





**BILAAD REALTY** is a value-based firm in Nigeria, aimed at delivering sustainable real estate solutions that flourish as investments. Through our world-class portfolio of integrated communities, we shape new lifestyles with a focus on customer satisfaction, design excellence, build quality and timely delivery.



## **MESSAGE FROM THE CHIEF EXECUTIVE OFFICER**

For us at Bilaad Realty, the roadmap to sustainable living is inevitably an interesting journey and serves as a template for all our endeavors. It involves multi-faceted issues around finance, building technology, location, customer preference and viable solutions. This continuously boosts our drive to keep you satisfied without compromising on quality and standards.

Our business model stems from a corporate philosophy of “Sustainability” and seeks to address residential and commercial property ownership challenges.

We look forward to welcoming you to the Bilaad Family where we work toward fulfilling your investment or future property ownership aspirations.

**ALIYU ALIYU**

CHIEF EXECUTIVE OFFICER, BILAAD REALTY



## OUR VISION

To be a market leader with global reach, engendering partnerships and standards, in provision of sustainable real estate solutions.

## OUR CORE VALUES

- *Integrity*
- *Excellence*
- *Efficiency*
- *Ethics*

Our code of business ethics encapsulates the role and importance of our core values which influences decision making and allows our activities, employees, and representatives to conform with acceptable standards within society.

## OUR MISSION

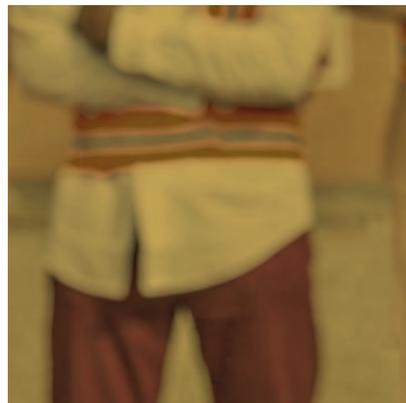
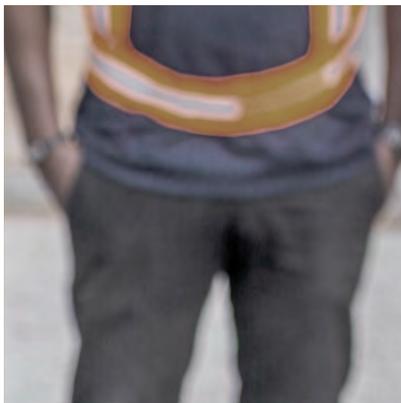
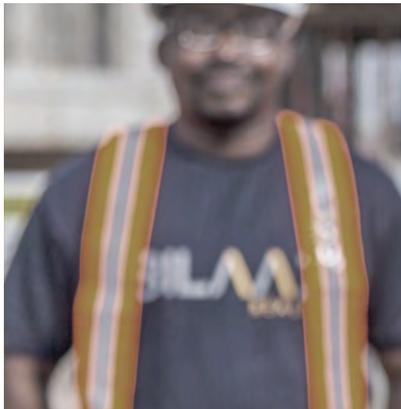
Ensuring clients and customers are recipients of an unmatched service experience for property ownership, underscored by quality, security, attention to detail and guaranteed long term returns on investment.



## WHO WE ARE

We are your sustainable partner in real estate with proven competencies in satisfying customers with exceptional taste. Driven by an internal team of talented professionals whose combined breadth of experience includes all areas of real estate development, Bilaad Realty has been earning and keeping clients' trust with an unwavering commitment to white-glove service, expertise, and integrity.

We pick the values that drive towards Nigeria's improvement and greatness by aligning with the Sustainable Development Goals (SDGS) 2030, and adapting them to our day to day activities in achieving sustainable real estate solutions. We will continue to build from our past, while also keeping a keen eye on industry developments, optimizing our tools, systems and methodologies, in line with relevant new technologies to ensure we reach our fullest potential in meeting the progressing needs of our clients and the nation we serve.



