

# NEWSLETTER



**RE-INNOVATING  
FOR SUSTAINABILITY**



SCAN ME

## FROM THE HEADLINES

In today's fast-evolving and hyper-competitive world, innovators must keep innovating or re-innovating. This is also true for players in real estate development, who must keep anticipating and creating future demands. Countries, states, and urban districts worldwide will continue to undergo major structural changes (pun intended) as the economy, for instance, shifts from old-fashioned manufacturing towards the provision of precision products and services.

To remain relevant in this fast-changing milieu, all the stakeholders – from policymakers, market operators to consumers – must innovate or adapt to new innovations. Sustainable innovations deliver long-term economic and financial returns, social progress, and environmental protection. This requires new ideas and knowledge. But it also entails adapting existing ideas, concepts, practices,

and products to positively contribute to the ecological environment, social cohesion, and economic viability.

Without a doubt, sustainability imposes constraints, on the use of resources, how we produce, what we consume, and how we manage waste. In many cases, sustainability can be avant-garde. It entails new ways of doing things and new solutions. It also prescribes how key resources like energy, water and materials are to be produced, consumed, and recycled. While it prescribes a new way of making money, it does not negate profit. Instead, sustainability highlights how innovations can deliver comprehensive benefits in terms of well-being, systems, and inclusion.

**Aliyu Aliyu**  
**Chief Executive Officer**  
**Bilaad Realty Ltd**



## RE-INNOVATING FOR SUSTAINABILITY WITH EMPHASIS ON OUR PERSPECTIVE

Innovations of the past have delivered mass production of goods, leading to stupendous, gross economic output growth. While they have also delivered financial value to shareholders, they have often ignored the broader stakeholders and harmed the environment. But sustainable innovations take the well-being of the entire ecosystem of people and planet into account. Thus, they

emphasize inclusive and long-term benefits and environmental preservation.

The environmental hazard from carbon emissions from productive activities and wasteful consumption in the advanced and major emerging markets, has put the entire world at risk. Its harshest impacts are felt more in the developing world, where far less environmentally

## EMPHASIS ON OUR PERSPECTIVE

damaging activities occur. This is why sustainable innovation has to contribute to global environmental solutions. But where such contributions are local, they are nevertheless important in fostering environmental sustainability worldwide.

### Innovating for Well-being

Sustainable innovations are validated by their positive impacts on individual, organisational, social, and environmental well-being. Such impacts should not be fleeting; they necessarily must be long-term. For organisations, innovations that accentuate the cycle of boom and bust do not qualify as sustainability compliant. For individuals and societies, innovation should also provide a sense of lasting benefits – either in terms of job creation or livable wages. Furthermore, for an innovation to be sustainable, it must not pose a threat to the environment. Countries, regions and cities that promote sustainable innovations have therefore become more competitive for investment and tourism.

The three inseparable elements of sustainable well-being are quality of life (including happiness), sustainable economy, and a balanced and protective relationship with nature. In practice, particularly in real estate, sustainable well-being can be actualized in varying degrees and different spheres. The design of physical living environments can encourage sociability, harness natural energy for lighting, use renewable energy as power source, and conservation of natural resources including water.

For a wider impact, such design concepts can be integrated, in planning an estate, a city, or region to provide green and well-connected transportation system that eases commute and promotes net-zero carbon emissions. Many cities are transitioning to this, by re-innovating on sustainable socio-economic models, including green housing and transportation solutions.

### Systemic Change

The areas where sustainable innovations with systemic impacts are needed include energy, logistics, healthcare, housing, finance, agriculture, retailing and waste management. Indeed, housing is at the centre of these needs.

Systemic innovations are related to changes in socio-technical systems. They entail not only technological change but also societal and cultural changes and are also driven by changes in user contexts and symbolic meanings. Systemic innovations now form the core of national and supra-national innovation strategies, like the European Green Deal. To be successful, the drive for systemic change should integrate changing societal values. For instance, environmental sustainability derives influence from the desire of people to live in an ecologically cleaner and safer environment.

### Inclusion

Inclusivity in the innovation process requires individuals to have the opportunity and the support they need to innovate and benefit from innovation. Inclusive innovation is summed up by the principle “innovation for all”, which advocates that not only should all people have some opportunities to innovate, but also that innovation must serve the society at large.

In a deeper sense, sustainable and inclusive innovations promote a new form of 'democracy', whereby citizens have the right and the opportunity to be creative and to contribute to improvements in services, products, and the structure of public organizations such as municipalities, schools, and hospitals.

### Bilaad Realty and Sustainability

Sustainable real estate development offers an organizing framework based on opportunity and respect for human values. To have healthy communities, a nontoxic physical and social environment is a prerequisite. As society is evolving, awareness of the importance of healthy living has been growing.

