



# SOUNDCORE PROPERTY DEVELOPMENT LIMITED

## BROCHURE

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AN OVERVIEW OF  
**REAL ESTATE**

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# 1.0

# INTRODUCTION TO



## REAL ESTATE

Nigeria's real estate sector is a thriving industry and continues to attract investors both foreign and local, who are looking for attractive returns. Real estate investment opportunities in Nigeria range from individual properties to large-scale developments such as industrial parks, shopping malls, and residential communities. There are several laws and regulations governing the real estate sector in Nigeria, including provisions related to foreign investment, taxation, and land ownership rights. Additionally, there are certain restrictions for foreign investors that should be taken into consideration before investing if you happen to be dealing with a foreign interest.

The Nigerian real estate industry is one of the largest in Africa, with an estimated value of over US\$1 trillion. The sector is highly diverse and

includes residential, commercial, industrial, and agricultural properties. In recent years, there has been a growing trend of foreign investment in Nigeria's real estate sector with new developments being constructed in various locations across the country. One of the major attractions for foreign investors is the potential for good returns on investments due to the current demand for housing, office spaces, and other types of properties.

Additionally, there is a growing level of infrastructure investment which is creating opportunities for further development in the Nigerian real estate sector. But the two major cities gaining growth sprouts due to massive infrastructural developments are Lagos and Abuja.

The FCT possesses the draw of the capital and proximity to power which offers a comfortable haven for business's servicing Government entities or looking to do just that. Call it our very own DC and you wouldn't be far from true. The city offers the same scent of power and authority, and it's all in the air.

LAG is fast paced and very cosmopolitan in its makeup, trendsetting business's, creative and innovative businessmen and women prefer the NYC OF AFRICA. It is clogged with traffic and almost unbearable to live in but it is home to the best and brightest business minds and head office address of several top Nigerian and multinational companies. Throughout this course we will use these two cities in teachable moments to further clarify some of the theories you all will be exposed to in the coming days.

Welcome to the first lesson! This class will provide an overview of the real estate market and the different types of investment opportunities available. We'll start by taking a look at the different markets in which real estate investments can be made, including residential, commercial, and industrial properties. We will also discuss the advantages and disadvantages of investing in each type of market and how to identify the best opportunities for each. Additionally, we'll cover the basics of financing real estate investments, as well as strategies for increasing returns and managing risk.



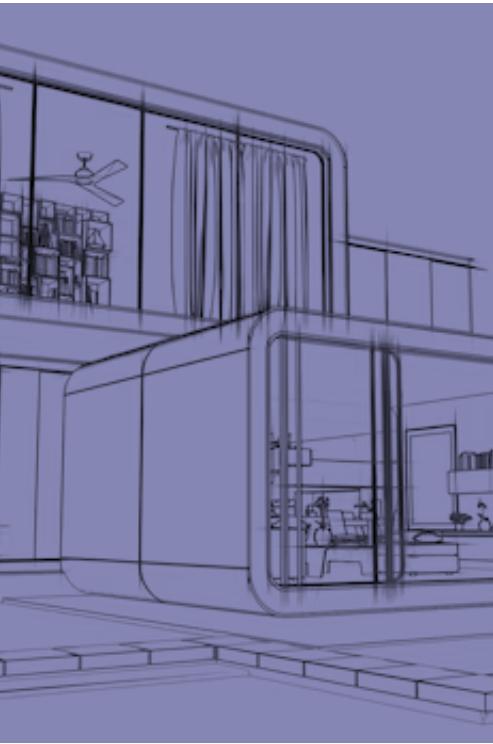
## REAL ESTATE AND ITS DIFFERENCE FROM OTHER ASSET CLASSES

### ***Learn what Real Estate is and why it is different from other asset classes:***

Real estate is a physical asset class that refers to land, buildings, and other improvements made to the land. It is different from other asset classes such as stocks and bonds because it is tangible rather than intangible.

The real estate property market is made up of numerous components which are all linked together in various ways. It is important to understand how these components interact and influence one another in order to gain a better overall understanding of the real estate market. For example, changes in the residential housing market can have a direct effect on commercial properties. Additionally, macroeconomic trends and regulations can affect the supply and demand of properties and their associated prices.

By learning and analyzing the links between different parts of the real estate property market,



investors can gain a better understanding of how to make informed decisions when investing in real estate.

The components of the real estate property market include the following: residential housing, commercial properties, land, industrial properties, and vacation homes. Additionally, there are other factors that influence the real estate market such as macroeconomic trends, government regulations, local infrastructure, and public sentiment. It is important to consider all of these components when making an investment in real estate.

#### **■ *Get to grips with the overall size and structure of the NG Real Estate:***

Nigeria, one of the most prominent countries in Africa, not only has the largest economy, but is also the most populous country on the continent. Owing to the foregoing, there is a continuous increasing demand for real estate and infrastructure products and services. Furthermore, the World Bank, in its 2016 World Bank Open Data: pegged Nigeria's annual urban growth rate at 4.3%; indicated that there was an increase in housing demand in Lagos, Kano and Ibadan by 20%; and estimated that by 2037, the urban population will have doubled.

As widely reported, Nigeria is estimated to have a housing deficit of about 20 million housing units as at October 2021. While players in the real estate sector in Nigeria are making active efforts to bridge the housing gap, it is clear that there is room for more investment as the real estate sector has played, and continues to play, a vital role in the economy of Nigeria, in spite of the negative impact of the COVID-19 pandemic.

