



# The Lift Off

Using Technology As a Catalyst For Home Ownership

In this **feature**

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Real Estate: A Recession Proof  
Asset

STOW: Creating A Digital  
Market Place

Ongoing/Upcoming Projects





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# REAL ESTATE: A RECESSION PROOF ASSET

**Andrew Carnegie**, (the American billionaire) was quoted to have said: “Ninety percent of all millionaires grow their wealth by owning real estate”. He also said “The wise young man or wage earner of today invests his money in real estate.”

**FOOD FOR THOUGHT: “Considering the impact of the COVID-19 pandemic, if you were to invest today, where can you safely invest with assurance of safety?”**

Experiences from the American depression and the last recession in Nigeria indicate that Real Estate Investments compared to other types of investment have proven to be more resilient and resistant to erosion of value. In the peculiar case of Nigeria, with acute exposure to currency devaluation and high interest rates, Real Estate has proven to be the best means of securing wealth and protecting capital against losses, while generating revenue through rental yield (typical break-even is over a seven-ten year period in Nigeria) or capital gains (by selling the asset otherwise called flipping).

To illustrate this point, if you had purchased a 3-Bed Bungalow at Heritage Place in the greater Lekki Area of Lagos, Nigeria in 2009 when we sold them for N9m / \$90k (exchange rate N100/\$1) the same 3bed bungalow is now worth N45m / \$118k (exchange rate N380 /\$1). If you had rented it out during that period, factoring rental yields and capital appreciation, despite devaluation and inflation, your cumulative yield would have beaten the stock market handsomely.

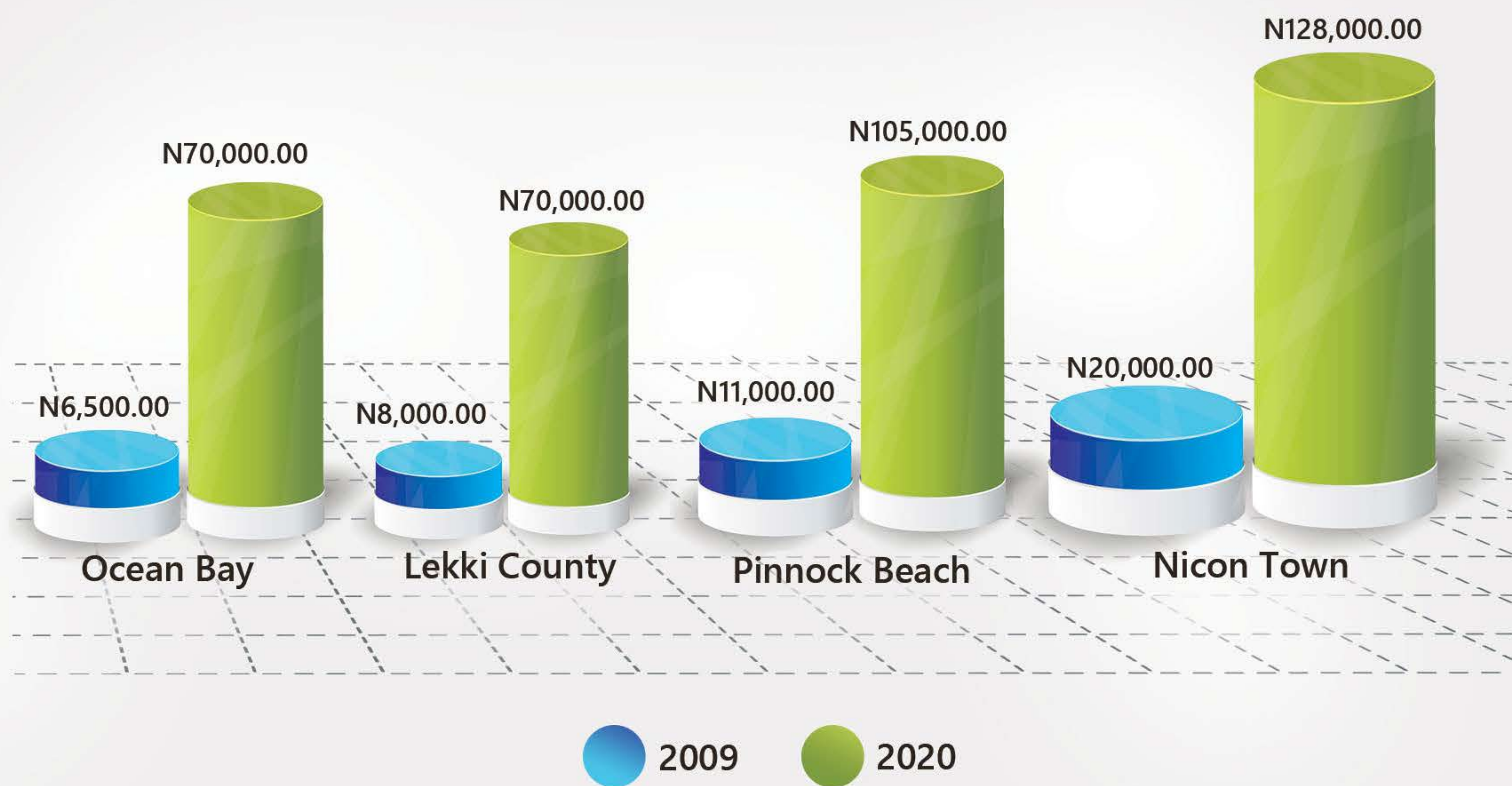
Similarly, if you had purchased a 4-bed semi-detached duplex at Ocean Bay, Chevron area of Lekki of Lagos in 2009, when we sold at N18m / \$180k (exchange rate N100/\$1; the same 4bed detached duplex is now worth N75m / \$184K (exchange rate N380 /\$1). Notice that the more affordable units also prove to be the more amenable to capital gains increase. This is attributable to the lower supply and higher demand.

