

FEBRUARY 2024

BILAAD<sup>®</sup>  
REALTY

# Newsletter



## Business Sustenance In Emerging Markets

*Real Estate Review*

## FROM THE HEADLINES

# BUSINESS SUSTENANCE IN EMERGING MARKETS



In today's highly competitive market place, the road to success can impose new and different challenges to organisations. The organisation's internal efficiency and effectiveness plays a key role in their resilience towards adaptation. In addition, the personality of an organisation (commonly referred to as "corporate culture") reflects success when certain milestones are achieved. This in turn enhances the organisation's competitiveness within the industry it exists.

In the real estate industry, components that affect the rate of improvement on products and services include government policy, customer behaviour, demands, as well as finance. In this regard, the interpretation and response to internal and environmental challenges are better managed when a solution-driven culture is practised in

effectively managing people, time and resources, which results in improvements in communication, quality standards, creativity and innovation.

The pathway to being successful as a corporate entity cannot be solely journeyed by good products and intelligent marketing. Attributes of care, innovation, friendliness, passion, drive, enterprising nature, and many more factors serve as indicators of how well a company is performing. Now more than ever before, we must adopt the right strategies to improve internal efficiencies within our respective organisations to positively impact the industry.

**Aliyu Aliyu**

**Chief Executive Officer**

**Bilaad Realty Ltd**



## EMPHASIS ON OUR PERSPECTIVE

# BUSINESS SUSTENANCE IN EMERGING MARKETS

Organisational strength is fundamental to corporate well being; as the importance of managing people's behaviours in any organisation cannot be downplayed. In many instances, managers or leaders in organisations are unable to separate people from process challenges, which has an adverse impact on people's actions or inactions. Also, the customer's perception of products and services reflects the attributes of the organisation; therefore, actions or inactions are the true basis of results. The culture of an organisation will represent certain predefined policies that guide employees and give them a sense of direction. Any organisation with a strong culture would imbibe a leadership style that is participative, offering employees opportunities to contribute to goal achieving policies, while promoting career satisfaction.

No two establishments can have the same culture, and this criterion is what makes one stand out from the other. Care, passion, innovation, enterprising nature, drive, friendliness, and several other corporate attributes in conjunction with emotional intelligence, would invariably motivate team members toward greater levels of productivity. In addition, it aids the organisation's level of adaptiveness as the world advances. In this regard the following factors are important to us:

**Creating a balanced workplace environment:** A healthy workplace environment is necessary when it comes to maintaining a positive outcome. Productivity and efficiency can be measured by looking at the motivation and happiness of the employees. Team bonding events have a way of reducing tension and creating better opportunity for collaboration within an organisation and across the industry

### **Sponsorships and Community participation:**

Corporate social responsibility is a great business model for embedding the idea of cultural sustainability. All businesses reside within communities, contributing to their well being and showing a sense of belonging is a great way to stay connected to the people.

**Driving the point:** despite having the best corporate culture, an organisation is nothing without employees who do not imbibe the organisation's culture. It is always necessary to ensure that employees participate actively in projecting this culture beyond the confines of their organisation.

Furthermore, other factors play an important role in corporate success. Ultimately, the collective results of employees and work groups, funnel directly into the outcomes, that determine to what extent an organisation will profit or even survive in today's marketplace. Thus its workforce represents its strength and culture.

Just like the unique characteristics of the horse, we have come to understand that being passionate, energetic and focused can influence the behaviour of team members of an organisation in providing better services within the industry. At Bilaad Realty, we believe that our strength lies in our team who continuously strive to set the pace for positive change within our communities and beyond.





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

## HOUSES TYPES



**ONYX** ₦447<sup>2</sup> Net-Floor Area  
5 Bedroom – Villa

**₦420,000,000**  
Semi-Finished

Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request





# 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** 447m<sup>2</sup> Net-Floor Area  
5 Bedroom – Villa

**₦460,000,000**  
Semi-Finished

Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request

**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 and semi-finished in this case refers to already plastered walls internal and external only, no floor installations no electrical and plumbing installations

