

NEWSLETTER



THE ILLUSION OF CHEAP

THE ILLUSION OF CHEAP

FROM THE DESK OF THE CEO

It is a concept that describes how properties that appear inexpensive at first glance may actually be more costly in the long run, financially, emotionally, or in terms of time.

I have been in this industry long enough to witness the real cost of a “cheap” decision. It often starts with the excitement of getting a product at a low price, a fast transaction, and the satisfaction of feeling like you have struck a deal. But months later, the cracks begin to show, sometimes literally. Inaccessible roads.

Disputed titles. Poor construction. Promises made but never delivered. Even cases of “what I ordered vs what I got”. The investor who thought they saved money ends up spending more, just to make the property usable, or worse, to cut their losses. That is the illusion of cheap: when the price tag overshadows the real value behind it.



“

Not all that is cheap is affordable. And not all that is affordable is valuable.

In today’s market, where “affordable” is a buzzword, it is harder than ever to separate what is truly worthwhile from what is just attractively priced. The truth is: not all that is cheap is affordable. And not all that is affordable is valuable. Knowing the difference is what separates impulsive buying from smart investing.

At Bilaad, we believe affordability isn’t about being cheap. It is about being right. Right in price, function, legality, and long-term value. It means the land or home works for you today and holds promise for tomorrow. That is why we invest heavily in due diligence, location planning, quality control, and post-sale support, and many more. Because when you buy with us, you are not just getting a product, you are partnering with a company that is invested in your success.

Aliyu Aliyu
Chief Executive Officer

EMPHASIS ON OUR PERSPECTIVE THE ILLUSION OF CHEAP

Everyone loves a bargain... until it backfires. That is the thing about "cheap" in real estate: it wears a charming disguise. In a noisy marketplace filled with promos, price cuts, and "limited-time" deals, it is easy to get swept up by low prices and fast promises. But beneath the surface, chaos often brews in more ways than ones. Suddenly, the property that looked like a win starts bleeding your time, money, and patience. Simply put, a low price is not always a good price, and in real estate, true value is rarely the cheapest option on the table.

In a world where low price tags scream for attention, it is easy to forget that cheap is not the same as valuable. And in real estate, learning that lesson late can be very expensive. To understand the illusion of cheap, we must look beyond the price tag. Below are a couple of myths to debunk that often separates a wise investment from a costly mistake.

Simply put, just because something is cheap does not mean it will save you money, and just because it is affordable does not mean it is a good investment. A truly good deal is defined by transparency, due diligence, and a proven record of delivery. Not urgency or marketing buzz. Knowing this difference is what protects your investment.

Cheaper Buy Equates More Savings

It is easy think you save more money when faced with cheaper options. At first, it feels good: a lower price, a quick deal, the thrill of outsmarting the market. But in real estate, this is rarely true.



Cheap properties often hide silent costs like poor build quality, hidden fees, inaccessible roads, legal disputes, that appear months or years later. This is because, to make a property cheaper, important details are often left out and thus, what looked like smart savings ends up draining far more money, time, and peace of mind than expected. That is the illusion of cheap: a low price today that costs you double tomorrow.

All Products Are the Same

It is tempting to think all properties are the same if they serve the same purpose – same size, same area, same promise, then they must offer the same value. So, picking the cheaper one feels like the smart move. But real estate is not like buying identical products off a shelf.

Two properties can look identical in photos or on paper but be completely different in reality. One may have clear, verified ownership and the other may come with hidden disputes. One may have proper roads, drainage, and services and the other may look good today but stay empty for years because no one wants to live there. One may have a developer with a good track record and the other may vanish when things go wrong.

When people think all properties are the same, they miss what matters most: the hidden details that protect your money and help your investment grow. A smart investor does not just compare prices; they compare the quality behind the price.







At Bilaad Realty, we believe every property investment should be rightly priced — not just financially, but functionally, legally, and strategically. That is why we invest heavily in due diligence, thoughtful location selection, quality construction, and long-term client support. With us, you are not just acquiring real estate, you are choosing a partner committed to your success, today and into the future.