## STRATEGIC OBJECTIVES

A



Sustainable  
Investment

Ensuring that one's property investment brings the hoped-for returns – both in terms of investment value and in lifestyle benefits, we offer guidance on a comprehensive range of investment options, cultivating investment that seeks to combat climate change, while promoting corporate responsibility.



B



Sustainable  
Environment

Taking cognizance of the growing concerns and need for sustainable living, we embark on environmental policies that progressively seek to conserve natural resources and reduce the impact of our activities on the surrounding environment, while sustaining these policies in our partners, residents and employees.



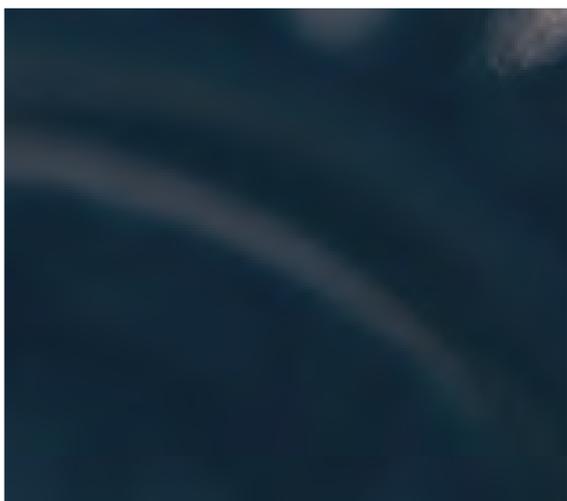


We initiate and nurture a seamless clients' bond by engaging in a beyond-sales process through personalized relations and tailored communications, while also working collectively towards changing the narrative of Nigeria, gradually touching the various facets in providing sustainable lifestyles.



Clean lines, elegant spaces, neutral tones, and exquisite finishes define our homes, which are driven by innovative methods and high aesthetic appeal. Our homes are designed to reduce buildings' negative environmental impact by improving efficiency and moderation in the use of resources, energy, development space, and the ecosystem as a whole.

OUR **SERVICES**

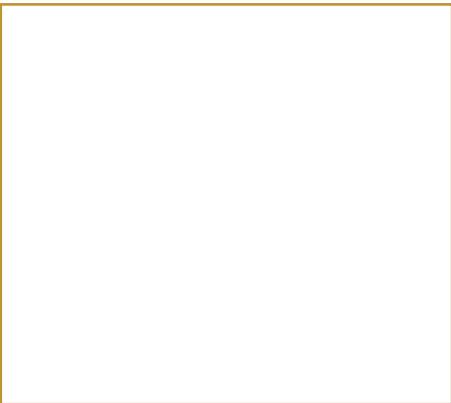
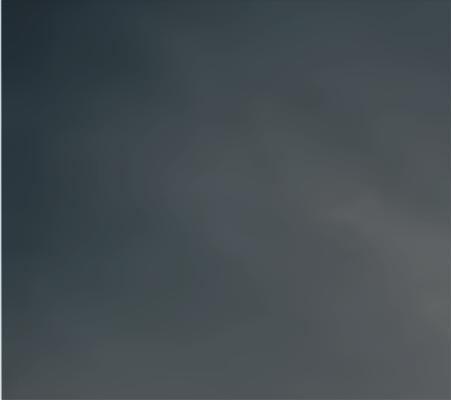




