Proposal

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Currency USD

Provider

Promoplug GmbH
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10623 Berlin
Germany

Contact
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Client

Khodan Finanz LLC
[Street]
[City, State ZIP]
USA

Contact
[Name] ([Email])

Summary - 30-Day Video Lead Test, North Carolina and Florida

Khodan Finanz LLC wants qualified mortgage leads in North Carolina and Florida: real estate investors, fix and flip buyers and self-employed buyers with loan amounts of $300,000 and up. Promoplug runs a 30-day test with short-form video on Instagram, Facebook and TikTok to find the message and format that brings these leads.

Promoplug writes hooks and scripts based on more than 5,000 tracked campaign videos, produces 12 videos in English and Spanish on one shoot day in Miami and sets up lead forms in both languages that only pass on relevant contacts. Khodan Finanz decides before the shoot who appears on camera, a team member or a bilingual UGC creator, provides its ad account, approves every script and ad through its compliance team and calls incoming leads directly.

Services

Service	Unit price	Qty	Net
Strategy, Hooks & Scripts • Analysis of the investor and self-employed buyer niche in NC and FL • Hooks and scripts for 12 videos based on Promoplug performance data • Shot list and briefing for creator and videographer • Final report with learnings and next steps	$1,200.00	1	$1,200.00
Social Content Asset (Full Service, per asset) • Concept, production and post-production per asset • Shot on one shoot day in Miami with a local videographer • Vertical formats for Reels, Facebook and TikTok, with captions • Versions in English and Spanish with hook variations for testing	$350.00	12	$4,200.00
Lead Funnel Setup • Lead forms in English and Spanish in the ad account of Khodan Finanz • Qualifying questions on state, loan amount, purpose and employment status • Tracking and lead handover to the loan officer	$1,000.00	1	$1,000.00
Media Buying & Campaign Handling, 30 days • Campaigns in the special ad category for credit, targeted to NC and FL • Ongoing optimization toward qualified leads • Weekly report on spend, leads and cost per lead	$2,000.00	1	$2,000.00

Period: 30-day test, start December 2026

Total net	$8,400.00
VAT	Reverse charge
Amount payable	**$8,400.00**

Term

The test runs for 30 days from the launch of the first campaign. Afterwards both parties review the results and decide on a continuation.

Payment terms

50 % of the net fee is due upon acceptance of this proposal, the remaining 50 % upon completion of the test, payable within 14 days of the invoice date. Promoplug GmbH is based in Germany, the place of supply is the client's place of business. The invoice is issued without German VAT under the reverse charge procedure.

Option, ad budget and talent

Without position 4 (Khodan Finanz runs the campaigns itself) the total net fee is $6,400.00. The ad budget is paid by Khodan Finanz directly to Meta and is at least $2,000 for the test, Promoplug recommends $3,000 to cover both languages and both states. If a UGC creator appears on camera, the creator fee is invoiced at cost after approval, expected between $500 and $1,000.

Results and compensation

Promoplug guarantees the services listed above, not a number of leads or a cost per lead. Promoplug is paid a flat fee only, no fee is tied to closings or funded loans.

Revisions and usage rights

Each video includes two revision rounds on the script and two on the edit. All content may be used by Khodan Finanz without limits in time, territory or media, including paid media. Videos in which the creator portrays a customer are labeled as actor portrayal. Both parties keep this agreement confidential, place of jurisdiction is Berlin, Germany.

Acceptance

By signing, both parties confirm that they accept the services and conditions set out in this document.