Spot the difference: One is a bargain, the other is a burden

(Ever wondered if you are more of a Gut-Driven Go-Getter or a Data-Backed Strategist? Let's find out.)

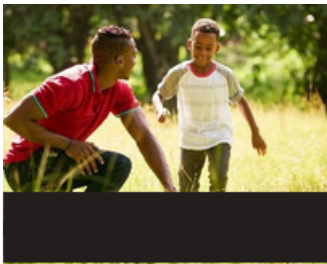
They look the same... until you look closer.

On the surface, these two property offers seem alike: same area, similar sizes, and both described as "affordable." But one is hiding costly risks. Can you spot which is truly worth your money?

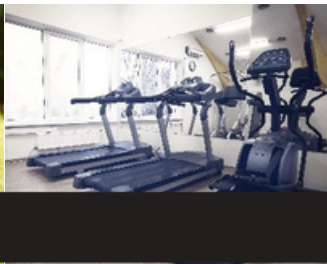
 45M		35M 
Partial finishing with high quality materials.		Partial finishing with low quality materials.
Easy access to amenities		Limited access to amenities
Includes drainage, security, electricity		Under discussion with no timelines
Transparent process, site visits open		Minimal communication

Which one gives you peace of mind, not just a discount?

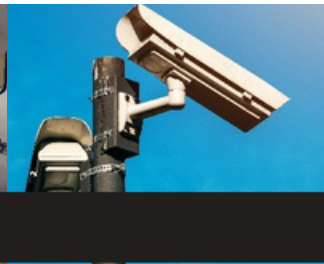
ESTATE FACILITIES



RECREATION



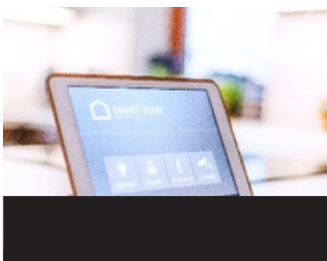
GYM



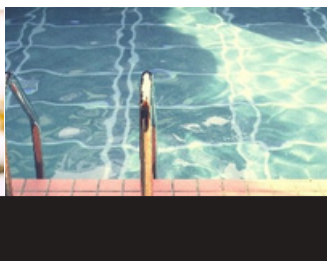
CCTV SURVEILLANCE
AND SECURITY



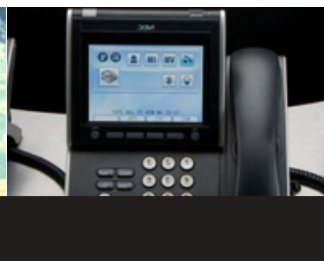
CENTRAL GAS SYSTEM



HOME AUTOMATION



SWIMMING POOL



INTERCOMM



FIBRE OPTICS
CONNECTIVITY

PROPERTY TYPE

NEW!

BILAAD
PREMIUM

Introducing
CAPRI ISLAND, DAPE DISTRICT, ABUJA FCT

Capri Island by Bilaad Realty is a 3.04-hectare project located in Dape District, Abuja, FCT. This estate comprises 87 units, showcasing our mid-premium homes in a secure, serene, and convenient environment. Designed for raising the perfect home.

HOUSE TYPES

7.5% DISCOUNT ON OUTRIGHT PAYMENTS



AQUAMARINE ₦ 318m2 Net-Floor Area
5 Bedroom Detached – Villa

₦265,000,000

Semi-Finished

Finishings

On Request

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



CITRINE ₦ 236m2 Net-Floor Area
4 Bedroom Town-House

₦160,000,000

Semi-Finished

Finishings

On Request

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AVENTURINE ₦ 131m2 Net-Floor Area
3 Bedroom – Apartment

₦105,000,000

Semi-Finished

Finishings

On Request

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

On Request

PROPERTY TYPE



BILAAD PREMIUM

LANGKAWI ISLAND, KATAMPE, ABUJA FCT

Langkawi Island by Bilaad Realty is a 2.63 Hectare project located in Katampe, Abuja, FCT. This estate comprises of 103 units, showcasing our premium and mid-premium homes in a secure, serene, and convenient environment. Designed for raising the perfect home.