Consultancy

Investment Advisory

Property Development



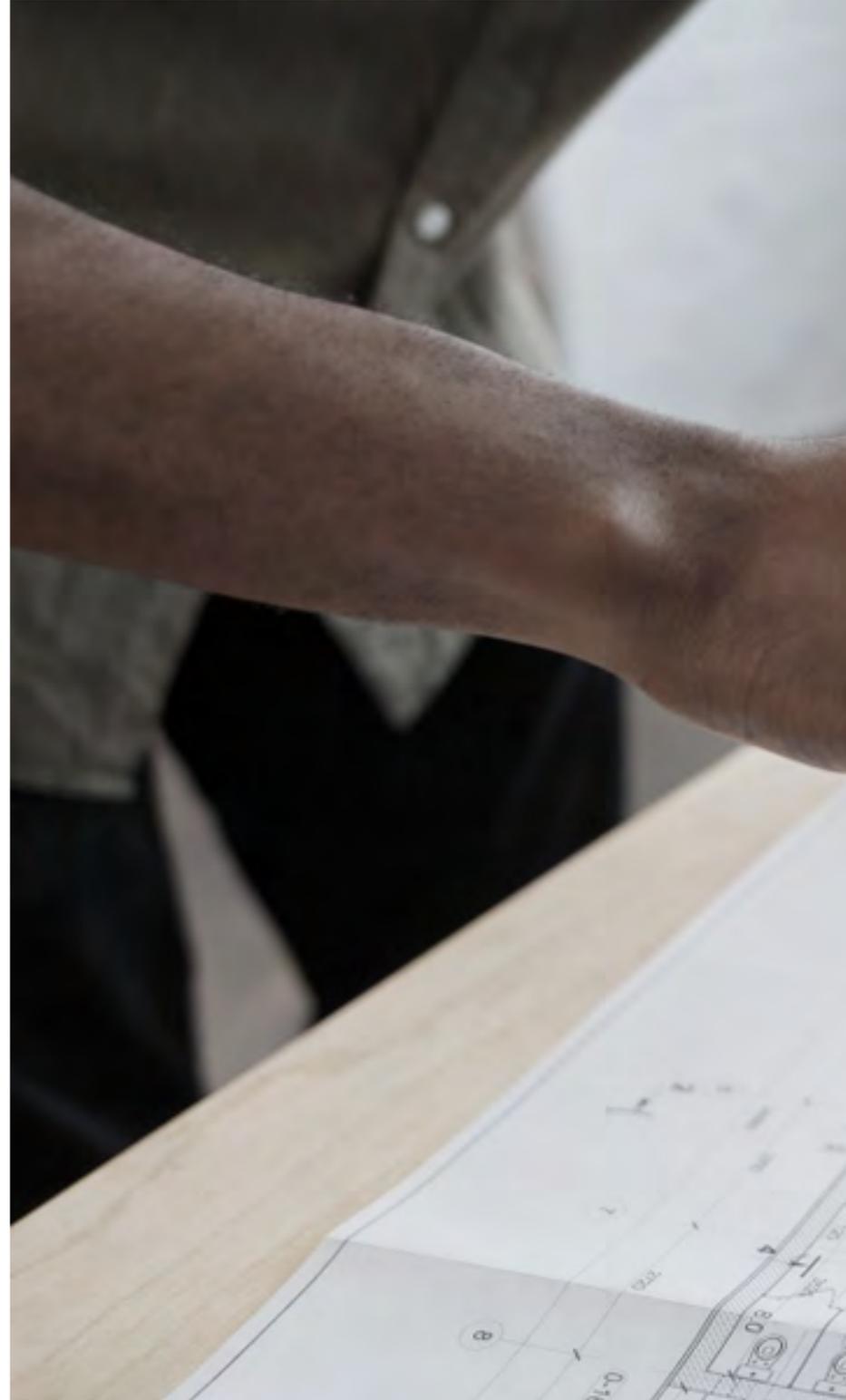


## **PROPERTY DEVELOPMENT**

We explore business processes and embrace activities that range from the acquisition of lands, to the renovation and re-leasing of existing buildings. We are conversant with the risks involved in property development, go the extra mile in making benchmark breakthrough in the development of designs and quality interior/exterior finishing with due diligence. A property developed by Bilaad Realty, is one free from all encumbrances.

## CONSULTANCY

We are focused on offering quality and transparent choices alongside flexible service plans that can be rendered to clients. Guarded by our commitment to integrity, we take to heart the fact that true consultancy is no gimmick and being passionate about satisfying our clients, we engage in budding relationships by learning client objectives, preparation of necessary research tools and set out a schedule to perform and report on research as the need arises.