At Bilaad Realty, our strategy is aligned with achieving the United Nations Sustainable Development Goals, which provide a comprehensive framework for targeting sustainable development by 2030. This is helping us to grow our impact as a socially- and environmentally responsible business. We are deeply invested in creating solutions that will benefit our organization, serve the ever-evolving society, and foster a better world today and for tomorrow.

PROPERTY TYPE



## 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  
 447m<sup>2</sup> Net-Floor Area

\$705, 467.37 / N422,574,954.63  
 (Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES  
 ALL ROOM WARDROBES



HOUSE TYPES	
<b>THE EMERALD</b> 4 BEDROOM PENTHOUSE	🏠 404m <sup>2</sup> Net-Floor Area <span style="color: red; font-weight: bold; transform: rotate(-15deg); border: 1px solid red; padding: 2px;">ON REQUEST</span>
<b>THE OLIVINE</b> 3 BEDROOM PENTHOUSE	🏠 333m <sup>2</sup> Net-Floor Area <span style="color: red; font-weight: bold; transform: rotate(-15deg); border: 1px solid red; padding: 2px;">ON REQUEST</span>
<b>ZIRCON</b> 2 BEDROOM APARTMENT	🏠 199m <sup>2</sup> Net-Floor Area CORNER UNITS \$263,227.51 / N157,673,278.49 (Naira value tied to exchange rate)
<b>BERYL</b> 2 BEDROOM APARTMENT	🏠 186m <sup>2</sup> Net-Floor Area RIGHT-BOTTOM UNITS \$352,733.69 / N211,287,480.31 (Naira value tied to exchange rate) <span style="color: red; font-weight: bold; transform: rotate(-15deg); border: 1px solid red; padding: 2px;">NOT AVAILABLE</span>
<b>QUARTZ</b> 2 BEDROOM APARTMENT	🏠 167m <sup>2</sup> Net-Floor Area MIDDLE UNIT \$220,899.40 / N132,318,782.53 (Naira value tied to exchange rate)
<b>JET</b> 1 BEDROOM APARTMENT	🏠 126m <sup>2</sup> Net-Floor Area CORNER UNITS \$166,666.67 / N99,833,335.33 (Naira value tied to exchange rate)
<b>FLINT</b> 1 BEDROOM APARTMENT	🏠 102m <sup>2</sup> Net-Floor Area MIDDLE UNITS \$134,920.63 / N80,817,457.37 (Naira value tied to exchange rate)

## PROPERTY TYPE



## 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  
 447m<sup>2</sup> Net-Floor Area

**\$770,500.00 / N461,529,500.00**  
 (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.



## 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

🏠 447m<sup>2</sup> Net-Floor Area

\$625,000.00 / N374,375,000.00

(Naira value tied to exchange rate)

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

4 BEDROOM - TWIN VILLA

🏠 343m<sup>2</sup> Net-Floor Area

\$479,166.67 / N287,020,835.33

(Naira value tied to exchange rate)

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

4 BEDROOM - TOWNHOUSE

🏠 279m<sup>2</sup> Net-Floor Area

\$333,333.3 / N199,666,664.67

(Naira value tied to exchange rate)

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

3 BEDROOM - APARTMENT

🏠 230m<sup>2</sup> Net-Floor Area

\$250,000.00 / N149,750,000.00

(Naira value tied to exchange rate)

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

2 BEDROOM - PENTHOUSE

🏠 235m<sup>2</sup> Net-Floor Area

\$208,333.33 / N124,791,664.67

(Naira value tied to exchange rate)

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

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**PROPERTY TYPE**



**FLUORITE**

2 BEDROOM - APARTMENT  
 170m<sup>2</sup> Net-Floor Area

\$187,500.00 / N112,312,500.00  
 (Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES  
 ALL ROOM WARDROBES



**AZURITE**

1 BEDROOM - PENTHOUSE  
 170m<sup>2</sup> Net-Floor Area

\$156,250.00 / N93,593,750.00

(Naira value tied to exchange rate)  
**NOT AVAILABLE**

KITCHEN CABINET & APPLIANCES  
 ALL ROOM WARDROBES



**IOLITE**

1 BEDROOM - APARTMENT  
 75m<sup>2</sup> Net-Floor Area

\$104,166.67 / N62,395,835.33  
 (Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES  
 ALL ROOM WARDROBES



**JADEITE**

STUDIO APARTMENT  
 25m<sup>2</sup> Net-Floor Area

\$72,916.67 / N43,677,085.33  
 (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  
 447m<sup>2</sup> Net-Floor Area

\$427,934.08 / N256,332,513.92  
 (Naira value tied to exchange rate)

