

MAY 2024

BILAAD<sup>®</sup>  
REALTY

# NEWSLETTER



## INVESTMENT OPPORTUNITIES IN SUSTAINABLE REAL ESTATE

*Real Estate Review*

## FROM THE HEADLINES

## INVESTMENT OPPORTUNITIES IN SUSTAINABLE REAL ESTATE

This month, we share compelling insight into an avenue for investment opportunities in Nigeria's Sustainable Real Estate industry.

Sustainable investments transcend the realm of being merely trendy; they are a viable investment opportunity. Sustainable real estate embodies principles that emphasize sustainability and environmental responsibility. It includes energy efficiency, responsible resource management, and innovative designs that reduce a property's environmental impact.

Investment Opportunities in Sustainable real estate are rapidly soaring. Businesses and individuals alike are increasingly aligning themselves with its practices. Along with this, the world of real estate investment is undergoing a profound positive transformation.

The landscape of real estate investment is evolving, and sustainability has emerged as a pivotal factor that drives financial returns and environmental stewardship. The Nigerian burgeoning economy and growing population present a ripe opportunity for investors seeking to align profit with purpose.

As you know, our devotion to meeting the demands of the present, while laying the groundwork for a sustainable and prosperous future extends beyond mere rhetoric. It forms the cornerstone of our business philosophy, shaping our daily decisions and projects. In recent years, sustainability has transcended its status as a buzzword, evolving into a guiding principle that reshapes industries worldwide. In the real estate realm, this shift is obvious in the growing adoption of green building practices, energy-efficient technologies, and eco-friendly design strategies. The logic being to mitigate environmental impact. Let us delve deeper into why sustainable real estate in Nigeria warrants your attention:

### Long-Term Cost Savings

One of the most compelling arguments for sustainable real estate lies in its potential for long-term cost savings. By implementing energy-efficient solutions, water conservation measures, and waste management strategies, investors can significantly reduce operational expenses over the lifecycle of a property. In Nigeria, where energy costs can be substantial, adopting more renewable energy sources such as solar power holds particular promise, offering economic benefits and resilience against utility price fluctuations.

According to a study by the International Renewable Energy Agency (IRENA) Investment in renewables is more cost-effective than the conventional pathway. The Transforming Energy Scenario has lower investment costs than the Planned Energy Scenario (PES), which represents what would occur under current and planned policies; USD 1.22 trillion (2010) compared with USD 1.24 trillion (2010) while delivering the same energy service. In terms of average annual investment values, this corresponds to USD 35 billion USD (2010) per year compared with USD 36 billion USD (2010) per year. This shows that investment in renewables is more cost-effective than the planned case, regardless of the economic growth rate achieved.

### Aliyu Aliyu

**Chief Executive Officer**

**Bilaad Realty Ltd**



## EMPHASIS ON OUR PERSPECTIVE

# INVESTMENT OPPORTUNITIES IN SUSTAINABLE REAL ESTATE

### MARKET DEMAND

Beyond cost considerations, sustainable properties enjoy a heightened demand in the market, reflecting shifting consumer preferences and regulatory imperatives. In Nigeria, where rapid urbanization and population growth drive the need for housing and infrastructure, sustainable real estate presents a compelling value proposition. From eco-friendly residential developments to energy-efficient commercial spaces, sustainable properties are poised to capture the imaginations of investors and tenants alike, offering a blend of environmental stewardship and modern convenience.

### POTENTIAL RETURNS

Contrary to conventional wisdom, investing in sustainable real estate does not entail sacrificing financial returns. Research suggests sustainable properties often outperform traditional counterparts, boasting higher occupancy rates, increased asset value, and greater resilience to market fluctuations. In Nigeria's dynamic real estate landscape, where innovation and adaptability are key drivers of success, sustainable properties are well-positioned to deliver attractive returns while mitigating risk. Due to the many benefits of living in eco-friendly homes, sustainable properties often command higher property value due to their desirable features and environmental certifications. People increasingly seek green buildings for lower operating costs, healthier indoor environments, and positive environmental impact. This high demand translates into increased sales value and property appreciation for investors, resulting in higher overall returns on investment.

### CHARTING A COURSE FORWARD

As investors contemplate their next move in the ever-evolving real estate market, the allure of sustainable investment opportunities in Nigeria

beckons. At Bilaad, we stand at the vanguard of this transformative movement, harnessing the power of sustainability to drive value creation and foster positive change. Through meticulous market analysis, innovative design solutions, and strategic partnerships, we are committed to unlocking the full potential of sustainable real estate solutions that pave the way for a future where financial prosperity and environmental stewardship go hand in hand.