According to the GDP Report for Q1 2021 published by the National Bureau of Statistics, Nigeria's real estate sector grew by 1.77%, contributing a total of 5.28% to the real GDP of the country for the period under review (around USD5.3 billion). Barring any negative unforeseen developments, the real estate sector's contribution to the GDP is forecasted to increase.



## REAL ESTATE

Today we will be talking about the business of real estate, today's class will focus more on the industry, how to get in, how to fit in and how to stay winning.

Show of hands how many of you know someone who works as an estate agent but didn't really study estate management or any related course? Exactly! The entry barrier to practice in the field of real estate is pretty much nonexistent in Nigeria. But of course, as you get better you should look into getting properly accredited, find and take certification classes.

A prospective real estate agent must be a Nigerian by birth or naturalization. You must be at least 18 years old with a minimum educational qualification of WAEC, NECO and School Leaving Certificate or have adequate level of real estate agent experience to be determined by the department.

At least one person in your organization must be a member of any statutory professional body recognized in Nigeria such as Nigeria Institute of Estate Surveyor and Valuers, or any registered association of Estate/Rent/Commission Agents, or any other recognized professional body in Nigeria. If it is the Company name, you must show evidence of registration of the business name.

For a company to be registered as an estate agent, it must be incorporated and one of the directors of the company must be a Nigerian and a member of any of the mentioned associations or body.

“

*Professionalism in the business space is what class is to the social space you want to be so classy about your business that the clients have no other word to describe you but Professional.*



## KNOW THE OTHER PLAYERS

- Understand who works in the Real Estate Market, their qualifications and their job descriptions

The real estate industry is made up of a variety of professionals, including real estate agents, brokers, appraisers, attorneys, and bankers. Real estate agents and brokers are typically licensed professionals who help clients buy and sell properties, while appraisers help determine the value of properties. Attorneys provide legal advice and services related to real estate transactions, and bankers provide financial services for individuals and businesses looking to invest in real estate. In terms of qualifications, most professionals in the real estate industry will need to obtain a license in order to work in their respective fields.

Lagos State Real Estate Transactions Department LASRETRAD to pre-qualify you must be a Nigerian citizen of naturalized at least 18 years old with a minimum of WAEC,NECO, School leaving certificate or adequate experience in the real estate field.

**TALK THE TALK-** So there is lingo, business terms commonly used by real estate practitioners.

Recognize how and when to use basic real estate concepts: Rent, Value, Yield, Risk, Return, etc... Understanding basic real estate concepts such as rent, value, yield, risk and return are essential for anyone looking to achieve success in the real estate market.

**RENT:** The amount of money paid by a tenant in exchange for occupying a property.

**VALUE:** The estimated worth of a property.

**YIELD:** The rate of return on an investment and is usually expressed as a percentage.

**RISK:** The potential for loss of capital,

**RETURN:** The gain or profit from an investment.

These concepts can be used in different ways depending on the situation. For example, if an investor is looking to purchase a property, they may use the rent to determine the value, and then use the yield to assess the potential return on their investment.

Let's assume a property is available for purchase for N500,000 and the expected monthly rental income from the property is N3,000. The value of the property can be calculated by taking the rent (N3,000) and dividing it by 0.01 (the yield rate of 1%). This gives us a value of N300,000. The potential return on investment (ROI) can then be calculated by taking the difference between the purchase price (N500,000) and the value of the property (N300,000) and dividing it by the purchase price (N500,000).

And no, the yield rate is not always calculated at 1%. The yield rate can vary depending on the type of property, the area where the property is located, and the current market conditions. It is important to consider all of these factors when determining the appropriate yield rate for a given property.

The answer to the equation above is 0.4, or 40%. This means that the ROI for this particular property would be 40%, which is calculated by taking the difference between the purchase price (N500,000) and the value of the property (N300,000), and then dividing it by the purchase price (N500,000).

Commercial and residential breakdown.

## JOINT VENTURES(JV's)

Learn and analyze the links between the different parts of the property market

The real estate property market is made up of numerous components which are all linked together in various ways. It is important to understand how these components interact and influence one another in order to gain a better overall understanding of the real estate market. For example, changes in the residential housing market can have a direct effect on commercial properties. Additionally, macroeconomic trends and regulations can affect the supply and demand of properties and their associated prices. By learning and analyzing the links between different parts of the real estate property market, investors can gain a better understanding of how to make informed decisions and try to draw ties between them.

decisions when investing in real estate.

The components of the real estate property market include the following: residential housing, commercial properties, land, industrial properties, and vacation homes. Additionally, there are other factors that influence the real estate market such as macroeconomic trends, government regulations, local infrastructure, and public sentiment. It is important to consider all of these components when making an investment in real estate. For example residential housing prices can have an influence on rents for commercial properties, and vice versa. If the housing market is strong and prices are rising, this could indicate an overall increase in demand for residential properties which could in turn push up rents for commercial properties. Similarly, if the housing market is weak and prices are falling, this could be an indicator of lower demand, leading to reduced rental rates for commercial properties. Additionally, if there is an oversupply of housing in an area, this can lead to increased competition between landlords which can result in lower rents for commercial properties.

Another example of a relationship between two components in the real estate market is between industrial properties and rental homes. If there is an increased demand for industrial properties due to an influx of businesses in an area, this could lead to higher for sale prices triggering higher prices for rental properties as people seek out proximity to the new beehive. Similarly, if there is a decrease in demand for industrial properties, this could indicate a decrease in the commercial activity in that neighborhood, and therefore lower rent prices. Now take a look at the components and try to draw ties between them.