**OUR BUSINESS PHILOSOPHY IS SUMMED UP BY THE CONVICTION THAT:**  
**“A SMART INVESTMENT MADE AT THE RIGHT TIME WILL ALWAYS APPRECIATE IN VALUE.”**

**“Real Estate remains a good venture and protection against the high-rising inflation which currently stands at 12.82% and with the equities and bond market going through a rough patch, long-term funds are better invested in real estate. At a time when The Central Bank of Nigeria (CBN) has devalued the Naira by adjusting the official exchange rate for the second time in five months to N380/\$1 from N360.1/\$1, investing in real estate is like buying insurance. You won’t miss it until the day an emergency makes it your only safety net”**

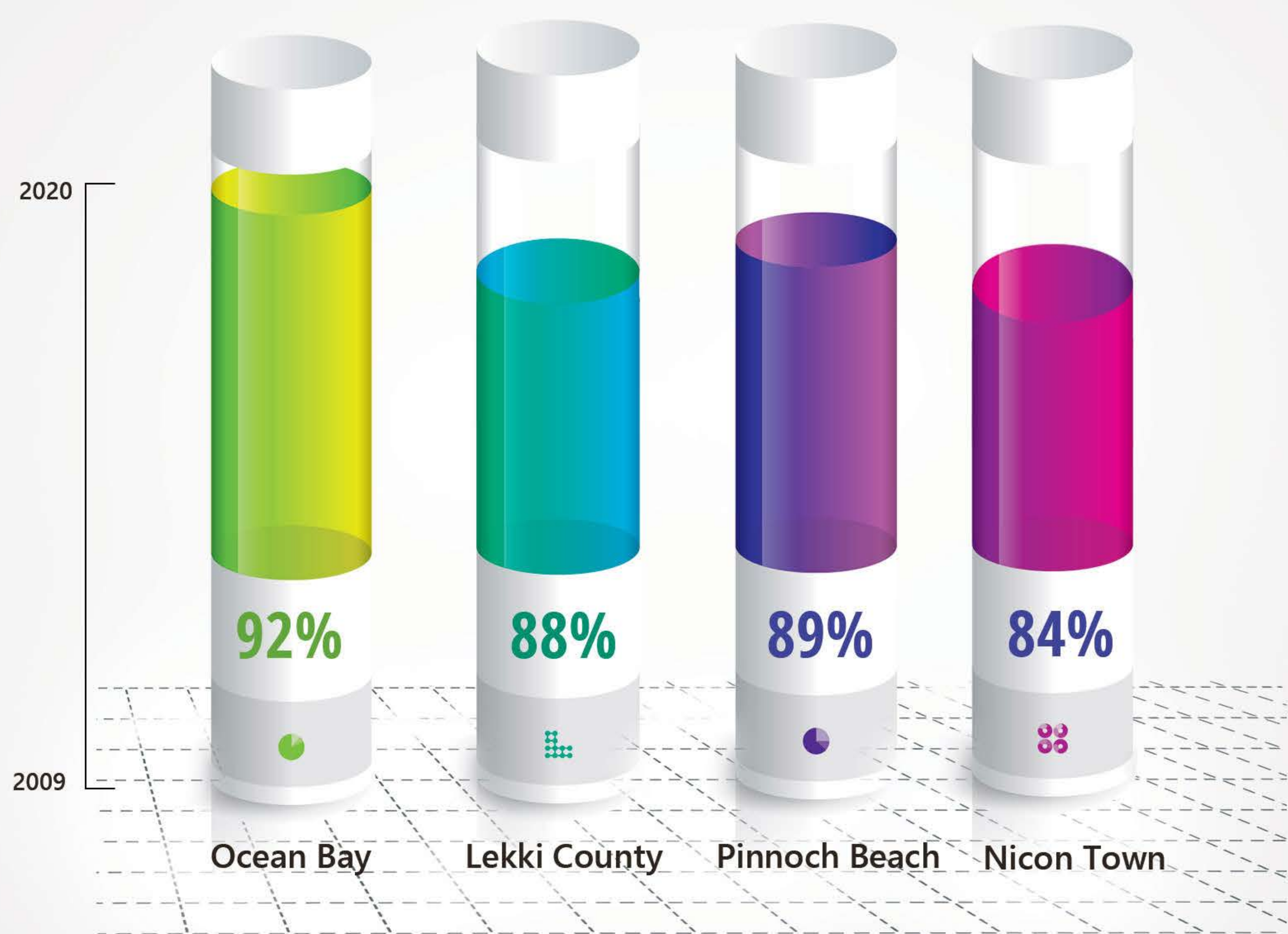


# Price Per Square Metre Comparison



During this **TEN-YEAR PERIOD**, Nigeria suffered two recessions & weathered the global meltdown. In both cases, putting your money in real estate would have secured it, and during the intervening years, you would have earned a minimum of 65%-100% annualized rental yield over the ten-year period.

