

MARCH 2024

BILAAD[®]
REALTY

Newsletter



SUSTAINABLE VALUES

Real Estate Review

FROM THE HEADLINES

SUSTAINABLE VALUES

Business and society, in the past year have been faced with multiple challenges: the inflation which has triggered a wider economic crisis; and a deeper, longer-term sustainability crisis caused by pollution, resource depletion, burgeoning global population, and unsustainable production and consumption. These crises intensify what was already an emerging debate about the purpose and benefits of sustainable value in business.

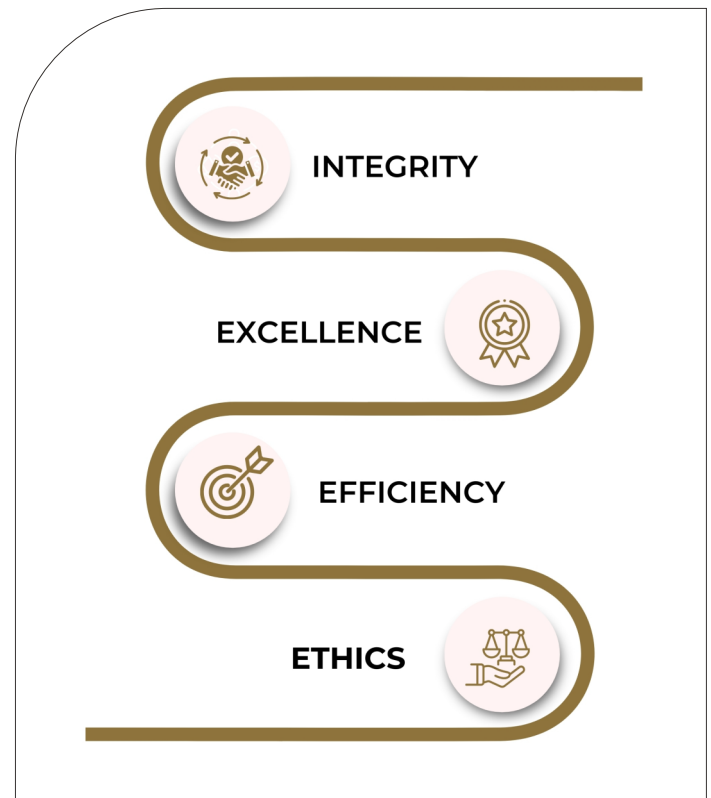
Values are increasingly becoming the focus of public discussion, yet their role in our lives and their importance for our well being are not always fully understood. Values are what we consider excellent, useful, or desirable, they are what we praise and hold in high esteem. They are a fundamental part of how we define ourselves, our culture and our society. They are generally enshrined in our conception of the world, our definition of a human being, our ideology. As a result, they are often unconscious and unquestioned.

With the new month finally here, now is the time to lay the foundation for a successful year – sustainable values. If there's anything we've learned in the past couple of months, it's that there's no predicting what might unfold with a new month. We can, however, set ourselves up to be more equipped, adaptable and resilient. The path forward into the new month for any individual, group, or organization should be prioritized around nurturing and sustaining a vibrant and strong internal culture to fuel the health, well-being, and productivity of your people. This investment will pay even more dividends in 2024 and years beyond.

Aliyu Aliyu

Chief Executive Officer

Bilaad Realty Ltd



EMPHASIS ON OUR PERSPECTIVE

SUSTAINABLE VALUES

The success of economic growth is dependent on a healthy and stable society. In an age when information is shared almost instantly, corporate supply chains and their effect on the local populous, no matter where in the world, is constantly being assessed for social license. Within an organization, the social side includes contributing to employee health and well-being, value flowing back through improved productivity.

The current placing of sustainability is supported by the strategic shift in the way organizations' performance is evaluated. Profit with purpose is set to become the new norm as leaders, today are giving a new, more profound meaning to the word 'Sustainable Value', regarding it not just as the profitable or right thing to do, but an essential component of growth.

EMPHASIS ON OUR PERSPECTIVE

SUSTAINABLE VALUES

While many businesses have designed and implemented all kinds of operational efficiency measures and have saved money doing it, the pathway to capturing more sustainable value from sustainability is still not widely understood or pursued. The opportunity cost of stopping at operational efficiency can be significant because diving more deeply into Sustainable Value opportunities almost always translates to higher beneficial impact on business performance.

