

NEWSLETTER



The Future of Nigerian Real Estate Amid Recession Fears

FROM THE HEADLINES

The Nigerian real estate and construction sectors have experienced remarkable growth over the past few years, mainly due to population growth, urbanization, and the increased demand for housing. The sectors have also contributed significantly to Nigeria's Gross Domestic Product, with a total contribution of N8.9tn reported in the fourth quarter of 2022. Despite the challenges posed by high interest rates, inflation, and a reduction in foreign investments, the sector's GDP contribution reached N28.9tn.

A speculative recession can occur when investors start selling off their assets due to concerns about future economic growth. Nigeria's current economic trends, which include government policies, politically related activities, and an impending transition in government, have led to a wait-and-see approach by potential investors in the real estate industry. Additionally, the industry's reliance on foreign exchange for importing materials required for projects has caused property prices to plummet. This has left developers struggling to complete projects or sell completed projects, ultimately reducing the demand for property.

An economy's Gross Domestic Product (GDP), unemployment rates, business investments, interest rates, and stock market performance are all indicators that provide insight into its performance and can be used to predict the onset of a recession. While the global perspective of an economic recession is not unique to Nigeria, the country must take proactive steps to address the challenges affecting the real estate industry.

As industry players, we must embrace innovative and sustainable project finance to ensure that the industry remains resilient to the speculative recession. This will ensure that the industry continues to contribute to the country's economic growth. While the real estate industry in Nigeria faces a difficult period, with effective problem-solving strategies, the industry can overcome these challenges and thrive in the future.

Aliyu Aliyu
Chief Executive Officer
Bilaad Realty Ltd



THE FUTURE OF NIGERIAN REAL ESTATE AMID RECESSION FEARS

WITH EMPHASIS ON OUR PERSPECTIVE

Housing demand is primarily driven by the rapid growth of the population, urbanization, and the rise of the middle class, which has led to a rapid increase in demand for housing. This demand has led to the construction of new housing units across the country, with Lagos and Abuja being the major hubs for real estate development.

However, the industry is also characterized by a high level of speculation, with investors buying and holding onto properties in anticipation of price appreciation. This has led to a situation where there is a significant amount of unsold inventory in the market, leading to concerns about the potential for a speculative recession.

The Nigerian real estate industry is at risk of a speculative recession due to several factors. Firstly, the high level of speculation in the industry has led to a significant oversupply of housing units, which could lead to a sudden drop in prices. This oversupply has been fueled by the government's drive to provide affordable housing to its citizens, resulting in the construction of large-scale housing projects across the country. Secondly, the industry is also vulnerable to external shocks, such as changes in government policies, global economic downturns, among others.

Moving forward, the Nigerian real estate industry needs to adopt sustainable and responsible practices to ensure long-term growth and stability:

1. Maintain a culture of transparency and accountability

The lack of transparency in the Nigerian real estate industry has been a significant factor contributing to the high level of speculation and potential for a speculative recession. Therefore, the industry needs to adopt more transparent and accountable practices to restore confidence in the market.

One way to achieve this is through the adoption of international best practices in property valuation, registration, and financing. This would involve the establishment of a central database of property transactions, the use of standardized property valuation methods, and the development of a comprehensive legal framework to regulate property ownership and financing.

2. Encourage the development of affordable housing

The real estate industry can focus on providing affordable housing solutions that meet the needs of the average Nigerian. The Nigerian government's drive to provide affordable housing for its citizens has led to an oversupply

of housing units, which has contributed to the potential for a speculative recession. However, the industry can still meet the demand for housing while promoting affordability by adopting innovative approaches to financing, such as the use of mortgage-backed securities and public-private partnerships. By implementing policies that encourage foreign investment, reducing bureaucratic hurdles, and offering incentives for developers, the government can help to stimulate growth in the industry.

3. Innovate and invest in technology.

The use of virtual reality and other advanced technologies can help to showcase properties to potential buyers, even if they are not physically present. This can expand the customer base and increase the likelihood of sales.

4. Make a commitment to sustainability and environmental responsibility.

As the world becomes more environmentally conscious, there is an increasing demand for sustainable and eco-friendly housing solutions. Real estate firms that can provide such solutions will be well-positioned to meet this demand and stand out in the market.

In conclusion, despite the current challenges facing the Nigerian real estate industry, there are several ways that the industry can continue to grow and thrive in the coming years. By focusing on affordability, innovation, government support, and sustainability, the industry can remain resilient and contribute to the country's economic growth.

