

# HOMES & PROPERTY

INVESTMENT | ARCHITECTURE | INTERIORS

INSIDE

## NEW URBANISM IN NIGERIA



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# EDITOR'S NOTE

**W**elcome to this special edition of the BusinessDay Homes & Property Magazine which, essentially, celebrates the maiden edition of our Property Investment (PRINVEST) Conference that was held recently as Conferences, Products Exhibition and Video Show.

The event which had as theme, 'Dream Residential Communities: Closing the Gap' was intended to bring together developers, investors, contractors, suppliers and buyers to show and discuss new developments and opportunities in Nigeria's housing and real estate space.

Though our aim in this space remains redefining the way property reporting, analysis and marketing is done in Nigeria, we are intentional in this edition in highlighting opportunities and challenges in emerging urban communities in Nigerian cities from different industry experts' perspectives.

As always, we are providing robust content that surpasses expectations of our readers across the world. This is why, in this edition, despite its specialized nature and limited scope, we are all the more focused and in-depth in our offerings. We have gone out of our immediate domain to bring to our readers well researched reports on various aspects of the subject matter.

Our opening story offers insights into New Urbanism that has hit Nigeria's major cities like a movement, now being embraced by both public and private sector players in the real estate industry. Attempts have been made to present the various sides of the movement with expert opinion and advice given on what should be done to close identified gaps.

The Property Personality interview with a man who has both local and global industry experience to share is the edition's icing on the cake. It offers a panoramic view of the emerging city centres and dovetails into the return of a major player in the industry which had had to take a break in response to global business downturn.

The edition also highlights other salient real estate issues, especially rent payment in Lagos. It is a well-researched piece of work that answers the questions: who are the people paying; how much are they paying; where do they live, and what factors drive rent payment in this sprawling city.

Delivering affordable housing is a huge challenge even to governments in Nigeria. This edition brings perspectives from 'abroad', focusing on the Rwandan model. It is hoped that stakeholders, including the government, will learn lessons from this and leverage same to deliver affordable housing to Nigerians.

As always, we are providing robust content that surpasses expectations of our readers across the world.



This edition also gives readers a peep into emerging urban communities in Nigeria. As property values appreciate and both population and urbanization grow in the country, more properties are being developed in response to emerging opportunities. As a result, new urban communities are evolving from areas that had been lying fallow and also land reclaimed from the ocean and lagoons.

Experts are of the view that the development of these urban centres is driven largely by vision which, according to them, drives every other decision made about the centres. The vision goes a long way in determining what should or should not be done in those communities.

The edition also features a number of companies that offer investment and residential opportunities with good value propositions to investors and buyers respectively. Leading the pack is Arkland Properties which gives buyers and investors a clear and objective view into the future.

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# DREAM RESIDENTIAL COMMUNITIES: OPPORTUNITIES AND GAPS

**Chuka Uroko**

**D**ream residential communities easily lend themselves to new urbanism - a loose term now used to describe private and public sector responses to congestion in cities like Lagos. These are places where housing, school places and hospital beds are in short supply while commercial rents are just too high.

New urbanism also refers to the creation of new communities or satellite towns within existing cities to cater for a growing population and rapid urbanisation. New developments such as Eko Atlantic City, Orange Island and Gracefield Island in Lagos; Centenary City and Asokoro Island in Abuja, and Rainbow Town in Port Harcourt are typically instances of urban communities in Nigeria.

Though experts present different perspectives in defining these emerging communities, they all point to one direction.

Yinka Ogunsulire, MD, Orange Island, sees these communities as urban design movements that promote walk-able neighborhoods containing a range of housing and job types. "The principle has gradually influenced many aspects of real estate development, urban planning, and municipal land-use strategies", she explains.

It is hoped that these new cities will bring the dream of hassle-free modern living to those who can afford them; they will also bring security, running water, electricity, shopping and reliable communications to the fore.

Essentially, these new communities are a necessity in a growing city, especially in highly populated cities such as Lagos, Kano, Abuja and some other parts of the country where, because of economic activities, they tend to attract population and become susceptible to urbanization.

The communities are usually planned to be built from scratch on the edges of existing metropolises. There is often a level of government involvement, making them joint venture projects. They are privately managed or self-governing, and there is improved professionalism in delivery and marketing.

All these and more are embodied in the opportunities that come with the development of these communities. At the beginning, land values are relatively lower so there are opportunities for investment where people can easily acquire property and, over time, the value increases.

"There are also opportunities for newer infrastructures coming into these areas. There is renewed focus on infrastructure development," according to Odunayo Ojo, the CEO of UAC Property Development Company (UPDC), citing Ibeju-Lekki area of Lagos where new roads are being built as an example.

Ojo noted that new urban communities that are well planned support high quality of life, stressing that, when done properly by experienced hands, people can key into a purpose-built new community where all the modern techniques of community building are designed from day 1.





“These days, these communities are built as mixed use communities where people can live, work, shop and play. Everything you need is within a certain radius of the communities and so, you don’t need to go out and face traffic on the road. It is a contrast to the old traditional development where you have business districts and residential districts and everybody goes to the business district for work,” he said.

However, despite these opportunities, approach to new urbanism in Nigeria has some gaps that need to be closed quickly so that the dream will not be delayed or dashed altogether.

“I don’t think we have a concerted approach to new urbanism in Nigeria. We don’t have a conscious approach to developing what is called new urbanism here. We have to define an urban area and what is new in what we are doing,” explained Olufemi Babalola, Founder/CEO, Gravitas Investment Limited, developers of Gracefield Island.

New Urbanism, he explained further, basically has to do with a whole new area like what they have in Gracefield Island. He advised that there should be a conscious effort to develop such an area into a city and that is what Eko Atlantic and Orange Island are doing. “But that idea, as it is going now, is being compromised”, he lamented.

Besides the distortions in the approach to developing these new communities, rate of infrastructure delivery such as roads, electricity, healthcare, is also a major challenge. There is huge capital requirement, hence the need to have private-public sectors collaborating to bridge the challenge.

Lack of proper regulation by government authorities is also a big issue. The policies and laws that guide the development of these communities face a lot

of bureaucracy. This is compounded by dearth of skilled human capital in the real estate sector.

To have truly new urban communities, the approach to development has to be right and there should also be a clear definition of what is new in these communities. Babalola believes that for new urbanism to truly happen, the region or countryside has to be developed.

“We have a situation in Lagos that if we are not careful, we won’t have the countryside anymore. We may despoil them. What is happening now around Eleko

To Ojo, the first thing is to have the vision. He believes that the vision of a city drives every other decision about the city, adding that the vision goes a long way in determining what should or should not be done in developing the city.

“The vision must be robust from its inception in order to meet the goals. The resources, especially capital, must be in place to help put the primary infrastructures like roads, power, water, telecom services, etc. A lot of these projects require governments support because they are financially demanding. They need an anchor to flourish,” he said.



Beach, Epe and the free trade zone gives cause for concern. What would have been a beautiful countryside serving the urban centres like Ikeja, Lekki etc, is fast-going. From being a village, that area is degrading into a slum and from there it will start coming back to town or city,” he said.

According to him, a good anchor makes the rate of development faster, citing Dangote Refinery project as a good anchor in a new community. “Port, whether dry, air or sea is a very good anchor. It is a catalyst in developing new communities,” he posited.

# A PEEP INTO EMERGING URBAN COMMUNITIES

CHARLES OGWO

**A**s property values appreciate and both population and urbanization grow in Nigeria, more properties are being developed in response to emerging opportunities. As a result, new urban communities are evolving from areas that had been lying fallow and also land reclaimed from the ocean and lagoons.

The last decade in Nigeria has seen these urban communities springing up. Among them are the Abuja Centenary City, Eko Atlantic City in Lagos, Rainbow Town in Port Harcourt, Gracefield Island and Orange Island, both in Lagos.



Experts are of the view that the development of these urban centres is driven largely by vision which, according to them, drives every other decision made about the centres. The vision goes a long way in determining what should or should not be done in those communities.

## **The Centenary City**

This city, located in Abuja, Nigeria's federal capital territory (FCT), was conceived and unveiled as a brand new city to be carved out of the FCT. It is to be patterned after

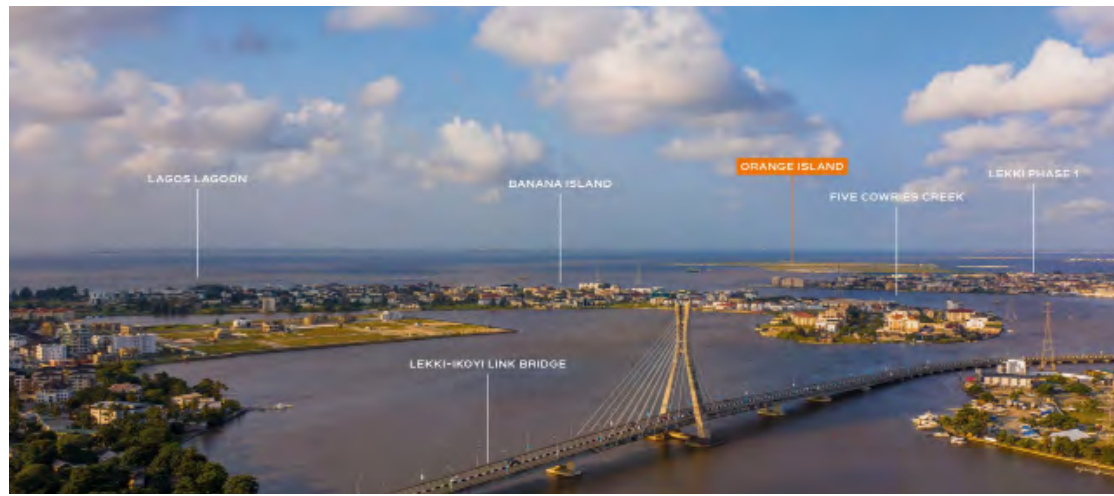
modern 'smart' new cities such as Songdo in South Korea with great economic impact on the countries where they are located.

The strong parallels to be drawn here are the impact of cities like Dubai, Monaco, Shenzhen, and Singapore, on the overall economic and cosmopolitan profile of the nations concerned.

## **Eko Atlantic City**

This is a great and visionary city rising on the ashes of what was Lagos Bar Beach. It is planned to sit on 5million square meters





of land reclaimed from the Atlantic Ocean in Lagos. The development of the city is private sector driven even though it is a joint venture between the Lagos State government and South Energyx Nigeria—the developers. It is expected to be a gateway to Africa and a unique opportunity for investors.

### The Rainbow Town

This is touted to be Nigeria's flagship urban community aimed to transform a blighted neighbourhood in suburbs of the capital town of Rivers State to a premium mixed-used city. Rainbow City is a joint vision of the Rivers State government and First Bank of Nigeria, to offer the people a mix of residential units including duplexes, terrace houses, apartments and penthouses as well as many other commercial, recreational, medical and social facilities.

It was a project initiated by Rotimi Amaechi, the former governor of Rivers State, to solve the housing shortage in the state capital and also to revitalise depressed neighbourhoods. Rainbow City is located near the Trans Amadi business and industrial district of Port Harcourt.

The development comprises 1,117 units of housing of various types, including units of one-bedroom penthouse to five bedrooms located in 25 residential towers, terraces and detached house types that offer a variety of lifestyles.

Similarly, the Gracefield Island popularly referred to as the gold on the Lagos Lagoon is a joint venture project between Gravitas Investments Limited and the Lagos State government. The vision is to reclaim and develop a new urban community that offers residents a prime site for a world-class cosmopolitan community

The city is a purpose-built island sitting on 120 hectares of land space still in its early phase, with the prospect of expanding to a bigger size within its designated zone on the Lekki Master plan of the Lagos State government.

Gracefield Island is 2.3 kilometres into the lagoon from the shoreline of Chevron. The 2.3-kilometre land bridge constructed by Gravitas Investments, the city developer, gives it a distinct identity of a true island and creates a positive welcome effect on residents and visitors.

The urban planning ethos of Gracefield Island is firmly anchored on sustainability, functionality, security, safety, healthy living and excellent aesthetics and resilience. These principles informed why the power generation is off-grid to allow residents to migrate to feedstock for power generation that avoids carbon emission.

This gives impetus to why the developers designed 12 kilometres of the walkway, 5 kilometres of cycle lane into the city's mobility plan, and created several serviced points for Electric Vehicle Charging Stations. A multimodal transportation plan is fully embedded in the developers' urban design vision such that the Island have 5 jetty points for ferry berths and plans to have a landing spot for medvac.

### Orange Island

This is also a Public-Private Partnership (PPP) between Orange Island Development Company and the Lagos State government. It was conceptualised, managed and delivered by professional teams of national and international reputation.

The state government's goal for embarking on the Orange Island project is to transform Lagos into an organised smart city that makes use of resources and services both tactically and efficiently. The urban community is designed to be a leading example of a stylish lifestyle with a strong sense of community, with security and safety central to its vision.

The project is conceived with the singular aim of creating a super modern up-market residential, mixed-use and commercial use megacity on a reclaimed island in the gentle waters of the Lagos Lagoon abutting the Lekki Phase 1 foreshore.

The project, which accounts for 150 hectares of land exclusive of the water features, involves the dredging of sand from the bed of the Lagos Lagoon, the construction of an access land bridge and the creation of infrastructure to service the island.

Located about a kilometre from Lekki Phase 1 and next to the Lekki foreshore reclamation project, Orange Island is easily accessible via Lekki-Ikoyi Link Bridge and Lekki-Epe Expressway through Freedom Way. It is a few minutes' drive from the shopping and leisure along Admiralty Way.

Many other new urban communities are being developed as a response demand for new homes in environment where there could be good quality of life. However, they come with challenges. From day one of planning, there is need to make amenities available.

There will be a need for spaces where children will have recreation, a place for schools, and a market because families need a place where they can buy household needs.

The resources, especially capital, must be in place to help put the primary infrastructures like roads, power, water, telecom services, etc. People need these amenities to make their lives more meaningful.

Nobody wants to live in a community where there is no electricity, no good access roads, no healthcare facilities, etc. A lot of these projects require governments' support because they are financially demanding.

New urban communities need anchors to flourish. This makes the rate of development faster. Ports, whether dry ports, airports, or seaports are very good anchors. They are catalysts in developing new urban communities.

