of Playa Esterillos Oeste on Costa Rica's Central Pacific Coast.

Las Olas boasts 150 meters of tree-lined beachfront and approximately one kilometer of highway frontage. In fact, the Costanera (coastal) highway that passes in front of the project site is one of the best roads in the country and is destined to become the new Pan-American highway when expansion and improvement projects are complete in a few years.

The site is conveniently located at the mid-point between two of the region's most important cities: Playa Jacó, a former surf village that has quickly become an important tourism, banking and shopping center, and Quepos, home to Manuel Antonio, Costa Rica's most popular national park. Las Olas is among the closest beach resorts to the Juan Santamaría International Airport in the capital city of San José (two-hour drive). In addition, regional flights service a small airport in nearby Quepos (35 minutes south of Las Olas).



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LOCAL ATTRACTIONS

Las Olas Luxury Beach Resort has a privileged location in the heart of the Costa Rica's Central Pacific Coast. Residents and hotel guests will enjoy access to world-class sport fishing via two local marinas (the existing Los Sueños Marina in Playa Herradura and the Pez Vela Marina in Quepos currently under construction), an 18-hole golf course (La Iguana at Los Sueños), the beautiful Manuel Antonio National Park and numerous rainforest and ocean-based activities and attractions, all located within an easy 30-minute drive from the resort.

Playa Esterillos Oeste is considered to be one of the nicest beaches in the region for its turquoise waters and light-colored sand. Its consistently large waves make it a renowned surfing destination, yet the beach has not received significant attention from international or national travel markets to date due to the lack of tourism infrastructure in the area. This pristine beach environment will give Las Olas a competitive advantage over other major resort developments in the area and other beach destinations worldwide.



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SITE-RELATED ASSETS

The 37-hectare parcel has extensive frontage on a primary north-south highway that leads to Manuel Antonio National Park, one of the country's most popular tourist attractions.

The main access road into Playa Esterillos Oeste is paved and in good condition.

The site's natural topography facilitates ocean views, thus enhancing property values.

A significant amount of native vegetation exists on the site. In particular, the highly endangered scarlet macaw frequently visits the almond trees that line the beachfront of the project site.

All hotel guests and residents will have direct beach access.

The beach is of world-class surfing quality and boasts the lightest colored sand and one of the cleanest environments on the Central Pacific Coast.



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INFRASTRUCTURE

The existing electrical supply to the project site is more than adequate for development.

The local water company has guaranteed that the existing potable water supply will meet the resort's needs throughout development.

The local phone company has committed to providing 400+ telephone lines to the project.

Excellent cellular phone reception already exists at the project site.

Cable TV services will be available in Esterillos Oeste by the first quarter of 2006.

E-1 high speed internet lines will service the project site, and both wireless and secure (hard-line) internet access will be available to residents and hotel guests.

All utilities will be housed underground.

State-of-the-art sewage treatment plants will be constructed to service both the hotel and the residential areas.



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GENERAL PROJECT DESCRIPTION

The master plan for Las Olas Luxury Beach Resort includes:

A 60 Plus-room beachfront hotel-condo hotel with fine dining and casual restaurants, banquet/meeting facilities, full-service tour agency, business center, fitness center, games room and sprawling, free-form swimming pool. These units will be timeshared and timeshare financing will be offered.

9 larger parcels will be set aside for condo units and will also be timeshared.

288 home lots will be offered and developers will construct the homes at preferred prices. Developer will also offer mortgage financing for the lot/home package.

Community recreational area with two tennis courts and mini-golf facility.

Spa and fitness complex and commercial space.



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PROPOSED RESORT SERVICES

24-hour guard gated security and monitored alarm systems.

Full-service tour desk and business center.

Professionally-managed homeowner associations for residential communities.

Wireless and hard-wired internet access throughout the resort.

Hotel to offer facility membership program (fitness facility, games room and pool areas), room service and catering to residents as optional, fee-based services.

Commercial center to house essential services for residents and guests: souvenir shops, convenience store, café, law offices, clinic, pharmacy, car rental agency.

Property management company to offer maid service and rental management services to condominium owners.



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PHASE I PROJECT DESCRIPTION

The first phase of development will involve the construction of the following elements:

Main entry and landscaping along highway frontage.

Main road through project, finished in concrete pavers with adjacent golf cart paths.

Sales office and model unit (which will comprise the first phase of the commercial center).

Hotel complex and entry.

Two sewage treatment plants to service the beachfront complex and Pacific Village.