HOUSE TYPES

9 MONTH PAYMENT PLAN ON LANGKAWI PROPERTIES



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

₦450,000,000
Semi-Finished

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request

On Request

PROPERTY TYPE



OPAL 179m² Net-Floor Area
4 Bedroom – Townhouse

₦285,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



TOPAZ 161m² Net-Floor Area
3 Bedroom – Apartment

NOT AVAILABLE

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AVENTURINE 120m² Net-Floor Area
3 Bedroom – Apartment All Ensuite

NOT AVAILABLE

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AMETRINE 96m² Net-Floor Area
2 Bedroom – Apartment

NOT AVAILABLE

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request

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

6 MONTH PAYMENT PLAN ON BARBADOS PROPERTIES



ONYX 447m² Net-Floor Area
5 Bedroom – Villa

₦650,000,000
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 installa ons no electral and plumbing installala ons

47A, ML Wushishi Crescent, Utako - Abuja | +234 700 222 2111 | www.bilaadnigeria.com | info@bilaadnigeria.com

PROPERTY TYPE



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

7.5% DISCOUNT ON OUTRIGHT PAYMENTS



ONYX 447m² Net-Floor Area
5 Bedroom - Villa

₦600,000,000
Semi-Finished

Finishings

On Request

Add-ons

Kitchen Cabinet & Appliances All
Room Wardrobes

On Request

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PROPERTY TYPE

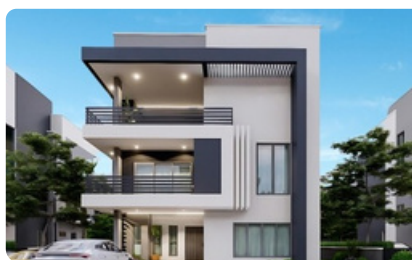
BILAAD
PREMIUM

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

7.5% DISCOUNT ON OUTRIGHT PAYMENTS



ONYX 447m² Net-Floor Area
5 Bedroom – Villa

₦600,000,000
Semi-Finished

Finishings

On Request

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



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

NOT AVAILABLE

Finishings

On Request

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



OPAL 279m² Net-Floor Area
4 Bedroom – Townhouse

₦300,000,000
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 235m² Net-Floor Area
2 Bedroom – Penthouse

NOT AVAILABLE

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

NOT AVAILABLE

On Request

On Request


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

Finishings

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

NOT AVAILABLE

On Request

On Request


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

Finishings

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

NOT AVAILABLE

On Request

On Request


JADEITE ₦43m² Net-Floor Area
Studio Apartment

Finishings

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

NOT AVAILABLE

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

6 MONTH PAYMENT PLAN ON BALI ISLAND PROPERTIES


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

₦400,000,000
Semi-Finished

Finishings

Add-ons

Kitchen Cabinet & Appliances
All Room Wardrobes

On Request

On Request

PROPERTY TYPE

HOUSE TYPES

6 MONTH PAYMENT PLAN ON BALI ISLAND PROPERTIES



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

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request

SOLD OUT



OPAL 279m² Net-Floor Area
4 Bedroom – Townhouse

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request

₦185,000,000
Semi-Finished

HOT DEALS



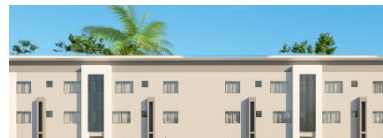
JADEITE
STUDIO APARTMENT

Location: The Bahamas,
Maitamall, Abuja, FCT



VERMARINE
1 BEDROOM
APARTMENT

Location: Bali
Island, Lifecamp



AMETRINE
2 BEDROOM
APARTMENT

Location: Bali
Island, Lifecamp



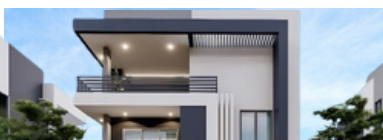
OPAL
4 BEDROOM
TOWNHOUSE
+ EMPLOYEE QUARTERS