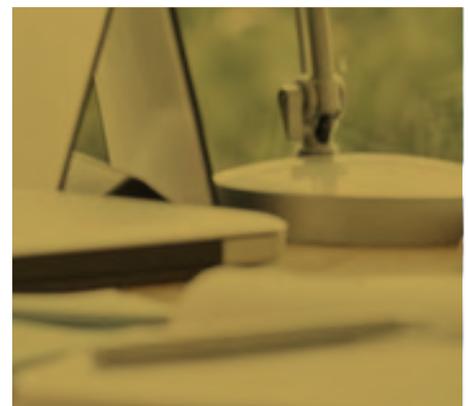




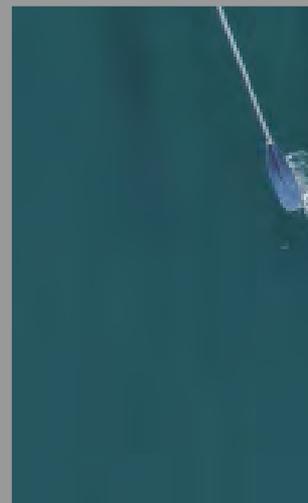
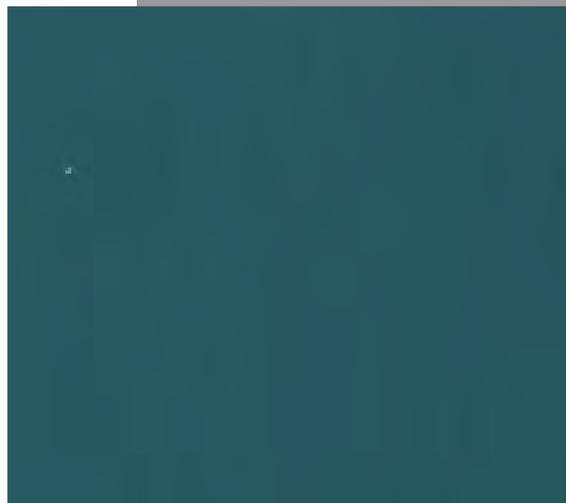
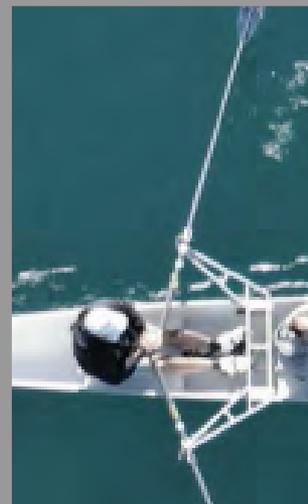
## **INVESTMENT ADVISORY**