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DEVELOPMENT TEAM

Developers:

David Aven of Fort Lauderdale, Florida, is a successful entrepreneur who purchased the Las Olas site in 2001. Mr. Aven recently moved to Costa Rica to personally oversee the development of the project.

Sam Aven of Pearl River, New York, is a successful businessman working with his brother David Aven on the project. Mr. Aven has extensive business contacts and is working on pre-sales in the New York region. Mr. Aven is a personal friend and business associate of Nat Wasserstein.

David Janney of Orlando, Florida, is a highly experienced land developer and currently has a number of large projects under development in Florida and Georgia.

Roger Raguso will be in charge of overseeing all construction. He has extensive experience in residential resort development and currently is overseeing projects underway in the United States.

General Counsel:

Gavridge Perez is a well-known Costa Rican attorney specializing in real estate and commercial law and project development. His expertise in the law and real estate have been crucial in ensuring that the developers' contractual dealings are based upon terms and conditions that are in the best interest of the company and supported by solid Costa Rican law.

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PROJECT DEVELOPMENT TEAM (continued)

Director of Marketing and Sales:

Andrea Cooper, a Canadian citizen and resident of Costa Rica, recently joined the Las Olas development team after four years as Executive Director of Marketing and Communications for Los Sueños Resort and Marina. She also served as the Manager of Special Projects for Scotiabank de Costa Rica from 1999-2001.

Principal Architect:

Arquitectura y Diseño SCGMT (Salinas-Contreras-Guth-Molina-Trejos) has been contracted to design the initial phase of the project (as defined above). This Costa Rican firm has extensive experience in the design and development of luxury condominiums. Recent projects include Condado del Country (Escazu), Avalon (San José), Vista del Parque (San José), Condominio Monasterio (Escazú), Condominio Tulú (Escazú), Condado del Palacio (San José), Parque del Club (Nicaragua) and Torre del Parque (Panamá).

Landscape Architect:

EDSA of Fort Lauderdale, Florida, is designing all landscape elements (gardens, pools, walkways, roadways, exterior lighting) for the first phase of project development. With 45 years in the business and projects in 90 countries, EDSA is considered to be one of the world's leading planning, landscape architectural and graphic design firms. A full listing of their international projects and awards can be found at www.edsaplan.com.

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PROJECT DEVELOPMENT TEAM (continued)

Interior Designer:

Marí Jose Artiñano brings 15 years of interior design experience to the project team. From 2002-2005 she provided professional consulting services to Los Sueños Resort and Marina for the interior design of the Del Mar, Veranda, Riviera and Marbella residences, the latter of which were declared “Project of the Year” by the Costa Rican Real Estate Chamber in 2004.

Builder:

The first phase of Las Olas will be constructed by the Costa Rican firm, Desarrollos, Construcción e Ingeniería, S.A. (DECISA). The company has vast experience in the administration and construction of commercial, industrial and residential projects, with over 14 years in the business and 150 satisfied clients. Their portfolio of tourism projects includes three five-star hotels: the Four Seasons Residence Club at Papagayo, the Grand Papagayo Hotel managed by Occidental Hotels & Resorts and the Si Como No boutique hotel in Manuel Antonio. Recent residential projects in the Greater Metropolitan Area include Condado del Country (Escazu), consisting of 80 apartments, and Condominio El Monasterio (Escazu), consisting of 25 high-end villas. The company is currently constructing the Residencias Oro del Rio (Santa Ana), consisting of 22 luxury homes, and the Poro Poro Residences for Exclusive Resorts, consisting of 21 residences at the Papagayo Four Seasons property.

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INITIAL PRODUCT OFFERING: BEACH VILLAS



The beach villas will be located within the beachfront hotel complex and will be marketed as a timeshared ownership product. Units will enjoy unobstructed ocean views and 12 will have partial ocean views and pool views.

Total number of units approximately 44

Total area per unit: 2,145 square feet

Bedrooms: 3 (two of which are lock-outs)

Bathrooms: 3

Finish quality: high

Ownership structure: timeshared ownership

Average price: \$300,000/quarter share

INITIAL PRODUCT OFFERING: POOLSIDE VILLAS



The Poolside Villas will be located within the “Pacific Village” residential condominium complex located behind the hotel complex, approximately 300 yards from the beach. All units will be fee simple clear-titled units with garden and swimming pool views.