# BUY, LEASE OR RENT

The choice to either buy, rent or lease crosses the minds of many of your potential clients, here is a bit of what goes on in their heads.

**BUY-** Outright purchasing a property is a huge step because it will most likely require a heavy outlay of cash, but it eliminates future concerns on meeting rental obligations, and for some this is bliss. A businessman or woman will argue that the huge outlay could be better channeled into profits if injected into his or her business vehicle, so they could choose to rent. A lease is the smart choice if you have a couple years' worth of rent saved up it's a bigger outlay but not as tasking as outright purchase and it helps you save on rent long term. The choice really boils down to finances, if your client has a deep pockets and they will probably want to own outright.

One of the most challenging aspects of owning property is receiving rent on time and keeping the unit(s) in top notch shape and the facilities running like a well-oiled machine. It looks simple but many have tried and found otherwise and here is where you come in.

**BUY RENT MANAGE MODEL:** Here you secure great investment properties, acquire good tenants to occupy the unit(s) and then manage the affairs of the said property catering to both your client the landlord, and your tenant. A good agent has a responsibility to both but greater allegiance goes to your client attempt to keep your client honest and operating within the bounds of the law at all times. And attempt to keep your tenant paying rent on time.



# MANAGEMENT AGREEMENTS

A Property Management Contract is a legally binding document that outlines the terms and conditions between a Property Management Company and a Property Owner. It outlines the services to be provided by the Property Management Company, the fees to be paid, the duties and responsibilities of both parties, the terms of termination, dispute resolution, insurance coverage, non-compete clauses, and confidentiality provisions. It serves to protect the interests of both the Property Management Company and the Property Owner.

- 1. Services to be provided:** A detailed description of the services to be provided by the Management Company to the Home Owners or Clients, including any additional services that may be requested by the Home Owners or Clients.
- 2. Fees & Payment:** A provision specifying the fees to be paid for services rendered and the frequency of payment.
- 3. Duties & Responsibilities:** A provision outlining the duties and responsibilities of the Management Company, including but not limited to, financial management and accounting, maintenance and repair, tenant screening and selection, lease enforcement, and legal compliance.
- 4. Liability & Indemnification:** A provision limiting the liability of the Management Company and indemnifying them from any claims, losses, or damages, to the extent allowed by law.
- 5. Conflict of Interest:** A provision prohibiting any conflict of interest between the Management Company and the Home Owners or Clients.
- 6. Termination:** A provision allowing for the termination of the agreement, including conditions for premature termination and procedures for notification.
- 7. Dispute Resolution:** A provision outlining the steps to be taken in the event of a dispute between the Management Company and the Home Owners or Clients, including an option for arbitration.
- 8. Insurance Coverage:** A provision requiring the Management Company to maintain appropriate liability, worker's compensation, and other insurance coverage as required by law.
- 9. Non-Compete:** A provision prohibiting the Management Company from competing with the Home Owners or Clients for a specified period of time.
- 10. Confidentiality:** A provision requiring the Management Company to keep confidential any proprietary, legal, financial, or other sensitive information related to the Home Owners or Clients.



## EVICTION LAWS AND WORK AROUNDS

Eviction is the process of legally removing a tenant from a rental property for a violation of the lease agreement or for failure to pay rent. Eviction can only be done by a court order and requires the landlord to follow specific procedures. Once the court orders the tenant to vacate the property, the landlord must use a licensed process server to serve the tenant with a notice to vacate. If the tenant does not comply, the landlord can then proceed with the eviction process.

### STEPS TO EVICTION OF TENANTS

It is never easy as a Landlord in Nigeria to have a Tenant that does not pay rent or causes so much trouble. It is law that a landlord or owner of a property, cannot forcibly remove a tenant from his property. There are laid down procedures put in place by the law which must be adhered to so as not to pay damages as the law gives the Tenant more advantages than the landlord.

Where a landlord forcibly removes a tenant through the use of self help such as changing the key locks of the tenant's building, removing the door by force, removing some of the roofing

sheets or by using the services of the Police to forcefully remove the tenant, etc., the tenant can depending on the circumstance, pursue a claim against him for damages, wrongful eviction and trespass.

### WHEN CAN A TENANT BE EVICTED?

Under the Lagos State Tenancy Law, 2011, a landlord can commence the eviction process when one or more of the following circumstances are present:

1. Where the tenant is in arrears of rent i.e. after several demands has been made e.g. by serving late rent notice on the tenant.
2. Where the tenant violates a fundamental clause in the tenancy agreement.
3. Where the tenant is using the rental property for illicit or immoral purposes e.g. robbery, prostitution, etc.

- 4. Where the rental property has been abandoned by the tenant.**
- 5. Where the property is unsafe for habitation which constitutes a danger to human life e.g. where the property is about to collapse.**
- 6. Where the landlord or his/her family members wants to personally use the rental property.**
- 7. Lack of maintenance of the property.**
- 8. Allowing the property to become a death trap to visitors and neighbors. Others include:**
- 9. Where the tenant is constituting a nuisance e.g. constantly fighting.**
- 10. Where the tenant has seriously damaged the rental property.**
- 11. Where the landlord wants to carryout structural repairs on the premises.**
- 12. Where is interfering with your rights as the landlord or the rights of other tenants.**
- 13. Where the tenant has sublet the rental property to a 3rd party contrary to the lease agreement.**



## THE PROCESS OF EVICTING A TENANT LAWFULLY:

### STEP 1: ISSUANCE OF LATE RENT NOTICE

This is usually the first step when the reason for the eviction is for non-payment of the rent. Here, the landlord or your authorized agent is required by law to have made several demands on the tenant. Under the law, a landlord can seek an order of possession and an order for the recovery of unpaid rent in court. The landlord will be required to provide an evidence of the non-payment of arrears of rent in court. Therefore, the landlord is required to issue a letter titled "Late Rent Notice" to the tenant. This would serve as the evidence in court.