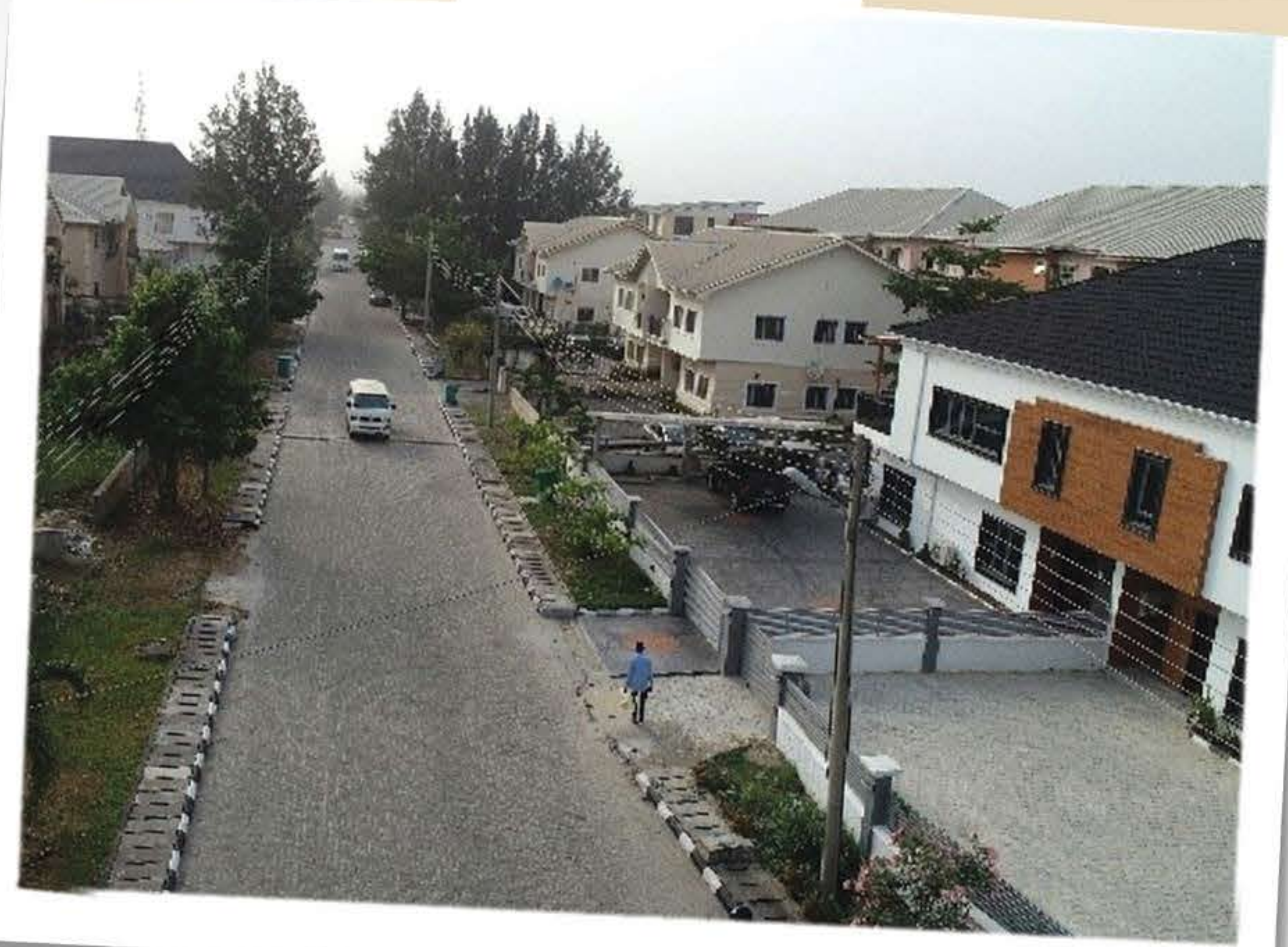
# Cumulative Rate Of Return Over Ten Year Period







Ocean Bay in **year 2009**

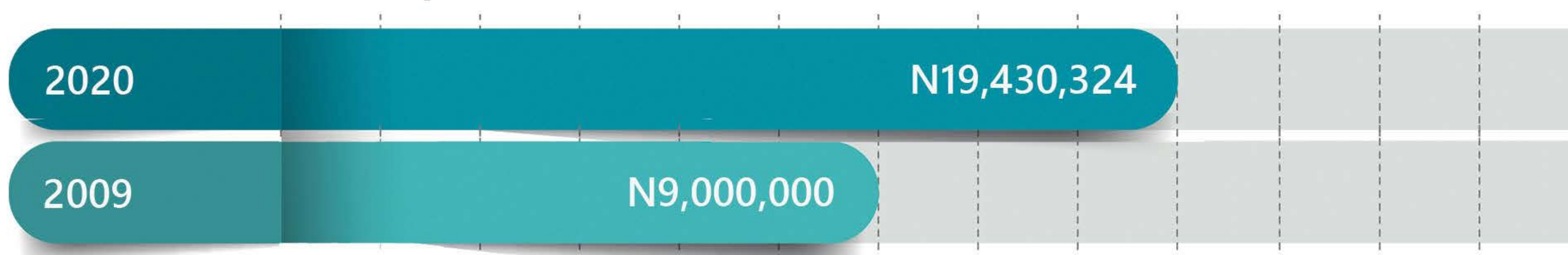


Ocean Bay in **year 2020**

Now, if you had invested same sum of N9M in a fixed deposit account or Treasury Bills for the same ten-year period, you would have fared worse! N9,000,000.00 naira invested in T-bills or Fixed deposit at an ANNUALIZED interest rate of 12% annually for a 10 YEAR PERIOD, (2009-2019), would have earned N18,952,633, in interest and total investment value would amount to N27,952,633.00.