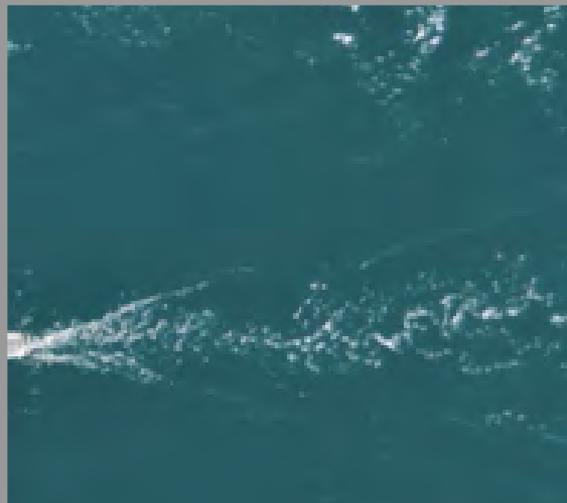
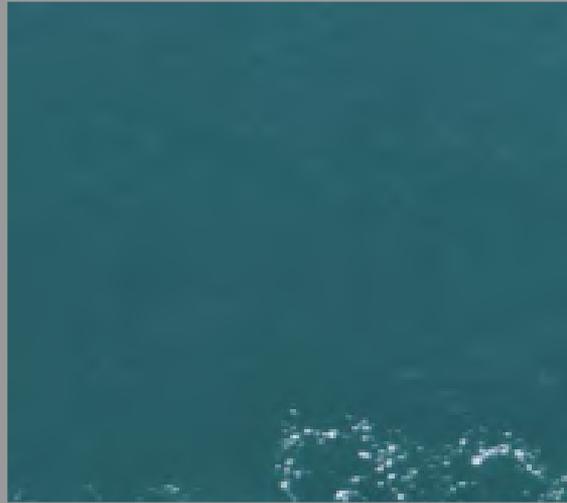
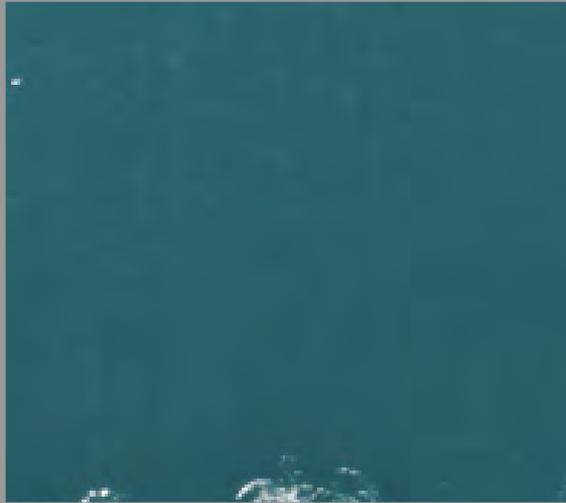
Bilaad Realty offers and informs clients with the right decisions in the acquisition of any property. As a leading developer, we have a vested interest in offering the best solutions ensuring that clients' needs are met. We see you; we understand the challenges in real estate investments, therefore, the goal is to inform the decisions of our clients on the different ways of making investments that flourish.





OUR **MANAGEMENT TEAM**





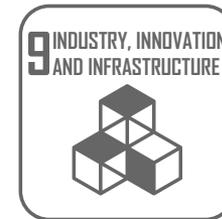
Bilaad's leadership team is comprised of visionary individuals who have an unwavering commitment to excellence, and may be considered as some of Nigeria's foremost sustainable real estate and lifestyle developers - sailing Bilaad to the future.

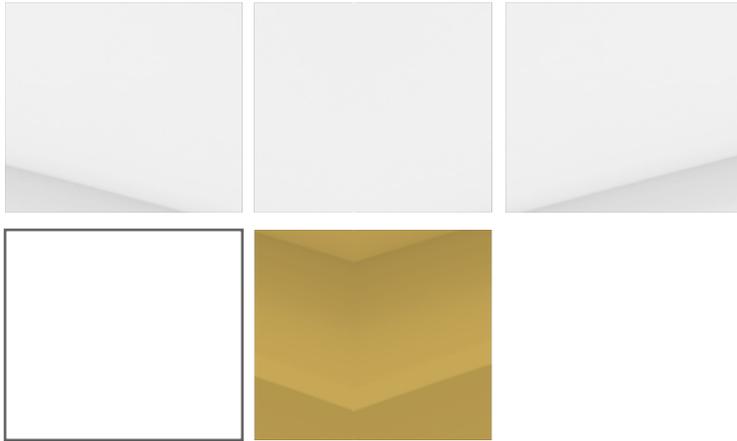
# OUR PASSION IS PEOPLE

It's been said that the primary responsibility of every leadership team is to create a culture that allows the organization to achieve its objectives.

**Goal 11: Sustainable Cities & Communities** is one among the thematic areas of the year 2030 Sustainable Development Goals (SDGs) aimed to "Make cities inclusive, safe, resilient and sustainable". The SDGs take into account that action in one area will affect outcomes in other areas as well, and that development must balance social, economic and environmental sustainability for all.

A genuine interest in "People" is required to appropriately provide solutions to existing challenges in real estate or any other industry. As such, the real estate industry should serve the intended purpose; protect its owners, guarantee their safety and give them comfort, while adhering to standards at every given opportunity.