### STEP 2: ISSUANCE OF LATE RENT QUIT

This is mandatory for periodic leases and the length of the notice to quit depends on the agreement signed by both parties (the landlord and the tenant). For example, the landlord and the tenant can agree that a one month notice would be given in the case of the yearly tenancy by stipulating it in the tenancy agreement and executing it accordingly by both parties. However, if the contract does not specify the length of notice, the provision of the law will apply. For example, the Lagos State Tenancy Law 2011 provides that:

- a. For a yearly tenant, at least 6 months' notice must be given;
- b. For a quarterly or half-yearly tenant, at least 3 months' notice must be given;
- c. For a monthly tenant, at least one month's notice must be given; and
- d. For a weekly tenant, at least a week's notice must be given.

This step is not required under a fixed term lease as the landlord allows the term to expire and then issues a seven days owner's Intention to recover Possession.

Exception to this is where the tenancy was terminated by the landlord before the expiration of the term.

#### **Contents of A Notice to Quit**

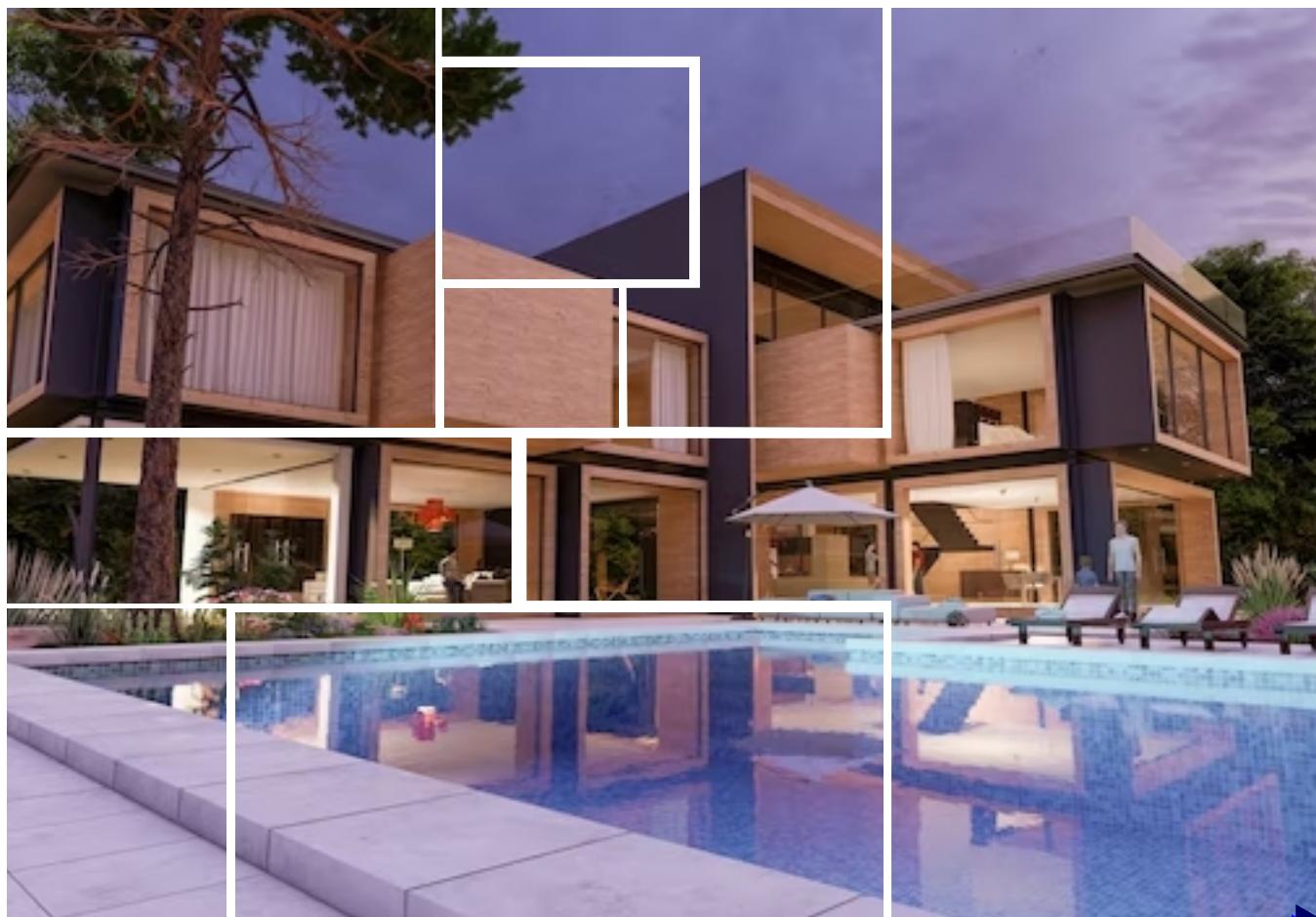
- The date to give up possession
- The type of Tenancy (yearly or monthly)
- The description of the property
- The capacity in which the lawyer is writing.

