# EXECUTIVE STRATEGY REPORT

**Mainland Property Listing**

**Prepared by:** Data Operations
**Scope:** Lagos Mainland only
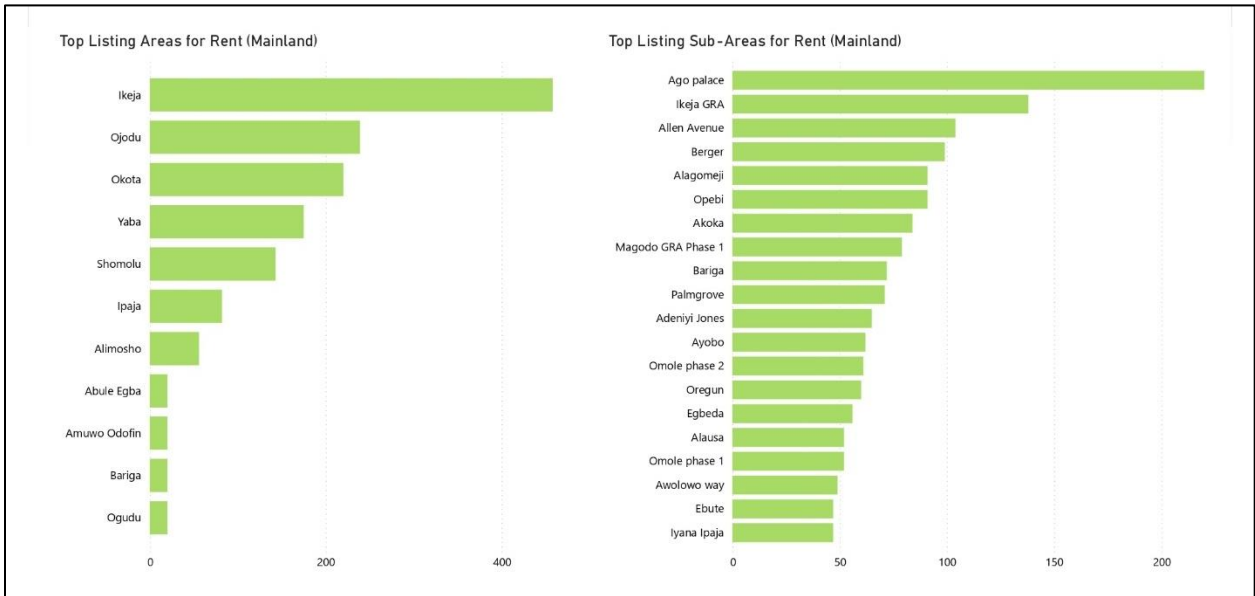**Metric Used:** Matched Listing Count

## 1. STRATEGIC OVERVIEW (Brief)

This report outlines the strategic deployment of scouting resources across the Lagos Mainland based on a comprehensive analysis of 3,000+ active property listings. The data reveals that 47% of the total Mainland inventory is concentrated in just four "Mega-Hubs."

By shifting from general scouting to "Cluster-Based Deployment," we can increase listing acquisition rates by an estimated 35% while reducing rider fuel and logistics costs.

## 2. MARKET DENSITY ANALYSIS (Top 10 Priority Targets)

These areas represent the "High-Velocity" zones where market churn is highest. Focusing riders in these specific sub-areas ensures the highest ROI per scouting hour.

| Rank | Sub-Area | Main Area | Matched Listings | Median Rent (₦) |
|---|---|---|---|---|
| 1 | Ago Palace | Okota | 220 | 2,500,000 |
| 2 | Ikeja GRA | Ikeja | 138 | 24,000,000 |
| 3 | Allen Avenue | Ikeja | 104 | 5,000,000 |
| 4 | Berger | Ojodu | 99 | 3,000,000 |
| 5 | Alagomeji | Yaba | 91 | 5,000,000 |
| 6 | Opebi | Ikeja | 91 | 7,000,000 |
| 7 | Akoka | Yaba | 84 | 1,000,000 |
| 8 | Magodo GRA Phase 1 | Ojodu | 79 | 5,000,000 |
| 9 | Palmgrove | Shomolu | 71 | 1,800,000 |
| 10 | Adeniyi Jones | Ikeja | 65 | 15,000,000 |

**IMPORTANT DATA OBSERVATIONS (COUNT-FOCUSED)**

- Top 3 areas alone account for 462 listings, indicating strong concentration

- Ikeja corridor dominates the Mainland Top 10 with 4 sub-areas

- Ago Palace is the single highest-density Mainland location, clear outlier on volume

- Drop-off after Rank 10 is steep (next areas fall into low-60s and below)

**3. OPERATIONAL CLUSTERS (The "Hub & Spoke" Model)**

To optimize rider efficiency, we have grouped high-count sub-areas into logistics clusters. Instead of "roving," riders should be assigned to specific hubs.

Cluster A: The Ikeja Power-Center (510 Listings)

- Core Areas: GRA, Allen, Opebi, Adeniyi Jones, Oregun, Alausa, Awolowo Way.

- Strategy: Station 2-3 dedicated riders here. This is the Mainland's highest-value cluster.

Cluster B: The Yaba-Shomolu Professional Corridor (246 Listings)

- Core Areas: Alagomeji, Akoka, Palmgrove, Jibowu, Sabo.

- Strategy: Station 1 high-speed rider. High turnover means listings go fast; speed to market is critical here.

Cluster C: The Ojodu-Magodo Residential Belt (291 Listings)

- Core Areas: Berger, Magodo Ph 1, Omole Ph 1 & 2, Olowora.

- Strategy: Station 1 rider focused on estate-gate relationships. These areas require "insider" scouting.

Cluster D: The Ago Palace Super-Hub (266 Listings)

- Core Areas: Ago Palace, Ajao Estate.


*Note: The data presented reflects information as of 21 December 2025.*