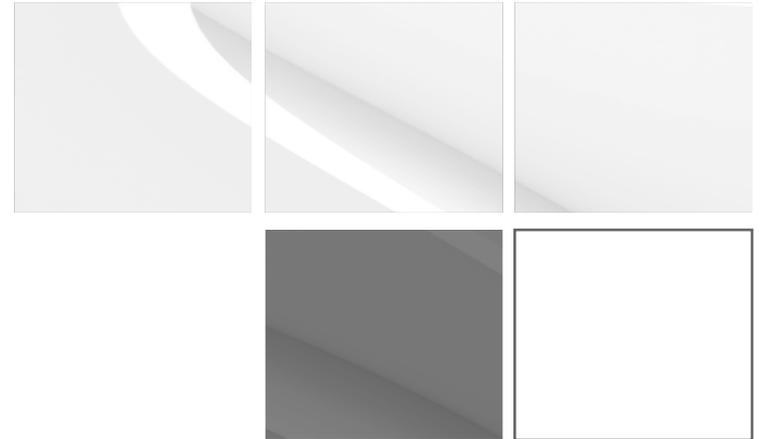
A graduate of Civil Engineering from the Federal University of Technology Minna, Aliyu possesses over a decade's worth of industry experience in various technical, operational and management roles. He holds a Masters in Engineering Project Management from Coventry University, and an Executive Masters in Business Administration from The Institute for Management Development (IMD), Lausanne (Switzerland).

With a unique skill of managing complex projects, he has overseen the delivery of over 1,000 housing units and participated in the planning and initiation of 7,000 housing units across various projects in different locations.

Aliyu is result-oriented and consistent in his pursuit to achieving professional excellence.



**ALIYU ALIYU**  
**(CHIEF EXECUTIVE OFFICER)**

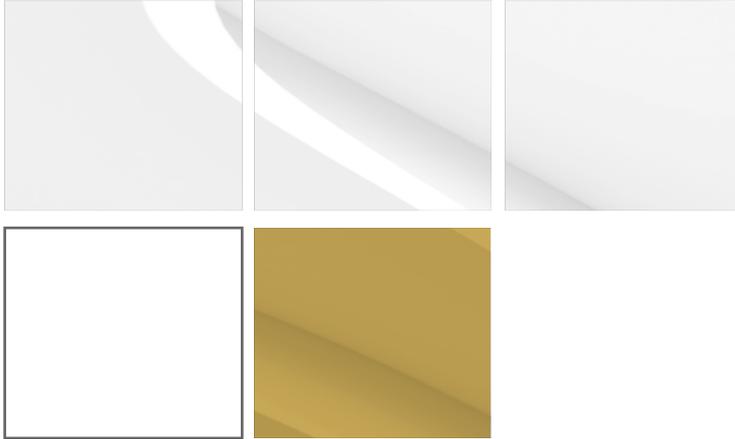


Sadiq Suleiman Abdullahi is a seasoned Development Manager with over 18 years' experience in the public and private sectors. His engagements cut across subject areas that include but are not limited to; Strategic Planning, Infrastructure Development, Operations & Process Management, and Human Capital Development.

He holds a B.Sc in Economics, an MBA in Entrepreneurial Management, and several Associate Memberships, including the Harvard Kennedy School of Government (USA), Dale Carnegie Of Georgia (USA), and Public Service Institute, Nigeria.

As a Doctoral student in Business Administration at Teesside Business School, Middlesbrough (UK), and Chief Operating Officer at Bilaad Realty, Sadiq plays an integral role in overseeing daily operations of the organization whilst driving critical processes targeted at promoting Inter-divisional Synergy & Collaboration, Strategy Execution, Leadership Development, and Continuous Improvement.

