

CORPORATE PRO FILE



realtypoint
...we deliver, YOU win!

Sack your **Landlord!**TM

...we deliver, YOU win

Realty Point Limited (RC 621592) is a dynamic multifaceted Pan-African real estate going concern primarily involved on the supply side of the industry with strong presence in real estate development, investment, publishing, training and marketing syndications. Realty Point Limited (RPL) was incorporated in April 2005 and commenced business operations immediately. We are financial members of Real Estate Developers Association of Nigeria (REDAN) and Nigeria-British Chamber of Commerce (NBCC)

RPL is dedicated to deploying all necessary resources towards the actualization of its projects in achieving its goals and objectives. We have garnered considerable expertise, experience and partnerships over the last 16 years as a going concern in the Nigeria real estate sector.

The company has delivered several housing estates through its Strategic Land Investment products, designed to enable low income earners invest in land assets towards meeting their eventual home ownership goals.

We are currently embarking on a multibillion naira affordable housing development projects in Lagos & Abuja, through our Cedar Homes and Synergy Courts brands aimed at providing affordable housing solutions for middle income housing segments



WEL
COME

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VISION

To be one of the five (5) leading real estate companies in mass housing, industry capacity development and investment aggregation in Nigeria.



MISSION

To provide Real Estate solutions, leveraging on technology to optimize value to all stakeholders



BUSINESS STRATEGY

Partnering with reputable industry players and key stakeholders to deliver pocket friendly or affordable real estate solutions to our target market(s)



CORE VALUES (TIIPS)

- TEAM SPIRIT
- INTEGRITY
- INNOVATION
- PROFESSIONALISM
- SERVICE



CORE BUSINESS AREAS

- Large Scale Middle-Low Income Housing Developments
- Publishing
- Project Management & Construction Services
- Finance & Investment Administration
- Training & Consultation Services
- Marketing Syndications



COMMITMENT

Realty Point Limited a company of people committed to

- Customer centric, quick & efficient service delivery, proactive feedback
- Problem solving, job ownership, zeal, drive, passion, commitment
- Creativity, breaking new grounds, originality
- Uprightness, high ethics, above board, exemplary
- Effective communication, relationship building, motivation, capacity building
- Dedicated team players, brand loyalty, working together

We take pride in our highly professional & dedicated team that possess the requisite experience & network to conceptualize, plan, develop and deliver world class products, projects and services in the Nigeria & Sub-Saharan Africa real estate market



DISCRIMINATING COMPETENCIES

We want to be known as the real estate company of highly competent, resilient and committed people known for timely and professional delivery of projects

RESPONSIBILITY • **E**NTREPRENEURSHIP • **A**CHIEVABILITY • **L**OYALTY • **T**IMELINESS • **Y**IELD ABILITY

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Meet **THE BOARD**

Engr. **Femi** Dosumu – Chairman

Engr. **Gbadebo** Adejana – Managing Director / CEO

Mrs **Elizabeth** Olawore – Director

Mr. **Olanrewaju** Oke – Director

Mrs. **Subu** Gima – Amu – Director

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ENGR. FEMI DOSUMU – Chairman

Femi Dosumu holds a Bachelor of Engineering Degree from the University of Nigeria, Nsukka and a Master's Degree in Project Management with specialty in Construction and Infrastructure from the University of Liverpool, UK.

He also attended the University of Cambridge, U.K. for the executive programme, Business and Climate Change, Towards Net Zero Emissions, with distinction in Innovation and Design for a Net Zero 21st Century.

He has worked in the Construction, Oil & Gas sectors of the Nigerian economy. He also worked in the Climate Change, Environment & Renewable Energy sectors where he was exposed to emerging and leading edge technologies.

He is a Fellow of the Nigerian Society of Engineers (NSE), as well as other professional bodies. He is also registered as an engineer by the Council for the Regulation of Engineering in Nigeria (COREN) and a member of Nigeria Institute of Chartered Arbitrators.

He was listed as one of the 50 Most Distinguished Engineers in Nigeria by the Guardian Newspapers in 2015. He was also honored with the NSE Presidential Awards in years 2014 and 2015 for his outstanding contributions to the NSE and the engineering profession.

He has delivered papers at several events including the 2015 COREN Assembly (an annual meeting of the Nigerian Engineers) and the 2001 Nigerian Society of Engineers (NSE) Annual Conference. He also delivered the 2007 Annual Lecture at The Good Samaritan Society of America Annual Dinner in St. Paul, MN, USA.

Femi is a Director of the Nigerian Society of Engineers (NSE) Ventures Limited, Nigeria America Palm Oil Production Limited, and Heritage Orphanage Home. He is also the Chairman of Realty Point Limited and Noblesse Green Energy Limited.

