

# NEWSLETTER



## Navigating the Market Roller Coaster of 2023

*Year-end Real Estate Review*

## FROM THE HEADLINES

### Navigating the Market Rollercoaster of 2023

As we approach the close of 2023, I am filled with immense pride and gratitude when reflecting on the transformative journey that Bilaad Realty has undertaken within the vibrant landscapes of Nigerian and Abuja real estate. This year has been an odyssey of milestones, challenges, and triumphant achievements that profoundly illustrate our unwavering dedication to pioneering sustainable, innovative, and impactful real estate development.

**Pioneering Sustainable Solutions:** A Commitment to Redefining Norms In 6 years gone by, Bilaad Realty embarked on a mission to revolutionize the real estate sector. Our endeavour was not merely to join the market but to reframe its trajectory by addressing critical challenges and promoting sustainability within development strategies. This milestone stands as proof of our unwavering dedication to innovation and sustainable growth, reshaping industry norms as we forge ahead.

### Empowering Through Bilaad Development Trust (BDT): A Commitment to Social Impact

One of our crowning achievements was the establishment of the Bilaad Development Trust. It stands as the cornerstone of our Corporate Social Responsibility and Social Investment Programs, designed to drive strategic interventions in education, entrepreneurship, health, the environment, and policy advocacy. This initiative embodies our commitment to empowering communities, fostering self-reliance, and effecting positive, lasting change.



### Success Amidst Challenges: Luxury Redefined

Celebrating the successful completion of our prestigious Fiji Island, Jabi, and Phase 1 Bali Island estate, Life Camp, Abuja set to be delivered by year-end, was a defining moment. The compliments received from buyers and investors underscore our unwavering commitment to excellence in design and execution, defining luxury on our own terms.

### Confronting Challenges and Embracing Innovation

The challenges faced throughout 2023 were formidable. Overcoming disruptions stemming from the global supply chain post-Covid-19 pandemic was a significant hurdle. Navigating market dynamics marked by sluggish growth and oversupply tested our agility. Adapting to the disorganized nature of the Nigerian real estate sector demanded resilience and innovation, qualities we were proud to exhibit.

### Trends, Vision, and Commitment to the Future

Bilaad Realty remains steadfast in its commitment to intelligent, integrated communities prioritizing sustainability and innovation. Our dedication to integrating sustainability into all aspects of development aligns with global goals, fostering eco-conscious living and responsible stewardship of our environment. Our vision is anchored in global leadership within the real estate arena.

Our commitment to sustainable solutions and the development of resilient, sustainable cities remains unwavering. Through the Bilaad Development Trust, we continue to invest in education, entrepreneurship, and policy advocacy, paving the way for a more prosperous and sustainable future.

In conclusion, our journey through 2023 epitomizes resilience, innovation, and an unwavering commitment to excellence. Our milestones, challenges, and successes narrate a story of purpose-driven progress within the Nigerian and global real estate realm.

As we celebrate the festive season, we extend warm regards and invite you, our valued clients, to engage with us. Your thoughts, feedback, and aspirations are integral to our shared journey. Let's embrace this season of celebration and reflection by fostering conversations that shape our collective vision for a brighter future.

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

# Our Perspective:

## "Navigating the Market Roller Coaster of 2023."

As we reflect on the past six years of our transformative journey across Nigeria's real estate landscape, Bilaad Realty is proud to present a comprehensive review that encompasses our milestones, challenges, and triumphs. Our unwavering commitment is to foster sustainable, innovative, and impactful real estate development in Nigeria and beyond.

We are proud to have made significant strides in reshaping industry norms by prioritizing sustainability. A pivotal achievement was establishing the Bilaad Development Trust (BDT), which is dedicated to Corporate Social Responsibility and Social Investment Programs (SIP). Our mission is to cultivate self-reliance through educational support, entrepreneurship enhancement, health initiatives, environmental improvements, and policy advocacy. Initiatives like Gem Hunt 1 and 2 focus on mentoring under-30 youths and uplifting women entrepreneurs, showcasing their businesses.