## Comparison of Investments ( T-bills and Real Estate ) 2009 & 2020

### T-bills, Fixed Deposits



### Real Estate

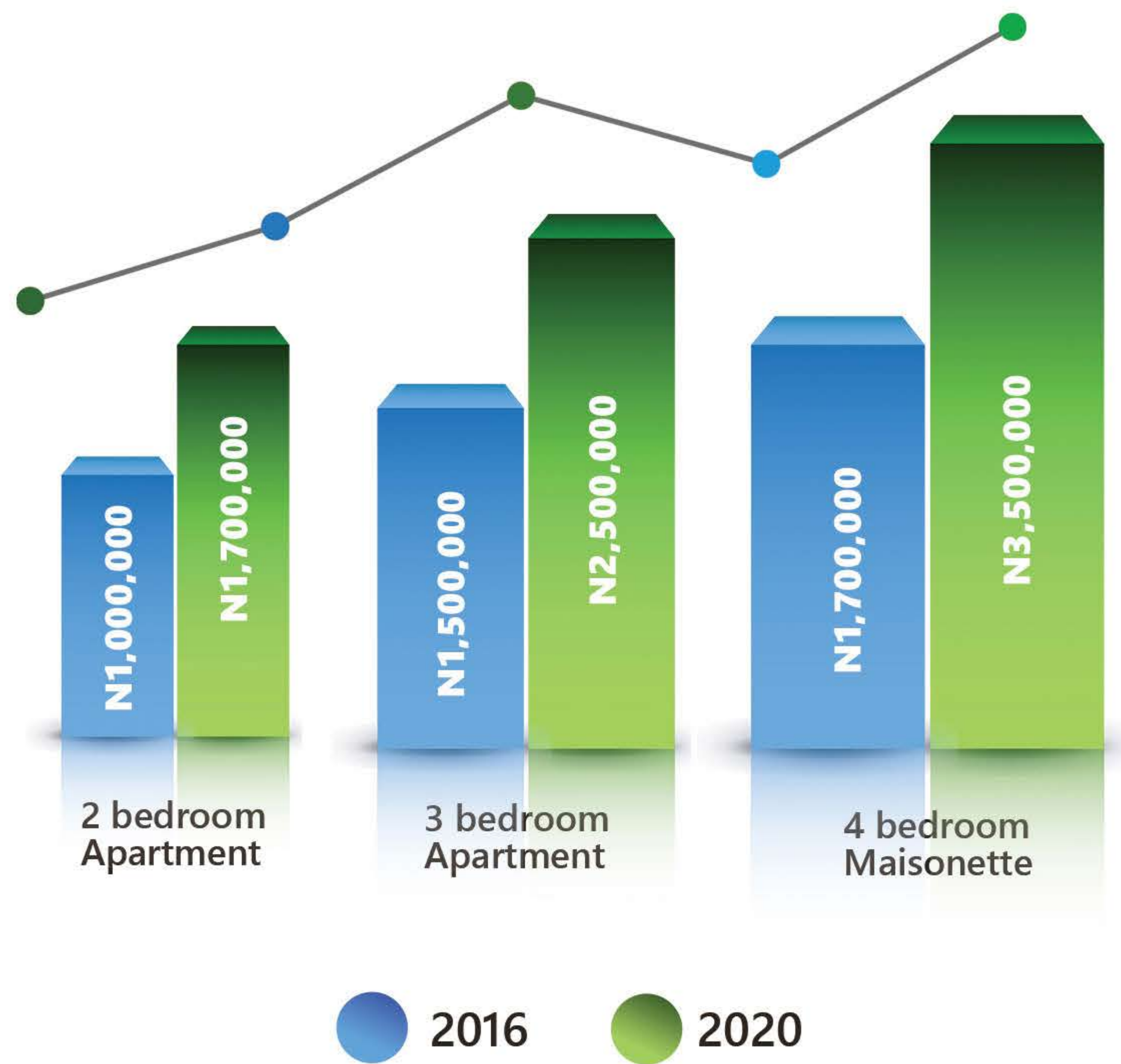


N1,000,000 | N5,000,000 | N10,000,000 | N30,000,000 | N50,000,000



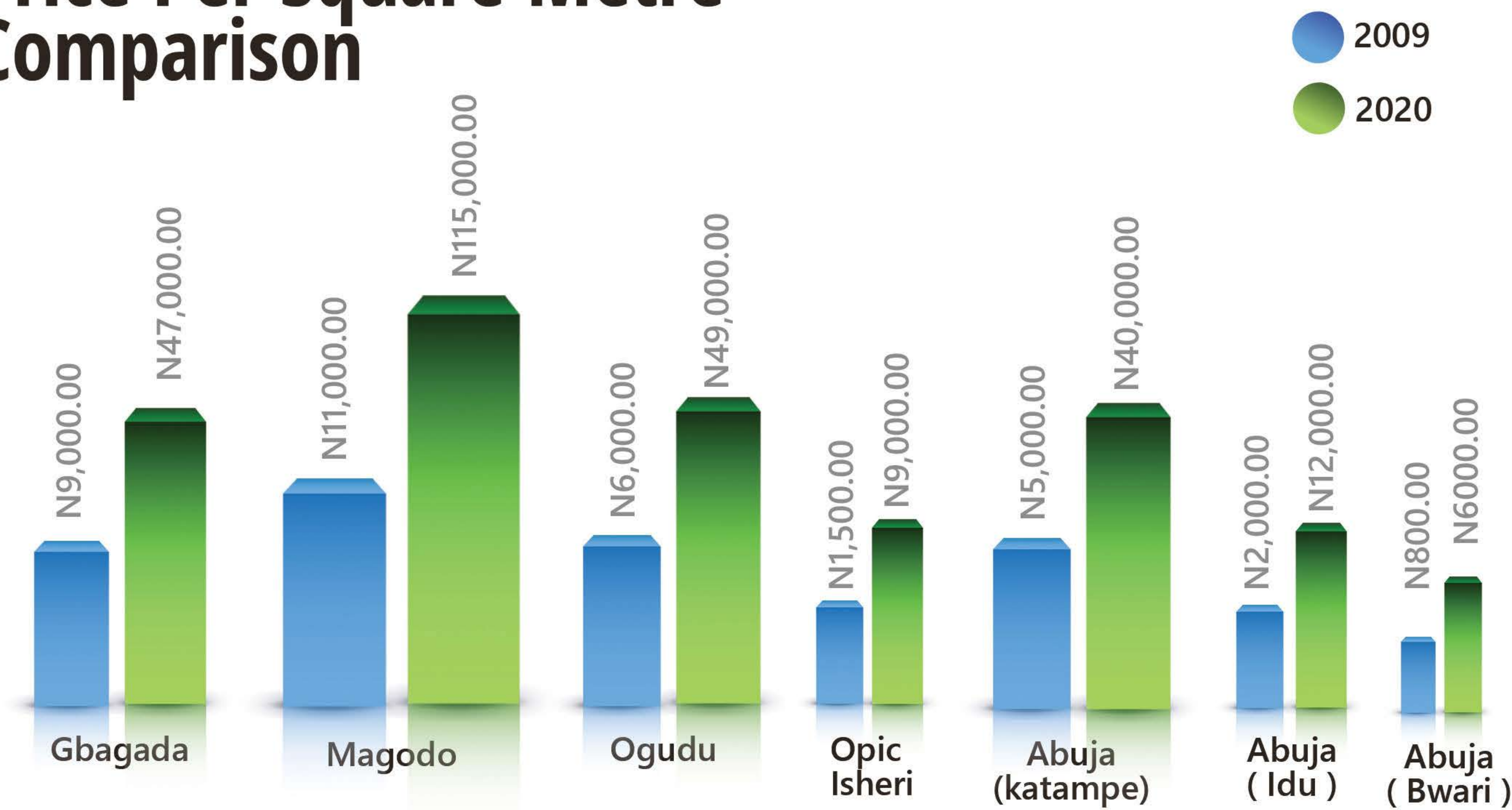
# Average Rental Rates

Average rental rates in our OCEANBAY ESTATE ranges from NGN 1.25M – NGN 1.65M for a 2-bedroom apartment and between NGN 2.25M- NGN 3.5M for a 3 /4 Bedroom apartments per annum compared to 2016 in the table below



A plot of land in Lekki Phase 1 in 2009 purchased for N20,000 Per Square Meter, now sells for N130,000 Per square meter in 2020. In essence, Real Estate assets especially in Nigeria are highly resistant to value erosion EXCEPT in cases involving acts of God or government appropriation.

# Price Per Square Metre Comparison



In summary, we encourage you to invest in Real Estate to ensure you access the best rates of returns, the most secure means of protecting value and the most loss-resistant asset over a ten-year period in Nigeria. As you move on, remember – **Don't wait to buy real estate, buy real estate and wait**” -T. Harv Eker.

**In offering the above assessment, please note that we are recommending real estate procured with good title and from proven credible developers. Speculative acquisition that is not based on quality research can be dangerous.**



# STOW: CREATING A DIGITAL MARKET PLACE

“**STOW**” is a targeted home purchase plan designed to be an innovative response to ease the burden of home ownership in Nigeria. **STOW ( means Save To Own)** is a web and app enabled digital solution designed to be a demand aggregation marketplace for home-buyers and developers. It promotes and provides a transparent and secure market place for real estate investment

