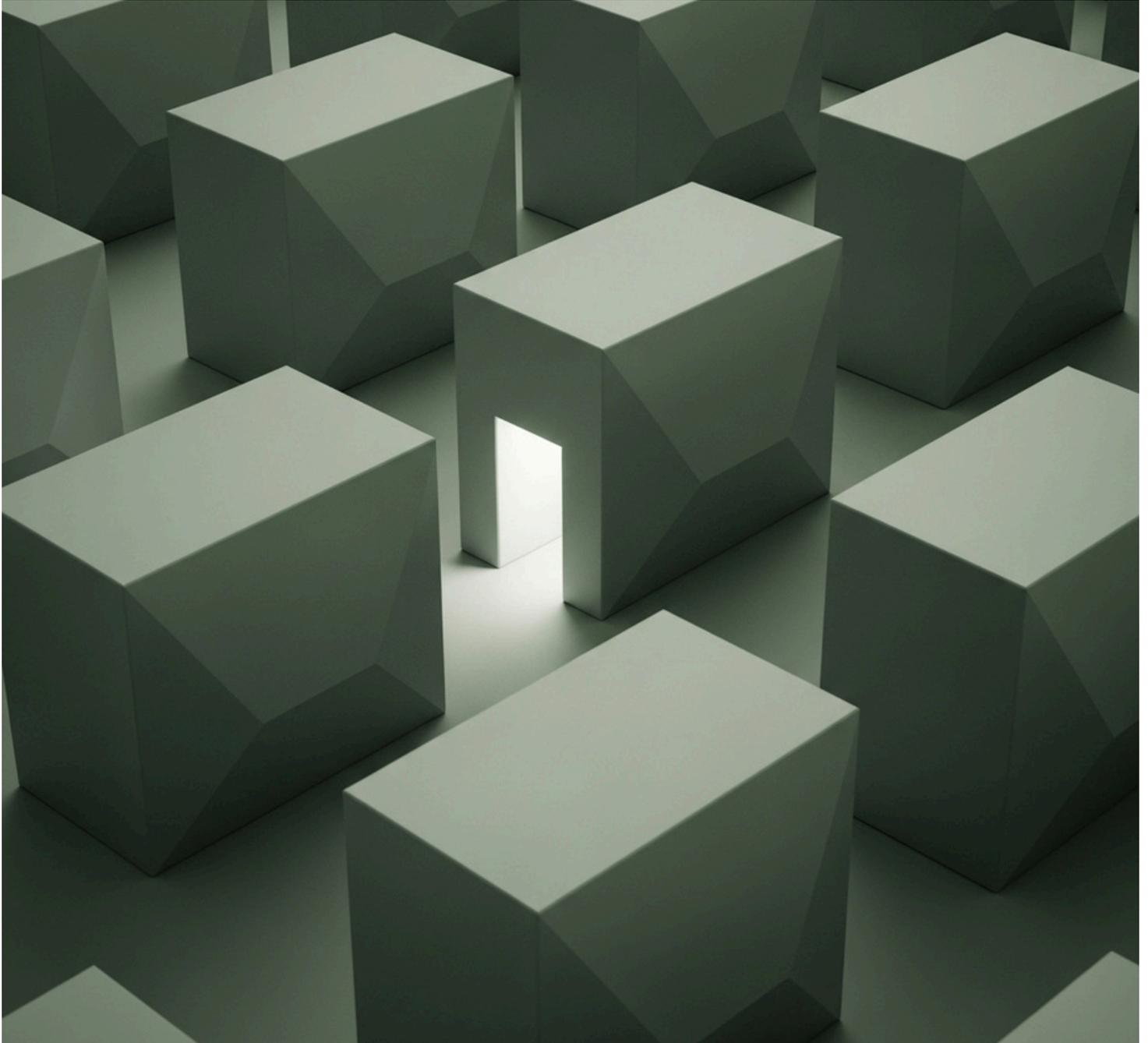


NEWSLETTER



**POSITIONING IS THE
NEW ADVANTAGE**

POSITIONING IS THE NEW ADVANTAGE

From the Desk of the CEO

In every market cycle, there is a shift. A moment when what once felt optional becomes essential. In 2026, that shift is positioning.

Risk may open the door to reward, but positioning determines who walks through it first.

In real estate, positioning is not simply about location. It is about placement in time, in strategy, and in structure. It is the deliberate act of aligning capital with future value before that value becomes obvious to everyone else.

The market does not reward participation equally. It rewards preparedness. Two investors may enter the same market in the same year and experience vastly different outcomes. The difference is rarely luck. It is positioning.

Strategic positioning requires foresight. It means understanding infrastructure plans before they are completed. Recognizing growth corridors before they are saturated. Structuring entry points before demand peaks. It is not reactive. It is anticipatory.