Elevator  
 Kitchen Cabinet  
 Wardrobes  
 Inverter

**ON REQUEST**

**HOUSE TYPES**

**12 MONTH PAYMENT PLAN ON BALI ISLAND PROPERTIES**



**AMETHYST**

4 BEDROOM - TWIN VILLA

343m<sup>2</sup> Net-Floor Area

Kitchen Cabinet  
Wardrobes  
Inverter

\$332,837.62 / N199,369,734.38

(Naira value tied to exchange rate)

**ON REQUEST**



**OPAL**

4 BEDROOM - TOWNHOUSE

279m<sup>2</sup> Net-Floor Area

Kitchen Cabinet  
Wardrobes  
Inverter

\$247,250.81/ N148,103,235.19

(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: AMETRINE**

**SPECIFICATIONS: 2 BEDROOM APARTMENT**

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



**PRODUCT NAME: TOPAZ**

**SPECIFICATIONS: 3 BEDROOM APARTMENT**

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



**PRODUCT NAME: SAPPHIRE**

**SPECIFICATIONS: 5 BEDROOM VILLA**

**LOCATION 1:** BORA BORA ISLAND, WUYE DISTRICT, ABUJA  
**LOCATION 2:** FIJI ISLAND, JABI DISTRICT, 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%
<b>TOTAL</b>	<b>100%</b>

# 50%

## DISCOUNTS ON OUTRIGHT PAYMENTS

## ESTATE FACILITIES



RECREATION



GYM



CCTV SURVEILLANCE  
AND SECURITY



CENTRAL GAS SYSTEM



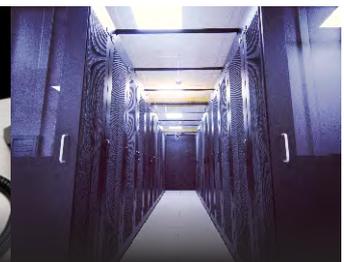
HOME AUTOMATION



SWIMMING POOL



INTERCOMM



FIBRE OPTICS  
CONNECTIVITY



# ENJOY UNRESTRICTED ACCESS

## 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.



Airport  
Lounge



Selected  
Stores



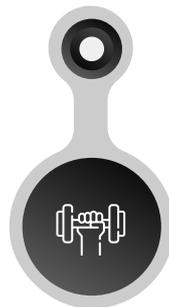
Hotels



Gaming  
Arcade

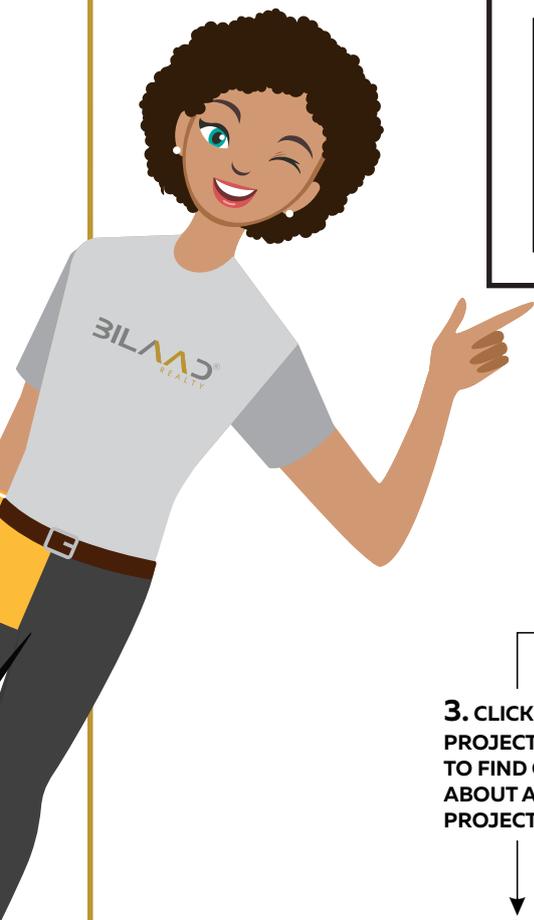


Gym & Sports  
Academy

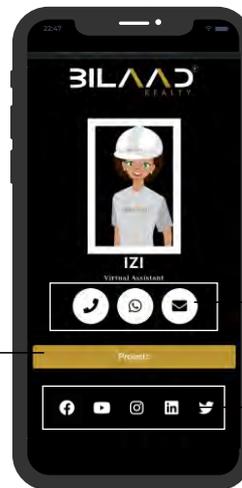


# REACHING US JUST GOT IZI

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



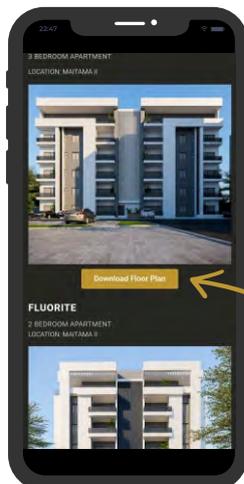
**1. SCAN THE QR CODE**  
*(it's izi!! Just use your phone camera)*



**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