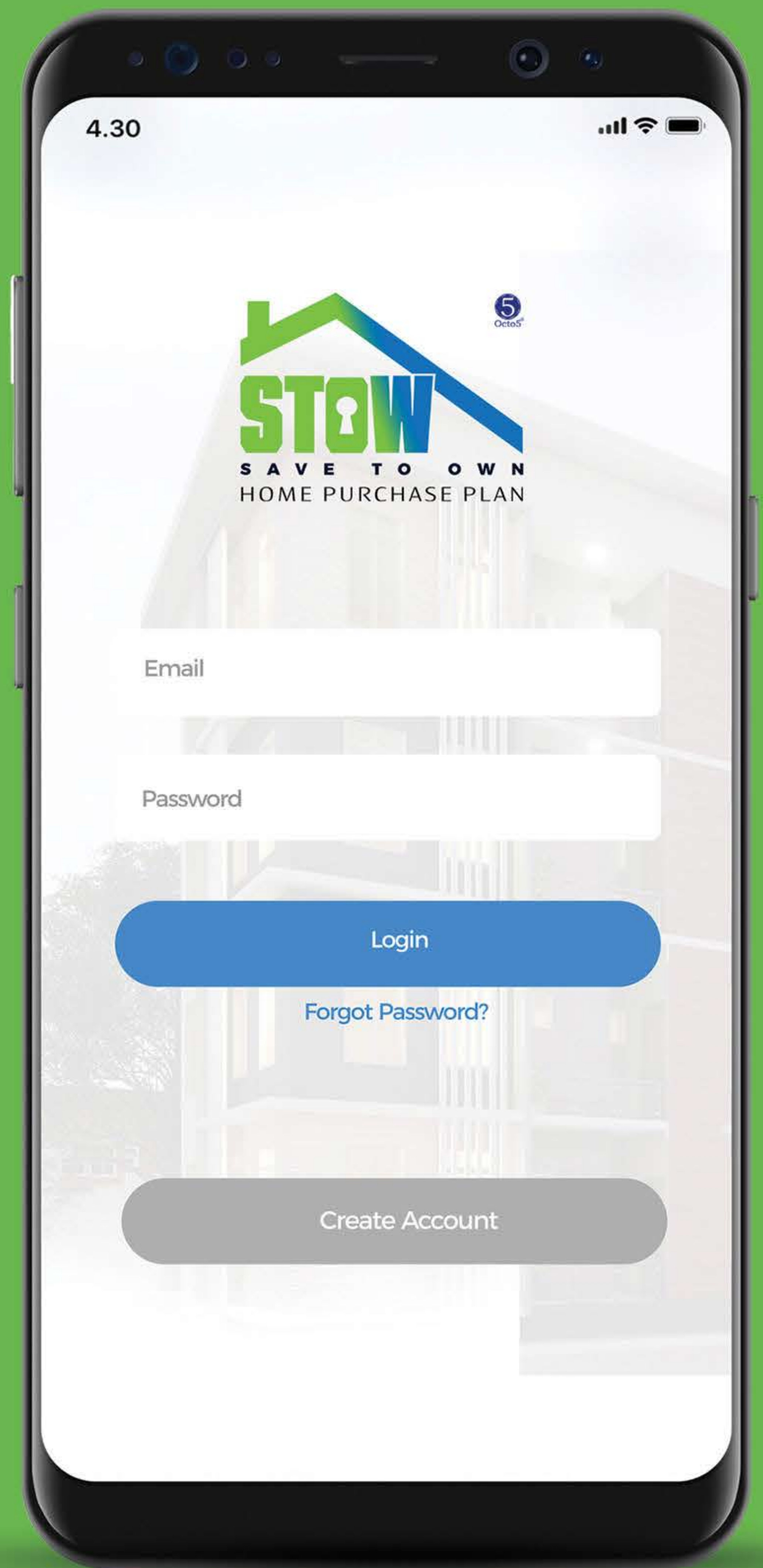
opportunities, and encourages a property investment culture in Nigeria. As a secure Real-Estate Market Place, **STOW** will enable low-to-middle income earners to achieve economic emancipation. **STOW** also provides subscribers with knowledge and tools to make investment decisions and promotes group participation by facilitation of home purchase for collectives. **STOW** is available on web @ [www.stow.ng](http://www.stow.ng) with mobile versions for all android and iOS platforms.

## WHY STOW?

STOW ensures Transparency, Flexibility and Trust which are critical elements for home buyers. The pilot phase is being launched with OCTO5 projects with the intention of onboarding other trusted developers over the next year to create a viable marketplace for prospective home buyers.

Pilot Locations for STOW includes Lekki, Epe, Oworonshoki, Abuja and Ikeja.

**STOW IS DESIGNED TO EASE THE BURDEN OF HOME OWNERSHIP, PROVIDE FLEXIBILITY, AND MAKE REAL ESTATE INVESTING ACCESSIBLE.**



Web app:

[www.stow.ng](http://www.stow.ng)

Download on:



**STOW** offers only off plan and new build homes through carefully selected developer partners. Subscribers on the STOW platform contribute or aggregate an initial 10% deposit , and pay the balance through monthly deposits. Homes purchased through STOW are delivered within 90 days of achieving a seventy (70%) deposit.





# Ongoing Projects - Herons Beak

**Ocean Bay Estate**, Lafiaji is the chosen location for the first STOW pilot development consisting of two (2) and three (3) bedroom apartments in a mini community called Heron's Beak.

Construction work started post-lockdown in May 2020 and the first phase is scheduled for completion/handover by Easter 2021. Below are images of ongoing site work at Heron's Beak.