Total number of units: 30

Total area per unit: 2,006 square feet

Bedrooms: 3 (one of which is a lock-out)

Bathrooms: 3

Finish quality: high

Ownership structure: whole ownership

Proposed price: \$425,000



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INITIAL PRODUCT OFFERING: HILLSIDE VILLAS



The Hillside Villas will also be located within the “Pacific Village” residential condominium complex, yet will be constructed on a ridge behind the Poolside Villas. Each of the 12 clear-titled units will have panoramic resort views and limited ocean views.

Total number of units: 12

Total area per unit: 2,418 square feet

Bedrooms: 3 (two of which are lock-outs)

Bathrooms: 3

Finish quality: high

Ownership structure: whole ownership

Proposed price: \$525,000



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COMPETITIVE MARKET

The concept of master planned residential communities is still relatively new in Costa Rica. Los Sueños Resort and Marina, in Playa Heradura (15 miles north of Las Olas) was the first world-class development in the country and remains the closest competitor for the Las Olas project. A number of smaller residential projects on the Central Pacific Coast have attempted to “ride on the coattails” of Los Sueños, yet none have successful to date because of their poor quality of construction, lack of amenities and insufficient capital.

In recent years, a number of quality, master-planned communities have been developed in the Guanacaste province, located in the north-west region of the country, approximately six hours by car from Las Olas.

The following sections will provide a brief overview of the major residential resort communities, both in the immediate region and on a nationwide scale.



Las Olas
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DEL PACIFICO



Location:	Central Pacific
Proximity to Las Olas:	2 miles
Inauguration:	2003
Property Size:	1,000 acres
Full Build-Out Time:	unknown
Total Units Planned:	388
Total Units Sold:	9
Current Price Range:	\$175,000-\$725,000
Product mix:	Condos, villas, lots

Amenities:

Beach club; equestrian center; 40-acre rainforest preserve. Construction of 18-hole golf course, restaurants and commercial center planned for completion in 2007-08.

Competitive Advantages:

Through Barry Strudwick Seminars, the developer brings potential investors to Costa Rican and sells properties to seminar participants; excellent highway frontage; nice beach area.

Competitive Weaknesses:

Distant ocean views from residences interrupted by main coastal highway; poor quality of construction throughout resort; beachfront complex is incredibly rustic and located miles from residential areas; homeowner fees will be astronomical if golf course ends up being private, as currently planned.

Las Olas
Luxury Beach Resort

MONTEREY



Location:	Central Pacific
Proximity to Las Olas:	2 miles
Inauguration:	2001
Property Size:	4,000 acres
Full Build-Out Time:	unknown
Total Units Planned:	251
Total Units Sold:	will not disclose
Current Price Range:	\$289,000-\$525,000
Product mix:	Condos, villas, lots and large tracts of land

Amenities:

27-room beachfront hotel (can be used by residents); equestrian center; three restaurants; walking trail system; private airstrip for small planes; conference facility.

Competitive Advantages:

Through Russ Whitney Seminars, the developer brings potential investors to Costa Rican and sells large tracts of land to seminar participants, who hold the land for investment or develop residential communities; excellent highway frontage; nice beach area.

Competitive Weaknesses:

Distant ocean views from residences interrupted by main coastal highway; poor quality of construction throughout resort; heavy mosquito infestation due to large tracts of standing water; beachfront complex is miles from residential areas; service is mediocre at best.

Las Olas
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LOS SUENOS RESORT AND MARINA



Location: Central Pacific
Proximity to Las Olas: 15 miles
Inauguration: 1997
Property Size: 1,100 acres
Full Build-Out Time: 15 years
Total Units Planned: 1,000
Total Units Sold: 400
Current Price Range: \$595,000 to \$1,300,000

Product mix: Homes, Condos, Condo/hotel Units

Amenities:

210-room Marriott hotel; private beach club, 200-slip marina; large commercial center; 18-hole golf course; on-site medical clinic; 600-acre private rainforest reserve.

Competitive Advantages:

The only sophisticated marina in the country; high-quality of construction; one of the most popular hotels in the country; excellent reputation; professional sales staff.

Competitive Weaknesses:

Dirty, dark sand beach; extremely inflated real estate prices (which has led to the exclusion of the Costa Rican, Canadian and European markets); cheap finishes on entry-level products.