Despite the challenges we faced - including global supply chain disruptions and Nigeria's complex real estate sector - we remained resilient. In 2023, we completed the delivery of our pioneering housing projects, Bobowasi and Borabora Island in Jabi and Wuye, respectively, which were significant milestones for us. These projects were designed to promote sustainability, innovation, and inclusivity in real estate development.

Looking ahead to 2024, projected trends indicate growth, collaborative innovation, sustainability, and technology integration, heralding a dynamic phase in real estate towards inclusivity and innovation. As a real estate company, we are committed to leveraging these trends to drive sustainable and impactful development in Nigeria and beyond.

Nigeria's real estate market is projected to reach a valuation of US\$2.09 trillion in 2023, with residential real estate emerging as a dominant force. However, challenges such as the removal of fuel subsidies, high inflation rates, and sluggish housing growth have

eroded purchasing power, impacting costs. Despite these challenges, we remain committed to driving sustainable development in the real estate sector.

Amidst the adversities, transformative industry trends have emerged. Mixed-use projects blending commercial, residential, and leisure spaces redefine urban living, and energy-efficient technologies reshape real estate development, aligning with sustainability goals. At Bilaad Realty, we are committed to these trends and are actively working to drive change through education, entrepreneurship, and policy advocacy via the Bilaad Development Trust.

As we look ahead to 2024, the industry forecasts robust growth, collaboration, and interventions in education, entrepreneurship, and policy advocacy. Sustainability and technology will play pivotal roles in shaping the real estate narrative. We are committed to global market leadership in sustainable real estate, dedicated to worldwide sustainable city development.

Lastly, our 2023 journey illustrated resilience, innovation, and unwavering commitment, pave the way for a sustainable, impactful future in Nigerian and global real estate. During this season of celebration and reflection, let's foster discussions that help us envision a brighter future. Become a part of this journey with us. Connect with us on social media, our website, or via email to discuss real estate investment, sustainability, and more.

Warm Regards.

The Bilaad Realty Family





## 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 in a secure, serene, and convenient environment for growing families.

### HOUSE TYPES



#### ONYX

5 BEDROOM - VILLA  
KITCHEN CABINET & APPLIANCES  
ALL ROOM WARDROBES

🏠 447m<sup>2</sup> Net-Floor Area

**S705,467.37 / ₦818,342,149.20**  
(Naira value tied to exchange rate)





## 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 / ₦893,780,500.00  
(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  
447m<sup>2</sup> Net-Floor Area

\$625,000.00 / ₦725,000,000.00  
(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 / ₦555,833,337.20  
(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES  
ALL ROOM WARDROBES



### OPAL

4 BEDROOM - TOWNHOUSE  
279m<sup>2</sup> Net-Floor Area

\$333,333.33 / ₦386,666,662.80  
(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 / ₦290,000,000.00  
(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES  
ALL ROOM WARDROBES



### AMMOLITE

2 BEDROOM - PENTHOUSE  
235m<sup>2</sup> Net-Floor Area

NOT AVAILABLE

KITCHEN CABINET & APPLIANCES  
ALL ROOM WARDROBES

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**FLUORITE**

2 BEDROOM - APARTMENT

🏠 170m<sup>2</sup> Net-Floor Area

**\$187,500.00 / ₦217,500,000.00**  
(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES  
ALL ROOM WARDROBES



**AZURITE**

1 BEDROOM - PENTHOUSE

🏠 170m<sup>2</sup> Net-Floor Area

**NOT AVAILABLE**

KITCHEN CABINET & APPLIANCES  
ALL ROOM WARDROBES



**IOLITE**

1 BEDROOM - APARTMENT

🏠 75m<sup>2</sup> Net-Floor Area

**\$104,166.67 / ₦120,833,337.20**  
(Naira value tied to exchange rate)

KITCHEN CABINET & APPLIANCES  
ALL ROOM WARDROBES



**JADEITE**

STUDIO APARTMENT

🏠 43m<sup>2</sup> Net-Floor Area

**\$72,916.67 / ₦84,583,337.20**  
(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

### 9 MONTHS PAYMENT PLAN ON BALI ISLAND PROPERTIES



**SAPPHIRE**

5 BEDROOM - VILLA

🏠 447m<sup>2</sup> Net-Floor Area

**\$427,934.08 / ₦496,403,532.80**  
(Naira value tied to exchange rate)



## PROPERTY TYPE

### HOUSE TYPES

### 9 MONTHS PAYMENT PLAN ON BALI ISLAND PROPERTIES



**AMETHYST**

4 BEDROOM - TWIN VILLA

🏠 343m<sup>2</sup> Net-Floor Area

\$332,837.62 / ₦386,091,639.20

(Naira value tied to exchange rate)