**HERON'S BEAK March, 2020 –**  
(Pre-Lockdown) Settling of Formwork  
for BLOCK B



**HERON'S BEAK April, 2020.**  
(Pre- lockdown) Reinforcement of The  
Foundation – Block B.



**HERON'S BEAK** (Post Lock-down)-  
Blocks B, C, D & E Foundation Completed  
**May, 2020.**



**HERON'S BEAK (June 2020)** -Ground  
Floor Columns 100% Complete.



**HERON'S BEAK** Block B & C, First Floor Slab  
Completed – **July, 2020.**





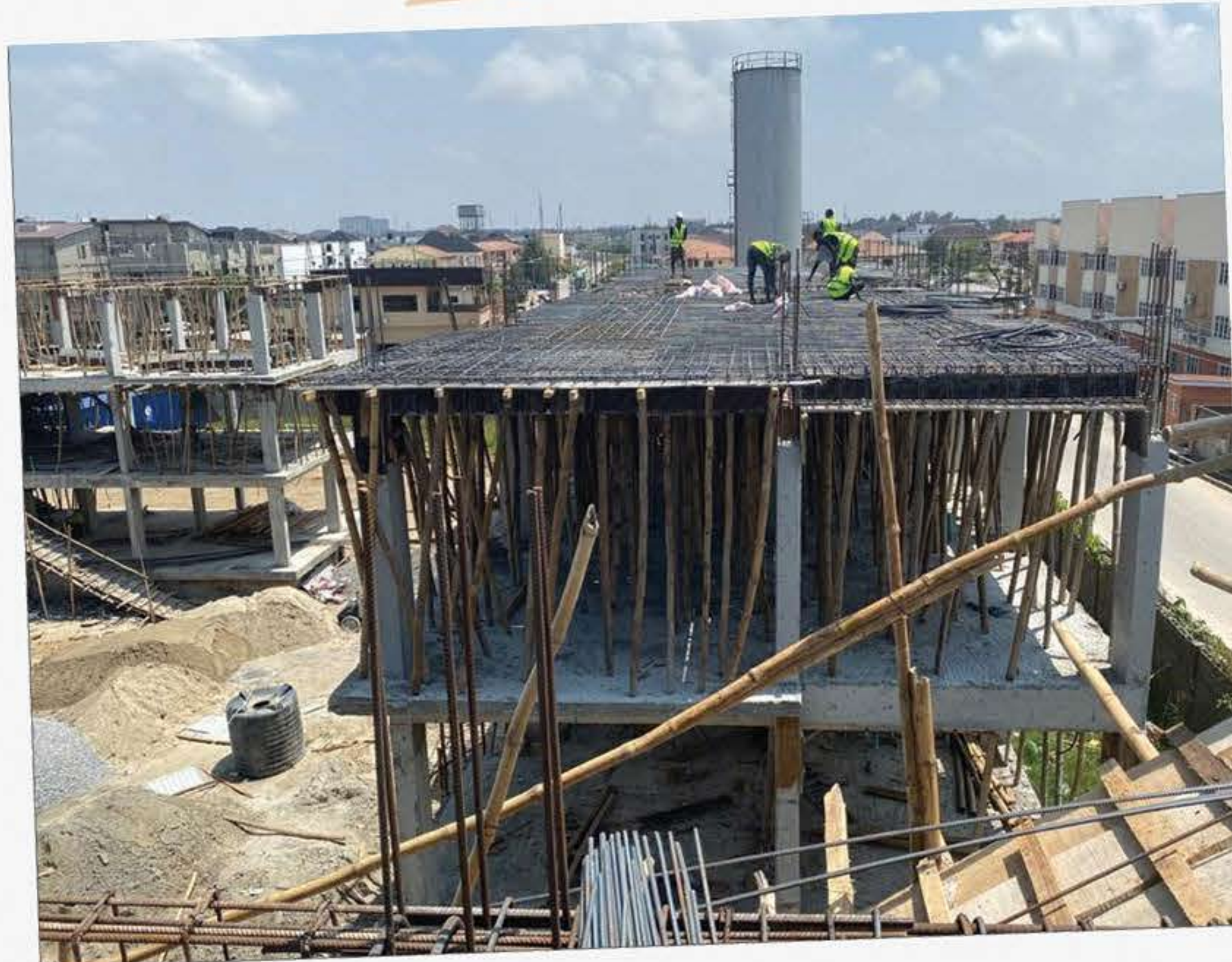
# Ongoing Projects - Herons Beak



**HERON'S BEAK** Block D&E, First Floor Slab  
Completed - **July, 2020.**



**HERON'S BEAK** Block C & D – Second Floor  
Frames Completed **August 2020**



**HERON'S BEAK** Block C & D – Third Floor  
Slab -**August 2020**

**Phase1 of Heron's Beak commenced in May 2020  
and is scheduled for completion by Easter 2021.**



# Upcoming Projects



**The Quartz Series ( Mass-Affordable Communities ):** are designed as truly green independent communities for workers and investors interested in budget homes that are value-engineered to provide a wholesome lifestyle. Introductory pricing are from N5.6 Million to N12million. The pilot scheme is located in Epe.



One-Bedroom Expandable  
Semi-Detached Bungalows

**₦5.6million**



Two-Bedroom  
Semi-Detached Bungalows

**₦7.5million**



Three -Bedroom Detached  
Bungalows

**₦12million**



**The Sapphire Series (Affordable Luxury Homes):** Designed as fully serviced communities offering modern comfort while encouraging communal living lifestyles. Introductory pricing from N20million to N50million.

**Finches**  
PARK  
Beside 3rd mainland bridge, oworonsoki



Three - Bedroom  
Apartments  
**₦28.8million**



Two Bedroom  
Apartments  
**₦21million**

**Pelican's**  
PERCH  
Beside Admiralty Estate, Alpha Beach, Lekki.



Three - Bedroom Apartments  
**₦32million**

**BisbellPark**  
Awuse Estate, Ikeja



Three Bed Apartments  
**₦35million**



**The Emerald Series (Premium Homes):** These communities are designed to offer a sense of community with high levels of privacy and aesthetic appeal. Introducing from N35million to N75million

**CONGRESS**  
PARK

Off Cis road, freedom way Lekki phase 1,  
Elegushi royal layout



Three - Bedroom Apartments  
**₦42.5million**



Three Bedroom Terrace + BQ  
**₦70million**

**BisbellPark**  
Awuse Estate, Ikeja

&

**Playa Bonita**  
CONDOS

Ocean Bay Estate, Lafiaji, Lekki.