Besides, as good as the new urban communities are desirable, it must also be noted that the urban environment does not always match the economic success of the cities where they are located.

Research has proven that constant and rapid new urban communities' expansion has caused a continuing growth of slums and unplanned settlements, with extremely limited access to basic infrastructure and services. These urban communities are subject to enormous challenges, from increased traffic and consequent congestion and pollution to climate change threats, among others.

# GRACEFIELD ISLAND: MAKING A DIFFERENCE IN NEW CITY DEVELOPMENT

**G**ravitas Investments Limited set out to develop Gracefield Island, a new metropolitan city in Lagos offering a prime site for a world class cosmopolitan community. The vision is to build a city with its own soul in terms of building quality and infrastructure. That vision is now coming to fruition.

The Island sits on about 100 hectares of land reclaimed from the Lagoon. It was conceived as a fundamental positive shift in new city development and real estate construction as it is designed and being implemented to be eco-friendly and sustainable in all aspects of the development.

Gracefield Island's 2.3 kilometre land bridge which is under construction, will give the new city a distinct identity of a true serene city and create a positive welcome effect on its residents and visitors.

The urban planning principles of Gracefield Island is firmly anchored on sustainability, functionality, security, safety, healthy living, excellent aesthetics, and resilience. These principles explain why the island will be a low emission zone thereby discouraging fossil fuel for power generation, encouraging walking and cycling and focus on clean energy.

This further explains why the developers designed a 9-kilometre walkway and 5 kilometre cycling lane into the city's mobility plan and created several service points for Electric Vehicle Charging stations.

A multimodal transportation plan has been fully embedded in the developers' urban design vision such that the island will have ferry berth and multiple jetties which allows residents to anchor their boats nearby and be able to access other parts of the city by water. There are plans

to have a landing spot for medevac and drone deliveries.

Any discerning observer can see that there is a conscious approach on Gracefield Island to develop an urban community that encourages communal living and promotes environmental sustainability.

As a smart city, the developers spare no efforts at ensuring sustainability. "Our commitment to sustainability and the well being of our residents explains why there are dedicated cycle lanes. This city blazes the trail in Nigeria with Electric Vehicle Charging Station as part of its transportation infrastructure", Ozo Nwafor, the resident urban planner explained.

Besides sustainability, infrastructure is given priority in the city. The great milestone which the developers have achieved so far revolves mainly around infrastructure with underground and covered drainage channels throughout the island.

Underground ducts for all utilities and cutting edge telecom services.

In the last couple of years, Gracefield Island has planted over 2500 trees with plans to have at least 5,000 trees on the Island and diversified green areas. It has a flagship central park, spanning 1 kilometre in length.

The chief executive, Olufemi Babalola affirmed that key utilities such as electricity and water are off-grid with a high level of quality assurance in service delivery. A telecom mast is already in place, and the island community is already being served by an Automatic Teller Machine.

Of great interest in the Gracefield Island development is the quality of project partners the developers have assembled. These are reputable names in engineering and construction. Van Oord reclaimed the early part of the project. The leading Dutch Marine Engineering Company, Boskalis, is now expanding the Island to the north.

Aurecon(Zutari) of South Africa carries out the master planning in conjunction with Stauch Vorster. The Island is also in collaboration with Nigeria Conservation Foundation(NFC) for nature conservation programme, biodiversity assessment and sustainability of marine life. Gracefield Island is also an active member of the New Cities Alliance.

With the 84-unit Helium Apartments under construction and the 96-unit top notch Cavisa Tower project set to start, among other projects Gracefield Island appears to be on the way to becoming a vibrant cosmopolitan community in short order, according to Ozo Nwafor.





# 'NEW URBAN COMMUNITIES THAT ARE WELL PLANNED SUPPORT HIGH QUALITY OF LIFE'



**ODUNAYO OJO** is the Chief Executive Officer of UAC Property Development Company (UPDC). Ojo is a hard-nosed real estate professional with experiences in real estate development and management across several countries and three different continents. In this interview with **CHUKA UROKO & CHARLES OGWO**, he speaks on the need for new urban communities in growing cities. He also highlights opportunities and challenges in building these cities. Ojo also speaks on the 'new UPDC' and explains why he is the man with the magic wand for its total turnaround. Excerpts:

**We are looking at new urban communities and there are many of them out there, especially in Lagos. What, in your view, are the opportunities in these urban centres?**

**N**ew urban centres are a necessity in a growing city, especially in highly populated cities such as Lagos, Kano, Abuja, and some other parts of the country where, because of economic activities, they tend to attract population and they are susceptible to urbanization. So, people move from the rural areas to these urban cities in search of economic opportunities including jobs, commerce, trade and amenities, good schools, etc. These areas also attract people who are in search of higher quality of good life.

When these cities begin to grow, they start having challenges of slum development, strain on infrastructure, over-crowding and unintended conse-

quences like insecurity, crime, health risks, social needs, etc, hence the need for a controlled system for planning. All around the world, these urban centres are seen as mechanism for managing urbanization.

The opportunities in these areas is that, at the beginning, land values are relatively lower so there are opportunities for investment where people can easily, over time, acquire property and the value of the property will increase. There is much room for investment and capital appreciation. There are also opportunities for newer infrastructures coming into these areas. There is renewed focus on infrastructure development.

For example, in Lagos, the Ibeju-Lekki area of the state, new roads are being built. There are also new ports being built in this area, new schools, shopping centres etc. These new infrastructure support the quality of life that people are looking for in those areas.

New urban communities that are well planned support high quality of life. When done properly by experienced hands such as UPDC, you can key into a purpose-built new community where all the modern techniques of community building are designed from day one. These days, these communities are built as mixed use communities where people can live, work, shop and play. Everything you need is within a certain radius of the communities and so, you don't need to go out and face traffic on the road. It is a contrast to the old traditional development where you have a central business districts that everybody goes to do work or business.

**These new communities have their pitfalls. Specifically, what are the gaps in their development that need to be closed quickly?**

One of the greatest challenges new urban centres have is the rate of infrastructure delivery. New urban communities cannot



succeed without necessary infrastructure. Traditionally, government has been the party that provides basic infrastructure like roads, electricity, water and power.

This is because many private sector players may not be able to foot the upfront cost. So it has to be a collaboration which is why some states have begun to look at public private partnerships as a way to bridge the financial challenges.

Another big challenge is in the area of regulation. And what I mean by regulation is the policies, the laws and the guidelines that guide these developments. Some of them are not as clear as they should be. And some of them are faced with bureaucracy. So, the length of time it takes to get your master plan, building permits, and go through audit processes make these new developments a very lengthy process.

Development control is also a big challenge. In some of these communities, there have been missed opportunities, where they were properly planned but, over time, they start degenerating into slums.

**New urbanism as used in the context of new town development initiatives comes as a challenge for developers. Having been involved in this kind of initiative, what experiences can you share?**

First is the vision. The vision of the city drives a lot of decisions that are made along the way. It affects the way we approach planning. When you have a vision of a destination, where people can live quality life, then from day one, you make amenities available. You have to create spaces where, at some point, the children will have to go

New urban communities that are well planned support high quality of life.

to school. You also know that families need a place where they can buy milk or bread.

You know too that, along the way, there will be small businesses. You need to provide places where people of lower income, middle income and high income can coexist. Otherwise, where will the cooks live? Where will the busses load?

So, the vision from day one has to be robust and complete. This takes time, expertise and resources. Some of these cities we have now were planned by professionals with experience, people who have built similar cities around the world—in the United Kingdom, UAE, US, Kenya, and Ghana. There should be primary infrastructure like good roads, water, power, security and telecoms.

**In spite of the Covid-19 impact, hash business environment and declining consumer purchasing power, the real estate sector remains in positive growth territory, What are the driving factors?**

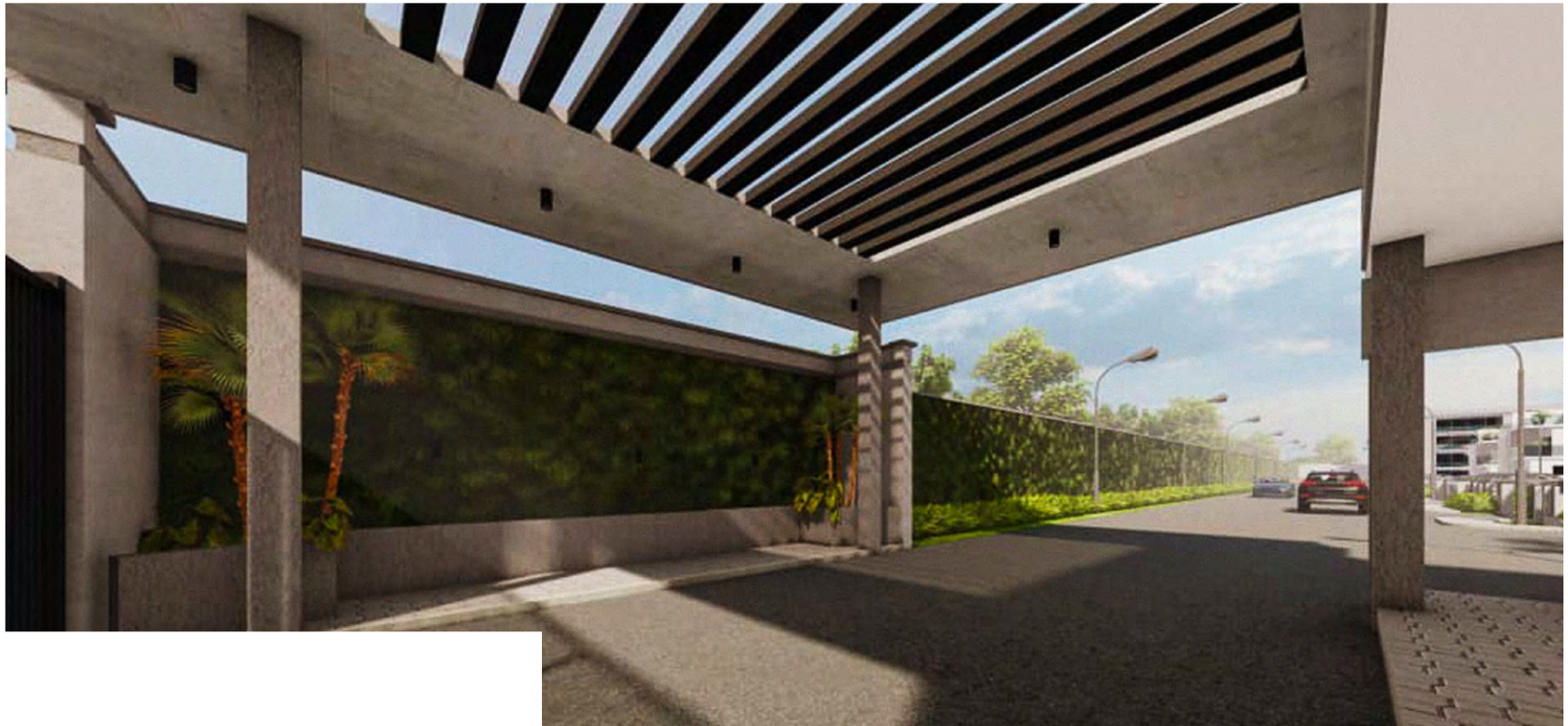
Real estate is an important economic activity. As a matter of fact, in economics, land is considered one of the factors of production. Without land, especially, which is what real estate is built upon, there's very little you can do. Now, COVID has had a mixed impact on real estate. It has had some negative impact on certain uses and also positive impact on other uses. COVID made it clear to everyone that we need to change the way we live, work and consume.

For example, there was an upsurge in e-commerce. As a result of COVID, people could not go to shop at malls because there was locked down. Now what happened was that it increased the need for supply chain management, logistics, and warehousing, because these goods had to be transported from one location to another, or kept somewhere.

So we saw a boom; a resurgence of certain uses like healthcare and medicare. All of a sudden, people realized that they needed to provide primary, secondary and tertiary health care in every country. Because people were unable to travel, we saw an increase in demand for residential housing because your residential accommodation suddenly became your home, office and children's school.

So demand just increased and people who needed only two bedroom apartments previously started demanding three bedrooms, because they needed one additional room for home, office or where children could be in class while using the other rooms for other things. Because of the impacts of COVID, there was also a pent up demand.





Real estate is an important economic activity. As a matter of fact, in economics, land is considered one of the factors of production.

The pent up demand meant that there was an upsurge in economic activities, especially related to real estate. So towards the end of 2001, we saw an increased rate of activity, which led to the growth that we are talking about. So, COVID had an impact, but the basic need of man still remains; people still need shelter and homes. All this is supported strongly by real estate.

**The highbrow neighborhoods in Nigeria are awash with empty houses. Some people say this due to high prices while others say that they are empty because of their poor quality. What is the true story?**

The fundamental thing that people need to understand is that there are many reasons people invest in property. People invest in property for economic reasons. Some other people invest in property for emotional reasons. Some invest in property as a store of wealth. People who have property in Ikoyi are not actually looking for tenants.

And so, we need to look at these situations on a case by case basis. A lot of the properties that are in highbrow areas is luxury assets. People do not normally buy them for economic or investment purposes. Most people don't buy them to rent them out. This is because, sometimes, the rents don't justify the cost of the houses. So people buy them for reasons of prestige or as status symbol. Now, when you buy a property as a store of value, occupancy is not an issue for you. People who need occupancy are those who are buying for rental purposes.

So, there are a lot of these purposes. But there's a difference between rental market and sales. Most of these highbrow properties are usually sold in closed markets. They don't well as rentals. We need to understand the mindset of a luxury builder and a luxury buyer. Buying a luxury property is almost like when people buy expensive cars. You don't use an SUV for taxis or Uber. The buyer wants to drive it only on a Sunday and even drives it by himself because he wants to enjoy the car. This car is not being utilized; it's just parked in the garage.

There's a reason Rose Royce is parked in the garage. It is because the buyer needs that car to make money. He simple needs it for use once in a while. So, the luxury market is very, very different. It's very thin market. But, believe it or not, on the sales side of the market, sales are actually happening.

Luxury sales are also happening, though, sometimes, the market is not as sustainable as others. People who play in that market have target customers and they know how to reach their target customers.

