

Bromley Court Single Page — Institutional + Sales Strategy

How to Sell Without Compromising Brand Positioning

THE STRATEGIC CHALLENGE

The Conflict:

NEED: Sell Bromley Court units (generate revenue)

BUT: Can't look like a property listing site (kills institutional credibility)

PROBLEM: How do you do BOTH?

The Failed Approaches:

✗ Option A: Full Property Website

- Unit prices prominently displayed
- "Buy Now" buttons everywhere
- Virtual tours and floor plans upfront
- **Result:** Looks like a small property developer

✗ Option B: Hide Sales Completely

- Only institutional language
- No way to actually acquire units
- **Result:** Visitors who want to buy can't find how

THE SOLUTION: TWO-TIER ARCHITECTURE

Tier 1: PUBLIC INSTITUTIONAL PAGE (Default View)

URL: </programs/nigeria/bromley-court>

Positioning: "Case Study in Execution Capability" **Audience:** Ministers, investors, institutional partners, press

Goal: Prove Premium Homes can deliver at scale

Tier 2: UNIT ALLOCATION INQUIRY (Gated Access)

URL: </programs/nigeria/bromley-court/inquire>

Positioning: "Structured Unit Allocation Process" **Audience:** Qualified buyers (individual, corporate, institutional) **Goal:** Sell units with dignity and process

TIER 1: THE PUBLIC INSTITUTIONAL PAGE

Page Structure:

BROMLEY COURT

Nigeria Housing Program — Phase I Pilot Implementation

[Hero Image: Construction site, professional documentation style]

PROJECT OVERVIEW

Location: Central Abuja, FCT

Units: 850 (Mixed Income)

Status: Active Delivery — 60% Complete

Timeline: 2024-2026

Project Value: ₦38.25B

STRATEGIC ROLE

Bromley Court serves as the pilot implementation for Premium Homes' Nigeria Urban Housing Acceleration Program. This project validates technical, financial, and operational frameworks that will scale across the 100,000-unit national initiative.

Every system tested here informs Akwa Ibom, Cross River, and Phase II Abuja expansion.

CONSTRUCTION PROGRESS

[Timeline showing phases]

[Photo gallery of actual construction]

[Performance metrics: 94% timeline adherence, etc.]

DEVELOPMENT MODEL

- [Infrastructure-first approach]
- [Quality framework]
- [Government partnership]
- [Community integration]

UNIT COMPOSITION

- Market Rate Housing: 620 units
- Mid-Income Units: 180 units
- Workforce Housing: 50 units

This multi-tier structure validates income integration models for future national scale deployment.

INTEGRATED AMENITIES

- [Healthcare center, school, commercial, recreational...]

LESSONS FOR SCALE

- ✓ Construction efficiency (12% faster than projected)
- ✓ Cost optimization (8% per-unit reduction)
- ✓ Quality assurance (100% inspections passed)
- ✓ Community integration protocols validated
- ✓ PPP financial model proven viable

[Download Project Case Study PDF]

↓ KEY SECTION ↓

UNIT ALLOCATION STATUS

Total Program Units: 850

INSTITUTIONAL ALLOCATION	
320 units — Reserved for government/corporate partners	
Status: Structured allocation process	

MARKET ALLOCATION	
480 units — Progressive release (phase-based)	
Status: Allocation inquiry process open	
Phase I Units (Buildings 1-3): Limited availability	
Phase II Units (Buildings 4-6): Allocation in progress	
[Learn About Allocation Process →]	

WORKFORCE HOUSING	
50 units — Criteria-based allocation	
Status: Government partnership allocation	

FOR UNIT ALLOCATION INQUIRIES

This project operates under the Nigeria Urban Housing Program framework. Unit allocation follows structured protocols to ensure quality resident integration and community development standards.

ALLOCATION INQUIRY TYPES:	
→ Individual/Family Allocation Inquiry	
→ Corporate/Institutional Allocation	
→ Investment Group Inquiry	
[Submit Allocation Inquiry]	
Allocation Process Timeline: 5-7 business days	
Commercial terms shared upon qualification review	

[\[Back to Nigeria Program\]](#) [\[Download Technical Specs\]](#)

TIER 2: THE ALLOCATION INQUIRY PAGE

User clicks "Submit Allocation Inquiry" → Goes to separate page

URL: `/programs/nigeria/bromley-court/inquire`

BROMLEY COURT — UNIT ALLOCATION INQUIRY

[Professional form interface, not sales-y]

ALLOCATION PROCESS OVERVIEW

Bromley Court operates under a structured allocation framework that prioritizes community integration, financial qualification, and long-term resident compatibility.

This inquiry initiates a formal review process.