At Bilaad Realty, we are well-positioned to navigate the current challenges facing the Nigerian real estate industry as we contribute to the country's economic growth by offering Affordable Housing with innovative technologies with a focus on sustainability and environmental responsibility.



PROPERTY TYPE

NEW



BILAAD PREMIUM BARBADOS, GUZAPE DISTRICT, ABUJA FCT

Barbados by Bilaad Realty is a 3.13 Hectare land located in the heart of Guzape District, Abuja FCT. This estate comprises of 24 units of 5-bedroom Holiday Villas and 63 units of resort apartments in a secure, serene, and convenient environment for growing families.

HOUSE TYPES



ONYX

5 BEDROOM - VILLA
 447m² Net-Floor Area

\$705, 467.37 / N526,984,125.39
 (Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
 ALL ROOM WARDROBES



BILAAD PREMIUM MALDIVES, GWARINPA II, ABUJA FCT

Maldives by Bilaad Realty is a 1.29 Hectare land located in the heart of Gwarinpa II, Abuja FCT designed to cater for individuals with high taste and appeal for comfort. This estate comprises of 19 units of our spacious stand-alone Onyx homes in a secure and serene environment.

HOUSE TYPES



ONYX

5 BEDROOM - VILLA
447m² Net-Floor Area

\$770,500.00 / N575,563,500.00
(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES

DISCLAIMER: Please note that the images and floor plans contained in this newsletter may vary from unit to unit where specific-homeowner alterations have been made. The images are general in nature and are not a substitute for professional advice. Fittings and finishing of unit interiors (living room, kitchen, bathroom etc.) are optional and in no way affect the price or rates payable (if any) of listed properties. We have used our best endeavors to ensure that the information contained herein is accurate and not misleading in anyway. Note further that prices and payment plans are subject to change.

PROPERTY TYPE



BILAAD PREMIUM

THE BAHAMAS, MAITAMA II, ABUJA FCT

The Bahamas by Bilaad Realty is an 11.37 Hectare land located in the heart of Maitama II, Abuja FCT. This estate comprises of 505 units of our premium homes in a secure, serene, and convenient environment. Suitable for growing families.

HOUSE TYPES

**ONYX**

5 BEDROOM - VILLA

447m² Net-Floor Area

\$625,000.00 / N466,875,000.00

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES

**AMETHYST**

4 BEDROOM - TWIN VILLA

343m² Net-Floor Area

\$479,166.67 / N357,937,502.49

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES

**OPAL**

4 BEDROOM - TOWNHOUSE

279m² Net-Floor Area

\$333,333.3 / N248,999,997.51

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES

**PETALITE**

3 BEDROOM - APARTMENT

230m² Net-Floor Area

\$250,000.00 / N186,750,000.00

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES

**AMMOLITE**

2 BEDROOM - PENTHOUSE

235m² Net-Floor Area

\$208,333.33 / N155,624,997.51

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES

NOT AVAILABLE

DISCLAIMER: Please note that the images and floor plans contained in this newsletter may vary from unit to unit where specific-homeowner alterations have been made. The images are general in nature and are not a substitute for professional advice. Fittings and finishing of unit interiors (living room, kitchen, bathroom etc.) are optional and in no way affect the price or rates payable (if any) of listed properties. We have used our best endeavors to ensure that the information contained herein is accurate and not misleading in anyway. Note further that prices and payment plans are subject to change.

**FLUORITE**

2 BEDROOM - APARTMENT

170m² Net-Floor Area

\$187,500.00 / N140,062,500.00

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES**AZURITE**

1 BEDROOM - PENTHOUSE

170m² Net-Floor Area

\$156,250.00 / N116,718,750.00

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES**NOT AVAILABLE****IOLITE**

1 BEDROOM - APARTMENT

75m² Net-Floor Area

\$104,166.67 / N77,812,502.49

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES**JADEITE**

STUDIO APARTMENT

43m² Net-Floor Area

\$72,916.67 / N54,468,752.49

(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES
ALL ROOM WARDROBES

BILAAD PREMIUM BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA FCT

Bali Island by Bilaad Realty is a 9.28 Hectare land located in the heart of Kafe District, Abuja FCT. This estate comprises of about 412 units of 4 different precious homes in a secure, serene, and convenient environment for growing families.

