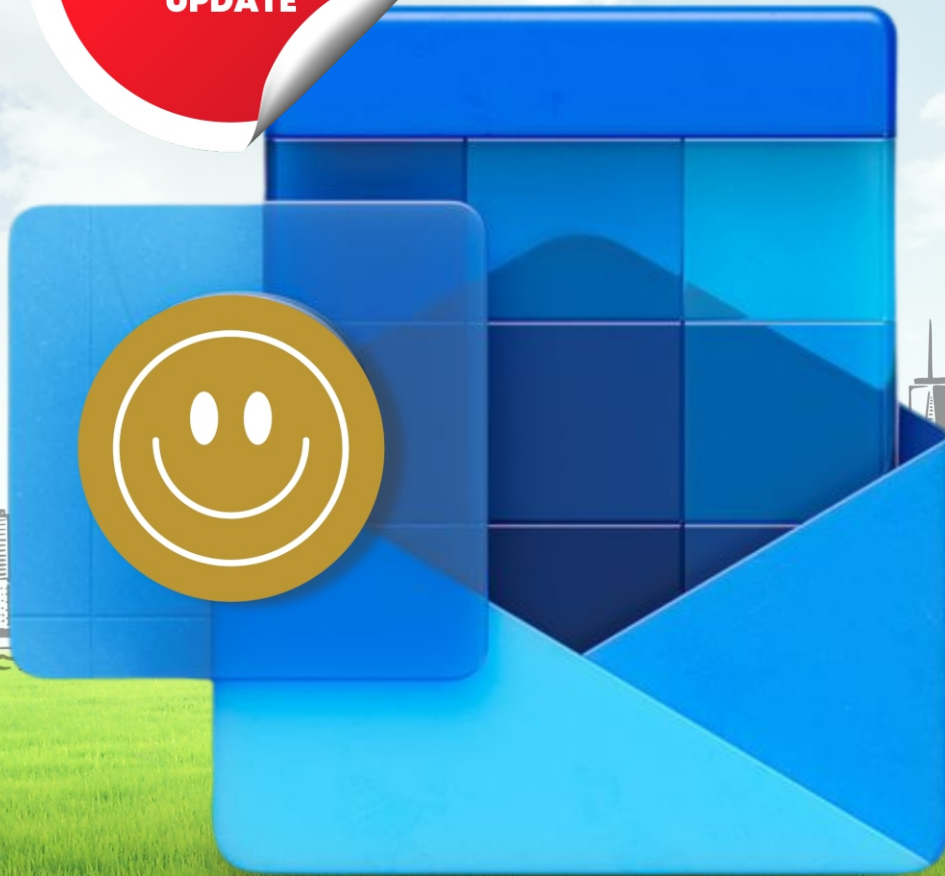


NEWSLETTER



SCAN ME



SUNSHINE IN CLOUDY REAL ESTATE SKIES: WHY POSITIVE **OUTLOOKS** PREVAIL

Real Estate Review

FROM THE HEADLINES

SUNSHINE IN CLOUDY REAL ESTATE SKIES: WHY POSITIVE OUTLOOKS PREVAIL

In the vast expanse of the Nigerian real estate market, it's natural to encounter some cloudy days. Skies can sometimes seem overcast with uncertainty, and it becomes easy to lose sight of the sun behind the clouds. However, amidst the uncertainty, it's crucial to remember that every cloud has a silver lining.

Uncertainties are akin to shifting sands, constantly challenging our expectations and strategies. Whether it's economic fluctuations, geopolitical events, or unforeseen disruptions, the landscape of real estate is never static. Yet, amidst this flux, the value of remaining focused cannot be overstated. Focused individuals and companies maintain a steadfast vision, unwavering in their pursuit of excellence despite the storm clouds on the horizon.

They understand that while they may not control the winds of change, they do control the set of their sails. By staying focused on their goals, adapting swiftly to changing circumstances, and embracing a positive outlook, they not only weather the uncertainties but emerge stronger and more resilient on the other side.

The more interesting part is winning the hearts of our clients by staying true to our mission. This not only builds trust in the long run but also unwavering loyalty. Stated or not, our audience is keen on our brand story, which is why they return.



In this month's newsletter, we'll explore why maintaining a positive outlook is not just beneficial but essential for our real estate journey.

During the Great Recession in the late 2000s, CBRE, (Coldwell Banker Richard Ellis) like many others in the real estate industry, saw a sharp decline in property values, a slowdown in transactions, and challenges in securing financing for projects. However, instead of succumbing to the downturn, CBRE adapted its strategies, tightened its operations, and focused on maintaining client relationships.