INQUIRY FORM

[LEFT COLUMN — Form]

INQUIRY TYPE*

- Individual/Family Allocation
- Corporate Acquisition
- Institutional/Investment Group

CONTACT INFORMATION

Full Name*: []

Email*: []
Phone*: []
Organization (if applicable): []

UNIT PREFERENCE

Unit Type of Interest*:

- ☐ 2-Bedroom (85 sqm)
- ☐ 3-Bedroom (110 sqm)
- ☐ 4-Bedroom (145 sqm)

Preferred Building Phase:

- ☐ Phase I (Buildings 1-3) — Earlier occupancy
- ☐ Phase II (Buildings 4-6) — Q2 2026 occupancy
- ☐ No preference

Number of Units: []

ACQUISITION APPROACH*

- ☐ Outright Purchase
- ☐ Mortgage Financing
- ☐ Corporate Lease-to-Own
- ☐ Flexible Payment Plan

TIMELINE PREFERENCE

- ☐ Immediate allocation process
- ☐ Q1 2026 occupancy target
- ☐ Q2-Q3 2026 occupancy target
- ☐ Flexible

MESSAGE/ADDITIONAL INFORMATION

[]
[]
[]

- ☐ I understand this is an allocation inquiry, not a purchase commitment. Commercial terms will be shared upon qualification.
- ☐ I consent to be contacted regarding this inquiry.

[Submit Inquiry]

[RIGHT COLUMN — Information]

WHAT HAPPENS NEXT

STEP 1: INQUIRY SUBMISSION (Today)

Your inquiry is logged in our allocation system with a reference number.

STEP 2: INITIAL REVIEW (24-48 hours)

Our allocation team reviews your inquiry for completeness and basic qualification criteria.

STEP 3: DETAILED INFORMATION (48-72 hours)

You receive:

- Current unit availability schedule
- Specification documentation (floor plans, finishes)
- Commercial framework (pricing structure)
- Payment options and terms
- Allocation timeline

STEP 4: SCHEDULED CONSULTATION (If desired)

Optional: Site visit, detailed Q&A, specification review

STEP 5: FORMAL ALLOCATION (Upon agreement)

Documentation process, payment structure finalization, unit reservation

COMMERCIAL INFORMATION

Pricing, payment structures, and specific commercial terms are provided during the formal allocation process to qualified inquirers.

This approach ensures:

- Serious buyers receive detailed attention
- Market-appropriate pricing (current at time of inquiry)
- Customized payment solutions
- Professional transaction process

ALLOCATION CRITERIA

Unit allocation considers:

- ✓ Financial qualification
- ✓ Acquisition timeline alignment
- ✓ Community integration fit
- ✓ Documentation completeness
- ✓ Payment structure viability

All inquiries are treated with institutional respect and confidentiality.

IMMEDIATE CONTACT

For immediate questions:
Email: allocations@premiumhomes.com.ng
Phone: +234 XXX XXX XXXX
Office Hours: Mon-Fri, 9AM-5PM

TIER 3: THE EMAIL SEQUENCE (After Submission)

Email 1: Immediate Acknowledgment

Subject: Bromley Court Allocation Inquiry — Reference #BC2025-XXXX

Dear [Name],

Thank you for your allocation inquiry regarding Bromley Court, Premium Homes' pilot project under the Nigeria Urban Housing Acceleration Program.

Your inquiry has been received and assigned reference number: BC2025-XXXX

NEXT STEPS:

Our Allocation Team will review your inquiry within 48-72 hours. You will receive:

1. Current unit availability schedule
2. Detailed specification documentation
3. Commercial framework (pricing & payment terms)

4. Allocation process timeline

5. Optional consultation scheduling

ABOUT BROMLEY COURT:

Bromley Court is the first delivery under Premium Homes' Nigeria Housing Program, demonstrating our capability to execute at national scale. With construction 60% complete, Phase I occupancy begins Q4 2025.

We look forward to providing detailed information shortly.

Best regards,
Allocation Team
Premium Homes Global Investment Services Ltd

This is an automated acknowledgment. Please do not reply to this email. For immediate questions: allocations@premiumhomes.com.ng

Email 2: Detailed Package (48-72 hours later)

Subject: Bromley Court — Detailed Allocation Information [BC2025-XXXX]

Dear [Name],

Following your allocation inquiry for Bromley Court, please find the detailed information package below.

