

BEYOND THE HYPE: **TENETS OF A WINNING REAL ESTATE DEAL**

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1.0 Introduction

Abraham Maslow's hierarchy of needs places shelter as part of the foundation for all living experiences – food, water, and shelter. Over the last decades, however, owning a home has evolved beyond the need for accommodation to becoming a veritable source of wealth.

Globally, Statista reveals that the Residential Real Estate holds the largest share, with a projected market volume of US\$2.25tn by 2025. Between 2025-2029, the market is expected to have a compound annual growth rate (CAGR) of 6.87%, resulting in a market volume of US\$3.41tn by 2029.



Yet with the compelling statistics on the winners in the sector, there have been losses – and big ones too. From ending up with poorly built structures, to reclaimed lands, and contrary to popular notion that land does not depreciate, many real estate investors and home buyers have ended up with properties that lose value over time.

The Nigerian Real Estate market continues to evolve; it is, thus, pertinent for players and homeowners alike to understand present realities of the market and make investment decisions that optimize for long term value. This document explores these principles through an in-depth analysis of the Nigerian and broader African real estate markets. We examine emerging trends, opportunities, and challenges, with a particular focus on why some properties rise above the rest.

Through this exploration, we would also present how developments in specific developing locations are poised for future growth and represent strategic opportunities for investors looking beyond the typical hotspots.

After reading this, you will have a deeper understanding of how to evaluate real estate investments based on valuable data and long-term growth potential, rather than short-term market trends and speculative hype. You would also learn about the opportunity that is Blissville Terraces and how aligning with the right community can amplify your success and secure your future.



2.0

The Nigerian Real Estate Landscape

According to JLL's Global real estate sentiment survey investors deploying capital in 2025 are likely to see an early-mover advantage in terms of returns that will diminish as the cycle matures. Intensifying supply shortages as completions slow in 2025 will amplify competition for quality existing assets as more investors re-enter the market.

The Nigerian real estate sector is on a rise and continues to expand first because of the country's expanding population. The country's population is expected to substantially rise, expectedly fueling demands for housing, office spaces, and other use cases for properties.

Chart: Key Growth Areas, 2024 of Survey



Source: Estate intel's 2024 Nigeria Price Index Report

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According to Statista in Nigeria, the Real Estate market market is anticipated to achieve a value of US\$2.61tn by 2025.

In the fourth quarter of 2024, the construction sector grew by 2.95% in real terms, slightly below 3.70% in Q4 2023 according to the National Bureau of Statistics (NBS). Its GDP contribution stood at 3.44%, lower than 3.47% in the same period of the preceding year.

According to Estate Intel's 2024 Nigeria Price Index Report, affordable housing emerged as the most promising opportunity in the market, with 60% of respondents identifying it as the key growth area. Luxury real estate followed as a strong secondary sector, highlighted by 21% of market participants who pointed to increasing demand. This

is particularly in major urban centres like Lagos and Abuja, driven by a rising population of affluent buyers and investors seeking premium and exclusive developments.

Beyond these dominant segments, the survey also highlights emerging opportunities across other real estate categories. Tech-enabled property solutions (12%), shared properties/co-living spaces (9%), and commercial developments (8%) are gaining attention, reflecting shifts in how people live, work, and invest. Meanwhile, industrial and warehouse spaces (4%) and green buildings (3%) represent more niche, but steadily growing areas, especially as conversations around sustainability and supply chain efficiency continue to evolve.

Lagos, Nigeria's commercial capital city, with an estimated population of over 25 million people has a growing demand for residential and commercial properties.



Current Trends and Their Impact

3.0



The Nigerian real estate sector is expectedly a vibrant one shaped by trends like population expansion, urbanization, shifting consumer preferences, and other global trends. It is, thus, pertinent that players within the space understand the forces driving the market and how they impact both investment and development of the sector.

1. Urbanization and Increasing Demand:

Nigeria stands at the epicenter of Africa's urban growth with cities like Lagos, Abuja, Port Harcourt, and Kano becoming key development corridors. Lagos, in



particular, is the country's most active real estate market, attracting both local and foreign investors looking to generate returns on their investments.

We are, therefore, experiencing surging demand for housing, commercial spaces, and infrastructure. However, the growth has certainly been uneven. High-end neighbourhoods are becoming saturated, while emerging districts with long-term potential remain underinvested.

This imbalance presents both a caution and an opportunity: developers must look beyond

prime areas and into untapped locations where infrastructure and urban planning are improving.