For example, at UPDC we have decided to diversify our view of the market because we believe that there are other credible, profitable segments of the market as well. And you know, we are willing to play across the spectrum not just in that narrow area of luxury.

**If you were to advise government on what to do with those empty houses, what would you tell them?**

It's a very difficult job to do because we operate a free market system in this country and the constitution guarantees degrees of freedom of enterprise. What I believe the government should do in order to increase the rate of utilization is, perhaps, to either give incentives, compensation or give penalties. You know, people react to either the stick or the carrot government has the power to use both at will. But I prefer the carrot.

This is because if people are given incentives, for example, if taxes can be reduced, then you may want to take advantage of it. If I was supposed to pay 5 percent on my product, for example, if they give me a rebate, because my property is occupied either by myself or by my tenant, it will discourage lack of utilization.

**Nigeria has seen building collapse incidents in the past, but the November 1, 2021 incident in Ikoyi, Lagos was the mother of such incidents. Besides safety, what other concerns has that incident raised in the housing sector?**

It was an embarrassment to the building industry, especially in Ikoyi because this a place you expect excellence and safety because of the calibre of people





that live there. Here, safety is very much expected because the area has reputation. The collapse of buildings and structures, especially the Ikoyi incident, is an embarrassment to the real estate sector, and the entire country.

It has caused reputational damage and lack of trust between developers and customers. It has heightened awareness among all stakeholders. So, one of the consequences is awareness. I think it has brought awareness in the minds of investors who now ask questions, wanting to find out who the developers are. People are also asking questions about properties before buying them. So it formed, in my view, a turning point in the relationship between developers and buyers. Property buyers, these days, are much more informed than before.

**Now, UPDC is back to the market after a business downturn. What really went wrong; was it a case of inability to manage success? How did the turnaround come; what magic?**

UPDC, I will say, has gone through a transition. I will start by talking about what we did not do right. The company has always been ambitious and led initiatives for growth. It expanded very rapidly.

However, when the recession of 2015 came, it affected the rate of customer absorption. So there was a slowdown in businesses. This resulted in a decline in the rate of customers' patronage. Over the past couple of years, the company has been trying to clear its debt rate.

In order to bounce back, the company first had to deal with its debts. There has also been corporate restructuring. There was an internal plan in place to just slow down and hold on to the main ethos of the firm in order to weather the storm. And that is what has happened in the late 2000s when Custodian Investment Company came on board and acquired 51 percent of the shares and helped revive the company. The coming of Custodian Investment brought a turning point as it is today. So the company now has a new parent, a new manager and a new board.

So, the first thing the company had to do was to find out what was responsible for the challenge and to sort out corporate structures—capital and investment wise. The magic, as it were, is that we had to sort out corporate structures with the new set of people. The company has been put back in place by a new board and new manager. These steps and many others helped to bring UPDC back on the path of growth. So it is a journey; we are not there yet, but we are optimistic. The industry is wide open and we believe we have what it takes to dominate the sector.

**As the CEO of this company, why do you think you are the man with the magic wand? What is your confidence level for success?**

Over the years, I have been in this industry. I have garnered the experience needed to be able to succeed in the industry. I believe my track records speak for themselves. I have delivered projects successfully within and outside the country. I have been

in several countries and three different continents and I have delivered.

I believe that the ultimate contribution that I can make is to bring my skills and capability into this industry where I started. UPDC and the real estate industry in general make a difference and that, for me, is the key drive. And I believe that is the legacy we can all leave behind. I believe that should be everybody's goal in moving the company forward. We need to make a difference. We need to contribute our own quotas to the real estate sector. That is my key drive.

And why do I think we can turn the UPDC around for good; that I am very confident about because of the team I work with. I have a very strong board that is capable both in terms of their knowledge of the business, experiences they bring to decision making, their integrity, their capabilities, and also their management skills. I have a solid management team. It is not a one-man show; all I just do is to bring the needed guidance and direction. With a strong board and capable team, by the grace of God, success is guaranteed. My team, the board of directors makes me feel confident of success. The management team in UPDC is solid.

**What are the market expectations from UPDC in the months and years ahead?**

UPDC, first and foremost, has been very fortunate. We have very supportive shareholders. Our goal is to deliver superior and quality services to our customers, and excellent returns to shareholders. And so for the market UPDC as always is back to fulfill the promise of giving the market excellent, superior and quality products. The company has a 360-degree view of benefits to be delivered. The market can expect it to contribute its own quota.

We are very mindful of communities where we do business and care about job creation, especially to engage the youths. The market can expect UPDC to contribute to solving the unemployment problems. To the government, we are a very supportive and as a very responsible company, we are here to help sanitise the market and the industry.

And ultimately in the next 3-5 years, UPDC wants to continue to dominate the real estate market. So the outlook is bright for UPDC with support of people like the media, and all well-meaning individuals.



# WHAT RESIDENTS ARE SAYING ABOUT HOUSE RENT IN LAGOS

Teliat Sule



**H**ousing in Nigeria is a challenge, especially in urban areas. It is even more problematic in the cities. Lagos, Nigeria's commercial centre, is one of the areas where getting the kind of accommodation that meets one's taste and financial capability could be somewhat cumbersome. It could take days and frequent inspections before somebody could settle for a housing unit that satisfies him.

In recent times, a number of well-structured real estate firms, and the state government have appeared on the scene to provide affordable housing units for Lagosians. For instance, Lagos State Governor, Babajide Sanwo-Olu inaugurated 100 housing units in Ikate-Elegushi in October 2021, and another 480 housing units in Ibeshe area of Ikorodu in November of the same year, with promise to provide up to 7,000 housing units by 2022.

While these efforts are commendable, what is indisputable is that the number of housing provisions is far less than what a metropolitan area like Lagos State requires on an annual basis.

BusinessDay recently conducted an online survey in the first quarter of 2022 which focused on the mode of rent payment among residents of Lagos State. The online survey which lasted for about seven days is the first stage in a series of surveys on housing in Lagos State.

Essentially, rent is an important component of the non-food expenditure anywhere in the world, which is why many countries strive to either make housing affordable through government intervention or by creating the enabling environment for the private sector players to provide affordable homes for the multitude of the people.

Emphasising the importance of rent as a component of expenditure, the National Bureau of Statistics (NBS) reported that Nigerians paid N2.12 trillion as rent in 2020, representing 34.3 percent of the non-food expenditure and 12.1 percent of the total consumption expenditure.

A decade earlier, that is in 2009/2010, the total rent payment in the country was N2.94 trillion, which implies a reduction of about 28 percent in rent payment in Nigeria in 2010. Apart from that, rent payment nationwide in 2020 accounted for 12.2 percent of the non-food expenditure, and 5.28 percent of the total consumption expenditure.

Rent payment in Lagos State exhibited the same trend as it reduced by 26 percent from N546.78 billion in 2009/2010 to N405.06 billion in 2020. What's more, it accounted for 15.4 percent and 8 percent of the non-food and total consumption expenditure in 2020, as against 41.3 percent and 19.7 percent for the same set of items respectively in 2009/2010.

The reduction in the share of rent relative to other non-food expenses is due partly to the emergence of telecommunication services as a major component of the non-food expenditure due to its wide usage among Nigerians, our findings have shown.

It should be recalled that in 2009/2010, expenditure on telecoms was not part of the components on the non-food items. However, in 2019, Nigerian households and firms spent N2.22 trillion on telecommunication services, which amounted to 12.75 percent of the non-food items, and 5.53 percent of the total consumption expenditure.

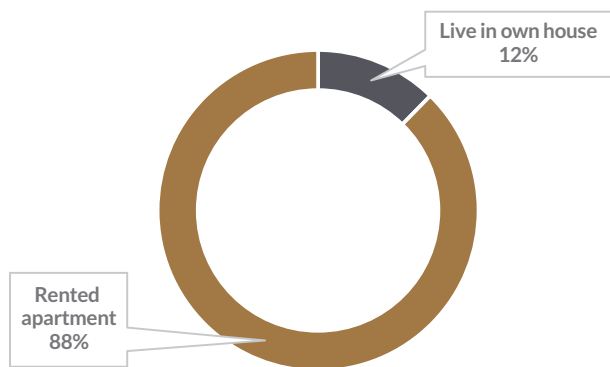
## TAKEAWAYS FROM THE SURVEY

### Where do respondents live - rented apartments or own houses?

When asked if the respondents lived in their own houses or rented apartments, 12 percent of the respondents said they live in their own houses while 88 percent live in rented apartments. According to the NBS, 21.8 percent of Nigerians live in rented apartments as of 2018, and the proportion is highest in the urban areas at 47.4 percent while it was just 10.1 percent in the rural areas.

Among the six geopolitical zones, the highest proportion of Nigerians living in

**HOUSING TYPES OF RESPONDENTS**



rented apartment was highest in south west at 46.7 percent.

Our figure is a bit higher than south west's average because of the sample size, and Lagos being a highly urbanised state with its status as a cosmopolitan city where different tribes reside, majority of whom are not likely to have their own houses in the state.

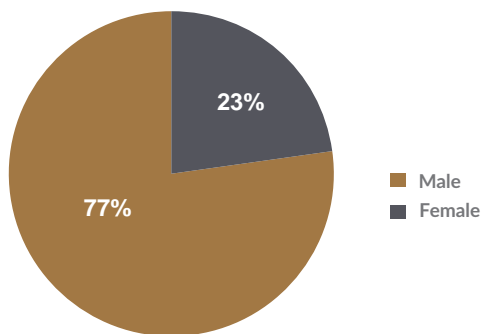
**Gender of the respondents**

Our analysis shows that 23 percent of the respondents are females while 77 percent are males. In 2018/2019, the NBS reported that on the average, 18.6 percent of the households in Nigeria were headed by females with some disparity between female headed households in the rural and urban areas.

In the rural areas, 16.9 percent of the households were headed by females while 22.4 percent of urban households were headed by females. In the south west geopolitical zone, 27.7 percent of households were headed by females with an average family size of 3.2 members, the second highest in the federation after south east which as of the reference period, 32.4 percent of that region's households were headed by females with 4.3 family members.

When the areas of residence of our recent survey were further classified, 93.9 percent of the female respondents who

**GENDER OF RESPONDENTS**



live in rented apartment are from the mainland section of Lagos, while 6.1 percent live on the Island. For male respondents, 84.3 percent live on the mainland while 15.7 percent live on the Island.

**How frequently do respondents pay house rents-monthly, biannually or annually?**

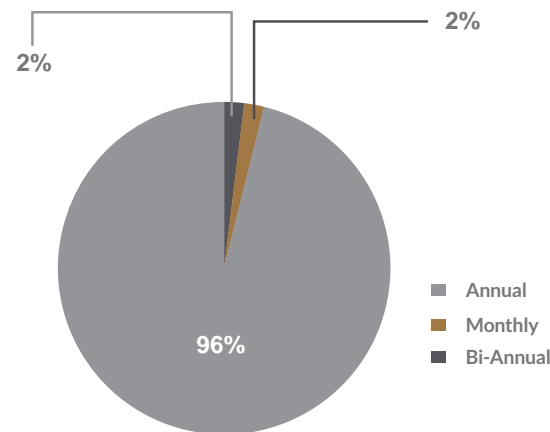
In 2012, the Lagos State Government championed a legislation that supported the payment of rent on a monthly basis. The actual implementation began in January 2022. In effect, excluding properties in Ikeja GRA, Ikoyi, Victoria Island, Apapa, hospitals and emergency homes, the new law prohibits any landlords in other areas of the state from collecting rent from tenants on an annual basis.

When asked, how often do respondents pay house rents in their areas? Almost all of the respondents, 96 percent, indicated house rents are paid on an annual basis. Meanwhile, 2 percent each pay house rent on a bi-annual and monthly basis. The few respondents that indicated monthly payment of house rent reside in Yaba area of Lagos.

**Where do the respondents live in Lagos?**

Respondents indicated 32 areas in Lagos as their places of residence. Residents of Lekki area of Lagos accounted for 8

**HOW RENT IS PAID**



percent of the respondents. Ikorodu and Surulere accounted for 6.6 percent each. 5.1 percent each live in Agege, Apapa, Ikeja and Magodo.

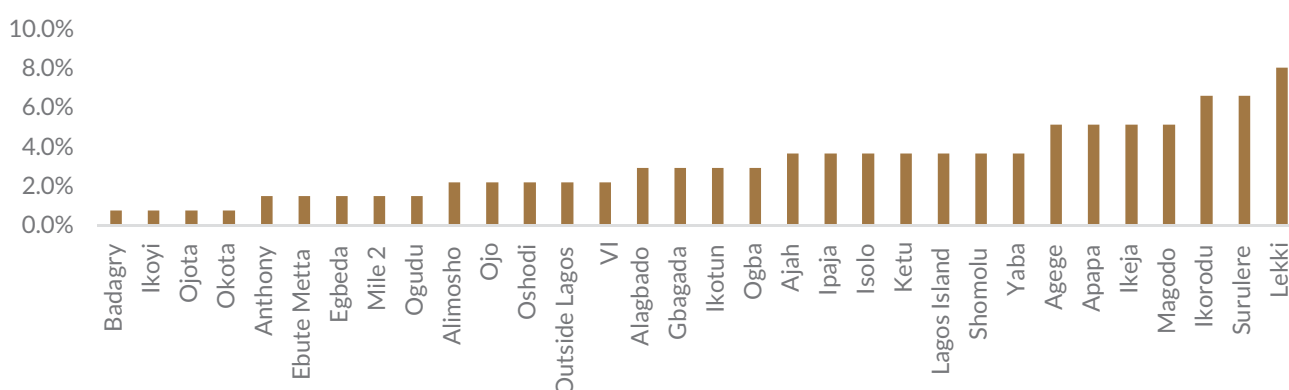
Further, 3.6 percent each live in Ajah, Ipaja, Isolo, Ketu, Shomolu and Yaba. 2.9 percent live in Alagbado, Gbagada, Ikotun, and Ogba. 2.2 percent reside in Alimosho, Ojo and Oshodi while others live in Ebute Metta, Anthony, Egbeda, Okota, Mile 2, Ogudu, Badagry, Ikoyi, and Ojota.