**SADIQ SULEIMAN ABDULLAHI**  
(CHIEF OPERATIONS OFFICER)

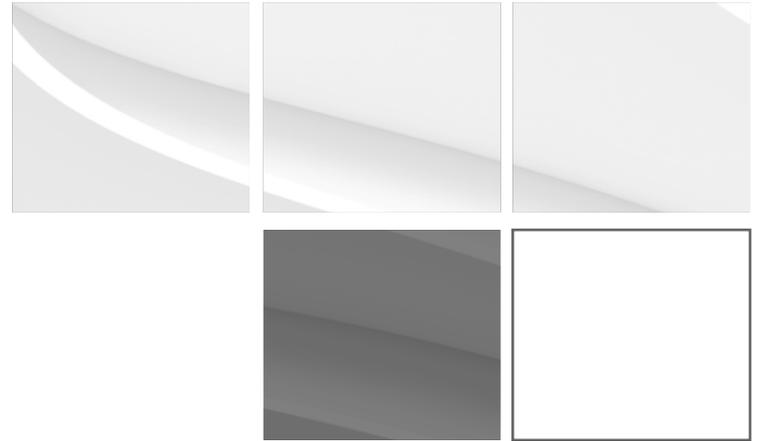


A graduate of Accounting from Ahmadu Bello University, Zaria. Aishetu Usman started her career as a project finance officer where she learned the project management skills, treasury management, financial reporting, formulation and implementation of policies and procedures as well as business processes, monitoring and evaluation.

She rose through the ranks to the position of finance manager in a very short period as a result of her management skills. Over the years, Aishetu has managed different projects funded by the World Bank. She has attended various training both locally and internationally. She holds a Professional Certificate in Islamic Banking and Finance (PCIBF) from the International Institute of Banking and Finance, Bayero University, and is very proficient in understanding and compliance of the International Financial Reporting Standards (IFRS).

She is a good facilitator, and a strategist.

**AISHETU USMAN**  
**(CHIEF FINANCE & ACCOUNTS OFFICER)**

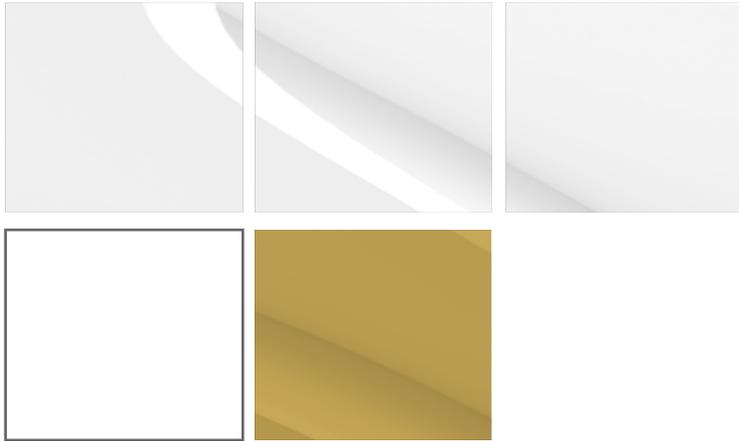


Yahya is a graduate of Architecture from Abubakar Tafawa Balewa University, Bauchi, he holds a Master's degree in Construction Project Management from Coventry University and is a Chartered Construction Manager from the Chartered Institute of Building.

Yahya brings over 10 years experience in real estate construction to the management team of BILAAD REALTY LIMITED. As a seasoned professional, he has operated in various capacities over the years, from actual site supervision to management roles, he has participated in the design, quality assurance and control, construction and delivery of over 800 housing units; Yahya has proven to be a resourceful team-player across his work experiences.

He is a member of the Chartered Institute of Building (CIOB), an Alumni of the Institute for Management Development (IMD), and Member, Association of Project Management (APM).

**YAHYA AHMAD RUFAI**  
**(CHIEF TECHNICAL OFFICER)**



Abdullahi Umar is Chief Business & Strategy Officer at Bilaad Realty. Over the last 10 years, Abdullahi worked in several capacities across the public and private sector, structuring public private partnership for residential and commercial real estate development, providing operations and process management strategies for business ventures.