## 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** 447m<sup>2</sup> Net-Floor Area  
5 Bedroom – Villa

**₦437,000,000**  
Semi-Finished

Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request



**AMETHYST** 343m<sup>2</sup> Net-Floor Area  
4 Bedroom – Twin Villa

**₦287,500,000**  
Semi-Finished

Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request



**OPAL** 279m<sup>2</sup> Net-Floor Area  
5 Bedroom – Villa

**₦207,000,000**  
Semi-Finished

Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request



**PETALITE** 230m<sup>2</sup> Net-Floor Area  
3 Bedroom – Apartment

**NOT AVAILABLE**

Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request



**AMMOLITE** 235m<sup>2</sup> Net-Floor Area  
4 Bedroom – Twin Villa

**₦172,500,000**  
Semi-Finished

Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request

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## PROPERTY TYPE


**FLUORITE** ₦170<sup>2</sup> Net-Floor Area  
2 Bedroom – Apartment

**NOT AVAILABLE**

Finishings

On Request

**Add-ons**  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request


**AZURITE** ₦170<sup>2</sup> Net-Floor Area  
1 Bedroom – PENTHOUSE

**₦138,000,000**  
Semi-Finished

Finishings

On Request

**Add-ons**  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request


**IOLITE** ₦75<sup>2</sup> Net-Floor Area  
1 Bedroom – Apartment

**₦57,500,000**  
Semi-Finished

Finishings

On Request

**Add-ons**  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request


**JADEITE** ₦43<sup>2</sup> Net-Floor Area  
Studio Apartment

**₦43,700,000**  
Semi-Finished

Finishings

On Request

**Add-ons**  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request

# 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** ₦447<sup>2</sup> Net-Floor Area  
5 Bedroom – Villa

**₦280,000,000**  
Semi-Finished

Finishings

On Request

**Add-ons**  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request

## PROPERTY TYPE

### HOUSE TYPES

### 9 MONTHS PAYMENT PLAN ON BALI ISLAND PROPERTIES



**AMETHYST** 343m<sup>2</sup> Net-Floor Area  
4 Bedroom – Twin Villa

**₦170,000,000**  
Semi-Finished

Finishings

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes



**OPAL** 279m<sup>2</sup> Net-Floor Area  
4 Bedroom – Townhouse

**₦140,000,000**  
Semi-Finished

Finishings

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

## HOT DEALS

PRODUCT NAME: **OPAL**  
SPECIFICATION: 4 BEDROOM TOWNHOUSE + BQ  
LOCATION: BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: **AMETHYST**  
SPECIFICATION: 4 BEDROOM TWIN VILLA + BQ  
LOCATION: BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: **SAPPHIRE**  
SPECIFICATION: 5 BEDROOM TWIN VILLA + BQ  
LOCATION: BALI ISLAND, LIFE CAMP, KAFE DISTRICT, ABUJA

PRODUCT NAME: **SAPPHIRE**  
SPECIFICATION: 5 BEDROOM TWIN VILLA + BQ  
LOCATION: FIJI ISLAND, JABI, ABUJA

PRODUCT NAME: **ONYX**  
SPECIFICATION: 5 BEDROOM VILLA + BQ  
LOCATION: MALDIVES ISLAND, GWARIMPA, ABUJA



# 12 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 12 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 great investment at the same time.

## PAYMENT SCHEDULE

Month 0 (Initial Payment)	35%
Month 3	20%
Month 6	20%
Month 9	15%
Month 12	10%
<b>TOTAL</b>	<b>100%</b>

**7.5%**  
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.

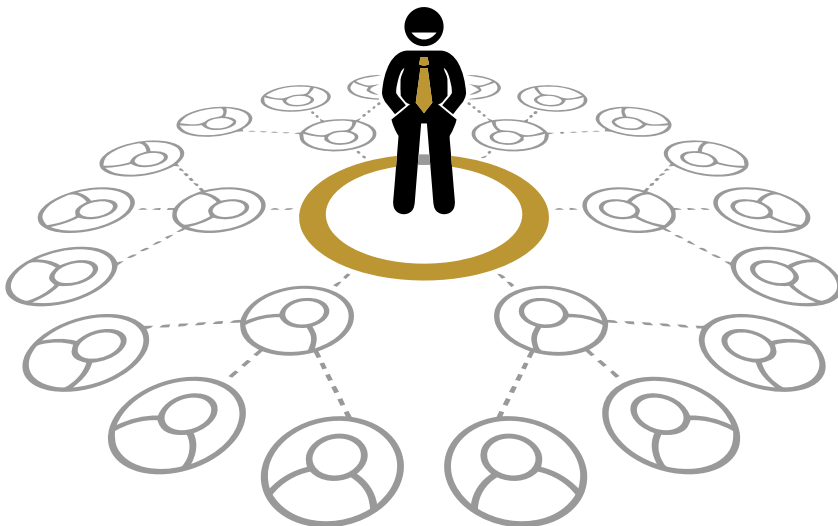
This exclusive membership will provide our clients unrestricted access to airport VIP lounges, hotel stay discounts, and much more.

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**



# GEM HUNT: THE FUTURE IN PERSPECTIVE



Business Opportunities



Networking



Brand Awareness

## PROUDLY SPONSORED BY:



**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)*

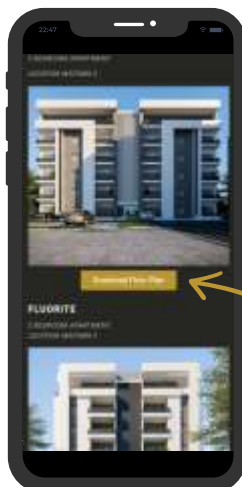


2. CALL, CHAT OR EMAIL BY CLICKING ON ANY OF THESE BUTTONS

*(make inquiries and schedule tours)*

CLICK ON THE PROJECT BUTTON TO FIND OUT 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](http://www.bilaadnigeria.com), [info@bilaadnigeria.com](mailto:info@bilaadnigeria.com)