One key factor in CBRE's resilience was its diversified service offerings. While the recession severely impacted some segments of the real estate market, others remained relatively stable or even experienced growth. CBRE leveraged its broad portfolio of services, including leasing, sales, property management, and advisory, to weather the storm across different market segments.

CBRE's global presence and strong brand reputation played a crucial role in its recovery. Despite the challenges in the U.S. market, CBRE continued to expand its footprint internationally, tapping into emerging markets and capitalizing on opportunities abroad.

Aliyu Aliyu
Chief Executive Officer
Bilaad Realty Ltd

EMPHASIS ON OUR PERSPECTIVE

SUNSHINE IN CLOUDY REAL ESTATE SKIES: WHY POSITIVE OUTLOOKS PREVAIL

As the economy gradually recovered, CBRE positioned itself to capitalize on the rebound, seizing opportunities in distressed asset sales, restructuring advisory services, and real estate investment. By staying resilient, agile, and client-focused, CBRE not only survived the downturn but emerged stronger than ever, reaffirming its position as a leader in the real estate industry.

This example underscores the importance of adaptability, diversification, and client-centricity in navigating challenging market conditions. It's a testament to the resilience of the human spirit and the enduring potential for growth and prosperity, even in the face of adversity.

Resilience in Adversity: Throughout history, the real estate market has weathered various storms, from economic downturns to global crises. Yet, time and again, it has bounced back stronger than ever. By maintaining a positive mindset, we demonstrate our resilience in the face of adversity and inspire confidence in our clients and colleagues alike. Here are a few reasons to remain steadfast in our goals.

Opportunities in Challenges: Uncertain market trends often present hidden opportunities for those who are willing to seek them out. Whether it's identifying undervalued properties or adapting our strategies to meet changing demands, a positive outlook empowers us to turn challenges into stepping stones for success.

Building Trust and Confidence: In times of uncertainty, our clients look to us not only for expertise but also for reassurance. By exuding positivity and confidence, we instill trust in our abilities and reassure our clients that they're in capable hands, no matter the circumstances.

Fostering a Supportive Community: Our company is more than just a business; it's a supportive community where each member plays a vital role in our collective success. By maintaining a positive and uplifting environment, we cultivate a culture of support, collaboration, and resilience, enabling us to overcome any obstacle together.

Embracing Growth Mindset: A positive outlook is synonymous with a growth mindset—the belief that our abilities and intelligence can be developed through dedication and hard work. By embracing this mindset, we open ourselves up to continuous learning, innovation, and improvement, ensuring that we not only survive but thrive in any market conditions.

As we journey through the ups and downs of the real estate market together, let's remember that our attitude determines our altitude. By choosing positivity, we not only navigate uncertain times with grace and resilience but also pave the way for a brighter and more prosperous future.

Wishing you all abundance, optimism, and success in the days ahead!



PROPERTY TYPE

NEW

angkawi

ISLAND BY BILAAD

📍 PLOT 259 KATAMPE, FCT ABUJA

On the northeastern coast of Malaysia lies a beautiful Island to be explored; covered in lush greenery, rich vegetation, and serene tropicana, Langkawi is the perfect destination, a home away from home. Experience this same richness of uniquely crafted architecture in the city of Abuja. Introducing, Langkawi Island by Bilaad.

SUBSCRIPTION STARTS FROM

18M

House Types

Onyx

Opal

Topaz

Aventurine

Ametrine

COMING SOON

Own a Gem Today

SCAN ME

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 ₦9447m² 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 ¹⁷ 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



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

₦175,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AMMOLITE ₦235² Net-Floor Area
2 Bedroom – Penthouse



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

₦145,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AZURITE ₦170m² 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 ₦75m² Net-Floor Area
1 Bedroom - Apartment

NOT AVAILABLE

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



JADEITE ₦43m² 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 ₦447m² 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 ₦ 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: **AVENTURINE**

