

NEWSLETTER



THE SCIENCE OF BEING **FIRST**

THE SCIENCE OF BEING FIRST

From the Desk of the CEO

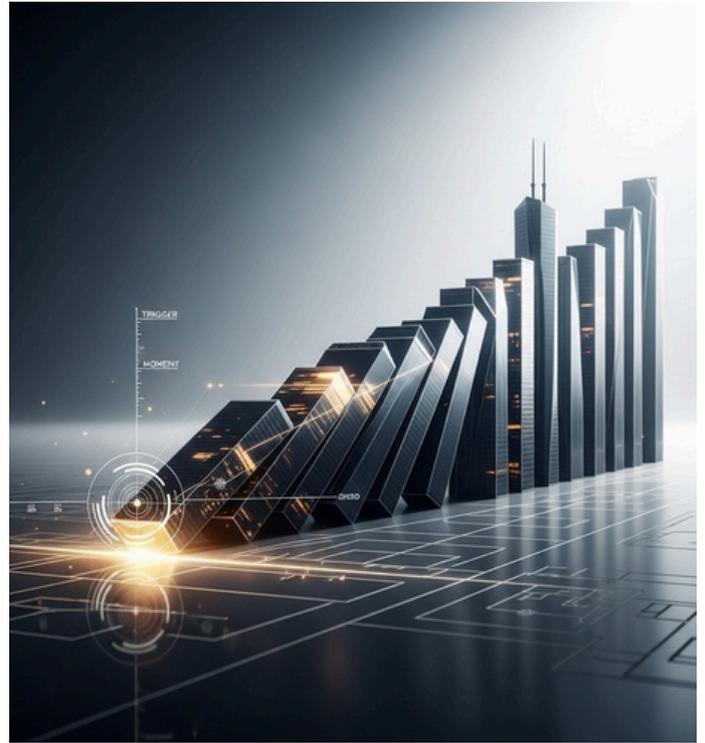
In every market cycle, there is a silent multiplier. A factor that does not announce itself loudly, yet determines who captures the greatest share of value. In 2026, that factor is timing.

Not just timing in reaction, but timing in initiation. Positioning may determine where you stand, but being early determines how much ground you own before the crowd arrives.

In real estate, value does not appear suddenly. It builds gradually, often unnoticed, until it reaches a tipping point. By the time the majority recognizes an opportunity, a significant portion of the advantage has already been claimed.

The difference between early participants and late entrants is not marginal. It is exponential. Early investors benefit from lower entry prices, wider strategic options, and the ability to shape outcomes rather than adapt to them. Late entrants, no matter how well-informed, operate within a narrower margin of opportunity. Being first is not about speed without direction.

It is about informed anticipation. It requires the discipline to act when signals are still forming and the conviction to move before validation becomes consensus.



Markets reward those who can see beyond the present moment. Infrastructure announcements, policy direction, population movement, and commercial interest are not just indicators, they are early signals of future value. Those who understand how to interpret these signals position themselves ahead of demand, not within it.

At Bilaad Realty, our strategy extends beyond positioning assets. We focus on timing entry points with precision. From land acquisition in emerging corridors to phased developments designed for value appreciation, our approach is built on a simple principle: advantage compounds for those who arrive early and stay aligned.

As the market evolves, opportunities will not disappear. But the magnitude of their returns will change depending on when you engage them.

In 2026, the question is no longer just where you are positioned. It is when you choose to arrive. Because in the economics of opportunity, being early is not a risk. It is a science.

DR. EMMANUEL BASSI USMAN
CHIEF EXECUTIVE OFFICER, BILAAD REALTY

EMPHASIS ON OUR PERSPECTIVE

THE SCIENCE OF BEING FIRST

How to Leverage Early Entry for Maximum Advantage in 2026

Being first is not accidental. It is calculated. It requires clarity, discipline, and a structured approach to identifying and acting on opportunity before it becomes obvious.

In 2026, the investors who gain the most will not simply be well-positioned. They will be well-timed. Here is how to approach early entry strategically:

1. Train Your Eye to Recognize Early Signals

Opportunities rarely begin with noise. They begin with subtle indicators.

Pay attention to government policy directions, infrastructure approvals, zoning changes, and emerging commercial activity. These are often early markers of transformation. The ability to interpret these signals before they materialize into visible development is what separates early investors from reactive ones.

Waiting for full visibility may feel safe, but it often means entering after value has already been priced in.

2. Act Before Consensus Forms

Consensus is comfortable, but it is rarely profitable.

When everyone agrees on an opportunity, the advantage has already begun to shrink. Early entry requires the confidence to act when information is still incomplete but directionally clear. This is where discipline becomes critical.

It is not about guessing. It is about informed conviction backed by research and guided insight.

3. Secure Strategic Entry Points, Not Just Assets

Not all early investments are equal.

Focus on securing entry points that offer flexibility, scalability, and long-term relevance. Whether it is land in a future growth corridor or property tied to upcoming infrastructure, the goal is not just to enter early, but to enter intelligently.

A strong early position allows you multiple exit options as the market matures.

4. Maintain the Capacity to Hold Your Position

Early advantage only becomes meaningful if it can be sustained.

Markets take time to mature. Investors who enter early must be financially structured to hold through the growth cycle. This means avoiding unnecessary pressure on liquidity and ensuring your investment horizon aligns with the expected timeline of value appreciation.