ENGR. GBADEBO ADEJANA - MD / CEO

An astute real estate entrepreneur who heads one of Nigeria's leading Mass Housing Development Company, Realty Point Limited since 2005 after 8(eight) years meritorious award-winning sojourn in commercial banking. The Company is primarily involved on the supply side of the industry, with a strong presence in Real Estate Development, Investment, Training/Consultancy, Marketing Syndications and owns the popular Trade Mark "Sack Your Landlord!"

A Standing Conference of Mediation Advocates, UK trained Mediation Advocate, 'Debo is an Alumnus of Lagos Business School having attended the Owner Manager's Programme (OMP 14) in 2010.

A celebrated Subject Matter Expert, Author, Blogger, Speaker, Radio/T.V/Podcast Host, Tony Elemelu Foundation (TEF) Mentor (2016), he lectures 'Marketing of Housing' to Housing Development Masters Students of the University of Lagos, Akoka and the host of the popular periodic Real Estate Entrepreneurs' Fast Track Course with 'Debo Adejana.

He is on the board of other profit and not-for-profit organisations with a budding interest in Social Housing provision.

Mr. Adejana is known as a humorous, fun loving, focused and very hard working individual who has a way with words. His clients find in him a very knowledgeable, dependable, honest, innovative and die-hard professional with excellent service culture.

'Debo is happily married to Monisola and they are blessed with three lovely children

MRS. ELIZABETH OLAWORE

Director

Elizabeth Olawore is a director in AOC group of real estate companies, with a focus on residential brokerage services.

She is also an interior designer and a graduate of The Interior Design Institute (San Francisco, USA), with several years of experience in proven competencies in decoration and residential designs.

MR OLANREWAJU OKE

Director

Mr. Olanrewaju Oke is a seasoned business executive with over 27 years of marketing & sales and also general management experience, including over 10 years with Procter & Gamble Europe, Middle East and Africa. He has held senior and C-level responsibilities in nine different countries across Africa and the Middle East. In the Middle East he has led a \$200 million global brand business across all six major GCC markets – Saudi Arabia, UAE, Bahrain, Kuwait, Oman and Qatar – including operations in three markets. In Sub-Saharan Africa, he was Group chief commercial officer for a Broadband Communications company which provided services across thirteen countries.

His experience spans multiple products and services categories in consumer and corporate facing businesses across several industry sectors including FCMG, Telecommunications, Media &

Entertainment and Business

Consulting. He is the founder and Director of Elbeo Limited, a business and management consulting firm and a supplier of Market Research, Strategy Development, Brand Development, Business Development and General Marketing & Sales Advisory to corporate organizations across a wide range of sectors and industries including Development Finance, Public Administration, Community Healthcare, Managed Medical Care Services, Investment Management and Financial Advisory Services, Information Technology,

Pharmaceuticals and Jewelry. His clients are regional and world leader brands and companies (www.elbeoafrica.com).

MRS SUBU GIWA-AMU - Director

With over 27 years of experience in the financial services industry, Subu is a results-oriented and self-motivated individual with an excellent track record in Corporate & Commercial Banking, Real Estate Finance, Treasury and Change Management.

She brings on board not only her wealth of experience in strategy formulation and but also her strong entrepreneurial streak and depth of knowledge in Real estate project planning, execution and investment.

In 2010, driven by her passion for Real estate, she took on the role of Managing Director at FBN Mortgages, where she spearheaded the turnaround and return to profitability of the subsidiary.

After 4 years at FBN Mortgages, she was appointed as the Managing Director FBN Ghana - where she successfully led the transition and takeover of International Commercial Bank Ghana (ICB Bank).

She holds both an LL.B (Hons) degree in Law and an MBA from the University of Warwick, UK.

Today, she is accomplished entrepreneur with diverse interests that cut across real estate development and interior design. She is also the Founder/CEO, Brookstones Investments and Properties - a real estate investment and advisory services company with a growing portfolio of residential and commercial real estate assets.

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PrimeEstate



Products Brand & Estate

Subsidiaries



Strategic Partners



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At Realty Point, our most cherished values are integrity, mutual trust, quality, service and preserving nature in all its glory. Our products brands have been characterised by these distinctive elements and remain the reason for our sustained growth.

RPL's projects follow a similar model in line with our vision and brand promise. Our ability to walk alongside our customers have ensured that we have an unmatched reputation in the real estate industry.



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CURRENT LOCATIONS

- Lekki Phase 2, Lagos

Cedar Homes is a brand of Realty Point Limited, a multi-disciplinary and professional real estate development company with over 11 years proven track record and expertise in delivering exceptional services and products to address the investment and housing aspirations of the low to middle income segment of the Nigeria housing market.