**What kinds of housing units do they live in?**

Our findings showed that majority of the respondents live in a 3-bedroom apartment. In other words, 34 percent of the respondents indicated that they live in a 3-bedroom apartment. The next housing unit that is popular among the respondents is a 2-bedroom apartment, which 29 percent of them indicated they live in. 19 percent live in a mini-flat, 12 percent live in 1-room apartment while 6 percent live in a duplex.

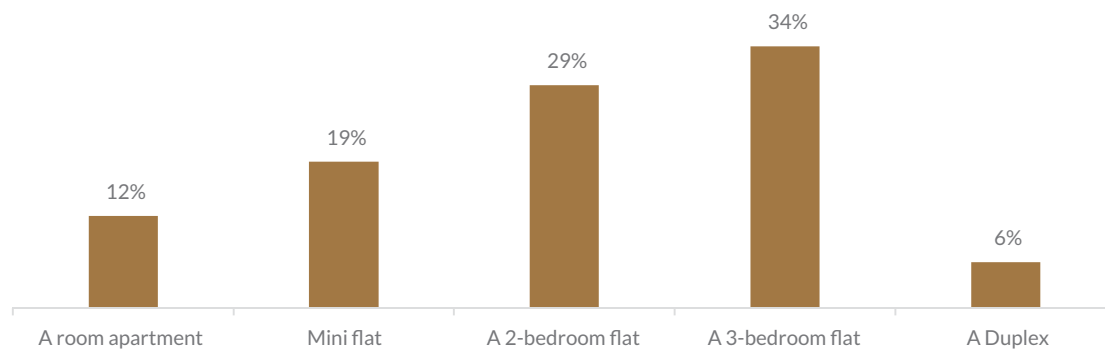
The reason 2-bedroom and 3-bedroom apartments are common among the respondents may not be unconnected with the areas they live in, which are mostly the urban areas of Lagos State.

**RESPONDENTS BY AREAS OF RESIDENCE**

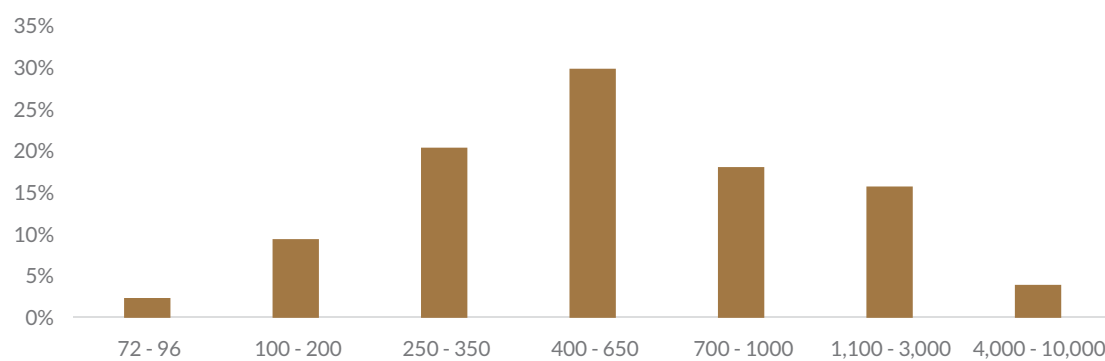




RESPONDENTS' HOUSING UNITS IN LAGOS



RESPONDENTS BY ANNUAL RENT PAYMENT(N'000)



**How much do they pay as house rents?**

One of the areas of interest of our survey is how much each respondent pay as house rent. Based on our findings, 2 percent pay between N72,000 and N96,000 annually as house rent; 9 percent pay between N100,000 and N200,000 as house rent; 20 percent of them pay between N250,000 and N350, 000 annually as house rent; about a third of the respondents, 30 percent, pay between N400,000 to N650,000 annually as house rent; 18 percent pay between N700,000 and N1 million as house rent. 16 percent pay between N1.1 million and N3 million annually as house rent, while 4 percent pay between N4 million and N10 million as house rent.

Those that pay N72 to N96,000 per annum live in areas such as Oshodi, Ogba, Ijaye and Ikorodu. The respondents within the N100 to N200,000 house rent band live in Oko Oba, Ipaja, Ojodu Berger, Alagbado. We also found out that Ikorodu, Ikotun, Ipaja, Mile 12, Aguda, Olodi Apapa, Ketu dominate the areas of residence of respondents within the N250 to N350,000 rent band.

Lagos Island, Surulere, Aguda, Ajah, Ajao Estate, Ikosi, and Yaba, Lekki areas of Lagos fall within the N400 to N800,000 rent band. Also, Surulere, Maryland, Lekki Phase 1, Amuwo Odofin, Gbagada, Isehri, Magodo, Anthony Village, Apapa, Ikeja, Shomolu fall within the N1m to N1.5 million annual rent band.

Areas such as Yaba, Lekki, Oniru, Victoria Island, Chevron, Ogudu GRA, Osapa London, Ikoyi dominate the N2 million to N10 million annual rent band.

**Factors that influence the choice of areas of residence**

When asked what factors motivated them to choose their area of residence, 38.4 percent of the respondents indicated it was nearness to their places of work. The next important factor is rent affordability which accounted for 22.6 percent of reasons respondents chose their areas of residence. 13 percent chose their current areas because of the availability of essential social amenities.

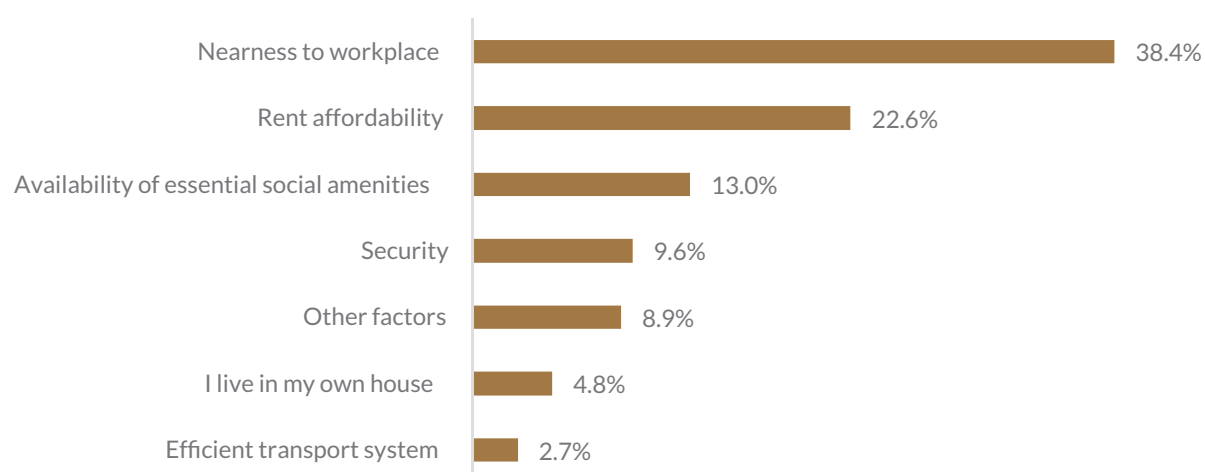
In Lagos, security threats constitute an insignificant factor when choosing an area to live. According to the respondents, 9.6 percent will choose an area because of security consideration, while 2.7 percent considered efficient transport system.

That nearness to the workplace is the most important reason for choosing an abode in Lagos should not come as a surprise. This is a state where commuters spend an average of 4 to 5 hours daily in traffic.

In 2019, Africa's richest man and the president of Dangote Group, Aliko Dangote, lamented that his company within the Apapa axis lost N25 billion between 2017 and 2018 due to the congestion at the ports caused by the gridlock. That amounted to N12.5 billion per annum.

The gridlock is also having a negative impact on the health of workers, in a country where the out of pocket spend on healthcare is very high. The total cost of gridlock is humongous to households, firms and government.

DETERMINANTS OF AREAS OF RESIDENCE



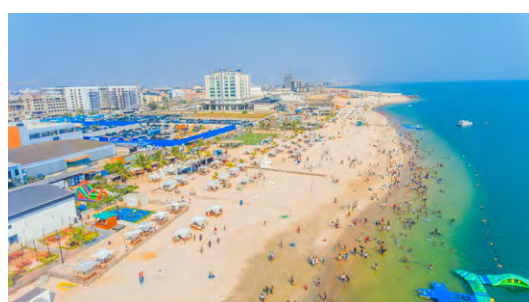
# LANDMARK AFRICA: A DESTINATION IN BUSINESS, LEISURE AND LIFESTYLE



**L**andmark Lagos is in the heart of Victoria Island, the hub for leisure, lifestyle and entertainment in Lagos, Nigeria. Landmark is a business destination that cuts across several industries including commercial, health, education, conferencing, leisure, lifestyle, retail, and more.

The business sits on 15000ha of land, housing the Landmark Towers, the Landmark Beach, and the Landmark Retail Boulevard. It has also been home to thriving multinational companies, hosted various events, conferences, and exhibitions, and provides a plethora of activities, lifestyle, retail, and entertainment options for its visitors of all ages from different walks of life. Landmark is referred to as an Ecosystem – an interconnected system of business, leisure and lifestyle to create a one-stop destination and unique experience for its citizens.

Landmark is famous for its beautiful beachfront that stretches across 1km. Known for its cleanliness and serenity, it has become a preferred destination for many who want a get-away destination, whether for a day, a weekend or as part of a holiday experience. The beach features one of West Africa's first pedestrian and cycle path boardwalks along the Atlantic coastline. It combines a myriad of leisure and recreational activities, catering to every demography. With various food and beverage vendors to choose from and activities including watersports, high



octane outdoor adventure course, beach soccer, a paintball area, and the kid's play area, a day at the Landmark Leisure Beach can be as relaxing or adventure-packed as one wishes.

On the business side of things, the Landmark Towers is a hub that has housed well-known businesses such as JP Morgan, Google, IBM, and currently, PwC and Johnson & Johnson. Currently the tallest building at Landmark, it also houses an 18-room hotel on its 7th floor which speaks to the leisure and lifestyle offerings at Landmark. Adjacent to the Towers is also the Leisure Building with a gym, spa, a pool area, and a lounge and bar, which also connects the Landmark Beach.

The Retail Boulevard is a high street with various retail shops, an art gallery, a bookstore, a cinema, an event centre. It also houses the well-known Hard Rock and Shiro restaurants, Amazon Spur, 335



restaurant, and FilmHouse Cinemas, which provide dining and entertainment experiences for visitors.

What also makes the Boulevard unique is the presence of the Nigerian University of Technology and Management (NUTM) on its second floor, with the lecture rooms and residences, and a café on the ground floor that provides meals for the students. The vision for the university is to be like MIT in Africa. With all the lifestyle elements in the ecosystem, the students have all the resources to have a well-rounded learning and lifestyle experience at their fingertips.

The 3000-person capacity Event Centre opened in 2014 and has played host to a wide range of prestigious functions, conferences, sporting events, and exhibitions. It continues to be in high demand, and a click on the 'upcoming events' button on [www.landmarklagos.com](http://www.landmarklagos.com) reveals an impressive list of events. From the annual Google, Facebook, and Social Media Week conferences to some of the largest expositions including the Nigeria Build EXPO, AGRA Innovate West Africa, Design EXPO, amongst others, the Landmark Centre has changed the game for event



The Landmark Beach Resort is one of the most exclusive additions to the Landmark Beach. Fitted with world-class amenities and close to a range of leisure and dining options, the Resort is ready to elevate your experience at one of the most desirable locations in Lagos.

The Landmark Beach Resort is a premium in-city resort, a world on its own within an already safe and serene environment. It sports two beach houses with 5 bedrooms each, 2 executive chalets, 18 general chalets, a Club House, and a restaurant for dining.

and a sitting area for the families to spend time together.

**The Landmark Waterview Apartments:**

Landmark is embarking on a project to build a 28-story residential development building, which would be one of the tallest residential buildings in Nigeria. Fully fitted with various amenities such as a gym, multi-level parking, a kid's play area, and more, Landmark is creating an opportunity for one to invest and own a home in the heart of Lagos.

Landmark is truly a hotbed for tourism, leisure, and lifestyle, and they are setting the standard for what it means to create an experience for customers, as a world-class destination. It continues to change the game in the real estate and tourism industry in Africa.

Contact details:  
[contactus@landmarkafrica.com](mailto:contactus@landmarkafrica.com)  
 Phone number: +234(0)16311447



hosting in Nigeria and Africa by extension.

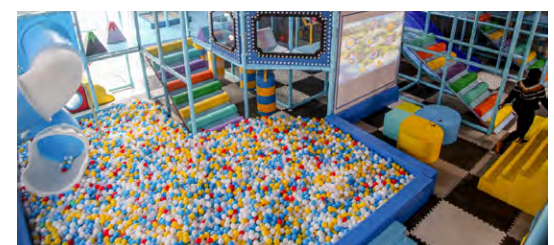
Landmark is certainly not done yet, with so much more in store to establish itself as the most sought-after destination in Africa. Recently added to the beach is the Landmark Kids' Club by MAXtivity, and the Beach Resort.



The resort is open for vacations, staycations, family hangouts, company retreats, team bonding activities, and much more.

**The Landmark Kids' Club by MAXtivity**

Landmark Kid's Club in partnership with Maxitvity is perfect for families. It's a place where the kids can come, play, and eat, and where parents can also relax with an assurance of maximum entertainment. The Kids' Club indoor play area is fitted with a 3-level soft play ninja course, trampoline, and much more. The outdoor space is kitted with a swimming pool, sandpit,







# ARKLAND GROUP: YOUR VIEW TO THE FUTURE

## Who we are

Arkland is a leading real estate and property development company that provides comprehensive services in property development, construction, advisory, facility and project management.

At Arkland, we specialize in acquiring, developing and investing in housing with a focus on our prime values of sustainability, longevity and premium living. With operations in prime locations within Lagos, Nigeria, we have sold over 300 completed units and we currently have over 2000 units on-going.

As the first purely indigenous real estate developer to build towers in Lagos's new blossoming metropolis, Eko Atlantic City, Arkland has earned a reputation as a property development giant renowned for pioneering innovation, redefining upscale living and delivering superior quality.

## Vision

To be the highest point of reference when it comes to excellent property acquisition, development and investment in Nigeria, and West Africa.

## Mission

To set the highest standards in the Nigerian real estate industry and develop

lasting relationships with our clients by providing an outstanding quality of service and expertise that surpasses their expectations and delivers long-term value on every investment.