### **STEP 3 : ISSUANCE OF OWNER'S INTENTION TO RECOVER POSSESSION**

Where the tenant refuses to vacate the rental property after the expiration of the quit notice, the landlord or his/her attorney will then issue a Seven days' Owner's Intention to Recover Possession to the tenant.

This is required for both fixed and periodic lease  
Contents of The Owner's Intention to Recover Possessions

- Type of Tenancy
- The description of the property
- Grounds and Particulars of the claim
- Clear days within which to vacate
- The capacity in which the lawyer is writing
- The outstanding rate to be paid.





#### **STEP 4 : COMMENCEMENT OF ACTION IN COURT**

This comes into play where the tenant still refuses to vacate the rental property. This step will entail a court process that requires the calling of witnesses and other evidences. A judgment will then be delivered by the court who will order the tenant to vacate the premises either immediately or on a specified date.

**NOTE** Where the tenant intends to terminate the lease, he/she is only required to issue a Notice of Termination of Tenancy to the landlord and vacate the rental property.

**CONCLUSION** S. 44 of the Lagos State Tenancy Law, 2011 provides for the punishment for forcibly removing a tenant. Such a person when found guilty shall be liable to a fine. It is therefore advisable to follow the provisions of the law, and where not sure or clear, it would best to engage an experienced real estate attorney to provide adequate and efficient legal assistance.

## **LANDLORD AND TENANT RIGHTS IN NIGERIA**

In Nigeria, the struggle between the Landlord and Tenant is a common occurrence. This is mainly because they do not know their rights and those of the other. If their rights are known to them things will be a lot easier.

### **THE RIGHTS OF A TENANT ARE:**

**RIGHT TO A PROPERTY:** It is seemingly impossible for Landlords and Tenant to cohabit in peace in Nigeria. The ignorance of the parties involved is to blame for this. Not many Landlord's and Tenants know their rights and that of the other. The Tenant has the right to rent any property anywhere in the country notwithstanding his state of origin or nationality.

**RIGHT TO A WELL WRITTEN TENANCY AGREEMENT:** It is the right of every Tenant to have a well written tenancy agreement, not just a verbal one that might result in dispute. The agreement should contain – The full name of the Landlord, The full name of the Tenant, The full



description of the property, The payment information (amount, account to make payments, expiration date of the tenancy, duration of the rent, next renewal of payment). The Tenant also has the right to read before signing and seek the advice of a lawyer with regards to the terms of the contract.

**RIGHT TO RECEIPT OF PAYMENT:** The Tenant has right to be issued a receipt of payment by the Landlord after he has made payment for the rent. The receipt should contain – The full name of the Landlord, The full name of the Tenant, The amount paid, The date of the payment, The property for the payment, The duration the payment covers, The signature of the receiver.

**RIGHT TO VALID QUIT NOTICE:** Where a Landlord wishes to evict a tenant he must follow due process by issuing a valid Quit notice to the Tenant which will contain – The full name of the Landlord, The name of the Tenant, The address of the property occupied, The duration.

**THE RIGHT TO HARMONIOUS RELATIONSHIPS:** The Tenant has the right to enjoy the property in harmony especially where he has fulfilled his own part of the bargain. Therefore, the Tenant can choose his preferred usage of the property and can sue for trespass against anyone including the Landlord. However, the Landlord still has the right to supervise and maintain the property with the knowledge and permission of the Tenant.

### **THE RIGHTS OF A LANDLORD ARE:**

**RIGHT TO PROPERTY:** The Landlord has the right to own property in any part of Nigeria. Section 43 of the 1999 Constitution provides for the 'Right to acquire and own immovable property anywhere in Nigeria'. So every Nigerian, no matter the ethnicity of the person can own, buy, sell, acquire any property in any part of Nigeria.

**RIGHT TO RENEW TENANCY:** They have the discretion to renew Tenant's agreement or not. He has the right to refuse to renew the agreement especially where he was not comfortable with having the Tenant occupy his property.

**RIGHT TO NOT ISSUE QUIT NOTICE:** He has a right to issue or not issue Quit notice especially where he waived his right to quit notice in the agreement.

**RIGHT TO REVIEW RENT:** They have the right to review the rent in line with the Rent Review Clause and not during an existing tenancy.

**RIGHT AGAINST COMPULSORY ACQUISITION OF PROPERTY:** Section 44 of the Constitution provides for the right against compulsory acquisition of property. Section 28 of Land Use Act provided that the Government can only compulsorily acquire a land for overriding public interest.

**RIGHT TO COMPENSATION FROM COMPULSORY ACQUISITION:** The government can compulsorily acquire property for public purposes. The Landlord has the right to be compensated.

**RIGHT NOT TO REIMBURSE A TENANT:** Where a Tenant carries out repairs in the property, the Landlord has the right not to reimburse the Tenant. They are mandated to reimburse the Tenant only where the repair is covered in their agreement.

From the aforementioned, it is evident that both the Landlord and the Tenant have their rights. So

if they are aware of these rights, there is no doubt that they will coexist peacefully. It is advisable for buyers and tenants to always ensure they deal with estate agents that are registered with the Nigerian Institution of Estate Surveyors and Valuers (NIESV). There is also the Association of Estate Agents in Nigeria (AEAN) which is a body meant to regulate the activities of Estate agents that are not members of the NIESV. The AEAN aims to checkmate misconduct in Estate agency practice in Nigeria.

Real estate is not all doom and gloom so let's hop off the conflict resolution and board a flight to **SHOW ME THE MONEY!**



# Key Steps To Buying Real Estate In Nigeria

There are a great number of things to look out for and keep in mind when buying a new home or land property especially in a place like Lagos Nigeria. The following 6 steps are crucial and will serve as guideline while you make that investment in property in Nigeria.