RPL's affordable housing development, primarily aimed at providing access to quality housing solutions for middle income earners. The Cedar Homes brand promises to deliver unparalleled comfortable living experience within the most affordable and cost effective means to our valued customers

Both projects sitting on approximately 22,000m², Cedar Homes aims to deliver 168 comfortable, affordable, convenient and qualitative housing units.



The Harbour Estate, Mayfair-Lekki is planned as a bespoke site and serviced estate tucked in a very serene environment behind the popular Mayfair Garden at Lakowe area of Lekki, a few metres away from the newly opened and functional Lakowe Lakes Golf Course with a good proximity to Eko-Akete. Payment made for the plot covers for the land, documentations, provision of infrastructure,s and the omo-onile's known customary fees/charges.

Behind Mayfair Gardens, before the newly opened Lakowe Lakes Golf. It is some 6minutes from Greenspring School, 11minutes from Crown Estate, 14minutes drive from Pan-Atlantic University (formerly Pan African University), 20minutes drive from Ajah junction, 22minutes drive from VGC junction and 35 minutes outside the bustling business centre of Lagos.rs

CURRENT LOCATIONS

- Lakowe, Lekki - Lagos: Behind Mayfair Gardens, before the newly opened Lakowe Lakes Golf Course.

The Ibeju-Lekki corridor is fast emerging as an aquatic tourist haven bordered by the Atlantic Ocean on the East and the Lagoon on the West. The peninsula is approximately 70 to 80 km long, stretching from Victoria Island in the west to Refuge Island in the east, with an average width of 10 km.



CURRENT LOCATIONS

● Jahi, Abuja

The estate is located in hearts of Jahi. It is safe, secure and has no form of encumbrance.

We have painstakingly ensured that the appetite of both the owner occupier and real estate investor are well taken care of across the different housing types available within the estate.

The estate is also conceived as an eco-friendly and environmentally sustainable gated community offering exceptional facilities and services to foster qualitative living, better health, improve communal relationship and social engagement within the most affordable and cost effective means.

PrimeEstate

Our Prime Estate brand promises to offer our customers various viable options that will enable them "Create Premium Value" from their real estate investment(s), through vast investment or home ownership opportunities. The estates are planned and delivered to conveniently accommodate a wide array of land investment opportunities and land use alternative such as residential, commercial, recreational, industrial and institutional.

They typically have investment and the future in mind, while offering unparalleled residential ambience for those whose immediate drive and circumstances dictates that they secure adequate and comfortable shelter.

CURRENT LOCATIONS

● Prime Estate, Mowe Ofada

Your home should be the place where you can do the things your heart wants to, and we strive to make that a reality. Prime Estate, Mowe Ofada is a place of harmony and contentment, where style and comfort will flow to give you what is truly a "Quality Life".

The estate is also bound to fetch high returns on your investment as testified by initial buyers. Located amidst idyllic settings, one will truly come home to the rejuvenating lap of nature. Turn off newly upgraded Lagos-Ibadan express way, get onto Papalanto road winding past other estates in close proximity and arrive at the gates of Prime Estate.

● Prime Estate, Igbesa

Prime Estate Igbesa is located within an extensively planned Government layout with planned residential, industrial and commercial uses. The estate is an integrated government approved layout and a standard value added project sitting on approximately 8.5 hectares. The estate is located with improved access to the ongoing Lagos-Badagry 10-lane road expansion project, with light rail track terminating at Lagos Island. Other projects within the vicinity includes the Agbara industrial estate, OPIC estate and other several residential estates.

The prime advantage of buying a plot in an approved layout like ours is that it has clear legal documents such as Certificate of Occupancy.

● Prime estate, Abuja

Prime estate Abuja is an extensively designed gated community layout, that comprises of well beaconed and laid out plots with a showcase for eco-friendly and affordable housing concepts with amenities that are offered at very competitive and attractive prices.

It is located along New Karshi Road but can also be accessed through Abuja-Keffi Road within the easy access of Abuja Boundary (Karu Local Government Area, Nasarawa) widely referred to Abuja extension.

Rose Berry Estate brand is usually designed with longer gestation period, primarily to meet the investment aspirations of our valued customers, and in later years their home ownership desires. The site selection process is driven with affordability and growth potential in mind.

Tremendous amount of resources are deployed towards location selection to meet predetermined goals and objectives in order to deliver on our brand promise "...a haven of comfort" to our customers.

CURRENT LOCATIONS

- Roseberry Estate, Alapoti, Agbara

At RPL, we strive hard to provide our customers a peaceful, secure and comfortable lifestyle within the most affordable means. The estate is gated township measuring approximately 133 hectares, with special emphasis on the environment and sustainable living for occupiers and investment appreciation for real estate investors.