## ARKLAND PROJECTS:

### A & A Towers

Strategically located within the elite, oceanfront district of the burgeoning coastal Eko Atlantic City, Arkland's A&A Towers is a 22-level high-rise, towering at a height of 73 meters, with a stunning architectural design from top to bottom. The A & A Towers offers scenic views of the Atlantic Oceanfront, as well as spacious floor plans, upscale interior fittings and high-level furnishings.

### The Bijou

Fondly referred to as the king of the famous Banana Island, Arkland's Bijou is a remarkable 21-floor residential tower. It boasts furnished simplexes, duplexes and penthouse floors that exude unrivaled craftsmanship and excellence in terms of functionality, design, and residential offerings.

### Phoenix Towers

Named after the Phoenix bird known for its beauty and resilience, Arkland's Phoenix Towers stands at a 27-level height, taking up 3442 square metres (sqm) space in the blossoming Eko Atlantic coastal city. Phoenix towers boast large, brilliantly designed and well proportioned three-bedroom apartments that offer residents an exquisite lifestyle in a pristine environment.

### Phoenix Rising Towers

Much like its predecessor, Arkland's Phoenix Rising Towers is a 29-level tower designed on 3673sqm space in Eko Atlantic City, Victoria Island. Built to perfection with the same Arkland quality of uncompromised excellence, the Phoenix Rising Towers offers choice apartments and penthouse villas with best in class facilities and finishing.

### La Paz Apartments

Situated in a prime locale at the very heart of the bustling Victoria Island metropolitan part of Lagos, Arkland's La Paz Apartments offer 3-bedroom apartments that offer residents the convenience and prestige of nearness to landmark locations. La Paz is built with an unforgettable architectural design that combines both avant-garde beauty and effective functionality.

### Oasis Estate

Arkland's Oasis Estate is located in a prime location adjacent to Circle Mall, Jakande, offering a variety of brilliantly constructed and well-proportioned custom houses, penthouses and triplexes spread across a vast expanse of 11 hectares of land. As an ultra-modern, residential property, Oasis Estate provides residents with well-paved road networks, commercial spaces, and first-in-class facilities.

### 54 Glover

Arkland's 54 Glover Tower located in Ikoyi offers residents top tier amenities, ultra-modern built in home features, superior security systems and services as well as a breath-taking view of Lagos's magnificent skyline.

### The Cedars

The Cedars is the latest offering from Arkland. It comprises avant garde 5-bedroom detached and semi-detached duplexes as well as 4-bedroom terrace apartments built on 11,200sqm land right in the heart of Lagos' budding metropolis city - Eko Atlantic.



# RevolutionPlus: ‘Retail selling remains powerful marketing tool in real estate’

By Ronke Idowu

**R**etail selling is a powerful tool in real estate marketing and RevolutionPlus Property has built on the power of this tool to make numerous low-income earners landlords and house owners, authorities of the company have said.

Tolulope Onalaja, the Group Executive Director of RevolutionPlus Property, stated this during a panel discussion session at BusinessDay Property Investment (PRINVEST) Conference 2022 in Lagos recently.

Onalaja revealed how the company has been providing affordable housing to low-income earners since it started operation in 2014, and how the company continues in its drive to provide quality service to that segment of the market.

“We all know the power of retail selling. Take it or leave it, retail marketing has power. If you look at people who do retail

business, you will be shocked by the rate at which they sell. Although retail comes with a lot of challenges, it is still a powerful real estate marketing tool.

“At RevolutionPlus Property, we took our affordable housing to Mowe where we have a two-bedroom apartment for sale. It is fully completed and affordable. We realised that we could still do affordable housing outside Lagos including border towns,” she explained.

Bamidele Onalaja, the company’s CEO, and his wife Tolulope, are experts in real estate and the owners of RevolutionPlus Property—a real estate industry leader that has done well in affordable housing.

On how the company has continued to play at the retail segment despite the impact of inflation, Onalaja explained that RevolutionPlus was driven by mission to provide affordable housing, adding that, despite the challenges, they have continued to ride on the strength of retail selling.

“Our strategy as a brand is to make homes accessible to all. Owning a home should not be the right of only the rich; everyone deserves a shelter and a roof over his head. “That is why we tailor our strategies towards helping to bring the real estate dreams of Nigerians, both home and abroad, into reality,” she added.

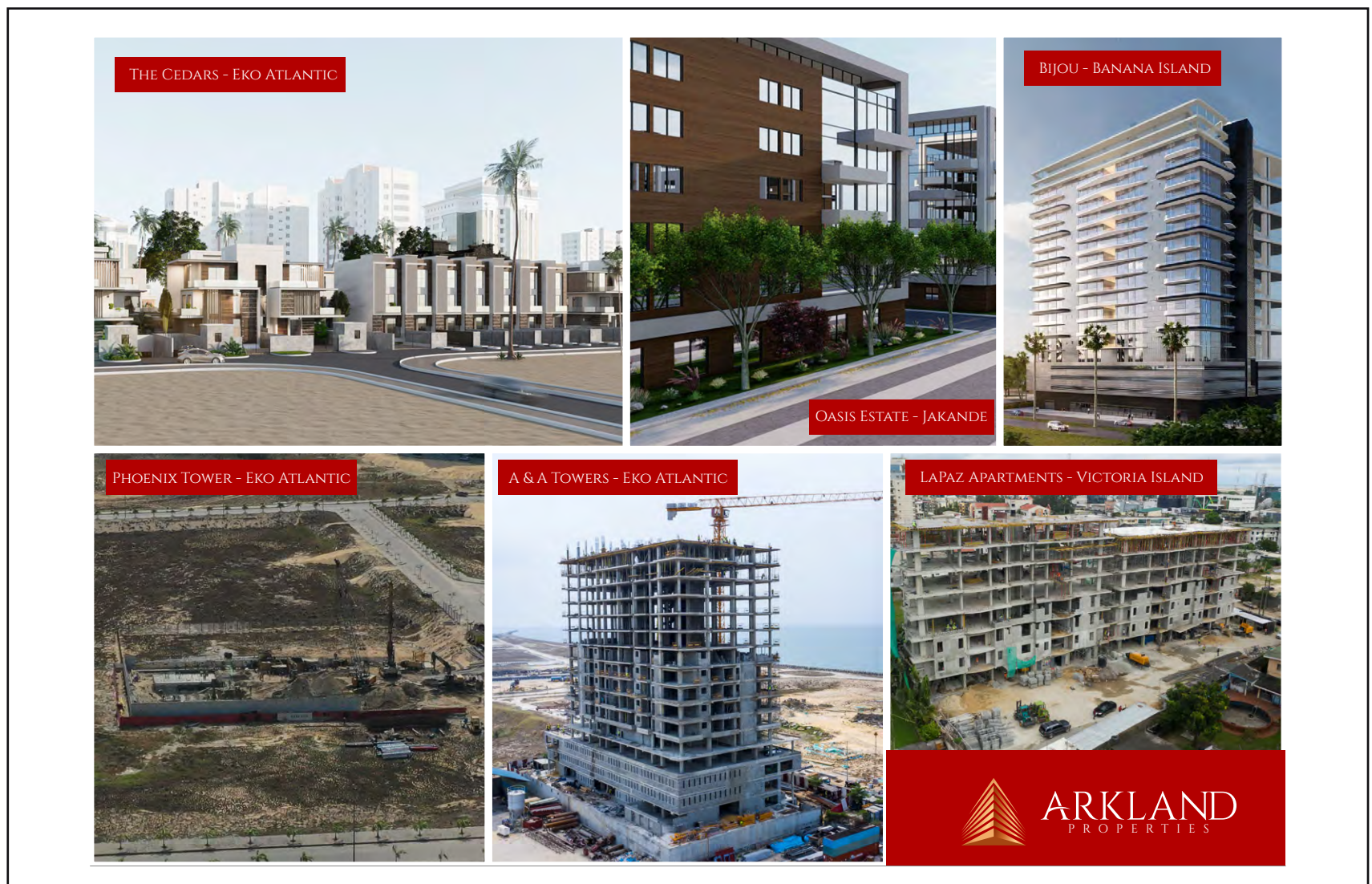
When she was asked how realistic

affordable housing was in the midst of inflation in the country and increase in the prices of properties, Onalaja stressed that the company was driven by its mission to provide affordable housing.

“If we have not seen affordable house work, we won’t preach it. We have made a lot of people homeowners in this country. We have seen affordable housing work. We started with market women at Mile12 and Ijora. They bought their land long ago and they have finished building their houses now.

“So, we believe that affordable housing is possible. If we say affordable housing is not possible and home owning is only for the rich, many people will be discouraged. Many of them will not strive to start somewhere. One step at a time can make everyone become homeowners. One can start with taking land in Epe or Ikorodu and when landlords are called, he will answer,” she said.

RevolutionPlus Property has over 35 estates in Lagos, Abuja, Oyo State, Rivers State, Ogun State and several homes for lease in the United States of America (USA). The services of the company include sale of site and serviced schemes with various affordable houses for sale across Nigeria. Integrity, trust and timely delivery are the core values of the organization.







# WHY W/AFRICAN CERAMICS IS BUILDERS' CHOICE

**CHUKA UROKO**

**W**hen West African Ceramics Limited opened for business in Nigeria about two decades ago, its vision was to be the largest ceramics manufacturer in West Africa with the most recommended quality products for every home.

Since 1995, the company has been producing Vitrified, Digital & Roofing tiles in West Africa and has been serving the needs of building material industry in the sub-region.

Starting with a single unit production facility of only Ceramic Tiles in Suleja, Niger State, the company moved on to a bigger production facility at Ajaokuta, Kogi State, thus presenting an array of products in Wall and Floor Tiles in both Ceramic, Vitrified categories in various sizes and also roofing tiles.

“In 2018, we launched a cutting edge product of Engineered Marble and Natural Granite Stones under the auspices of Royal Engineered Stones Limited with a total production capacity of 4,000sqm per day,” Mohammad Baig, the company’s marketing manager disclosed.

Baig explained to BusinessDay that one of the major reasons West African Ceramics products are builders’ best choice for finishing in building construction is the technology that goes into their line of production.

According to him, “the state-of-the-art Ceramic production facility is fully automatic and uses Italian technology and equipment of widely acclaimed international standard.”

He added that the company offers an exquisite range of Polished and Un-Polished Wall and Floor Tiles in Ceramic, Variety of Porcelain Vitrified Tiles, ranging from Soluble Salt, Glazed Vitrified Tiles, Granite Series, Salt and Pepper Series, Wood Series etc.

They also offer Vitorsa Tiles under VB Series in all requisite sizes like 80×80 cm, 60×60 cm, 30×60 cm, 40×40 cm, 30×30 cm. There are also Wall Tiles in 25×40 cm which are durable and maintenance-free.

“Our company was the first in West Africa to start the production of all new digital tiles in 2015 with digital printing

machines for both floor and wall in various sizes.

“We are also now the single largest facility of Granite and Engineered Marble manufacturing unit in Africa, the unit is the only Agglomerated Marble manufacturing unit along with a major Granite Manufacturing unit in West and North Africa,” Baig added.

He noted that, with a mission to constantly remain innovative in the provision of high quality designs of ceramics for the African market, by using the best materials, international technology and professional manpower, the company also has its character rooted in strong principles that will be exhibited at all times in the behaviour of their personal and company culture.

Baig stated that besides their fully automated unit which uses Italian technology and equipment, the company prides itself for recording ‘the first’ in many areas of their production line.

Today, we have wall and floor tiles in both ceramic and vitrified categories; we are the first in West Africa to introduce roofing tiles and also the first to produce digital tiles in the sub-region,” he said, revealing that they had expanded to double capacity last month to respond to dearth of material.

In terms of quality assurance, Baig said that their products are of international standard and there is no compromise in their quality as they have continued to maintain thickness, weight, density, water absorption etc just as they carry out rigorous testing at each stage of their production process.

To its credit, the company offers a wide range of designs and patterns for builders to choose from and they are regularly coming up with innovative and ultra-modern designs. Royal tiles give a sense of luxury and style to homes.

The company also offers various shades of finishing including Lapato finish, Satin finish, Leather finish, Wood Finish, Stone Finish, Rustic, Metallic finish and many more varieties of tiles. All these come in new digital range of various sizes.

Beyond business, West African Ceramics is also actively involved in various corporate social responsibility (CSR) programmes in its host communities of Ajaokuta in the North Central and Abakaliki in the South Eastern part of Nigeria.

It has built roads, churches and mosques; it has also supported the Nigerian Institute of Architects (NIA) in its CSR endeavors.v



# PARK 101: LUXURY HOMES REDEFINED

**P**ARK 101 is a luxury waterfront property, covering about 53,000 square meters. It is located on Coastal Road, in the emerging industrial hub in Ibeju-Lekki, Lagos is being promoted by Asset and Equity Group.

Kissed by the sun and ocean with picturesque views, the property offers tastefully finished and affordable luxury, high-end penthouses, duplexes, and apartments overlooking nature.

Adeleke Erugbe, a wealth analyst at Asset and Equity Group, explains that this dream property features unobstructed ocean vistas and boasts west-facing views over the white sand of the beach and toward unforgettable beach sunsets.

Its location is ideal for water sports and leisure activities such as fishing and kayaking, with a private mooring for boats. These luxury residences enjoy direct access to the ocean and surround a crystal blue stream.

Located in a community with a rich history, Park 101 sets out to be the quintessence of a genuine luxury way of life. The property laps up all the pleasures of an outdoor lifestyle and offers access to the resort's sports center, spa, pool, shopping center, and restaurants.

The buildings in this estate include 1-bedroom studios, 2-bedroom apartments, 2-bedroom terrace duplexes, 3-bedroom apartments, and penthouses. The interior finishing is of world-class standards with various design specifications.

These include Zaha Hadid Interiors, Bulletproof smart entrance doors, Tuya Smart Wi-Fi fingerprint door lock, HDF internal doors, Granite floor tiles, Wall suspending WC and wash hand basin, Acrylic Bathtub, Smart thermostatic hot and cold-water mixer and shower room with massage stem.

### Why choose Park101?

"We offer you competitive prices to own a luxury home, and the property valuation in the location is expected to double after one year. All buildings are covered with a comprehensive insurance policy, and Asset and Equity Limited owns 100 percent of the land, and the root title is a certificate of occupancy," Erugbe assures buyers.