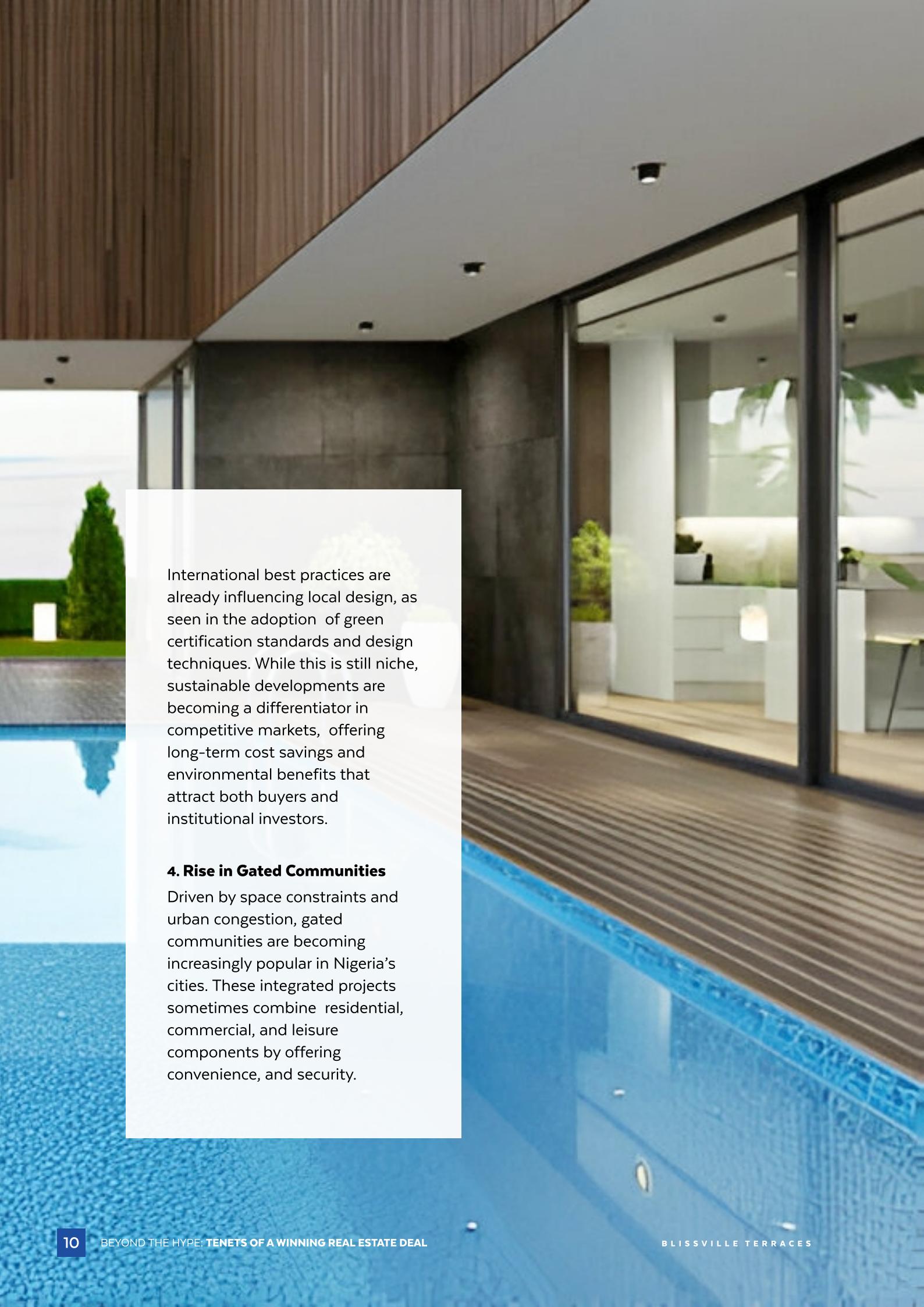
2. The Middle-Class Housing Gap

Nigeria continues to face a housing deficit, yet the real estate landscape remains dominated by premium developments. Affordable and mid-income housing remains grossly underserved, despite growing demand from Nigeria's burgeoning middle class and youth population. With over 60% of Nigerians under the age of 30 and looking to birth new families over the coming year, the pressure is mounting for developments

that are conscious of livability, functionality, and better payment structures. This gap presents a significant opportunity for developers willing to design cost-efficient yet well-structured residential communities.

3. Sustainability and Green Development

As environmental consciousness rises globally, Nigeria is beginning to embrace green building practices and sustainable development. With energy costs rising and climate risks increasing, the demand for eco-friendly homes, energy-efficient systems, and better air and light quality is becoming more relevant.