Las Olas
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VILLA CALETAS



Location:	Central Pacific
Proximity to Las Olas:	17 miles
Inauguration:	1993
Property Size:	618 acres
Full Build-Out Time:	5 years minimum
Total Units Planned:	20 minimum
Total Units Sold:	0 (launching 02/06)
Current Price Range:	\$1.5-\$10 million
Product mix:	Palatial estates and beach villas

Amenities:

41-room boutique hotel; restaurant; small spa with basic services; amphitheater with frequent live entertainment; beach club.

Competitive Advantages:

Best panoramic views in country; one of the most renowned boutique hotels; the largest vacation homes on the market (estates average 25,000 sq feet and beach villas average 4,000 sq feet); excellent security; 90% of land covered by rainforest; three beaches with private access road; fulfills a niche market (classic European architecture); hotel generates a qualified clientele for real estate.

Competitive Weaknesses:

No defined master plan, limited green areas; architectural style does not have mass appeal; all homes hang off cliffs; considerable distance to nearby shopping and financial centers (25 minutes by car); beach access is cumbersome; poor customer service.

Las Olas
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NATIVA RESORT



Location:	Central Pacific
Proximity to Las Olas:	30 miles
Inauguration:	2001
Property Size:	260 acres
Full Build-Out Time:	TBD
Total Units Planned:	TBD
Total Units Sold:	80
Current Price Range:	\$225,000 to \$325,000
Product mix:	Condos, villas, lots

Amenities:

Helicopter landing pad; club house for residents with restaurant, bar, tennis and pool (under construction); 29-room boutique hotel and spa (under construction); small commercial center (under construction).

Competitive Advantages:

Located on the edge of Carara National Park; rainforest and mangrove activities nearby; panoramic ocean views from residences; heavily forested with many wildlife viewing opportunities.

Competitive Weaknesses:

Has changed ownership three times since inception; original home sites and main road were destroyed by landslide; no beach access from resort; neighboring beaches are among the most polluted in the country; limited amenities at this time; considerable distance to nearby shopping and financial centers (25 minutes by car).

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PENINSULA PAPAGAYO



Location:	Guanacaste
Proximity to Las Olas:	150 miles
Inauguration:	2002
Property Size:	2,400 acres
Full Build-Out Time:	12 years
Total Units Planned:	1,500
Total Units Sold:	will not disclose, estimated at 100+
Current Price Range:	\$550,000 to \$7,000,000
Product mix:	Villas, lots and fractional condos

Amenities:

165-room Four Seasons hotel; 18-hole signature Arnold Palmer golf course; world-class spa. The resort will eventually be home to eight additional hotels, two additional golf courses and a 355-slip marina.

Competitive Advantages:

The only luxury-flagged hotel in the country; the best golf course in the country; two beautiful, white sand beaches and breathtaking ocean vistas; high-quality of construction and service; closest destination resort to Daniel Oduber International Airport in Liberia (major appeal for private jet owners).

Competitive Weaknesses:

Few attractions and activities nearby; astronomical price points for real estate products.

Las Olas
Luxury Beach Resort

RESERVA CONCHAL



Location:	Guanacaste
Proximity to Las Olas:	150 miles
Inauguration:	1997
Property Size:	2,300 acres
Full Build-Out Time:	25 years
Total Units Planned:	TBD (1000+)
Total Units Sold:	88
Current Price Range:	\$740,000 to \$1,550,000
Product mix:	Condos, villas, lots townhomes

Amenities:

308-room, all-inclusive Paradisus (Melia) hotel; casino and convention facilities; 18-hole golf course; small spa; kids club; 95-acre mangrove reserve.

Competitive Advantages:

Beautiful, white sand beach; popular hotel for group travel; excellent dining options; one of the best golf courses in the country; proximity to Daniel Oduber International Airport in Liberia and Tamarindo regional airport.

Competitive Weaknesses:

Highways are in severe disrepair; condos are poorly constructed with cheap finishes; no formal real estate sales office and poorly trained staff; poor quality marketing materials; few attractions and activities nearby.

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HACIENDA PINILLA



Location:	Guanacaste
Proximity to Las Olas:	150 miles
Inauguration:	2000
Property Size:	4,500 acres
Construction Time:	unknown
Total Units Planned:	TBD (1000+)
Total Units Sold:	84
Current Price Range:	\$580,000 - \$740,000
Product mix:	Condos, villas, lots

Amenities:

18-hole golf course; two boutique hotels (38 rooms in total); tennis club; stables; 16 kilometers of nature trails.

Competitive Advantages:

Three miles of beachfront (six individual, white sand beaches); proximity to Daniel Oduber International Airport in Liberia and Tamarindo regional airport; excellent golf course; soon to be home to Costa Rica's first JW Marriott Hotel (to open in 2008).