The company is also collaborating with renowned estate developers to ensure quality performance as promised, with the estate featuring world-class facilities such as a shopping mall, clinic, state-of-the-art security system, gym facilities, a private cinema, resort center, 24/7 power system, a luxury hotel, and resort, with access to water sports and games.

Erugbe listed the benefits of investing in this property as the ability to earn a steady income, wealth creation options and capital appreciation, inter-generational wealth transfer, and investment portfolio diversification, with opportunities for property trading upon sale of the property.

He also pointed out ways through which prospective home buyers can get on their property ownership ladder. These are Out-right payment plan: One-time payment or up to 3 months staggered payment with zero percent interest, and Installment payment plan: 6 months, 12 months, 18 months, and 24 months.

Others are Group Buying plan where a group of people come together to purchase a single unit or multiple units, and mortgage options for buyers that need a longer period to repay, up to a 10-year repayment period.



**OWN A PIECE OF PARADISE**  
 Invest & Earn up to 200% ROI

Offering exclusivity, PARK101 residents enjoy stunning views, direct access to a private beach, swimming pools, private cinema, gym, landscaped gardens, a play area for kids, and 24-hour security among other comforts.



### EXPERIENCE SOME OF OUR SIGNATURE LUXURY BUILDINGS



**MAUI**  
 Apartment Types  
 2 Bedroom Penthouse  
 3 Bedroom Penthouse  
 4 Bedroom Penthouse



**ROME**  
 Apartment Types  
 1 Bed Studio Apartment  
 1 Bed Maisonette



**SANTORINI**  
 Apartment Types  
 1 Bedroom Apartment  
 2 Bedroom Apartment

### PROJECT FEATURES

- Water System
- Street Lights
- 24/7 Power
- Luxury Finish
- Clinic
- Road Network
- Sport Facility
- Kids Playground

**Call Us** +234 907 727 5101

[info@park101.com.ng](mailto:info@park101.com.ng)  
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Powered by **ASSET & EQUITY LIMITED**

# PENNEK OFFERS PERFECT FAMILY HOME AND INVESTMENT OPPORTUNITY

“Home should be an anchor, a port in a storm, a refuge, a happy place in which to dwell, a place where we are loved and where we can love”- Marvin J. Ashton. When it comes to building this haven, everything needs to be taken care of, most importantly securing it for the future with a reliable home insurance policy which Pennek Nigeria provides.

Pennek Nigeria, a real estate company specializing in the procurement and sale of choice plots of land and in Estate development in areas proven to yield the highest returns on investment (ROI) in locations such as Lekki and Ibeju-Lekki axis of Lagos State, Abuja, Owerri, Enugu, and Awka. The company which was incorporated on 29 July 2010 started its journey in real estate in 2013. Located in Lagos and Abuja, Pennek Nigeria was founded to meet the real investment needs of home and land seekers. Its passion

has always been to use contemporary methods to connect people and properties together.

With over a decade in the industry and their well-known projects which include Pen Gardens, The Estate, The Annex Estate, and many more have earned a good reputation for professionalism, integrity, customer-centricity, and excellence. As well as the other estates, the real estate company also focuses entirely on its newly acquired property in the capital suburbs Kubwa, Abuja known as Pennek Court, where it plans to build first of its kind of Abuja, smart terrace duplexes. According to company sources, plans are already being executed and engineers have finalized to start off as quickly as possible. In this course, selling off-plan has begun and we would implore individuals to take advantage of the off-plan pricing.

Pennek Nigeria has announced that their new property will consist of two, three, and four-bedroom terrace duplexes. Each duplex will be a smart home with full security, fully automated, and also a flexible payment plan. The real estate firm has made it clear that the project will take off by this month and the first set of units will be delivered within twelve (12) months. For people wanting to know how space and automation look when completed, Pennek will provide a presentation with 3D viewing.

The new project of Pennek Nigeria has created a buzz in the real estate industry here in Abuja and the news is circulating all over the place, across industries. Several firms, according to company insiders, have already started approaching to book their space.

The Pennek Court Project Experience Centre goes beyond boundaries and limitations to showcase the different structural designs, building types, e-brochures, interactive 3-D designs, and other virtual experiences to ease the home buying process.

You can learn more about Pennek here: [www.pennek.com](http://www.pennek.com). Get started on living in your unique and luxurious haven.

## PENNEK COURT

Gwarinpa Express, Abuja

### SMART HOMES FOR THE BOLD AND MODERN



**2 BEDROOM  
TERRACE | N50M**



**3 BEDROOM  
TERRACE | N55M**



**4 BEDROOM  
TERRACE | N60M**



# HOW LIMITED ACCESS TO MORTGAGE IMPACTS ON RESIDENTIAL HOUSING

Teliat Sule

**H**ousing is one of the physiological needs of man according to Maslow's hierarchy of needs. It must be satisfied first before anyone could proceed to attain higher level of intrinsic satisfaction. That is why national discourse focuses on housing from time to time. Its importance is further emphasised as both the private and public sector players have invested in housing provisions to meet the growing housing needs of Nigerians. Notwithstanding, there is still much gap to fill up, as the population grows.

With many people unemployed, their lack of financial capability to service mortgage facilities is the bane of access to the opportunities in residential real estate in Nigeria.



## Factors limiting mortgage access in Nigeria

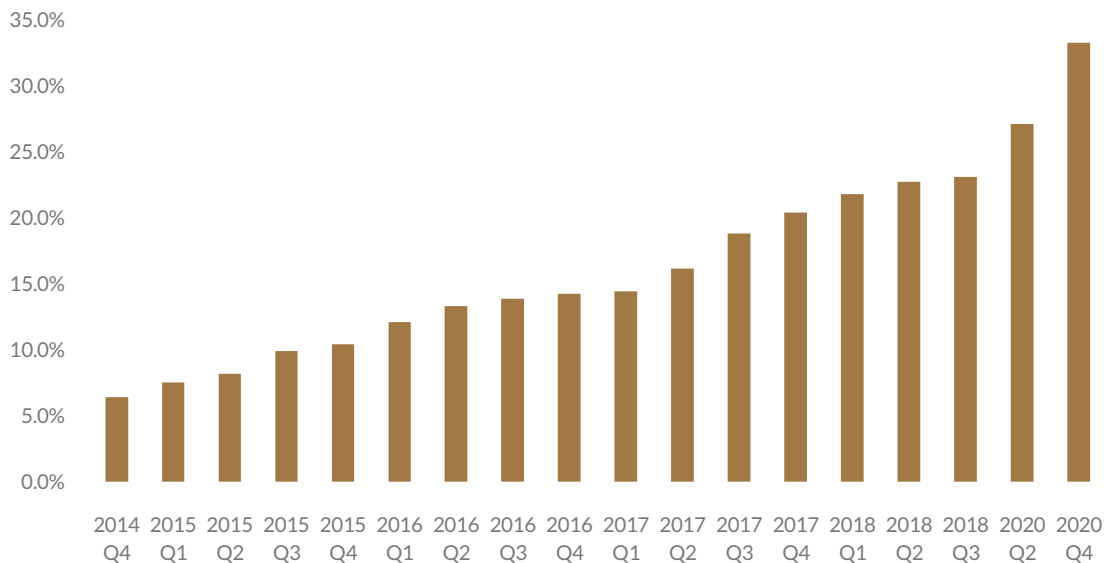
One of the factors limiting access to mortgage facilities in the country is the high unemployment rate in Nigeria which has maintained an upward trend for over five years. As of 2020, unemployment had risen to 33.33 percent from a single digit rate of 6.4 percent in 2014.

In other words, unemployed Nigerians are very high, which as of 2020 amounted to 23.2 million individuals. There is no marked difference between rural and urban unemployment rates. While unemployment rate in the urban areas of the country is at 31.3 percent, in the rural

areas it is 34.5 percent which implies that 64 percent of the unemployed Nigerian reside in the rural areas. With many people unemployed, their lack of financial capability to service mortgage facilities is the bane of access to the opportunities in residential real estate in Nigeria.

Further, the income of an average Nigerian worker is another limiting factor. According to Ipsos which used a dataset obtained from the African Development Bank (AfDB), the think tank group stated that 60 percent of the Nigerian population live on less than \$2 a day, and these are the very poor Nigerians who live below the poverty line.

**UNEMPLOYMENT RATE IN NIGERIA**



Another 20 percent live on between \$2 and \$4 a person per day and these people fall within the floating class; 9 percent live on between \$4 and \$10 a person per day, who are regarded as the lower middle class; 5 percent live on between \$10 and \$20 a person a day who are regarded as the upper middle class while 6 percent live on at least \$20 a person per day, and these are the upper class.

Accordingly, most of the housing units built in the country are outside the financial capability of most Nigerians. For instance, a 2-bedroom flat built by the Federal Mortgage Bank of Nigeria for off-takers costs about N12.35 million in the Federal Capital Territory, Abuja. The same housing unit costs N4 million in Lokoja, Kogi State, and N6.5 million in Minna, Niger State.

Let's work with the least cost which is N4 million for a 2-bedroom flat in Lokoja. And assuming a Nigerian obtains a N4 million facilities from a bank repayable in ten years' time, this will amount to N400,000 per annum, and N33,334 per month. This cost will be higher for a family that opts for a 3-bedroom apartment.

According to Statista, the monthly living wage for an individual in Nigeria as of 2020 was N43,200 while that of a family was N137,600. It should be noted that the minimum wage as of 2020 was N30,000 and not many states have implemented it. According to Paylab Nigeria, 77 percent of Nigerian workers earn between N38,000 and N212,000. The income constraint where not many people can pay the monthly mortgage facilities is a major limiting factor to accessing the opportunities in the residential real estate in Nigeria.

Another major factor is the interest rate on loans which is very high, caused primary by the rising inflation. Most commercial

banks in the country charge interest rates in the region of over 15 percent per annum. This makes it difficult for most Nigerians within the middle class to obtain loans for the development of the real estate. This will continue to be so as long as the high Monetary Policy Rate of the Central Bank of Nigeria (CBN) remains at double digits.

"In Nigeria, funding remains one of the major constraints to real estate development for property developers and

the last few years, thus, raising the cost of the completion of decent and affordable housing units for Nigerians. Take for instance, the price of Tower Span200 ranges from N2,100 to N2,400 per meter as at April this year. Tower tiles range from N2,400 to N2,800 per meter.

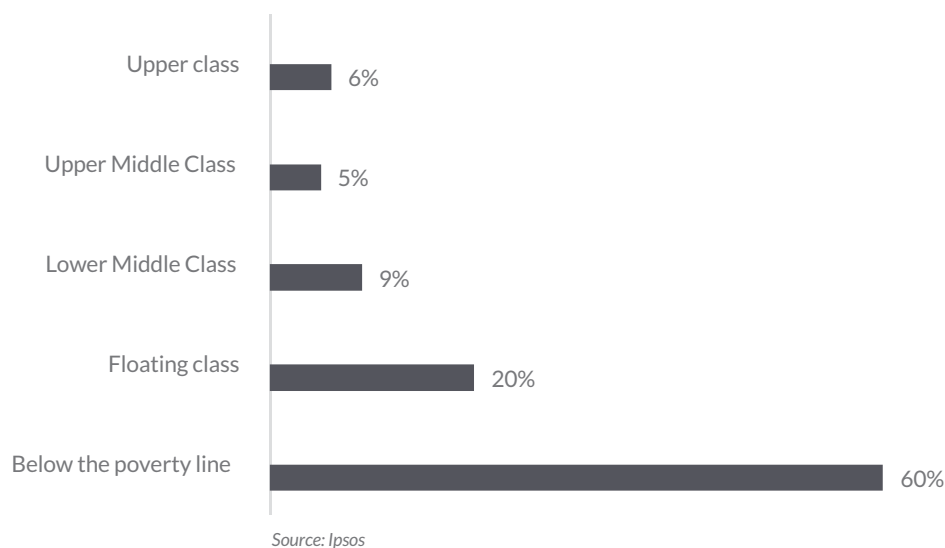
Dangote cement(50kg) goes for between N3900 to N4200 per bag, depending on the location. Also, 1500L water tank goes for between N35,000 to N45,000. The same goes for other materials needed to complete a house and these materials were much cheaper a year ago.

**The way out**

It is certain that the high inflationary period is not going to go anytime soon. One should not expect moderation in inflationary pressures at a time the global economy has been predicted to record moderate growth in the face of the impact of Russia-Ukraine conflict, two economies that are the food basket of the world.

A good way to increase opportunities in residential real estate is to promote the usage of local materials. It has been established that clay, bricks, stone, wood, timber, glass and laterite are good local materials that can be adopted to increase-

**CLASSIFICATION OF NIGERIANS BY INCOME GROUPS**



prospective homeowners. Development challenges are exacerbated due to rapid urbanization, dilapidated infrastructure, and high poverty level compared to peer economies. Nevertheless, funding from private equity, REITs, banks and other financial institutions, mortgage, capital market issuances, and joint venture partnerships continues to lessen the funding gap", Union Homes REIT, said in its AFS 2021.

As an addendum to the above, the prices of housing materials have skyrocketed in

housing delivery and thus enhance the opportunities in residential real estate.

These local materials are in abundance across different states in the country. And promoting their usage will not only improve the local economy in the form of significant cash injection, it will also bring down the cost of housing delivery, because it has been established that building materials are responsible for the largest chunk of the cost of housing construction in Nigerian urban areas.



# DECONSTRUCTING APPROACH TO NEW URBAN COMMUNITIES: A DEVELOPER'S PERSPECTIVE



**T**he craze driving the development of new urban communities commonly called 'new urbanism' which has received billions of dollars investment in Nigeria in the last five to 10 years following rising urbanisation and growing demand for housing, has been faulted for lack of concerted approach and low consideration for countryside or village life and setting.

New urbanism is the art of creating new urban communities within existing cities to cater for the growing population and the

emerging middle class. Some new developments such as the Eko Atlantic, Orange Island and Gracefield Island in Lagos; Centenary City and Asokoro Island in Abuja, and the Rainbow Town in Port Harcourt are typically aspects of emerging urban communities in Nigeria.

Yinka Ogunsulire, MD, Orange Island, explains that these are urban design movements that promote walk-able neighborhoods containing a range of housing and job types. "The principle has gradually influenced many aspects of real estate

development, urban planning, and municipal land-use strategies", she adds.