International best practices are already influencing local design, as seen in the adoption of green certification standards and design techniques. While this is still niche, sustainable developments are becoming a differentiator in competitive markets, offering long-term cost savings and environmental benefits that attract both buyers and institutional investors.

4. Rise in Gated Communities

Driven by space constraints and urban congestion, gated communities are becoming increasingly popular in Nigeria's cities. These integrated projects sometimes combine residential, commercial, and leisure components by offering convenience, and security.



This appeals to professionals, families, and expatriates alike. Gated communities and lifestyle estates that are equipped with 24/7 security, recreational amenities, and curated designs are therefore in high demand, particularly among the middle class and diaspora investors alike.

5. Technology and PropTech Disruption

Technology is reshaping how real estate is designed, bought, sold, and managed. The growth of PropTech in Nigeria has accelerated access to listings, virtual tours, digital payments, and remote property management. This innovation not only improves transparency and efficiency but also lowers the barrier to entry for younger and techsavvy buyers

6. Infrastructure and Investment Zones

Infrastructure remains a key determinant of property value in Nigeria. Areas like the Lekki Free Trade Zone are emerging as investment magnets, with growing interest in industrial, residential, and commercial real estate. Supported by large-scale projects like the Dangote Refinery, Lekki Deep Sea Port, and the new international airport, this zone is positioning itself as a future economic powerhouse.



4.0

What A Good Real Estate Property Is

Understanding the true value of a real estate property in today's market requires looking beyond price per square metre or initial purchase cost.

A good property is one that aligns with current lifestyle demands, remains relevant in evolving urban environments, and holds long-term value—financial, experiential, and functional.

In Nigeria's complex real estate landscape, especially in key hubs like Lagos, Abuja, and Port Harcourt, evaluating property value involves both market awareness and foresight.

What Does a Good Property Look Like?

Strategic Location with Growth Potential:

Location still matters. However, it is not just about being in the city centre. A good property is one positioned in a well-connected, infrastructure-rich area—close to roads, schools, hospitals, retail, and transport corridors. However, the smartest investments often lie in emerging neighborhoods with upcoming government or private infrastructure projects, such as Sangotedo or Epe. These areas offer strong appreciation potential at more accessible entry points.

Design That Serves the Human

Experience: A valuable property is designed for real living and not just for resale. Homes that optimize natural light, airflow, sound insulation, and offer intuitive layouts improve productivity, well-being, and comfort. As buyers become more discerning, human-centered architecture is a growing expectation rather than a luxury. Functionality should matter. Think smart home readiness, flexible floor plans, and dedicated work-from-home spaces.

Material Integrity and Build

Quality: In Nigeria's tropical climate, poor construction can quickly erode property value. Durable, moisture-resistant, and low-maintenance materials are non-negotiable. Whether it's quality roofing, long-lasting flooring, or energy-efficient windows, good materials reduce future renovation costs and ensure that properties remain attractive for resale or rental.





Sustainable and Energy-Conscious Features

Conscious Features: Rising energy prices and climate awareness have made sustainability a strategic priority. A good property should be energy-efficient and environmentally responsive. Globally, green buildings command premium value; today, conscious Nigerian buyers are beginning to demand the same.

Community Integration and Amenities

Amenities: The modern home is part of a larger lifestyle ecosystem. Developments with green spaces, communal parks, wellness centers, security, retail, and recreational facilities are increasingly preferred. Buyers want spaces that encourage social interaction, support family life, and offer convenience. A good property, therefore, contributes not only to personal comfort but also to community wellbeing.

Legal Assurance and Developer Credibility

Credibility: Legal clarity remains one of the most important indicators of property value in Nigeria. Secure titles, clear documentation, and a trusted developer with a proven track record are fundamental to ensuring investment safety. Properties without verified land titles (e.g., C of O, Governor's Consent) carry high risk even if they appear visually appealing.

Long-Term ROI and Market Resilience

Ultimately, a good property must hold or grow its value over time. This comes from a mix of strategic location, lifestyle appeal, rental potential, and ongoing demand. Developments that incorporate long-term planning, infrastructure foresight, and demographic alignment (e.g., family-focused estates, co-living communities, or tech-enabled apartments) tend to yield better returns and stay competitive.



5.0

Our Philosophy

At the core of Blissville's philosophy is one powerful idea: optimal living isn't a luxury, it is a necessity. Drawing from research on environmental psychology and human wellness, the development integrates the essential elements that all homo sapiens need to flourish. Every space is planned to welcome natural light, air flow, and encourage a connection to nature.

