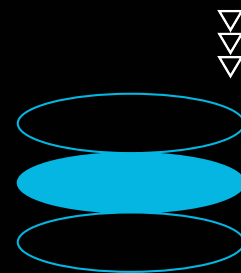




LUXURY PROPERTIES LTD

RC Number: 9601729 | TIN: 2622459590633



EXCLUSIVE PROJECT SALES, MARKETING & INVESTMENT PARTNERSHIP PROPOSAL

PRESENTED BY

LUXURY PROPERTIES LTD

CONFIDENTIAL PROPOSAL

Prepared For:

Mr/Chief: **Odiaka Afakwu**

Property: **Luxury 5 bedroom fully detached Duplex**

Location: Parkview Estate Ikoyi, Lagos, Nigeria

Date: 10th June 2026

Dear Sir,

Luxury Properties Ltd is pleased to submit this Exclusive Sales, Marketing and Investment Partnership Proposal for your prestigious development within Ikoyi, Lagos.

Today's luxury buyers demand more than just a property; they seek prestige, lifestyle, security, exclusivity, architectural excellence, and long-term value appreciation.

Our role is to position your development as one of the most desirable luxury addresses in Nigeria while ensuring accelerated sales, qualified buyer acquisition, and maximum return on investment.

With our extensive network of high-net-worth individuals, diaspora investors, corporate executives, family offices, and institutional buyers, we are confident in our ability to deliver exceptional results for your project.

We look forward to partnering with you.

Sincerely,

MANAGEMENT

Luxury Properties Ltd

EXECUTIVE SUMMARY

The luxury real estate market in Ikoyi remains one of Africa's strongest and most resilient premium property sectors.

Luxury Properties Ltd proposes to serve as the Exclusive Sales and Marketing Representative for your development by implementing a comprehensive strategy designed to:

- Accelerate project sales
- Enhance project visibility
- Increase investor confidence
- Achieve premium pricing
- Generate qualified leads
- Build long-term project prestige
- Maximize developer profitability

Our proven approach combines luxury branding, targeted marketing, investor acquisition, digital campaigns, and relationship-driven sales execution.

ABOUT LUXURY PROPERTIES LTD

Luxury Properties Ltd is a premium real estate sales and advisory company focused on luxury developments, investment properties, and high-value residential projects.

Our expertise covers:

Luxury Residential Sales

- Detached Houses
- Waterfront Developments
- Luxury Apartments
- Smart Homes
- Penthouses

Project Marketing

- Off-Plan Sales Campaigns
- Brand Positioning
- Launch Events
- Digital Marketing
- Investor Roadshows

Investment Advisory

- Market Research
- Pricing Strategy
- Yield Analysis
- Sales Forecasting

Corporate Services

- Bulk Unit Sales
- Executive Housing Solutions
- Corporate Acquisitions
- Institutional Partnerships

PROJECT POSITIONING STRATEGY

We will position the development as:

A Landmark Luxury Address in Ikoyi

Positioning pillars:

Prestige

A symbol of success and exclusivity.

Security

A secure residential sanctuary.

Lifestyle

A world-class living experience.

Investment

A premium asset with strong appreciation potential.

Legacy

A property designed to preserve and grow generational wealth.

TARGET BUYER PROFILE

PRIMARY MARKET

High-Net-Worth Individuals (HNWI)

- Business Owners
- Entrepreneurs
- Corporate Executives
- Politicians
- Diplomats

SECONDARY MARKET

Diaspora Investors

- United Kingdom
- United States
- Canada
- UAE
- Europe

TERTIARY MARKET

Institutional Buyers

- Investment Groups
- Pension Funds
- Corporate Organizations
- International Agencies

COMPREHENSIVE SALES STRATEGY

PHASE 1

Luxury Branding

Deliverables:

- **Project Identity**
- **Corporate Presentation**
- **Digital Brochure**
- **Investment Prospectus**
- **Luxury Sales Deck**
- **Website Landing Page**

PHASE 2

Market Awareness Campaign

Digital Exposure:

- **Instagram**
- **Facebook**
- **LinkedIn**
- **Google Ads**
- **YouTube Campaigns**
- **Luxury Property Platforms**

PHASE 3

Investor Acquisition

We will conduct:

- **Private Investor Meetings**
- **Diaspora Investment Presentations**
- **Executive Networking Sessions**
- **Corporate Engagements**

PHASE 4

Sales Conversion

Activities:

- **Property Inspections**
- **Buyer Qualification**
- **Negotiations**
- **Reservations**
- **Documentation**
- **Closing Coordination**

PROJECT LAUNCH STRATEGY

VIP PRE-LAUNCH EVENT

Exclusive invitation-only event featuring:

- Investors
- Property Buyers
- Wealth Managers
- Corporate Executives
- Developers
- Influencers

Expected outcome:

- Early reservations
- Investor commitments
- Brand awareness
- Media exposure

DIGITAL MARKETING PLAN

Social Media Marketing

Platforms:

- Instagram
- Facebook
- LinkedIn
- TikTok
- X (Twitter)
- WhatsApp

Content:

- Construction Updates
- Drone Footage
- Architectural Visuals
- Lifestyle Videos
- Testimonials

VIDEO MARKETING

Production of:

- Cinematic Project Videos
- Drone Tours

- Investor Presentations
- Lifestyle Campaigns

SALES PROJECTION

Assuming a development of:

20 Luxury Units

Average Unit Price: ₦1.5 Billion

Gross Development Value: ₦30 Billion

Target Sales Timeline: 6 – 12 Months

Expected Reservation Rate: 30% within first 90 days

Expected Sales Completion: 70% – 100% within project cycle

PROPOSED COMMISSION STRUCTURE

EXCLUSIVE MANDATE

Recommended:

5% Commission on Total Sales Value

OR

3% Commission Plus Marketing Retainer

Alternative structures can be negotiated based on project size.

WHY LUXURY PROPERTIES LTD

Strong Market Presence

Access to premium buyers.

Luxury Market Expertise

Deep understanding of affluent clientele.

Investor Network

Local and international reach.

Sales Efficiency

Faster conversion rates.

Professional Representation

Protecting and enhancing your brand image.

KEY PERFORMANCE INDICATORS (KPIs)

We propose measurable targets:

✓ **Qualified Leads Generated**

✓ **Site Inspections Conducted**

✓ **Reservations Secured**

✓ **Sales Conversion Rate**

✓ **Revenue Generated**

✓ **Marketing Reach**

✓ **Investor Engagement**

OUR COMMITMENT

Luxury Properties Ltd is committed to becoming more than a sales partner.

We aim to become a strategic growth partner, helping developers maximize project value, achieve timely sales, strengthen market reputation, and create developments that stand as benchmarks of excellence within Ikoyi and beyond.

Together, we can create not just a successful project, but a landmark development that defines luxury living in Lagos.

CONTACT:

RC Number: 9601729 |

info@luxurypropertiesltd.com | www.luxurypropertiesltd.com | +2347039726375/09137981102

9 Alfa Sanni street, Pedro, Gbagada. Lagos, Nigeria

Marketing Luxury. Delivering Excellence. Creating Value.