In Nigeria as in the rest of Africa, new urbanism has developed as a response to congestion in the cities like Lagos where housing, school places and hospital beds are in short supply and commercial rents are cut-throat.

These urban communities are usually planned to be built from scratch on the edges of existing metropolises; there is often a level of government involvement, making them joint venture projects; they are privately managed/self governing; and there is improved professionalism in delivery and marketing.

New urbanism is the art of creating new urban communities within existing cities to cater for the growing population and the emerging middle class.



“These new cities will bring the dream of hassle-free modern living to those who can afford them; security, running water, electricity, shopping and reliable communications”, Ogunsulire assures.

Olufemi Babalola, CEO, Gravitas Investment Limited, developers of Gracefield Island, affirms, but says there are some holes to pick in the approach to new urbanism in Nigeria. “I don’t think we have a concerted approach to new urbanism in Nigeria. We don’t have a conscious approach to developing what is called new urbanism here. We have to define an urban area and what is new in what we are doing”, Babalola said in an interview.

In more and better organised society, when people are successful in the city, their ambition is to go and live in the countryside or what is called the village here. This means that contrary to what government ministries are doing, regions have to be planned before the urban area.

Babalola believes that for new urbanism to truly happen, the region or countryside has to be developed. “We have a situation in Lagos that if we are not careful, we won’t have a countryside. We may despoil them. What is happening now around Eleko Beach, Epe and the free trade zone gives cause for concern. What would have been a beautiful countryside serving the urban centres like Ikeja, Lekki etc, is fast-going. What is happening is that from being a village, that area is degrading into a slum and from there it will start coming back

to town or city but one that will be poorly organised”, he said.

New Urbanism, he explained, basically has to do with a whole new area like what they have in Gracefield Island. There should be a conscious effort to develop such an area into a city and that is what Eko Atlantic and Orange Island are doing. “But, that idea as it is going now is being compromised”, he lamented.

He noted that all the developments in Ikoyi and Victoria Island have their access roads as after-thought, citing instance Ikoyi in Lagos as an example. According to him, government did not decide on the final point of access road from the beginning of Third Mainland Bridge down to Dolphin Estate and Osborne Foreshore until after 20 years whereas it is an access that would have been approved from the start.

The emerging communities are not any better and Babalola is saying that “with all these contradictions, you begin to ask yourself if this is the new urbanism; what is actually new about these developments? Why can’t we do it properly?”

To do it properly, he advised, there should be a combination of efforts between the government and the private developers and we have to accept that all of us must jointly develop the city so that my effort must not necessarily adjoin an existing public infrastructure.

He revealed that at Gracefield Island,

they are doing a two-kilometre road. “We need to ask what is the best standard of living that we can offer to our people and to the real estate market”, he advised further.

Babalola pointed out that there is more to new urbanism than just building cities or what many prefer to call smart cities. “You cannot have a smart city without technology and you cannot have technology without education. So, we cannot have a smart city when our primary school children are studying under the tree. We can’t have a smart city when there are young men and women that are illiterate, and there are under aged children working at construction sites and trading on the streets”, he said.

His idea of a smart city is a town in South Korea called Songdo which he described as “one of the best real estate markets in the world. This is the smartest city in the world. It is so smart they don’t waste energy and time. If you a pedestrian, when you arrive at the pedestrian crossing, there is a sensor that will know you have arrived there. It should also know that you shouldn’t stay for more than 30 seconds at the crossing”.

For him, therefore, new urbanism should be able to build confidence in people; they should feel secured and as country, Nigeria must have such communities. “New urbanism must be able to create communal interest or sense of communities”, he said.



# AFFORDABLE HOUSING: THE RWANDAN MODEL



and undertaken by CAHF in partnership with 71point4 and local consultant Fatou Dieye. Eight reports are available. This report considers current housing market dynamics in Rwanda and was prepared by 71point4.

A web-scraping technique has been used to gather data on properties advertised for sale and for rent on three Rwandan websites[1]. The data collected includes pricing, property specifications and location. Collected data was cleaned and outliers removed, this process included removing extreme price outliers which could reflect data capturing errors. However, it should be noted that properties advertised online are biased toward more expensive properties and so are not representative of the market in Rwanda.

**R**wanda's affordable housing sector: Overview of the institutions, policies and legislation that shape the sector

This review of Rwanda's affordable housing sector and its financing was commissioned by Access to Finance and undertaken by CAHF in partnership with 71point4 and local consultant, Fatou Dieye. Eight reports are available. This report was prepared by David Chiwetu of CAHF.

Rwanda's affordable housing sector is supported by policies and legislation that span multiple departments in government. A highly detailed collection of policies, laws, instructions, and other imperatives together comprise the policy and legislative framework. This report provides a high-level summary of the institutions, processes and regulations that govern the delivery of affordable housing with the intention of identifying opportunities for AFR to collaborate with stakeholders to address policy and regulatory constraints.



Affordable Housing in Rwanda: Sale and rent prices in Rwanda's housing market

Reports Affordability Policies Property Markets

This review of Rwanda's affordable housing sector and its financing was commissioned by Access to Finance Rwanda

The final dataset consists of 5,430 properties from three data sources collected between August 2015 and March 2021 with the majority of adverts from 2020 and 2021. Most of the advertised properties are for rent (77%). According to the data, median sale and rent prices are higher closer to Kigali.



# THE BUILDING MATERIALS CHALLENGE

Charles Ogwo

**D**espite the fact that in the last two quarters, the real estate sector has shown significant improvement, recording positive growth and showing prospects for investors, these have been diminished by soaring building materials prices within the same period.

Growing investment in real estate as an alternative asset for Nigerians looking for where to hedge their funds against inflation, according to experts, is part of the reasons for the rising price of cement, and other building materials.

Besides high input cost, product scarcity or limited supply arising from shocks in the economy and disruptions in production activities is another reason for the current hike.

Nigeria is experiencing what is clearly a galloping inflation. The recent inflation figures as released by the National Bureau of Statistics (NBS) was a sad reflection of

economic situation. Apart from eroding the value of the local currency, inflation has also affected food prices significantly.

Building materials are not left out. A recent market survey compiled by our reporter shows that cement price, for instance, has gone up by 79 percent from N3,400 for a 50kg bag by the last quarter of 2021 to N4,300 as at the end of March 2022.

The price hike cuts across the country, differing only by the brand of the product. Eugene Nweke, a construction engineer and developer based in Owerri, the Imos State capital, told our reporter that building materials prices in the South-East were rising at unprecedented speed.

“The price of a 50kg bag of cement in Owerri is N4,300 compared to what we had towards the end of 2021 when it was sold for N2,400. This shows over 70 percent price increase,” Nweke disclosed.

In Kaduna, our reporter gathered that the price has gone up from N4,200 to N4,700 within the same period, while it has risen from N4,300 to N4,500 in Lagos.

“A lorry load of granite (30tons) which sold for N240,000, some six months ago, now sells for N350,000 which shows about 46percent increase,” Nweke said.

According to him, the soaring price of building materials has led to high rent charges in places such as Owerri, Orlu, Umuahia, Enugu, Aba among other developing towns in the South East.

In Zaria, Kaduna State, Livinus Nwankwo, a dealer on building materials, told our reporter that the increase in the prices of building materials is having spiral effects on the building industry, noting that many projects have been stalled as a result.

The implication of these developments is that affordable accommodation will remain elusive to the common man. Besides that, some developers might resort to substandard materials and sharp practices to remain in business.

For fear of pricing their products out of the reach of many and suffering supply glut, cement moulders are now lowering the cement content of their blocks which, experts say, is disaster waiting to happen.

“The high prices of building materials is a major constraint to improving housing conditions, especially in the low income earning cities,” Nwankwo noted, citing price of roofing sheet (020) which, he said, has risen from N33,000 to N37,000 (12percent) while iron-rod (12mm) has moved from N4,200 to N4,700 (12percent) in just six months.

The price of steel reinforcement bars, otherwise known as Rebars, is also a major source of concern. From N275,000 per ton, the price has gone up to N345,000 per ton within a short period.

Experts are lamenting the price of iron rods which has almost doubled in the last six months. According to James Osanrenren, a developer in Surulere, Lagos, “it is a development that affects everybody. If you are not a developer or landlord, you must be a tenant; so we are all victims.”

Afe Ojo, a developer in Isheri-Oshun, Lagos, agrees, stressing that with the cur-







rent rising prices, the hope of an average Nigerian to own a house was dim.

“Imagine the cost of sharp sand (10tons) which was N70,000 in the last six months but now sells for N90,000, representing 29percent increase, while the price of red sand has risen from N50,000 to N70,000, showing 40percent increase,” he noted.

Experts are of the view that the increase in prices of these building materials cuts across many parts of the country and it is such that many real estate developers say they are now constrained from offering any discount to buyers.

Findings by an online media platform show that as rent has increased by over 30 percent in some Lagos border towns like Sango-Ota, Arepo and Magboro, property owners across Yaba, Magodo, Ikoyi, and Lekki axis have also increased their rents by about 33 percent within the same period.

For instance, rents for one-bedroom (self-contained) and two-bedroom apartments, which are the most sought after in Magboro, one of the Lagos border towns, have increased from an average of N120,000 and N160,000 per annum to N200,000 and N260,000 respectively. This represents a 33.33 percent and 30 percent increase respectively.

In Surulere, especially around Aguda, where rents are relatively low, rents tag on two-bedroom and three-bedroom apartments have gone up from N850,000 and

N1 million to N1.2 million and N1.4 million respectively. Around Ogunlana Drive, two-bedroom apartments that were let out for N950,000 now goes for N1.2 million.

In 2020, as the Covid-19 pandemic ravaged the economy, real estate sector was also affected as the health crisis elevated vacancy rates in commercial properties, reduced average footfalls across retail centres and slowed the completion time of many residential developments and infrastructure projects.

The sector returned to positive growth with 2.81 percent year-on-year in the last quarter of 2020. This enabled it to crawl out of recession after six consecutive quarters of negative growth. Its last positive growth of 0.93 percent before this period was recorded in Q1 2019.

In the face of all these, the real estate sector and developers industry are faced with herculean task of meeting up with the high rising cost of building materials.

The cost of building materials poses a significant threat to both the construction industry and people aspiring to own houses in Nigeria. Across the country, cement and other building materials price has hit the roof.

Construction activities have been upbeat in the sector since the beginning of the last quarter. For instance, a bag of Dangote cement valued at N2,400 in the last quarter of 2021 goes as high as N4,300 in

the first quarter of 2022 depicting about 79.2percent increment.

In Kaduna, the cost of cement from N4,200 to N4,700 within the same period, while it was rose N4,300 to N4,500 in Lagos.

There are basically three major players in the Nigerian cement industry dominating the market, with Dangote cement being the leader, cornering 60.6 percent of the market with a local installed capacity of 29.3 million MT; Lafarge Africa controls 21.8 percent share with a production capacity of 10.5million MT, and BUA Group accounts for 17.6 percent share and 8.0mtpa.

Once there is any disruption in the production or supply chain of any of these producers, the cement market will catch cold. The combined output of these three is expected to hit 60MMT in 2022.

Some experts attributed the recent method of road construction in Nigeria where concrete surfacing has become a common norm today to the hike in cement price.

According to Damola Akindolire, the managing director of Alpha Mead Development Company, “Government has a hand in the causes of the present cement crisis by using cement to construct roads and other infrastructure.”

However, this cannot be said of other building materials industry where there are numerous players and factors dictating the pace.

Nevertheless, Saadiya Aliyu-Aminu, chief executive officer of Urban Shelter Limited, disclosed to BusinessDay that besides demand from real estate investors, increasing cost of manufacturing/production, naira devaluation, increasing freight costs, and export of the limited local supply are reasons for the scarcity of the product and therefore, the price hike.

“There is not a huge increase in the demand for cement. What has happened, unfortunately, is somewhat artificial scarcity in the supply of cement. Having been over reliant on one major producer for years, the cement industry reacts to shocks in the economy and this reflects on the price,” Aliyu-Aminu noted.

The soaring price of cement and other building materials comes with far-reaching implications. Apart from being an unfortunate dimension to housing deficit, it is also impacting on the quality and integrity of houses being built now.



# ABOUT BROLL

**A**t Broll Nigeria, our purpose is to be the leading real estate services provider in Nigeria and the preferred place of employment for our industry's professionals. This purpose promotes constant innovation and service excellence, whilst providing end-to-end real estate solutions to our valued clients.

Broll was established in Nigeria in 2004 and is part of the renowned Broll Property Group which was founded in 1975. With over thirteen offices spread across Africa, and a transactions profile in another seventeen countries, the Broll brand is truly a Pan-African brand.

Initially a retail leasing and property management company, Broll Nigeria has since expanded its service line to include services ranging from residential, commercial and industrial transactions and consulting services; asset management; market research and advisory; facility management; project management and a host of other real estate services. As a company, Broll has a transactions foot-

print in over 30 states in Nigeria, with a staff strength of over 180 employees. Our core values as a company are hedged on four United Nations Sustainable Development goals including good health and wellbeing; gender equality; decent work and economic growth; and responsible consumption and production.


As one of Nigeria's largest property services provider, Broll concluded about 10 billion in land acquisitions in the last 12 months, while successfully disposing about 60 billion worth of assets in the last 36 months. Broll currently manages over 550,000 m<sup>2</sup> of space across Nigeria, and manages about 1,000 leases. The current value of facility management mandates sits at over US\$1.8 billion, while the annual third-party/vendor spend for these facilities is an average of over 2.5 billion. Broll Nigeria is also one of the few companies in Nigeria and the only real estate service provider to have successfully completed the Nigeria Data Protection Regulation Audit for 2021/2022 (NDPR Audit Complaint 2022). We pride ourselves on ethically managing stakeholder information at Broll.

As an organisation, we strive for excellence to which the industry, both locally and externally, have taken notice of. In 2020, Broll Nigeria was recognised by

Euromoney for its contributions to the property market, coming in as overall best advisors and consultants in Nigeria as well as best agents (letting and sales) and best research consultants.