**OPAL**

4 BEDROOM - TOWNHOUSE

🏠 279m<sup>2</sup> Net-Floor Area

\$247,250.81 / ₦286,810,939.60

(Naira value tied to exchange rate)

## HOT DEALS

**PRODUCT NAME: VERMARINE**

**SPECIFICATIONS: 1 BEDROOM APARTMENT**

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

**PRODUCT NAME: TOPAZ**

**SPECIFICATIONS: 3 BEDROOM APARTMENT + BQ**

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

**PRODUCT NAME: OPAL**

**SPECIFICATIONS: 4 BEDROOM TOWNHOUSE + BQ**

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

**PRODUCT NAME: AMETHYST**

**SPECIFICATIONS: 4 BEDROOM TWIN VILLA + BQ**

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

**PRODUCT NAME: SAPPHIRE**







**SPECIFICATIONS: 5 BEDROOM VILLA + BQ**

**LOCATION: BALI ISLAND, LIFE CAMP, KAFE 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%
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.

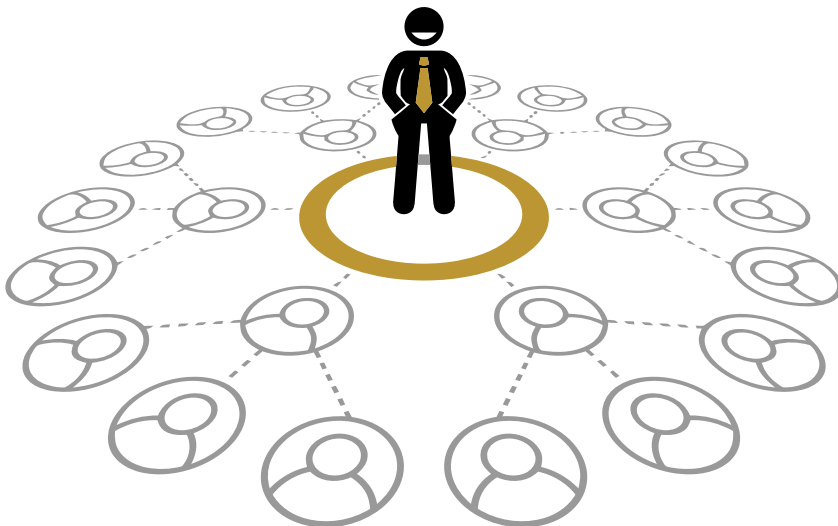
This exclusive membership will provide our clients unrestricted access to airport VIP lounges, hotel stay discounts, and much more.

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:  
**0913 342 3363**



**30**  
UNDER  
**30**  
WOMEN IN BUSINESS

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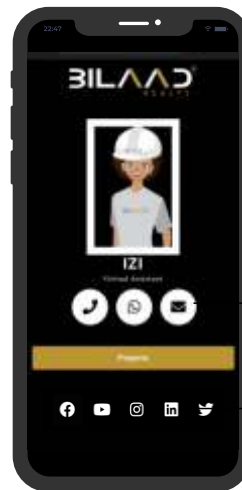
**BE A PART OF THE FUTURE**  
[www.bilaaddevelopmenttrust.com](http://www.bilaaddevelopmenttrust.com)

# 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.



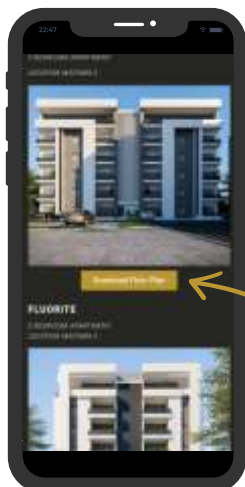
1. SCAN THE QR CODE  
*(it's izi!! Just use your phone camera)*



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)*



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