On behalf of the client

[Name]

Signature, date

On behalf of the provider

Julius Lutz

Signature, date

How the videos look

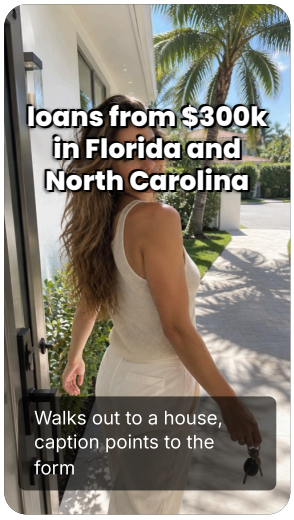
Three examples of the formats we would shoot in Miami. Each video starts with a hook as on-screen text in the first second, so it works with and without sound. Every concept is produced in English and in Spanish. Final wording follows the products and the compliance approval of Khodan Finanz. The stills are AI-generated mood images, the real shoot happens with the person Khodan Finanz chooses.

Self-employed buyer, POV text

Format: POV text over everyday scenes, no talking needed · Target: self-employed buyers with cash and assets







Why it works: POV hooks put the viewer in the scene in one line. The target group knows this exact moment.

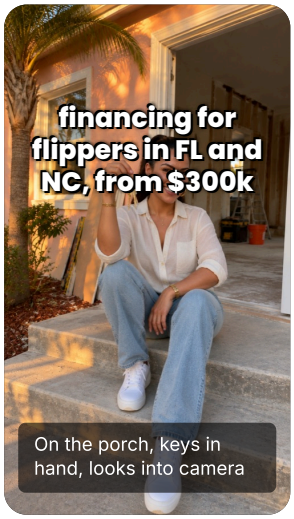
Spanish hook:
POV: el banco te dijo que no porque trabajas por tu cuenta

Fix and flip walkthrough, screen text

Format: walk-through of a property in Miami with screen text and short voiceover · Target: flippers and real estate investors







Why it works: POV hook plus a real property, and before and after is the strongest flip format in our scan. Flippers watch walk-throughs every day, this one ends with the money side.

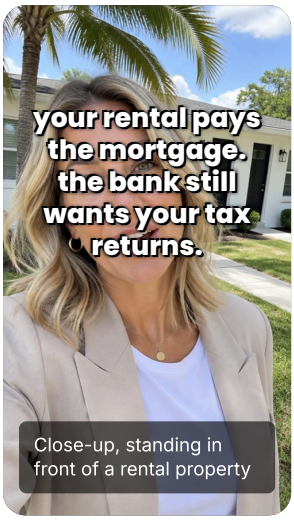
Spanish hook:
POV: encontraste la casa y un comprador en efectivo ya está llamando

One more format and the rules

The third format puts a face on camera. That can be a team member of Khodan Finanz or a bilingual UGC creator, which Khodan Finanz decides before the shoot.

Rental investor, talking head with text

Format: one person speaks to camera, key lines as screen text · Target: investors with rental properties







Why it works: a tension every investor knows, said by a real person. Builds trust before the call.

Spanish hook:
Tu propiedad paga la hipoteca. El banco igual quiere tus impuestos.

What every video follows

No interest rates or approval promises in the videos. NMLS details and disclosures go into caption and lead form as Khodan Finanz requires.

Scenes in which a creator plays a customer are labeled as actor portrayal.

Hooks follow a TikTok scan of 2,472 videos in this niche plus patterns from more than 5,000 of our own campaign videos. In the test each concept runs with two to three hook variations, the data decides which one gets the budget.

All three formats can grow into a series. One case per episode keeps people coming back to the profile, and the profile is where the trust for a $300k loan is built.

Who we are

Promoplug is a short-form video agency from Berlin, founded in 2023. We work for record labels, festivals and brands, plan the formats with data and produce with our own team and creator network.

5,400+
campaign videos since 2024

196M+
views on these videos

180
campaigns

Selected clients and cases

34M+	**Hotbox Sampler Camp**	Rap culture content around a producer camp
24M+	**Rock am Ring**	Social content for one of Europe's biggest rock festivals
3.7M	**GIZEH**	Brought a lifestyle brand onto TikTok with culture-first formats
1.7M+	**Warner International**	Catalog songs pushed again through our creator network
#1	**Provinz**	Album campaign that reached number one in the German charts

Discover our clients and cases

promoplug.de/#cases · the website is in German, every case has video examples

Contact

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