## 1. UNDERSTAND THE NATURE OF THE PROPERTY

Investors want to get the best value for their money. And this often translates to the best return on their investment. With this in mind, you want to evaluate the potential growth in investment in a particular area before you throw your hard earned money at it. Growth range is between 5%-30%. Why get less when you can get more? Choose your investment location wisely

## 2. RESEARCH WHO IS SELLING

Always keep the following questions in mind: "Who is the owner of the property?" "Who is selling the property? Is it the owner, the owner's wife, son, daughter, or someone else?" "Who's name appears in the documents? Is it the current owner or the previous owner?" "What liabilities currently exist on the property?"

## 3. VERIFY THE TRUE OWNER

Before you buy a plot of land or a completed building, be sure to conduct what is called a "search" on the property. This is the process of verifying from the state government if the property in question is within government acquired properties or not and whether there are any pending litigation or other issues on the property. The bureau of lands of Lagos state is responsible for all land related matters in Lagos state. It also has office in Government secretariat Alausa Ikeja Lagos Nigeria.

## 4. MAKE PAYMENT AND COLLATE THE RIGHT DOCUMENTATION

Pay the property amount to the property owner, then collect the (a) purchase receipt (b) the contract of sales (c) the building plan (d) originals of other relevant documents in possession of the previous owner

## 5. FILE THE DOCUMENTATION FOR YOUR NEW PURCHASE WITH THE STATE GOVERNMENT

It's important to do this step because it legally makes you the new owner in the eyes of the law. If the property already has a C of O (Certificate of Occupancy), you've got Governor's consent for it which is great. If it does not, then you start processing your C of O as soon as possible.

## 6. APPOINT AN ESTATE AGENT TO HELP MANAGE THE PROPERTY

**ALTERNATIVE INCOME STREAMS-** Container homes, Kiosks and Commercial setups, Food trucks

**RENOS AND DEMOS**

**QUICK FLIPS**

**JOINT VENTURES (JV's)**

Commercial and residential breakdown.

**COMMERCIAL STRUCTURES-** This includes sanctioned paid parking lots, MARKETS are also in this category

**TAKING ADVANTAGE OF THE OPPURTUNITIES IN THE REAL ESTATE ECOSYSTEM WHICH YOU ARE NOW A PART OF.**



**Logline-A log line or logline** is a brief summary of a television program, film, short film, or book that states the central conflict of the story, often providing both a synopsis of the story's plot, and an emotional "hook" to stimulate interest. To enable properly create this, envision a visual of what you want to say

**Fractional ownership, subletting...**

**Mailing list, cold call list, property owner list, storage units**

**Overdraft/drawdown/**

**Rent, no a day later**

**We will not handle properties without insurance, we must also add a risk mitigation framework.**



# PROPTech- REAL ESTATE AND TECHNOLOGY

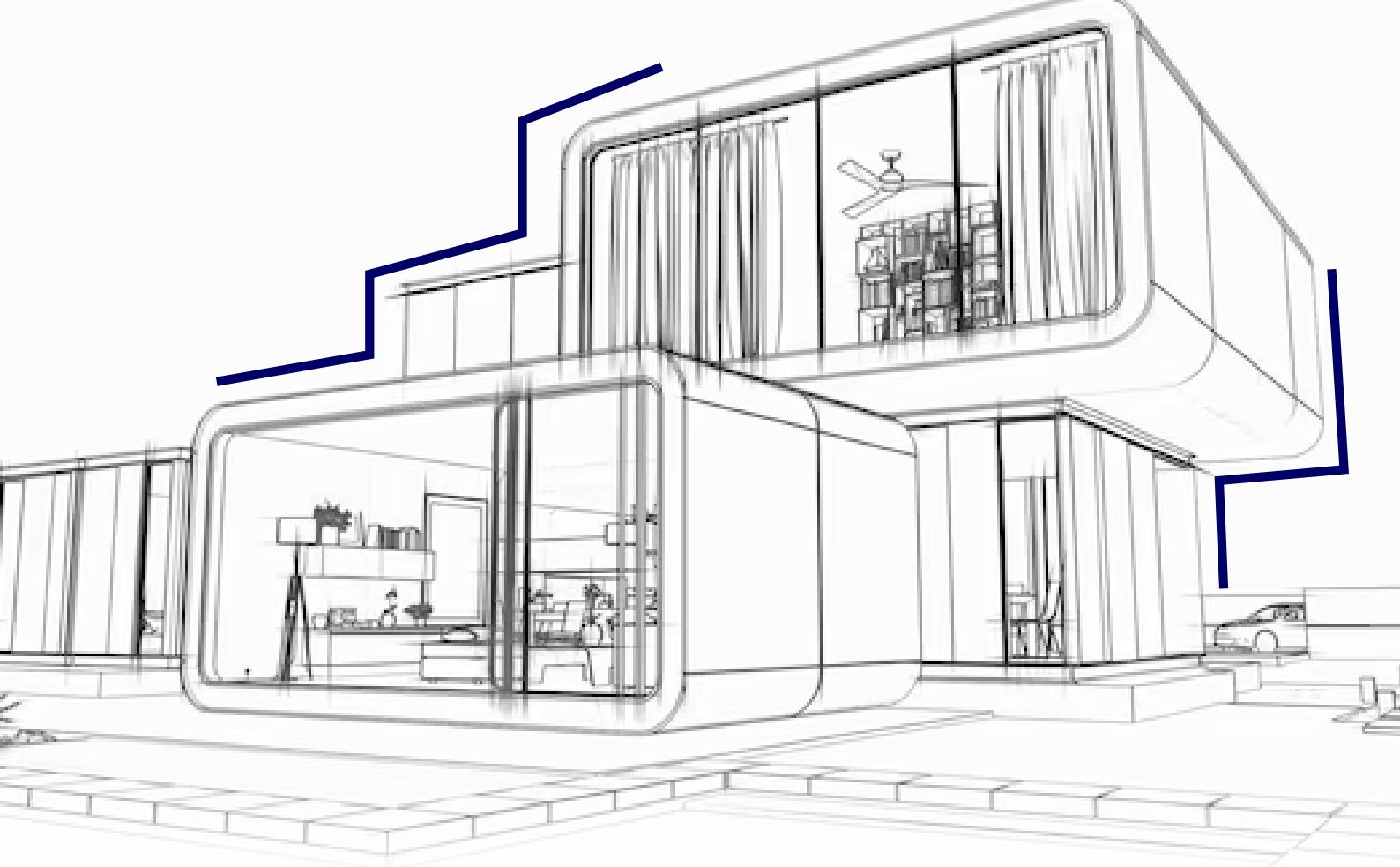
This class will explore the various ways technology is being used in the real estate industry and how to maximize the benefits of these technologies. We will look at the use of technology such as online home searches, virtual tours, mobile apps, and other innovative technologies that can give real estate agents an edge in an ever-changing market. We will delve into the details of how to use these technologies effectively and how to create a competitive edge. We will examine the pros and cons of each technology and how to customize it to best meet your needs. We will also discuss the legal and ethical implications of using technology in real estate. We will focus on topics such as privacy, data security, and other relevant legal issues. We will also explore the implications of using technology for marketing and sales, as well as the potential risks associated with it. Finally, we will discuss the latest developments in the real estate industry and how to stay ahead of the game. We will look at the potential of emerging technologies such as virtual reality, augmented reality, and block chain, and how they can be used in the real estate industry. We will also explore the potential of artificial intelligence and machine learning, and how they can be used to create better customer experiences.