Patience is not passive. It is strategic endurance.

5. Partner with Insight-Driven Advisors

Early entry without guidance can lead to exposure instead of advantage.

Working with advisors who understand development cycles, land dynamics, and timing strategies ensures that your early moves are informed and intentional. The right partnership helps you distinguish between premature entry and strategic timing.

At Bilaad Realty, our role is to bridge that gap, helping investors not only identify opportunities early but enter them with structure, clarity, and confidence.

As you navigate opportunities this month, ask yourself: "Am I waiting for confirmation... or am I acting on insight?"

Because in today's market, timing is not just important. It is transformative.

And those who receive insight first, move first.

Join our community to access early market intelligence, exclusive opportunities, and strategic insights designed to keep you ahead of the curve.



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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 ₦447m² Net-Floor Area
5 Bedroom - Villa

Finishings

Add-ons
Kitchen Cabinet & Appliances
All Room Wardrobes

NOT AVAILABLE

On Request

On Request

PROPERTY TYPE



OPAL ₦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 ₦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 ₦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 ₦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 ₦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



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



OPAL
4 BEDROOM
TOWNHOUSE
+ EMPLOYEE QUARTERS

Location: Bali, Life Camp,
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

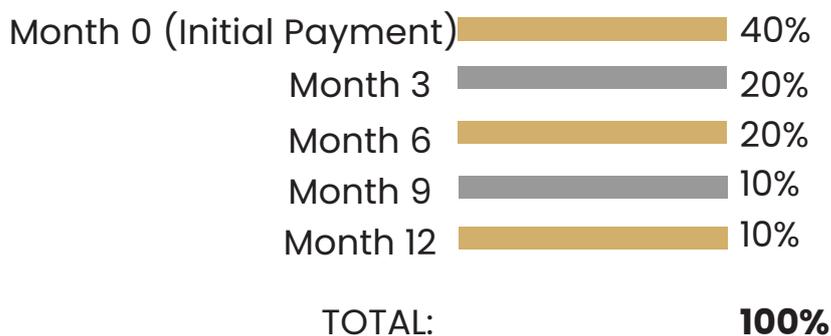
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Payment flexibility is important when it comes to home ownership. Across our different housing categories, we offer a minimum of 12 months to provide reasonable convenience for customers. Furthermore, we are working closely with financial institutions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

PAYMENT SCHEDULE



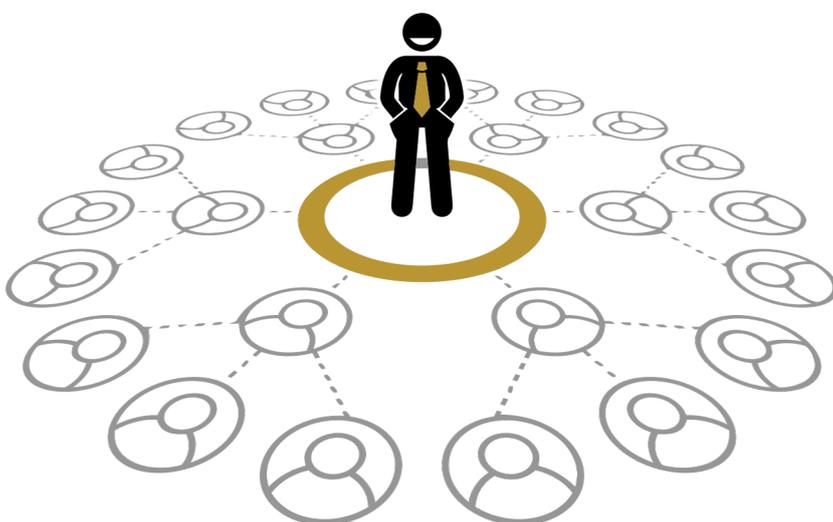
UP TO

7.5%

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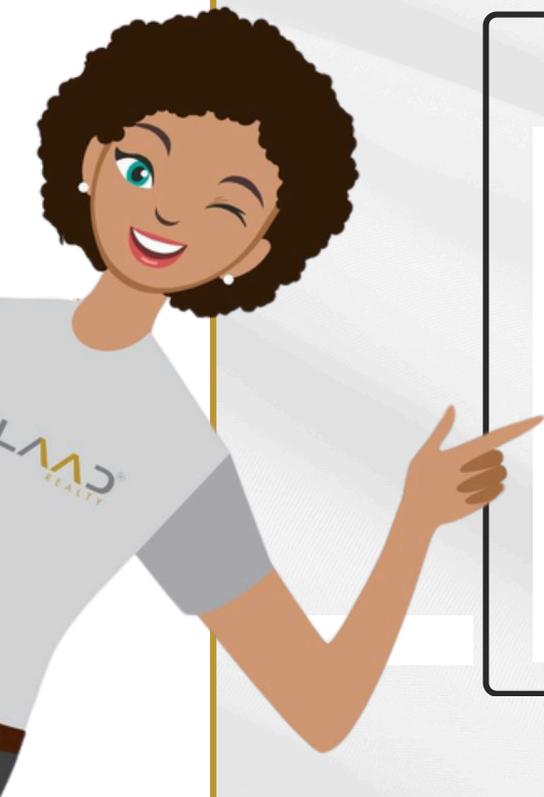


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