HOUSE TYPES

12 MONTH PAYMENT PLAN ON BALI ISLAND PROPERTIES

**SAPPHIRE**

5 BEDROOM - VILLA

447m² Net-Floor Area

\$427,934.08 / N319,666,757.76

(Naira value tied to exchange rate)

Elevator
Kitchen Cabinet
Wardrobes
Inverter**ON REQUEST**

PROPERTY TYPE

HOUSE TYPES

**AMETHYST**

4 BEDROOM - TWIN VILLA

343m² Net-Floor Area

Kitchen Cabinet
Wardrobes
Inverter

\$332,837.62 / N248,629,702.14

(Naira value tied to exchange rate)

ON REQUEST**OPAL**

4 BEDROOM - TOWNHOUSE

279m² Net-Floor Area

Kitchen Cabinet
Wardrobes
Inverter

\$247,250.81/ N184,696,355.07

(Naira value tied to exchange rate)

ON REQUEST

HOT DEALS

PRODUCT NAME: VERMARINE**SPECIFICATIONS: 1 BEDROOM APARTMENT**

LOCATION:
BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: OPAL**SPECIFICATIONS: 4 BEDROOM TOWNHOUSE**

LOCATION:
BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: AMETRINE**SPECIFICATIONS: 2 BEDROOM APARTMENT**

LOCATION:
BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: AMETHYST**SPECIFICATIONS: 4 BEDROOM TOWNHOUSE**

LOCATION:
BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: AVENTURINE**SPECIFICATIONS: 3 BEDROOM APARTMENT**

LOCATION:
BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: SAPPHIRE**SPECIFICATIONS: 5 BEDROOM VILLA**







LOCATION 1: FIJI ISLAND, JABI DISTRICT, ABUJA
LOCATION 2: BALI ISLAND, LIFE CAMP, ABUJA

PRODUCT NAME: TOPAZ**SPECIFICATIONS: 3 BEDROOM APARTMENT + BQ****LOCATION 1:** BALI ISLAND, LIFE CAMP, ABUJA

18 MONTH PAYMENT PLAN ON ALL PROPERTY TYPES

Payment flexibility is important when it comes to home ownership. Across our different housing categories, we offer a minimum of 18 months in order to provide reasonable convenience for customers. Furthermore, we are working closely with financial institutions to provide alternative financing options worth considering by clients to enable them secure a great investment at the same time.

PAYMENT SCHEDULE

Month 0 (initial Payment)		25%
Month 3		20%
Month 6		20%
Month 9		15%
Month 12		10%
Month 18		10%
TOTAL		100%

5%

**DISCOUNTS ON
OUTRIGHT PAYMENTS**

ESTATE FACILITIES



RECREATION



GYM



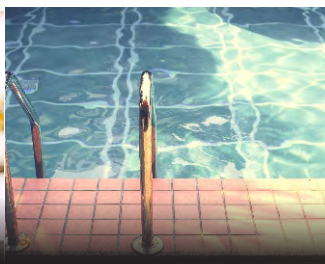
CCTV SURVEILLANCE
AND SECURITY



CENTRAL GAS SYSTEM



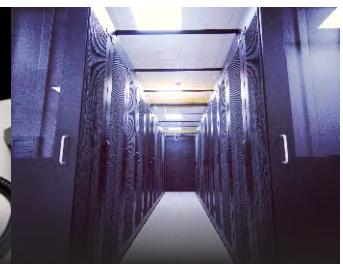
HOME AUTOMATION



SWIMMING POOL



INTERCOMM



FIBRE OPTICS
CONNECTIVITY

ENJOY UNRESTRICTED ACCESS



Airport
Lounge



Gaming
Arcade



Selected
Stores



Gym & Sports
Academy



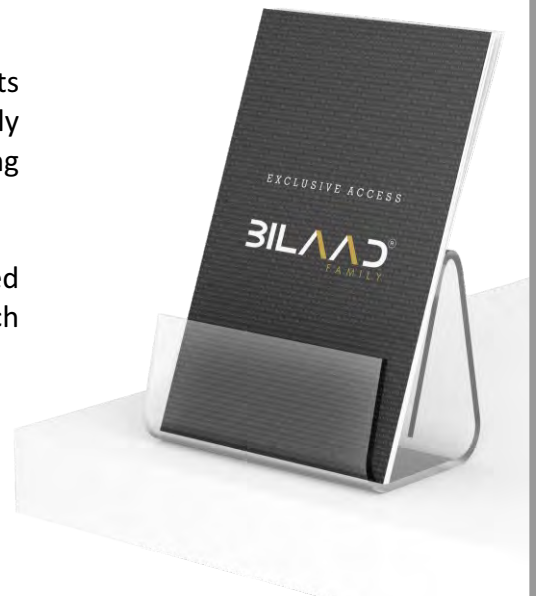
Hotels

Introducing Bilaad Family

In line with our corporate goals and objectives of ensuring clients are recipients of an unmatched service experience, Bilaad Family was created to add an extra touch of value to all our existing homeowners through a customer reward bundle.