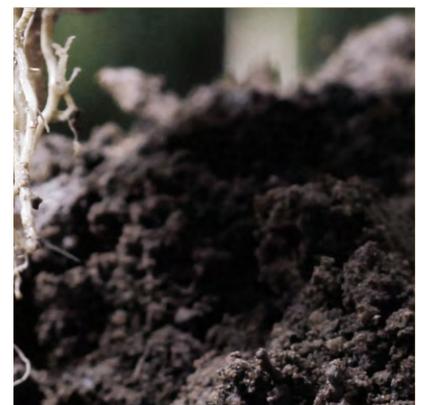
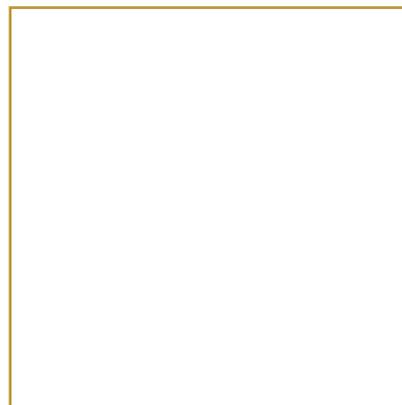
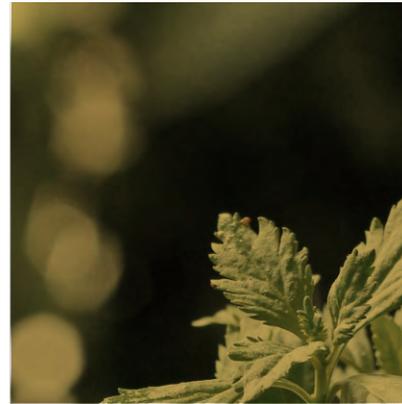
As the Chief Business & Strategy Officer, he plays an active role in coordinating activities of the Business and Strategy Division. Abdullahi has several leadership and management certifications; an MBA from Nottingham Business School UK, and a B.Tech in Mathematics/Computer Science from the Federal University of Technology Minna, Niger State. He also holds a Professional Certificate in Islamic Banking and Finance (PCIBF) from the International Institute of Banking and Finance, Bayero University, and most recently, a certificate in Disruptive Strategy from Harvard Business School Online.

**ABDULLAHI IDRIS UMAR**  
**(CHIEF BUSINESS & STRATEGY OFFICER)**

## Corporate Social Responsibility & Sustainability

### Our Approach to Sustainable Value

The Corporate Social Responsibility & Sustainability (CSR & S) agenda of Bilaad Realty Nigeria Limited is centered around providing services that enhance value-for-money and improvements in our ethical, social, and environmental contributions to sustaining Nigeria and the world at large. It is our aim to exceed minimum legal requirements surrounding our industry in provision of services and how it is interconnected with other metrics of improving the quality of life around us.





### **University Industry Collaboration**

Universities are the engine of all social and economic growth, their quantity, and more importantly, quality, reveal so much about a nation's determination to remain ahead of other nations. Collaboration between universities and industries is critical for skills development (education and training), the generation, acquisition, and adoption of knowledge (innovation and technology transfer), and the promotion of entrepreneurship (start-ups) that support economic growth within any society.

### **Support Children Development initiatives**

Taking an active step in supporting the provision of relevant content and direction for children to develop is an aspect Bilaad Realty will support over the next few years. This is also related to the current situation in Nigeria which requires emphasis on unity and patriotism for future generations to look toward.



### **Support for Sports Development**

We believe that supporting the right components within the value-chain of sports development will catalyze the interest of private sector investment, support by academic institutions, open opportunities for scholarships and sponsorships within Nigeria.

### **Invest in community**

Support to Government by private sector in providing social infrastructure may assist in reducing the time and resources that needs to be expended in improving the quality of life for people. Bilaad Realty will actively participate in selected communities and projects toward provision of social infrastructure where it may be deficient or completely inexistent where Government interventions is not adequate.

## OurPartners



HI-TECH CONSTRUCTION LTD







**BILAAD**<sup>®</sup>  
REALTY



**Contact Us**

Suite 205, Wing A, Shashilga Court,  
Jahi Abuja FCT

+234 700 222 2111

[www.bilaadnigeria.com](http://www.bilaadnigeria.com)

[info@bilaadnigeria.com](mailto:info@bilaadnigeria.com)