- Access to the ongoing Lagos-Badagry 10 lane road expansion project, with light rail train terminating in Lagos island.
- Fabulous approach and entrance façade with gatehouse, high fence, well-manicured lush green garden, paved interlocking road and dedicated bus stop.
- Planned infrastructure like individual water connections, tarred roads, drainage channels, security posts, electricity connections, parks with children play area, jogging track, tuck shops, convenience stores, fresh groceries/vegetables mart.

- Planned estate and facilities management services to preserve and increase the value of your investments in partnership with the Community Development Association (CDA)

- Roseberry Estate, Ibeju-Lekki

Roseberry estate is a thoughtfully planned layout with plots sizes ranging from 450m² to 500m². The Estate possesses an approved registered survey plan, secure title and planned estate layout. It is situated within a prime location spread over 15 hectares.

This estate has tremendous potential for capital appreciation due to the prominence of the location as a nexus of real estate activities, investments and opportunities for growth. This is evidenced by the over 22% price increase in less than 12 months for plots. With the planned 4th mainland bridge and connections of routes along the axis with upgraded infrastructure, the entire location and estate in particular is set to explode.

- Well planned layout with internal roads, drainage channels, commercial areas, parks & sit outs and plenty of greenery
- Within close proximity to the largest industrial hub on the west coast of Africa "Lekki Free Trade Zone" and other major industrial concerns such as the Dangote refinery, Lekki Sea Port and Lekki Airport Projects.



PAY AS WE BUILD (PASWEB) is Realty Point Limited's pioneering and innovative product, conceived to enhance access affordable home ownership. The brand is designed to ensure that both current and prospective customers of RPL have all it takes to make the quantum leap necessary for home ownership, by providing a bouquet of professional consultancy, advisory and construction services towards achieving their dreams including linking them to possible sources of finance.

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SUBSI DIARY



RPL Farms



SCHOOL OF
ESTATE AND
BUSINESS

School of Estate & Business provides specialized business training in real estate and estate management. At our real estate training center, we educate all beneficiaries of real estate and estate management using optimized learning solutions, practical, and theoretical teaching methodologies. We adopt concepts which enhance participants' knowledge of real estate, particularly in Nigeria where there is a flexible entry and exit into the market.

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BERSAMA is a Real Estate Cooperative Multipurpose Society that provides its members with secured, vetted, yield-driven real estate investment portfolios that is unprecedented in the Nigeria real estate industry. This is achieved through investment in diversified real estate projects and asset classes, working with Realty Point Limited as partner developer and business consult.

This partnership ensures accountability and performance from our development partner on behalf of our members, as the invested funds are backed by underlying real estate assets.

SUPPORTING PROFESSIONALS



DSCSL Corporate services Limited
235, Ikorodu Road, Illupeju, Lagos



SIAO Partners
18B Olu Holloway Rd, Ikoyi,
Lagos.

STRATEGIC
PARTNERS

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GALLERY



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CEDAR HOMES

Worth N4Billion upon completion

Worth N400Million upon completion

SYNERGY COURTS



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Awarding the most outstanding RISA Agents for the year.



Harbour Estate

Worth Over N500 Million upon completion

NOTABLE TRANSACTIONS

Realty Point Limited has conducted some significant volume-based business with noteworthy corporate entities, groups and individuals. Some of these transactions are mentioned below:

Name of Organization	Project Name	Land Size (Acres)/ Number of Plots
7UP Staff Cooperative Society	Roseberry Estate, Alakpoti, Ogun State	100 plots
Honeywell Staff Cooperative Society	Prime Estate, Igbesa Ogun State	130 plots
Enggee Pet Manufacturing Company (a member of the Lacasera Group)	Prime Estate, Igbesa Ogun State	53 acres



Foundation
For Help
...touching lives and giving back

RPL'S CORPORATE RESPONSIBILITY INITIATIVE THROUGH OUR FOUNDATION FOR HELP

Article 25 of the Universal Declaration of Human Rights recognizes the right to Housing as part of the right to an adequate standard of living. It states that:

"Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing, medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control"

At RPL, we strongly believe that everyone has a right to be adequately sheltered. We have instituted **Foundation for Help [F4H]** to drive Social Housing as a Corporate Responsibility Investment (CRI) initiative by providing subsidized, non-market rental housing for the disadvantaged and vulnerable segments/groups with **No income** or **Low income**.

To actualize this vision, we have set up a Social Housing Fund, where a certain percentage of sales proceeds from our Cedar Homes Project will be set aside for the construction of decent accommodation for these groups.

**"We are not just about selling; We are about
"touching lives and giving back"**

Buying into any of our Cedar Homes Properties makes you an Associate of this laudable Initiative



Sack your **Landlord!**[™]

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