## THE WEB AS A MARKETING TOOL

Online home searches have become increasingly popular in the real estate industry, as they provide an easy way for potential buyers to find properties that meet their needs. The advantages of having your properties available on the internet are wide-ranging, from increased exposure to potential buyers to the ability to reach a wider audience. However, there are also some drawbacks to having your properties available online, such as the potential for identity theft or inaccurate information being presented. Therefore, it is important to weigh the pros and cons of having your properties available online before making the decision. When it comes to online home searches, it is important to make sure that the information presented is accurate and up-to-date. Additionally, it is important to ensure that any information that could be used to identify the homeowner is kept secure and private. Finally, it is important to ensure that the website or platform used to host the properties is secure, as this is essential to protecting the homeowner's privacy.

## PRIVACY AND DATA EXPOSURE

When it comes to marketing real estate online, there is a risk of data exposure. When you make your properties available online, you are providing potential buyers with access to sensitive information such as pricing, location, and other



details. This information can be used by malicious actors to target potential buyers or to manipulate the market. Therefore, it is important to take steps to ensure that the data presented is secure and not accessible to anyone who should not have access to it. This can be done through the use of encryption, authentication, and other security measures. Additionally, it is important to ensure that any data collected is handled responsibly and that proper procedures are in place to ensure its security.

### VIRTUAL TOURS

Virtual tours are an increasingly popular way of providing potential buyers with an immersive experience of a property without having to physically visit the property. Virtual tours have a number of benefits, such as providing a cost-effective way to showcase a property, allowing buyers to get a better sense of the layout and size of a property, and providing potential buyers with a more complete picture of a property. Additionally, virtual tours can also be used to give potential buyers a better understanding of the amenities available in the area. Finally, virtual tours can also be used to highlight features of the property, such as the quality of the finishes, which

can make a property more attractive to potential buyers.

### LEADING THE PACK

The real estate industry is constantly evolving, and staying ahead of the game requires staying abreast of the latest developments. One of the most recent developments is the use of artificial intelligence and machine learning to create better customer experiences. Artificial intelligence can be used to automate mundane tasks, such as data entry or customer service, while machine learning can be used to generate insights and make decisions quickly. Additionally, the use of virtual reality and augmented reality can also be used to provide potential buyers with an immersive experience of a property. Lastly, block chain technology can be used to improve the security of transactions, as well as to ensure the accuracy of the data being shared. These are just some of the many ways that technology can be used to stay ahead of the competition in the real estate industry.

## **AI- ARTIFICIAL INTELLIGENCE**

AI, or Artificial Intelligence, is a form of technology that enables machines to learn from their environment and make decisions. For example, AI can be used to create automated customer service bots that can answer customer queries quickly and accurately. AI can also be used to analyze customer data to provide personalized recommendations and services. Additionally, AI can be used to automate tasks such as data entry, or even to provide virtual tours of properties. AI can help real estate services become more efficient, save time and resources, and provide a better customer experience.

## **VR- VIRTUAL REALITY**

Virtual reality (VR) can be a useful tool in real estate. VR can be used to provide potential buyers with an immersive experience of a property without having to physically visit the property. VR can be used to showcase a property and provide potential buyers with a better understanding of the layout and size of a property, as well as the amenities available in the area. Additionally, VR can be used to highlight features of the property, such as the quality of the finishes, which can make a property more attractive to potential buyers. VR can also be used to provide potential buyers with a more complete picture of a property, which can help them make an informed decision.