As part of our corporate social responsibility, Broll supports a myriad of causes either as an organisation, or in our different sites and locations under management. One of our more popular achievements is our 'mama kit' exercise that took place just before the pandemic, where 477 expecting mothers were provided with essential post-delivery items such as nappies and other hygiene and personal care products. We hope to expand this and make more of a significant impact with this year's event.

At Broll Nigeria, we pride ourselves on our progressive and innovative culture, which is demonstrated through our incomparable operational efficiency at every level. We deliver strategic, fully-integrated, professional property services for both the investor and occupier markets. Our success is built on a 'we know real estate' culture, which stems from our tangible understanding of the Nigerian property market. Our people are our assets. Their combined knowledge, unique expertise, unparalleled skills, integrity, loyalty and professionalism is our differentiator.



**Progressive property people.**

- Residential Sales & Acquisitions
- Commercial Broking
- Facilities Management
- Occupier Services
- Property Management
- Research
- Retail Leasing & Consultancy
- Sectional Title Management
- Sustainability Advisory & Consulting

## Our Capacities

World-class services leading to sustainable real estate success\*

<p><b>1975</b> Broll property group established</p> <p><b>2004</b> Broll is established in Nigeria</p> <p><b>+180</b> Company-wide employees</p> <p>Footprint across 30 Nigerian states</p> <p>Nigeria data protection regulation audit compliant 2022</p> <p><b>₦ 60 billion</b> Assets disposals completed</p> <p><b>~ ₦ 500 billion</b> Assets valued</p>	<p><b>550,000 m<sup>2</sup> +</b> Space under management</p> <p><b>202,700m<sup>2</sup></b> Retail space managed</p> <p><b>~ ₦ 20 billion</b> Land asset acquisitions completed</p> <p><b>~ ₦ 2.5 billion</b> Annual third-party spend</p> <p><b>\$1.8 billion</b> Assets under facilities management</p> <p><b>+850</b> Leases managed</p> <p><b>+150</b> Vendor relationships</p>
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\*Some of the figures here represent transaction within the last five years

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**Progressive Property People.**



# D207: OUT TO OFFER INTERIOR DECORATION, FINE SMART HOMES



**D**207 is one of Africa's fastest growing real estate service enterprise with a unique developmental consciousness built around a concrete devotion to explore the finest of contemporary innovation as a tool for fulfilling its institutional promise to amplify the beautiful aspects of the human experiences of our clients.

In our effort to cover a deep and wide sphere of lifestyle impact, we offer a rich array of services ranging from architectural designs, construction services, renovation and remodeling of social, cooperate and domestic spaces. We also

offer interior decoration as well as finely sophisticated smart homes and automations that are simplified for comfortable use yet fortified for security assurances.

The company was established in 2009 with a vision to help African homes and offices experience the apex of innovation-driven comfort as seen in any advanced part of the world. To accomplish this, we engaged the brightest and forward-thinking minds in the industry who are not only up to speed, but also futuristic in harnessing cutting edge tech in designs, construction and fittings.

Our zeal to stay true to this vision resulted in a series of unbeatable project deliveries and backed by a strong customer satisfaction, D207 was voted among the top 100 fastest growing companies in Nigeria in 2019.

## Services

**Smart Homes & Automations:** Our home tech team comprises the finest hands in fitting homes with the latest inventions in home automations. This ranges from automations in lighting, plumbing systems, energy saving, security and more.





We believe that the home of the future has to be interactive and personal in all possible ways. So today, we're helping our clients to step into the future of homes.

**Interior Decorations:** Another integral aspect of living a well psychologically and physiologically wholistic life is the look and feel of the immediate environment you spend most of your time, be it home or office.

At D207, we invest deliberate attention in ensuring the play with space and colours meets the mental demands of what each space is designated for from your dining area to your bedroom to your relaxation balcony.

Our deliberate integration of elements of nature like plants, wood finishing, naturally occurring rocks, etc permeates a satisfying feel on your mental health. Every brush of paint we apply, every potted plant we place, every natural lighting angle we choose, answers to a unique question of comfort your mind is asking.

**Renovations and Remodelling:** Often times, your home or office is so much in defiance to modernity that what you need to enjoy the lifestyle you deserve is a total overhaul of the core structures. D207 recognizes the essentialities of embedding the cast of innovation within the skeletal frame of your living space rather than a whitewash of facsimile beauty. This is why we grew a formidable capacity for space remodelling and renovations that rivals the best in the world.

**Construction Services:** D207 is also equipped to see your project from the ground up. It goes without saying that the best way to ensure you gift your home or office the best of innovative touch in look and feel is to put it in the hands of the best team who 'understand the assignment' to the core because your vision of safe and comfortable living space is our foundational matching orders.

D207 ensures best global practices in engineering constructions are observed and global standards of safety and quality is maintained on all projects. We have mastered the process of building a vast option of structures ranging from homes to offices, roads, bridges and other mega structures.

**Architectural Designs:** Still in the spirit of getting it right from the onset, D207 offers cutting edge designs that ensure your classy taste is embedded into the master plan of your structure. Our team of designers are the leading brains in the intentionality of structural, functional and ornamental designs that suit the lifestyle of the forward-thinking home owner.

There's no gainsaying that architectural designs are the DNA of structures, we place a fundamental importance on what innovative thinking pattern is thrown into the design manifest that essentially mandates a tech savvy and automation compliant final structure, whether domestic or public.

D207 has set out on this mission, and it is in the testimonies of clients who can't believe their luck at beholding their finished product that we find the pride to say, we are the best at what we do and the taste of this revolutionary pudding can only be in the eating.

### Some Finished Projects

For want of space, we have listed but a few of standing structures that bear our lasting innovative signature.

**Cowry Creek:** This proposed semi-detached residential development at Block C, Plot. 9 within Cowrie Creek Estate for NLNG staff Bonny Cooperative investment and Credit Society Limited, Ikate, is a flamboyance of luxury without holding back.

**The Griffin, Lekki:** This is a sumptuous four-bedroom plus BQ stand-alone residential estate. It is located at Olugborogan town, Eti-Osa, Lagos. This piece of property is a sheer parade of wanton elegance.

**Terraces, Lekki:** This is also a four-bedroom plus BQ apartment. It's a fully automated luxury apartment designed to satisfy the height of human's insatiable want for comfort.

**UAC Foods:** One of D207's latest office fit-outs is within the colorful UAC Building which is the company's Nigerian headquarters. D207 was responsible for two recent fit-out schemes within the stylish office environment.

The project duration for each project was 5 weeks. Utilizing our specialist joinery manufacturing facility, we were able to ensure the high-quality finish and challenging program duration. The project also included the supply and installation of office items. D207's strict brand guidelines had to be adhered to throughout the project

**UUBO 12th/13th Floor:** D207 successfully completed this specialist joinery project at the prestigious UUBO in 2020. The program was delivered successfully within a demanding 4-week period and handed over to the satisfaction of the client. We utilized our in-house joinery manufacturing facility to produce the specialist items for this customized interior. We also fitted out the toilet areas and manufactured vanity units and bespoke mirror surrounds.

**Metis Capital:** D207 embarked on one of its most fascinating work with office fit-out designs for Metis Capital Partners, a venture capital organization in Lagos, Nigeria. The aim of the project was to give the space an urbane feel and make it have a showroom feel for the various tech interns.

### The D207 Team

D207 was founded by Jerry Raji who leads a stellar design and engineering team. He has accumulated a rich pedigree and history of working on a plethora of notable Civil Engineering projects since obtaining a Bachelor's Degree focused on Civil Engineering from the University of Benin.

Jerry is particularly skilled in AutoCAD, Project Management, and Data Analysis with a flair for the real estate, and petroleum and energy sectors. Jerry developed a keen eye for the impact of tech in regular human existence from a tender age and has since then strived to apply it in creating a haven in homes and offices.

Other members of the team are, Zachaeus Olawale; Designs Team Lead, Peter Adewale; Project Engineer, Folusho Obajimi; Architect, Balami Michael; Junior Architect, Oluwaniyi Akinsipeko; Lead Engineer.

### Our Offer

Through the month of May 2022, D207 offered free architectural consultations for those embarking or contemplating embarking on construction projects. Furthermore, we will be offering 30 percent discount on architectural design services, following the free consultations. This is an offer that saves you millions. Grab the chance by reaching out now.



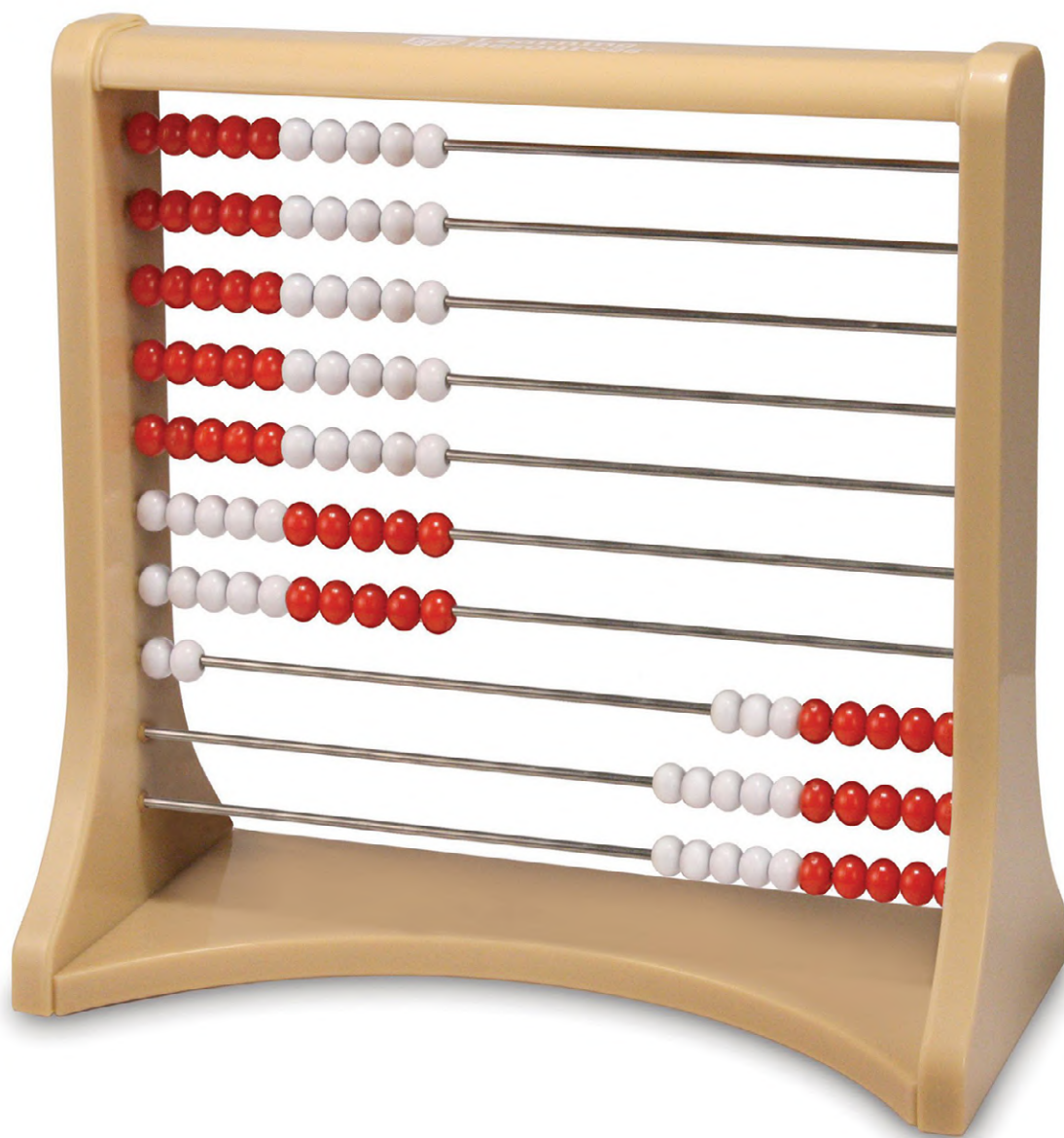


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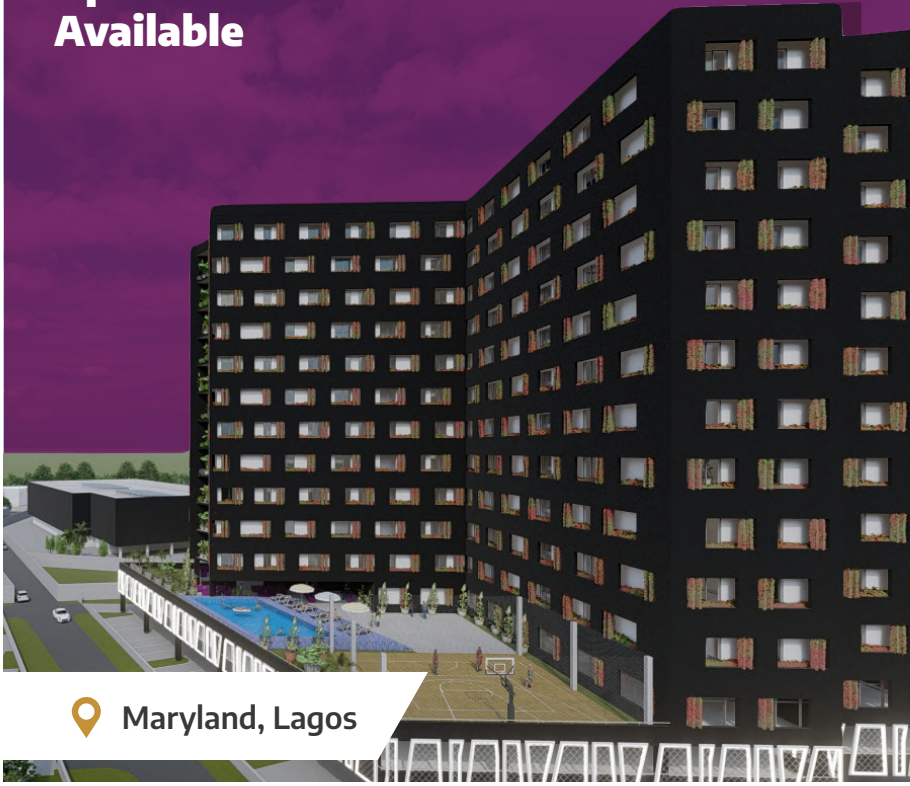
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