SPECIFICATION: 3 BEDROOM APARTMENT

LOCATION: BALI ISLAND, LIFE CAMP, ABUJA

PRODUCT NAME: **TOPAZ**

SPECIFICATION: 3 BEDROOM APARTMENT + BQ

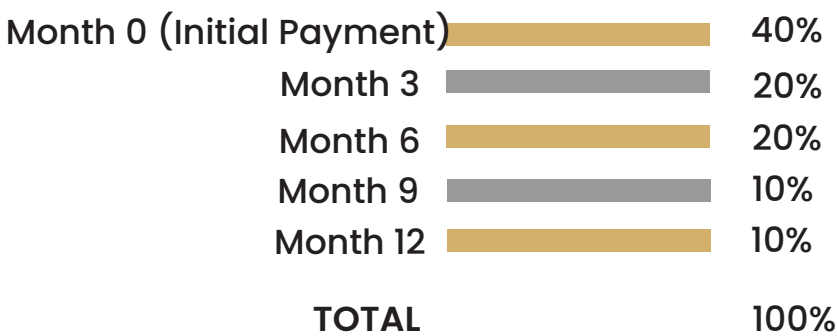
LOCATION: BALI ISLAND, LIFE CAMP, ABUJA

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



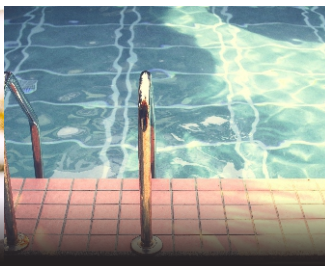
CCTV SURVEILLANCE
AND SECURITY



CENTRAL GAS SYSTEM



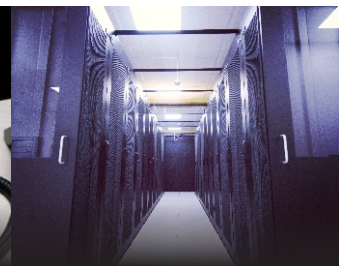
HOME AUTOMATION



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.

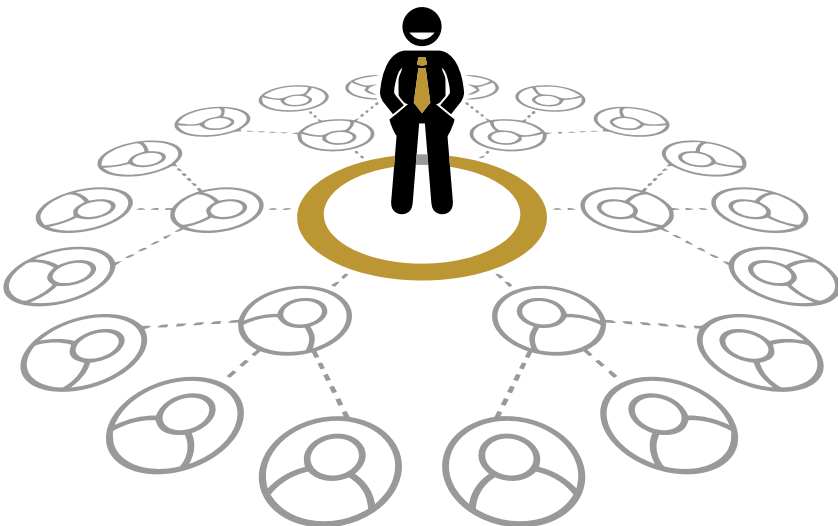
This exclusive membership will provide our clients unrestricted access to airport VIP lounges, hotel stay discounts, and much more.

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

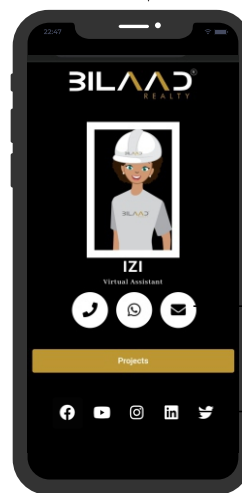
.....stay tuned

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)*



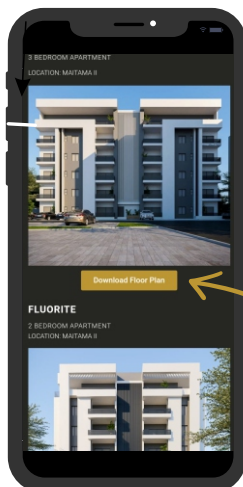
2. CALL, CHAT OR EMAIL BY CLICKING ON ANY OF THESE BUTTONS

(make inquiries and schedule tours)

CLICK ON THE BUTTON TO FIND OUT ALL OUR PROJECTS *(finding a new home just got izi'er)*

4. CLICK ON ANY OF THE ICONS FOR UPDATES ON SOCIAL MEDIA

(we love interacting with you)



you can also download floorplans (and an e-copy of this newsletter)