In uncertain markets, many wait for clarity. But clarity often arrives after the opportunity has matured. The advantage belongs to those who can interpret signals early and act with discipline.



At Bilaad Realty, positioning is not accidental. It is designed. Every project we undertake is evaluated through one central question: Does this place our investors ahead of the curve? From land banking strategies to phased development models, our approach is anchored in long-term alignment, ensuring that capital is not merely invested, but strategically placed.

As the year progresses, competition will increase. Information will become louder. Opportunities will appear everywhere. But advantage will not belong to those who move the fastest. It will belong to those who are positioned the strongest.

In 2026, the question is no longer simply about managing risk.

It is about securing advantage.
Positioning is no longer a strategy.
It is the advantage.

DR. EMMANUEL BASSI USMAN
CHIEF EXECUTIVE OFFICER, BILAAD REALTY

EMPHASIS ON OUR PERSPECTIVE

POSITIONING IS THE NEW ADVANTAGE

Positioning Yourself for Advantage in 2026

Positioning is not accidental. It is intentional and it does not happen by proximity to opportunity, but by preparation for it.

In 2026, the investors who win will not necessarily be the boldest. They will be the most strategically aligned. Here is how to position yourself correctly:

1. Define Your Investment Horizon Clearly

Positioning begins with clarity. Are you investing for short-term liquidity, mid-term capital growth, or long-term wealth preservation? Your time horizon determines where and how you enter the market.

Many investors misposition themselves by pursuing opportunities that conflict with their financial reality.

- A long-gestation development requires patience.
- A rental-income asset requires demand stability.
- A land banking strategy requires foresight.

Without clarity, even a good asset can become a poor position. Strong positioning starts with knowing your timeline and aligning your capital accordingly.

2. Enter Growth Corridors Before They Mature

Advantage rarely exists at the peak. It exists at the early stages of expansion. Position yourself where infrastructure is planned, not just where it is completed. Study government development agendas, road expansions, commercial zoning trends, and population shifts. These indicators often signal future value long before prices adjust.

Waiting for full transformation may feel safe, but it compresses upside potential. Positioning requires disciplined entry, not reactive buying.

3. Structure Your Capital for Flexibility

Even the best location can become stressful if your financial structure is rigid. Position yourself with flexibility. Avoid overleveraging. Choose payment plans that protect liquidity. Ensure your commitments allow room to adapt if timelines shift.

Financial structure is what allows you to hold your position confidently while value matures. A strong position is one you can sustain.

4. Align with the Right Investment Advisors

No investor positions themselves alone. Markets are complex. Development cycles are layered. Regulatory environments shift. Access to accurate insight can mean the difference between exposure and advantage.

Positioning yourself properly means surrounding yourself with advisors who understand land acquisition, development sequencing, pricing strategy, and exit planning. Advisors who prioritize due diligence over urgency. Advisors who think long-term, not transactionally.

The right guidance does more than help you buy property. It helps you enter at the right time, in the right location, under the right structure.

At Bilaad Realty, this is the role we commit to playing. Not simply as developers, but as strategic partners in positioning our investors for sustained advantage. As you evaluate opportunities this month, ask yourself: "Am I merely investing... or am I positioning?"

Because in today's market, participation is common. Strategic positioning is rare, and rare positioning creates lasting advantage.



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PROPERTY TYPE



BILAAD PREMIUM

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

₦320,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



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

₦170,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



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

₦120,000,000
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

7.5% DISCOUNT ON OUTRIGHT PAYMENTS



ONYX ^{EST} 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

PROPERTY TYPE



OPAL 173 279m² Net-Floor Area
4 Bedroom – Townhouse

₦400,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



TOPAZ 173 161m² Net-Floor Area
3 Bedroom – Apartment

₦250,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AVENTURINE 173 120m² Net-Floor Area
3 Bedroom – Apartment All Ensuite

₦200,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



AMETRINE 173 96² Net-Floor Area
2 Bedroom – Apartment

₦175,000,000
Semi-Finished

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 173 447m² Net-Floor Area
5 Bedroom – Villa

₦800,000,000
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

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

₦430,000,000
Semi-Finished

Finishings

On Request

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

On Request



OPAL 279m² Net-Floor Area
4 Bedroom - Townhouse

₦320,000,000
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 diferent precious homes in a secure, serene, and convenient environment for growing families.