Fostering innovation in sustainability often leads to redesigning more socially and environmentally responsible products and services. This focus inevitably brings new business opportunities. Nike, for instance, embedded sustainable values into its product design process and created the Flyknit line, a specialized yarn system which requires minimal labor and brings large profit margins. Launched in 2012, this system is reported to reduce footwear waste by 80% (3.5 million pounds).

Building loyalty from customers. Many of today's customers expect transparency and tangible local and global impact from companies they support. Several studies have showed that nearly two-thirds of consumers across six international markets think they have a "responsibility to purchase products and services that are good for the environment and society" (82% in emerging markets and 42% in developed markets).

Companies who embed sustainable values in their core business are more likely to treat employees as critical stakeholders. These organizations tend to create desirable organizational cultures that are sought by talented recruits, as they exhibit a deeper focus on purpose, making employees feel they are

part of a broader set of objectives and actions. One study found that morale was 55% higher in companies with more robust sustainability programs, compared to those with much less apparent ones, and employee loyalty was rated 38% higher as well. These conditions translate into improved productivity and reduced absenteeism.

We need to restructure the economic and social institutions of our society to reflect a similar set of values enhancing sustainability. Just as an individual should see work as a form of service, so should businesses and governmental bodies be reoriented to be of service to the whole society, and not just a favored part. A business enterprise should be legally responsible for providing a good or service in the best way possible. Profit should be one measure of the efficiency with which the service is performed, rather than an end in itself.

At Bilaad Realty, our four corporate values of Integrity, Efficiency, Excellence, and Ethics drive every business decision, helping us to better tailor our services for a productive year.



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 447m² Net-Floor Area
5 Bedroom – Villa

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

₦450,000,000
Semi-Finished

On Request

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 447m² 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 ₦ 447m² Net-Floor Area
5 Bedroom – Villa

₦465,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AMETHYST ₦ 343m² 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 ₦ 279m² Net-Floor Area
4 Bedroom – Townhouse

₦230,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



PETALITE ₦ 230m² Net-Floor Area
3 Bedroom – Apartment

NOT AVAILABLE

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AMMOLITE ₦ 235² Net-Floor Area
2 Bedroom – Penthouse

₦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 ₦170m² Net-Floor Area
2 Bedroom – Apartment

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes


On Request

On Request


AZURITE ₦170m² Net-Floor Area
1 Bedroom – Penthouse

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

₦138,000,000
Semi-Finished

On Request

On Request


IOLITE ₦75m² Net-Floor Area
1 Bedroom – Apartment

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

₦57,500,000
Semi-Finished

On Request

On Request


JADEITE ₦43m² Net-Floor Area
Studio Apartment

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

₦43,700,000
Semi-Finished

On Request

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 ₦447m² Net-Floor Area
5 Bedroom – Villa

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

₦300,000,000
Semi-Finished

On Request

On Request

PROPERTY TYPE

HOUSE TYPES

9 MONTHS PAYMENT PLAN ON BALI ISLAND PROPERTIES



AMETHYST 343m² Net-Floor Area
4 Bedroom – Twin Villa

₦170,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



OPAL 279m² Net-Floor Area
4 Bedroom – Townhouse

₦140,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request

HOT DEALS

PRODUCT NAME: **OPAL**

SPECIFICATION: 4 BEDROOM TOWNHOUSE + BQ

LOCATION: BALI ISLAND, LIFE CAMP, ABUJA

PRODUCT NAME: **AMETHYST**

SPECIFICATION: 4 BEDROOM TWIN VILLA + BQ

LOCATION: BALI ISLAND, LIFE CAMP, ABUJA

PRODUCT NAME: **SAPPHIRE**

SPECIFICATION: 5 BEDROOM VILLA + BQ

LOCATION: BALI ISLAND, LIFE CAMP, ABUJA

PRODUCT NAME: **SAPPHIRE**

SPECIFICATION: 5 BEDROOM VILLA + BQ

LOCATION: FIJI ISLAND, JABI, 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)	40%
Month 3	20%
Month 6	20%
Month 9	10%
Month 12	10%
TOTAL	100%