Competitive Weaknesses:

Highways are in severe disrepair; condominiums are poorly constructed with cheap finishes; no formal real estate sales office and poorly trained staff; few attractions and activities nearby.

Las Olas
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LAS OLAS COMPETITIVE ADVANTAGES

Las Olas is located in one of the most popular regions of the country for tourists and vacation home buyers. It enjoys excellent proximity to the capital city of San José, is accessed by one of the better-maintained highways in the country and is within minutes of a multitude of well-established tourist attractions and rainforest and ocean-based activities. In fact, the most popular tourist activities—sun and beach, nature walks, hiking, bird watching, rafting, sport fishing, snorkeling and surfing—can all be found within a 35-mile radius of the resort.

Beachfront real estate in Costa Rica is at a premium, yet there are currently no master-planned communities in the Central Pacific Coast region that boast a pristine beachfront environment. Perhaps the single-greatest competitive advantage that Las Olas will have is the fact that Playa Esterillos Oeste is a beautiful, light sand beach renowned for its cleanliness, abundance of shade trees and excellent surf.

Poorly constructed vacation homes with distant ocean views and cumbersome beach access currently fetch up to \$725,000 in the Central Pacific Coast region and up to \$1.55 million in Guanacaste. This makes the proposed Las Olas properties an incredible value given their excellent quality of construction and proximity to a beautiful beach.

With a well-implemented marketing strategy, quality presentation materials and professionally-staffed sales office, Las Olas will stand out from the competition and inspire buyer confidence in its residential products.

Las Olas

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LAS OLAS TARGET MARKET

The Las Olas target market will be affluent foreign and local real estate buyers seeking a luxurious beachfront living experience.

The developers of Las Olas seek to offer a high quality product within a beach-oriented residential resort environment at a significantly more accessible price than other high-end resorts in the country. Given the high quality of the construction, finishes and amenities at the resort, Las Olas will likely attract many prospects from the neighboring Monterey and Del Pacífico projects (poor quality) and the nearby Los Sueños Resort (ugly beach and inflated real estate prices).

Characteristics of the target market:

90% will be North American, with heavy representation from the states of Florida, Texas, California, New Jersey, New York and Georgia.

Most will be mature couples who are semi-retired, although it is expected that many affluent couples with teenage children will be attracted to the resort for its proximity to local attractions (particularly surfing and adventure travel activities).

Given the price points, most buyers will be successful entrepreneurs or highly-paid professionals.

The majority will be highly active individuals who love the outdoors and appreciate Costa Rica's unique natural environment and opportunities for adventure travel.

Las Olas
Luxury Beach Resort

LAS OLAS MARKETING STRATEGY

Web-based advertising: “Costa Rica real estate”, “Costa Rica resorts” and “Costa Rica vacations” enjoy high keyword rankings, yet all of Las Olas’ competitors are poorly represented on organic search results. Las Olas will invest heavily in search engine optimization to ensure that it achieves top positioning on the major engines. In addition, an extensive pay-per-bid campaign will be launched to ensure a strong internet presence during the first three to six months of operation while organic search rankings improve. The company’s URL is www.olasbeachresort.com.

Print-based advertising: Advertising campaigns will be launched in publications targeting the vacation home buyers, such as Robb Report Vacation Homes and Unique Homes magazines. All advertising will direct the audience to visit the Las Olas website or call a US-based toll-free number for further information.

Outdoor advertising: Las Olas has the advantage of owning over a half-mile of highway frontage on one of the most heavily traveled tourist routes in the country. An effective signage campaign will direct “drive by” customers to the Las Olas sales office located at the project site, where they will be greeted by a professional sales staff and escorted through a full-size model unit.

Broker cooperation: One of the most valuable allies that Las Olas will have, particularly in the initial phase, is the group of independent real estate brokers in the Jacó/Herradura area who have a number of well-qualified clients looking for quality beachfront properties and no inventory to sell. An attractive referral commission will guarantee that local brokers actively participate in the Las Olas pre-sale program.

Las Olas
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CONTACT US TODAY FOR MORE INFORMATION

Las Olas Luxry Beach Resort

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The two hectares of land designated for the hotel complex and beach villas and will be sold as either fractional or timeshared units. Property is held in a 20 year renewable concession with the Municipality of Parrita. The parcel is zoned for tourism hotel/condo development.

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