

Marketing & Advertising Strategy

Targeted Investor-Buyer Acquisition Plan for 1123 N Ocean Shore Blvd,
Flagler Beach, FL

1. Targeted Facebook Advertising

- **Ad Category:** Utilize the 'Special Ad Category for Housing' to comply with platform regulations while reaching potential buyers.
- **Interest-Based Targeting:** Focus on interests such as Real Estate Investing, Passive Income, Return on Investment (ROI), and Airbnb/VRBO Hosting.
- **Creative Strategy:** Use 'Revenue-First' headlines like 'Rare TC-Zoned Oceanfront: 100% Legal STR with No Flood Insurance Required.'
- **Visuals:** High-quality drone footage emphasizing the 'Ridge' elevation and proximity to the pier, plus a walkthrough video highlighting the Everlast siding.

2. High-Impact Facebook Groups

- **Florida Real Estate Investors:** Target state-wide cash buyers looking for coastal assets.
- **Short Term Rental University / Airbnb Professional Hosts:** Connect with veteran operators looking to expand into stable, zoned markets.
- **BiggerPockets Florida Real Estate:** Reach analytical investors who prioritize cap rates and zoning security.
- **Flagler County Real Estate & Local Business:** Engage local buyers familiar with the unique value of the North Ocean Shore ridge.

3. Data-Driven Marketing Assets

- **The 'Pro-Forma' Packet:** Create a comprehensive PDF including actual rental history, projected ROI, and zoning documentation to satisfy professional due diligence.
- **Direct Mail Targeting:** Send high-end mailers to property owners in high-wealth inland areas like Winter Park, Orlando, and Ocala who seek coastal secondary income.
- **STR Specialist Realtors:** Network with niche agents who maintain 'pocket lists' of investors specifically hunting for TC-zoned properties.

4. Key Marketing 'Hooks'

- **Regulatory Immunity:** Emphasize the TC zoning and active permit as a safeguard against the STR bans seen in other coastal regions.
- **The Elevation Premium:** Highlight the 'Zone X' status—an oceanfront property that does not require mandatory flood insurance is a massive financial incentive.
- **Maintenance-Free Luxury:** Position the Everlast siding as a solution to coastal weather concerns, appealing to investors wanting low-overhead management.