7.5%
DISCOUNTS ON
OUTRIGHT PAYMENTS

ESTATE FACILITIES



RECREATION



GYM



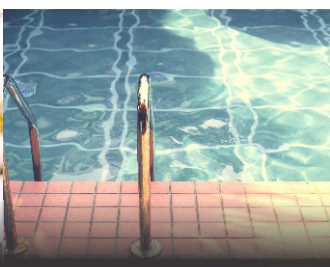
CCTV SURVEILLANCE
AND SECURITY



CENTRAL GAS SYSTEM



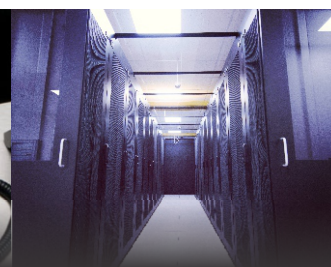
HOME AUTOMATION



SWIMMING POOL



INTERCOMM



FIBRE OPTICS
CONNECTIVITY



ENJOY UNRESTRICTED ACCESS



Airport
Lounge



Gaming
Arcade



Selected
Stores



Gym & Sports
Academy



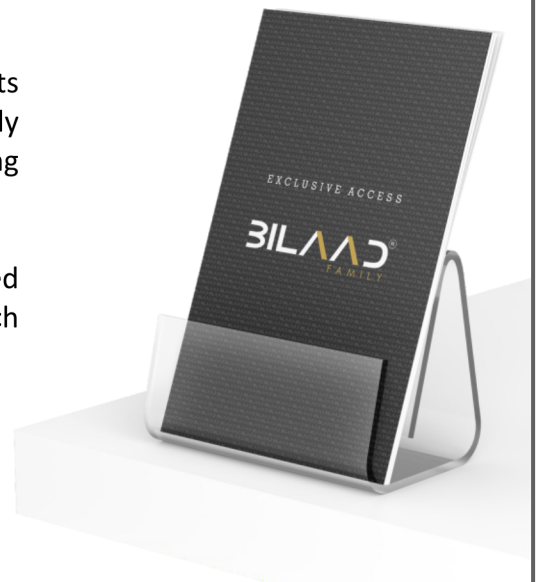
Hotels

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.

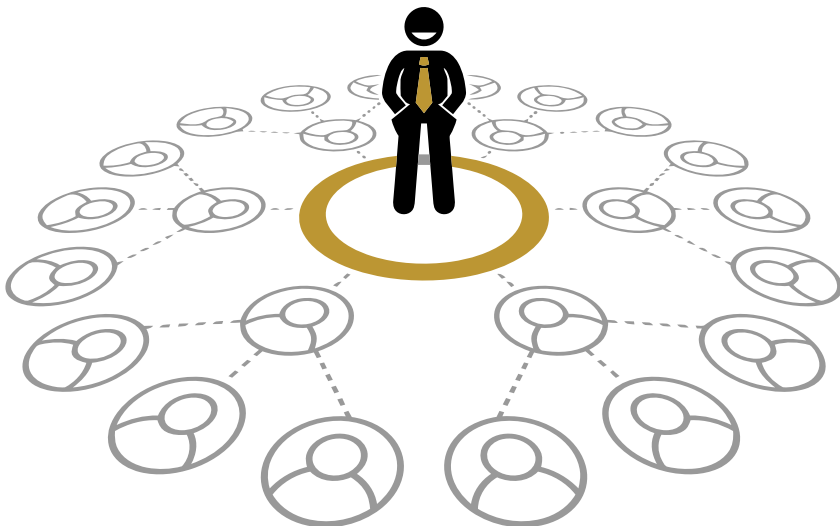
This exclusive membership will provide our clients unrestricted access to airport VIP lounges, hotel stay discounts, and much more.

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



1.0

The Future
in perspective

2.0

30 under 30:
women in business



3.0

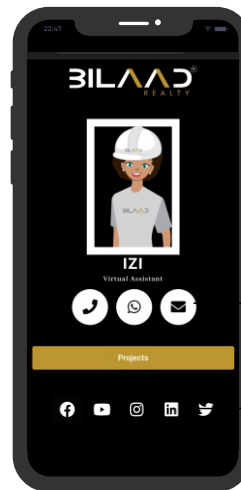
.....stay tuned

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)*

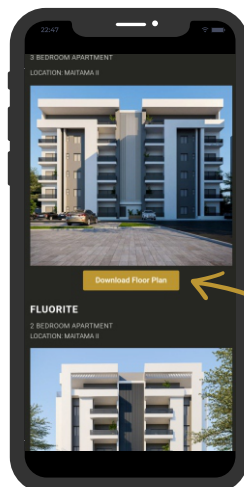


2. CALL, CHAT OR EMAIL BY CLICKING ON ANY OF THESE BUTTONS

(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)



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