Form meets function, with premium materials that age gracefully, ensuring the value of the property not only holds, but appreciates over time. Beyond the physical design, Blissville is thoughtfully curated to attract a network of high-performing professionals, wealth builders, and visionaries.

Sustainability You Can See, Feel, and Live

Walk into Blissville, and you instantly feel it: fresh air, soft daylight, and quiet elegance. Every home is framed to allow in as much natural light as possible, reducing the need for artificial lighting and improving mood and productivity. Sustainability is the standard here. Blissville ensures every element contributes to a lighter footprint and a healthier home. These are residences that honour both their occupants and their environment.

Crafted for the Rhythm of Your Life

At Blissville Terraces, we understand that true comfort is found in spaces that





adapt to your needs. Think curated green pockets for kids to play. Serene walking trails for morning rituals. Outdoor spaces for yoga, coffee, or quiet conversations under the trees. Shared terraces that feel like extensions of your living room.

Whether you're working, relaxing, or entertaining, our spaces are thoughtfully crafted to support and enhance every moment, providing a sense of balance and ease. Here, every design decision is made with your lifestyle in mind.

A Community That Reflects Your Ambition

At Blissville Terraces, your address does more than place you on a map; it places you in a network. We are intentional

about curating communities that attract individuals with vision, drive, and a wealth mindset. By aligning design and investment potential, we cultivate environments where ambitious people naturally connect.

Blissville Terraces draws a discerning group of professionals, entrepreneurs, and investors who recognize the value of being surrounded by others on a similar path. This is not by accident, but by design.



6.0

A Diamond Lurking: Introducing Blissville Terraces

In a world where the pace of life grows faster and the spaces we inhabit feel increasingly transactional, Blissville Terraces offers something rare—a return to intentional, balanced living.

Tucked in a serene, well-curated environment, Blissville is a vision: a living, breathing response to the question, “What does a human being truly need to thrive?”

Our current build, Blissville Terraces is located in the developing area of Sangotedo,

exemplifying the principles of a sound real estate investment. It presents a unique long-term growth opportunity – high growth, environmental focus, and well-designed living spaces.

Why Blissville Terraces?

- Strategic Location:** Sangotedo, an emerging neighborhood in Lagos, is witnessing rapid infrastructure development, making it a future hotspot for residential living



- **Eco-friendly Features:**
Incorporating green spaces and a scenic pond, the development appeals to those seeking an environmentally-conscious lifestyle.
- **Community & Belonging**
Blissville Terraces is designed for individuals who value community and social capital. It is for those looking to associate with like-minded achievers while enjoying a higher quality of life.
- **Real Wealth. Real Returns**
From rising property values to rental potential, Blissville serves as a wealth-building vehicle. Lock in a lifestyle that pays for itself over time.
- **Quiet Power**
While some places speak loudly, Blissville Terraces offers a refined kind of prestige that is subtle, secure, and unmistakably ahead. This is how the next wave of big boys are building their legacies.

An Address of Influence, Affluence, & Strategy

Blissville Terraces provides an environment where your investment aligns with your aspirations. Blissville Terraces

offers more than beautiful architecture; it offers association that communicates status, success, and strategic thinking.

Here, you live among those who are building wealth, securing their families, and moving forward. You belong among people who think and live like you do.

Blissville provides a safe, structured environment where personal, professional, and financial growth can take place.

As the neighborhood evolves, so does your investment. With Sangotedo's rapid development and the thoughtful planning behind Blissville Terraces, you also gain a position in a rising market, ensuring your property grows in value over time.



Conclusion: Harnessing Tomorrow's Opportunities Today

In Africa's rapidly urbanizing landscape, real estate presents one of the most compelling investment opportunities, especially in emerging corridors like Sangotedo. As megacities such as Lagos expand outward, the value of properties

in these developing areas is poised for exponential growth.

The Nigerian and broader African real estate markets reward those who prioritize investment growth, sustainable design, and community-driven





development. By applying the core pillars of successful investment, investors can unlock real, lasting value.

Blissville Terraces embodies this future. Thoughtfully located in the rising community of Sangotedo, and guided by a vision rooted in wellness, sustainability, and aesthetic balance, it exemplifies what tomorrow's residential living should look like today.

As global standards reshape local expectations, the real estate winners will be those who invest with intention. At Blissville Terraces, success is the common denominator. It is a place

where the value of association is as evident as the quality of the homes themselves with every home reflecting the caliber of its owners.

This is more than a place to live; it's a place to thrive, connect, and grow.

Blissville Terraces – where success and community converge.



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