Location: Bali
Island, Lifecamp



OPAL
4 BEDROOM
TOWNHOUSE
+ EMPLOYEE QUARTERS

Location: The Bahamas,
Maitamall, Abuja, FCT



ONYX
5 BEDROOM - VILLA
+ EMPLOYEE QUARTERS

Location: The Bahamas,
Maitamall, Abuja, FCT



SAPPHIRE
5 BEDROOM - VILLA
+ EMPLOYEE QUARTERS

Location: Fiji Island, Jabi
Abuja, FCT



PLATINUM
5 BEDROOM - VILLA
+ EMPLOYEE QUARTERS

Location: Mauritius,
MINISTER'S QUARTERS
Abuja, FCT

YOUR SUSTAINABLE PARTNER IN REAL ESTATE



12 MONTH PAYMENT PLAN

Payment flexibility is important when it comes to home ownership. Across our different housing categories, we offer a minimum of 12 months to provide reasonable convenience for customers. Furthermore, we are working closely with financial institutions to offer alternative financing options worth considering by clients to enable them to secure great investments at the same time.

PAYMENT SCHEDULE

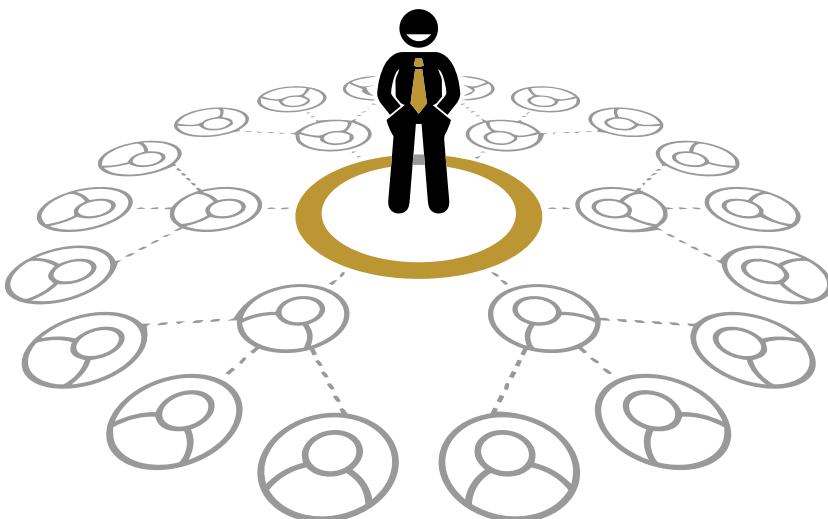
Month 0 (Initial Payment)	40%
Month 3	20%
Month 6	20%
Month 9	10%
Month 12	10%
TOTAL:	100%

7.5%

DISCOUNT ON
OUTRIGHT PAYMENTS

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GEM HUNT 4.0

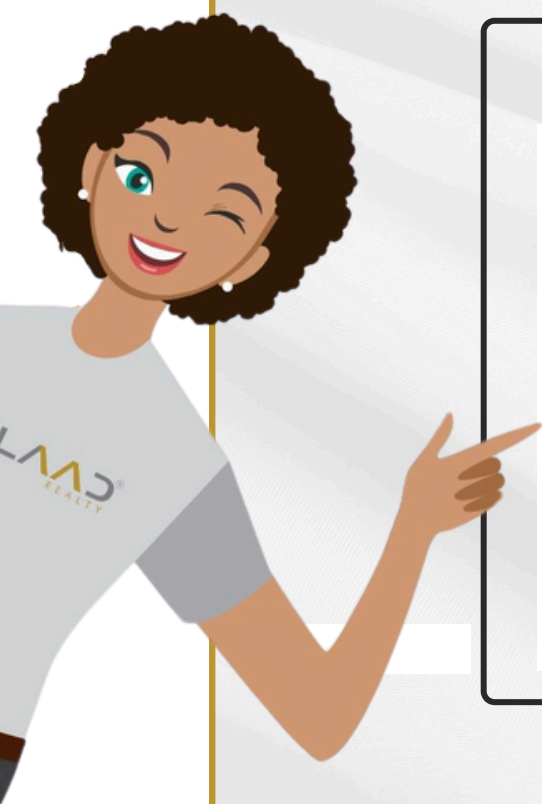
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SCAN HERE