HOUSE TYPES

5% DISCOUNT ON OUTRIGHT PAYMENTS

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

Finishings

 Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

NOT AVAILABLE

On Request

On Request

PROPERTY TYPE

HOUSE TYPES 5% DISCOUNT ON OUTRIGHT PAYMENTS



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

₦350,000,000
Semi-Finished

Finishings On Request

Add-ons On Request
Kitchen Cabinet & Appliances
All Room Wardrobes



OPAL ₦ 279m² Net-Floor Area
4 Bedroom - Townhouse

NOT AVAILABLE

Finishings On Request

Add-ons On Request
Kitchen Cabinet & Appliances
All Room Wardrobes

HOT DEALS



OPAL
4 BEDROOM
TOWNHOUSE
+ EMPLOYEE QUARTERS

Location: The Bahamas,
Maitamall, Abuja, FCT



ONYX
5 BEDROOM - VILLA
+ EMPLOYEE QUARTERS

Location: The Bahamas,
Maitamall, Abuja, FCT



ONYX
5 BEDROOM - VILLA
+ EMPLOYEE QUARTERS

Location: Maldives,
Gwarimpa, Abuja, FCT



SAPPHIRE
5 BEDROOM - VILLA
+ EMPLOYEE QUARTERS

Location: Fiji Island, Jabi
Abuja, FCT

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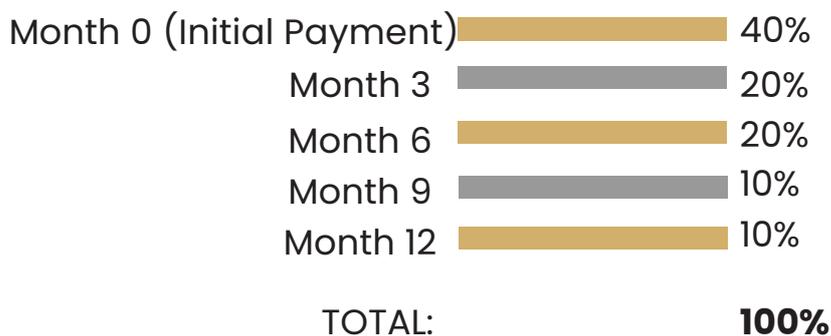


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Payment flexibility is important when it comes to home ownership. Across our different housing categories, we offer a minimum of 12 months to provide reasonable convenience for customers. Furthermore, we are working closely with financial institutions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

PAYMENT SCHEDULE



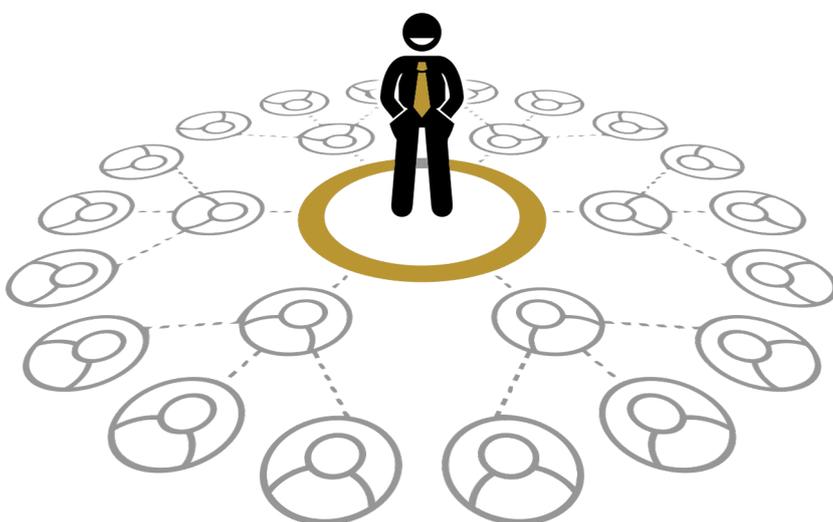
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7.5%

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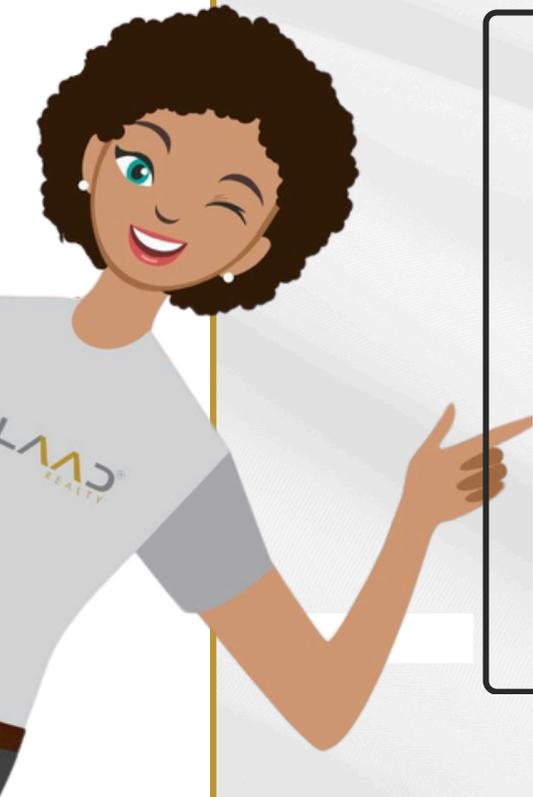


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