CURRENT UNIT AVAILABILITY

2-BEDROOM UNITS (85 sqm)

Phase I: 8 units available

Phase II: 24 units available

Starting from: ₦45,000,000

3-BEDROOM UNITS (110 sqm)

Phase I: 12 units available

Phase II: 38 units available

Starting from: ₦62,000,000

4-BEDROOM UNITS (145 sqm)

Phase I: 4 units available
Phase II: 18 units available
Starting from: ₦85,000,000

PAYMENT OPTIONS

- OPTION 1: Outright Purchase
- Full payment: 5% discount applied
 - Documentation: 2-3 weeks
 - Immediate allocation confirmation

- OPTION 2: Premium Payment Plan
- Initial deposit: 30%
 - 12-month payment schedule
 - No interest charges
 - Unit allocation upon deposit

- OPTION 3: Mortgage Facilitation
- Partner banks: [List]
 - Up to 70% LTV available
 - Premium Homes facilitates application
 - Competitive rates

- OPTION 4: Corporate Lease-to-Own (10+ units)
- Customized structure
 - Institutional terms
 - Direct discussion required
-

WHAT'S INCLUDED

- All units include:
- ✓ Premium finishes (ceramic tiles, quality fixtures)
 - ✓ Split A/C units (2-4 units depending on size)
 - ✓ Kitchen cabinets and countertops
 - ✓ Wardrobes in all bedrooms
 - ✓ 200A electrical service
 - ✓ 1000L water storage
 - ✓ Parking space (1 per unit)
 - ✓ Security system infrastructure
 - ✓ Fiber optic connectivity

- Community amenities:
- ✓ 24/7 healthcare center

- ✓ **K-6 educational facility**
- ✓ **Commercial district access**
- ✓ **Recreational spaces**
- ✓ **24/7 security**
- ✓ Professional estate management

OCCUPANCY TIMELINE

Phase I Units: November 2025 - January 2026

Phase II Units: March 2026 - May 2026

ATTACHED DOCUMENTS

Bromley_Court_Specifications.pdf (12MB)

- Detailed floor plans
- Finishes schedule
- Site master plan

Bromley_Court_Payment_Terms.pdf (2MB)

- Complete payment options
- Allocation process
- Legal framework

Bromley_Court_Project_Overview.pdf (8MB)

- Project background
- Construction progress
- Community integration

NEXT STEP: SCHEDULE CONSULTATION (Optional)

If you'd like to:

- Visit the construction site
- Discuss specific units
- Review documentation in detail
- Clarify any questions

Please reply to this email or call: +234 XXX XXX XXXX

Our allocation team is available:

Monday - Friday: 9AM - 6PM

Saturday: 10AM - 3PM

TO PROCEED WITH ALLOCATION:

Reply to this email indicating:

1. Preferred unit type and phase
2. Preferred payment option
3. Desired occupancy timeline

We'll initiate the formal allocation process immediately.

Thank you for your interest in Bromley Court.

Best regards,

[Name]

Senior Allocation Specialist

Premium Homes Global Investment Services Ltd

allocations@premiumhomes.com.ng

+234 XXX XXX XXXX

Reference: BC2025-XXXX

THE BRILLIANT BALANCE

What This Achieves:

☒ **Public page maintains institutional credibility**

- No prices visible
- No "Buy Now" buttons
- Positioned as case study
- Professional language throughout

☒ **Sales happen in gated, dignified process**

- Inquiry-based (not listing-based)
- Structured allocation language (not "sales")
- Email reveals pricing (not public website)

- Professional consultation process

✓ **Language maintains positioning**

- "Allocation" not "sale"
- "Inquiry" not "buy"
- "Unit composition" not "units for sale"
- "Commercial framework" not "price list"

✓ **Serious buyers get everything they need**

- Full pricing in email
 - Payment options
 - Floor plans
 - Consultation option
-

ADDITIONAL CLEVER ELEMENTS

On Main Bromley Page - Subtle Psychological Triggers:

"Phase I Units: Limited availability"

→ Creates urgency without being salesy

"Progressive release (phase-based)"

→ Implies scarcity and structure

"Allocation inquiry process open"

→ Suggests not everyone qualifies

"5-7 business days" timeline

→ Professional process, not instant transaction

In Email - Professional Sales Language:

"Starting from: ₦45,000,000"

→ Clear pricing, but positioned as framework

"Preferred payment option"

→ Assumes qualification, focuses on structure

"Immediate allocation confirmation"

→ Benefit language, not pressure language

"Premium Homes facilitates application"
→ Helper positioning, not seller positioning

MOBILE EXPERIENCE

Public Page (Mobile):

- Clean, scrollable
- "Learn About Allocation Process" button prominent
- No pricing visible
- Professional throughout

Inquiry Form (Mobile):

- Step-by-step wizard interface
 - Progress indicator (Step 1 of 5)
 - Easy thumb-friendly inputs
 - Submit triggers same email sequence
-

Would you like me to:

1. **Create the actual HTML/CSS** for these pages
2. **Design the email templates** (HTML email format)
3. **Build the form component** with validation
4. **Show how this works** for Kurudu & Nasarawa too

What's most valuable next?