VR technology works by creating a 3D environment that allows viewers to explore a property and get a better sense of the layout and size of the space. This is achieved through the use of sensors, cameras, and other technology to capture the environment and render it in a virtual reality experience. Viewers can then move around the virtual environment and explore the property from different angles, allowing them to get a better understanding of the space.

Additionally, VR technology can also be used to highlight features of the property, such as the quality of the finishes, which can make a property more attractive to potential buyers.

## **AR- AUGMENTED REALITY**

AR is an augmented experience wherein the physical environment by overlaying digital content onto the physical environment.. The main difference between VR and AR is that VR is an immersive experience while VR technology creates a 3D environment that allows viewers to explore a property and get a better sense of the layout and size of the space. This is achieved through the use of sensors, cameras, and other technology to capture the environment and render it in a virtual reality experience. On the other hand, AR technology augments This allows viewers to get a better understanding of the environment and can be used to highlight features of the property, such as the quality of the finishes, making the property more attractive to potential buyers.

## **BLOCKCHAIN**

Block chain technology can be used to improve the security of real estate transactions and ensure the accuracy of the data being shared. Block chain is a distributed ledger technology that is used to securely store and transfer data. It can be used to ensure the security and accuracy of property transactions, as well as to verify the identity of buyers and sellers. Additionally, block chain can also be used to track the ownership of a property, which can help to prevent fraud. Furthermore, block chain can also be used to automate certain processes, such as the transfer of funds or the creation of smart contracts, which can help to streamline the real estate process.

# 4.0



## IDENTIFYING TARGET AUDIENCE

The first step in creating an effective Social Media Marketing and Content Creation strategy to 3x Sales is to identify the target audience. This involves gathering data on the type of customers you want to attract, such as demographics, interests, and needs.

This data can then be used to create buyer personas, which are detailed representations of your ideal customer. These personas can help you determine the best messaging and channels to reach potential customers.

When gathering data on potential customers, it's important to consider their age, gender, location, interests, and more. Additionally, it can be helpful to look at data from previous campaigns to see which messages and channels resonated with your target audience.

This data can help you create more effective messaging and determine the best channels to reach potential customers. Once you have identified the target audience, it's important to create buyer personas that represent your ideal customer.

This includes creating detailed profiles that

include demographic information, interests, motivations, and more. Having well-defined buyer personas can help you create content and messaging that resonates with the target audience and increase the effectiveness of your campaigns.

Once you have identified the target audience and created buyer personas, you can begin to develop a content strategy. This involves creating content that is tailored to the interests and needs of the target audience.

The content should provide valuable information that will help potential customers make an informed decision. Additionally, it should be engaging and entertaining so that customers are more likely to take action.

When creating content, it's important to consider the different types of content that can be used. This includes blogs, videos, podcasts, infographics, and more.

Each type of content has its own advantages and can be used to reach different segments of your target audience. Once you have created an effective content strategy, you can begin to

to implement lead generation techniques. Lead generation involves capturing potential customers' contact information, such as email addresses, phone numbers, and more.

This can be done by creating lead magnets, such as e-books, whitepapers, or other downloadable content.

Additionally, forms, surveys, and other methods can be used to capture customer information. Finally, it's important to monitor and optimize your efforts. This involves tracking the results of your campaigns to identify what's working and what's not.

The data can then be used to make adjustments and optimize content and campaigns for the best results. Analytics tools and metrics can be used to measure success and help you identify areas for improvement.

By following these steps, you will be able to create an effective Social Media Marketing and Content Creation strategy to 3x Sales. Identifying the target audience, creating an effective content strategy, leveraging social media channels, and implementing lead generation techniques are all essential components of a successful strategy.

Additionally, it's important to monitor and optimize your efforts for the best results.

FB- Lead generation should be your task for Facebook set up and run ads have a budget say \$10 a day for starters then you can grow to \$15 as your business grows. Run a \$10 a day ad tag it "custom list of homes" then budget \$5 a day for RETARGETTING this awesome guys you know when you go the Amazon, Jumia or any proper website shopping around the internet in silence you think. These items you show interest in your 9am session keep following your for days that's what your \$5 retargeting but does for. If you hear a song long enough you tend to like it right well it's the same thing if what you already desire keeps getting shoved in your face for periods of time chances are you will cave in and buy.

Studies show you are more likely to close a sale after at least 7 product encounters so if you they only encounter once or twice its more likely that the guy with a retargeting budget will still be engaging this potential buyer by the time they get that pay check and are now ready to buy.

IG PERSONAL BRAND- Post consistently about 2 to 3 times on your feed per week. 80% of you in the photos 20% of just products, they want to see you not the homes its instagram.

Use your stories as the behind the scenes for your actual feed post, stories is your reality TV feed, keep it interesting and learn how to work a camera buy a good phone just for the camera it will pay you back a thousand times over.

High quality glossy images, retouched where necessary sells your brand as do-gooder someone we know because they see your life and professional ethics day in day out they start to feel a sense of trust in your abilities your consistency tell them also that your not stray roaming around for a buck in the real estate space.

YT- Use youtube for your lessons outlet figure out the sort of content you want to ride on to sell your real estate do you want to be an instructor of some sorts do you want to be a storyteller pick a lane and start developing content in that mold and watch your unique ideas and persona grow you audience.

Youtube checks have been saving lives since the 1960's.. But you get what I mean you get paid for this content so produce content worthy of your brand. So guys social media is fun but more so when you start making money off it.



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