### ENVIRONMENTAL IMPACT

Beyond financial considerations, sustainable real estate is key to mitigating Nigeria's environmental challenges, particularly in rapid urbanization and resource depletion. According to data from the Nigerian Conservation Foundation, the built environment accounts for a significant portion of the country's energy consumption and greenhouse gas emissions by adopting green building practices such as energy-efficient design and renewable energy integration, sustainable real estate projects that have the potential to reduce carbon emissions and alleviate strain on finite resources thereby contributing to Nigeria's broader sustainability goals. Sustainable real estate in Nigeria is gaining momentum due to economic, environmental, and regulatory factors. Empirical research shows that sustainable properties offer financial returns, environmental benefits, and regulatory support, making them a wise investment. The real estate sector can drive positive change by embracing sustainability, fostering inclusive growth, and creating opportunities for prosperity while protecting the planet.



## 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** ₱9 447m<sup>2</sup> Net-Floor Area  
5 Bedroom – Villa

**₱450,000,000**  
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

**₦465,000,000**  
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  
4 Bedroom - Townhouse

**₦230,000,000**  
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  
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** ₦170m<sup>2</sup> Net-Floor Area  
2 Bedroom - Apartment



Finishings

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request



**AZURITE** ₦170m<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** ₦75m<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** ₦43m<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** ₦447m<sup>2</sup> Net-Floor Area  
5 Bedroom - Villa

**₦300,000,000**  
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

On Request

Add-ons  
Kitchen Cabinet & Appliances  
All Room Wardrobes

On Request



**OPAL** ₦ 279m<sup>2</sup> 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

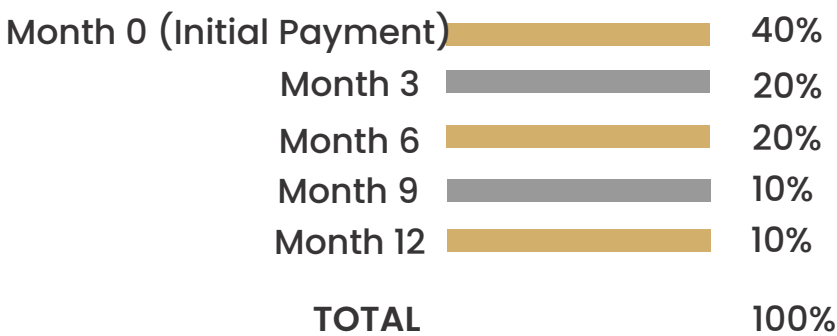


# 12 MONTH PAYMENT PLAN

## 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



**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.

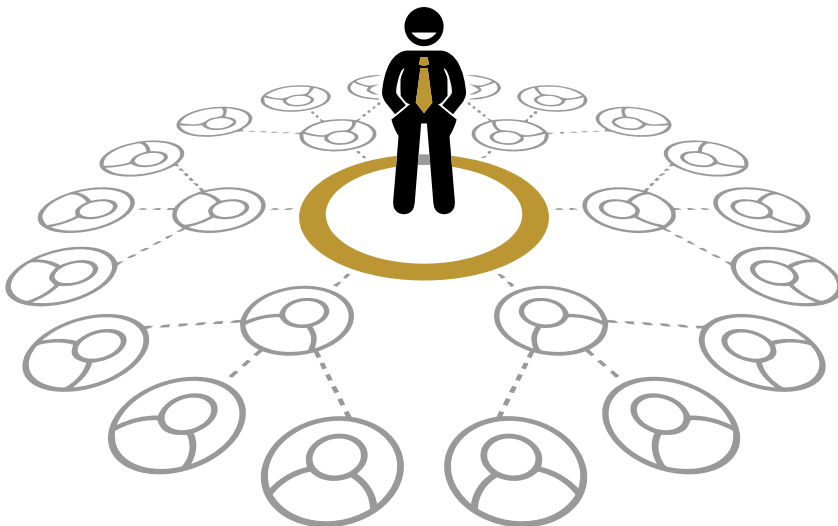
This exclusive membership will provide our clients unrestricted access to airport VIP lounges, hotel stay discounts, and much more.

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

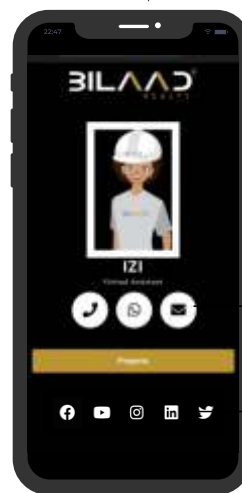
.....stay tuned

# 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.



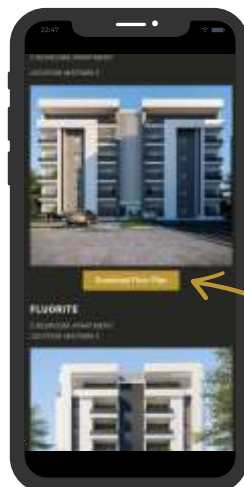
1. SCAN THE QR CODE *(it's izi!! Just use your phone camera)*



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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