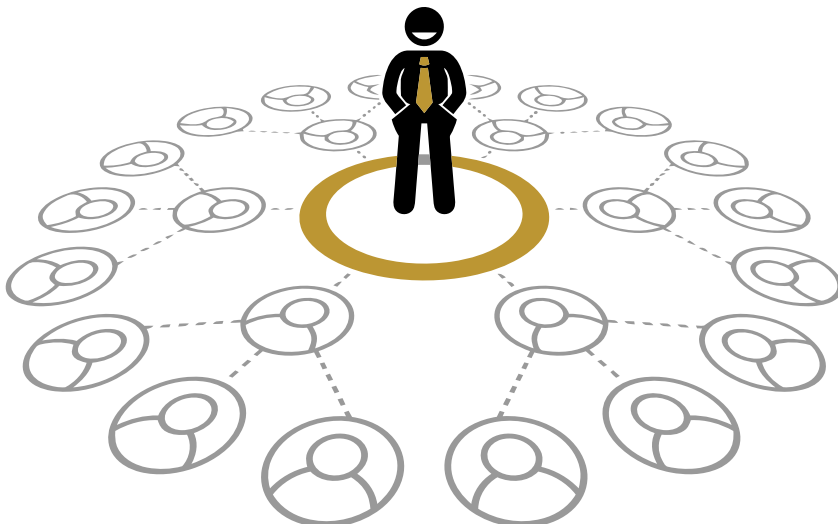
This exclusive membership will provide our clients unrestricted access to airport VIP lounges, hotel stay discounts, and much more.

Join the BILAAD Family and get a feel of the BILAAD experience.



BECOME AN **AFFILIATE**

Enjoy alternative source of income by joining our affiliate program.
Simply **refer and earn up to 5%** commission on every sale.



Join our
AFFILIATE PROGRAMME
to secure a lifetime of
unlimited income.

FOR INQUIRIES, CALL:
0908 837 3752



GEM HUNT: THE **FUTURE** IN PERSPECTIVE



Business Opportunities



Networking



Brand Awareness

PROUDLY SPONSORED BY:



HI-TECH CONSTRUCTION LTD



KAL
GROUP



MINIMAL
CONCEPTS



BE A PART OF THE FUTURE

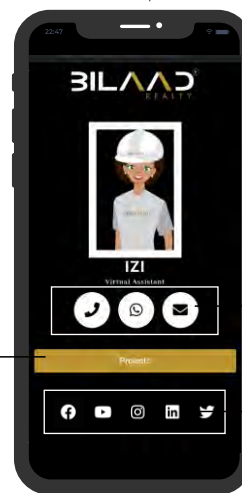
www.bilaaddevelopmenttrust.com

REACHING US JUST GOT IZI

Hey there! My name is Izi, your virtual assistant.
I'm here to take you on an Izi ride around Bilaad Realty.



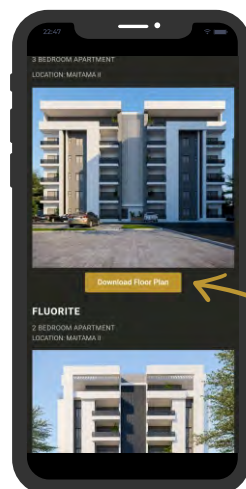
1. SCAN THE QR CODE
(it's izi!! Just use your phone camera)



2. CALL, CHAT OR EMAIL BY CLICKING ON ANY OF THESE BUTTONS

(make inquiries and schedule tours)

3. CLICK ON THE PROJECT BUTTON TO FIND OUT ABOUT ALL OUR PROJECTS
(finding a new home just got izi'er)



you can also download floorplans (and an e-copy of this newsletter)

4. CLICK ON ANY OF THE ICONS FOR UPDATES ON SOCIAL MEDIA

(we love interacting with you)



Suite 205, Wing A, Shashilga Court, Jahi, Abuja FCT | +234 700 222 2111

www.bilaadnigeria.com, info@bilaadnigeria.com