Three Bedroom Terrace + BQ  
**₦55million**



4 Bedroom + BQ Condo  
**₦75million**



# Supporting the community. Our CSR initiatives

## COVID19 PALLIATIVE INTERVENTIONS

**During the lock-down**, a large segment of the population ordinarily dependent on daily wages were unable to meet their needs. We at Octo5 decided to provide COVID-19 relief palliatives to 300 families in Lafiaji Village; the host community of our Ocean Bay Estate in Lekki, Lagos.



In addition, we supported the Young Presidents' Organisation's (YPO) initiative to build an isolation centre at the Landmark Centre Lekki that accommodated 100 beds intervention facility to Lagos State in the fight against the COVID-19 virus.





# Millennials **micro-business support** ( M2Biz ) initiative

## We empowered 35 micro-businesses

through our Millennials Micro Business Support (M2Biz) initiative by distributing grants worth up to N100,000 each to help sustain these 35 micro-businesses selected across Nigeria. The most vulnerable segment in the Nigerian economy are micro-businesses, who constitute over 80% of businesses in the country and they require the most support to endure these trying times.

## Octo5 Micro Support **Winners**

@Neemarh\_babs, @Temi\_sandra, @Roberts\_weave  
@Anniesapphire\_, @Chenille, @Kroby\_wears  
@Diana\_stitches, @Marvishoney.ng, @Stapha\_preneur  
@rejoicenasa, @muneerah.3, @becca\_craayy,  
@jamesjnr247, @ayotundekolaw, @young\_tiger911  
@Caridad, @Qiqifarms, @zebran\_marketplace  
@no\_stain\_laundry, @Kahdsoledesigns, @Kesyhub  
@iamvickyseun, @adeboriomoooba, @Ozella\_\_,  
@hrm\_chidinma, @matthewadeyemo8, @Vonstylez  
@tbeatzofficial, @temmy\_fabbie, @asannwa  
@akanbiadeola6, @brown-fashion\_house  
@Lolade\_mykaels, @Dessyclothingandfashion  
@Dorcasalex2, @Billy\_faith, @Saraloge\_signature





# Community Improvement works

Resolving Stormwater drainage challenges Along Buena Vista Boulevard/VCE Estate/OceanBay

The recent massive developments around our Ocean Bay Estate resulted in reclamation of vast expanses of land further limiting and constraining flow of storm water in the neighborhoods.

To partially address this problem, Octo5 initiated and funded the construction of a 150-meter-long external stormwater drainage channel.

This 150m drain was constructed using V shaped precast concrete drain panels linking the access road at the end of Victoria Crest Estate 2 property line and along the existing easement provided into the community lake behind Buena Vista. This drain will carry all run-off water from our estate and the neighborhood directly into the lake.





# UNBOXED CONFERENCES EMPOWERING MILLENIAL BUSINESSES

On the 6th and 13th of June 2020, we co-sponsored an online mentorship program during which our CEO Jide Odusolu, joined other leading professionals in the online mentorship of 360 young professionals and entrepreneurs to foster a strong mentor-mentee relationship.

**Are you 35 years or below?  
Come and get mentored  
by an industry leader!**



**2020YPONLINE**

A few of our confirmed mentors ...



**Juliet Ehinmuan Chiazor**  
Country Director  
Google



**Toye Odunsi**  
CEO  
Custodian & Allied Insurance



**Tomi Somofun**  
MD/CEO  
Unity Bank



**Jide Odusolu**  
MD/CEO  
Octo5 Holdings Limited



**Folabi Awajobi**  
Country GM (Swaziland)  
Mondelēz International



**Folake Odediran**  
GM & Country Chair  
SANOFI, Nigeria and Ghana



**Seye Kosoko**  
Company Secretary  
FBN Holdings



**Nnidi Nwuneli**  
Co Founder  
Sahel Capital



**Sola Osinola**  
Senior Director, People  
Technology, Naspers



**Sola Aiyepoku**  
Executive Chairman  
Lagos State Sports Commission



**Dole Adeginka**  
Chief Digital Officer  
Polaris Bank



**Alex Coma**  
Managing Director,  
Grand Cereals Ltd



**Bimbo Manuel**  
Actor & writer



**Ayobami Idunle**  
Major General and  
Commandant, NAOS, Ojo



**Femi Bankole**  
Chief of Neurosurgery  
LUTH



**Solape Hammond**  
Special Adviser on  
Sustainable Devt.  
Goals, Lagos State.



**Kola Oyeyemi**  
GM, Customer Experience  
MTN Nigeria



**Taiwo Afonja**  
Partner,  
ACAS-LAW

**Saturday 6th & 13th June 2020 | 10am - 12 noon  
ONLINE**

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# The Octo5 Team



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Contact  
Center Now  
Operational**

**Address**

**Suite 310, Holbon House,  
Plot 649 Franca Afegbua Crescent Zone E.  
Apo Legislative Quarters,  
Abuja.**



# The STOW App

View progress/pictures of house being built, after you reach your milestone

Subscribers make purchases via app and pay milestones through online bank transfer

Subscribers choose the plan most compatible to their cashflow

Subscribers can make additional payments as able

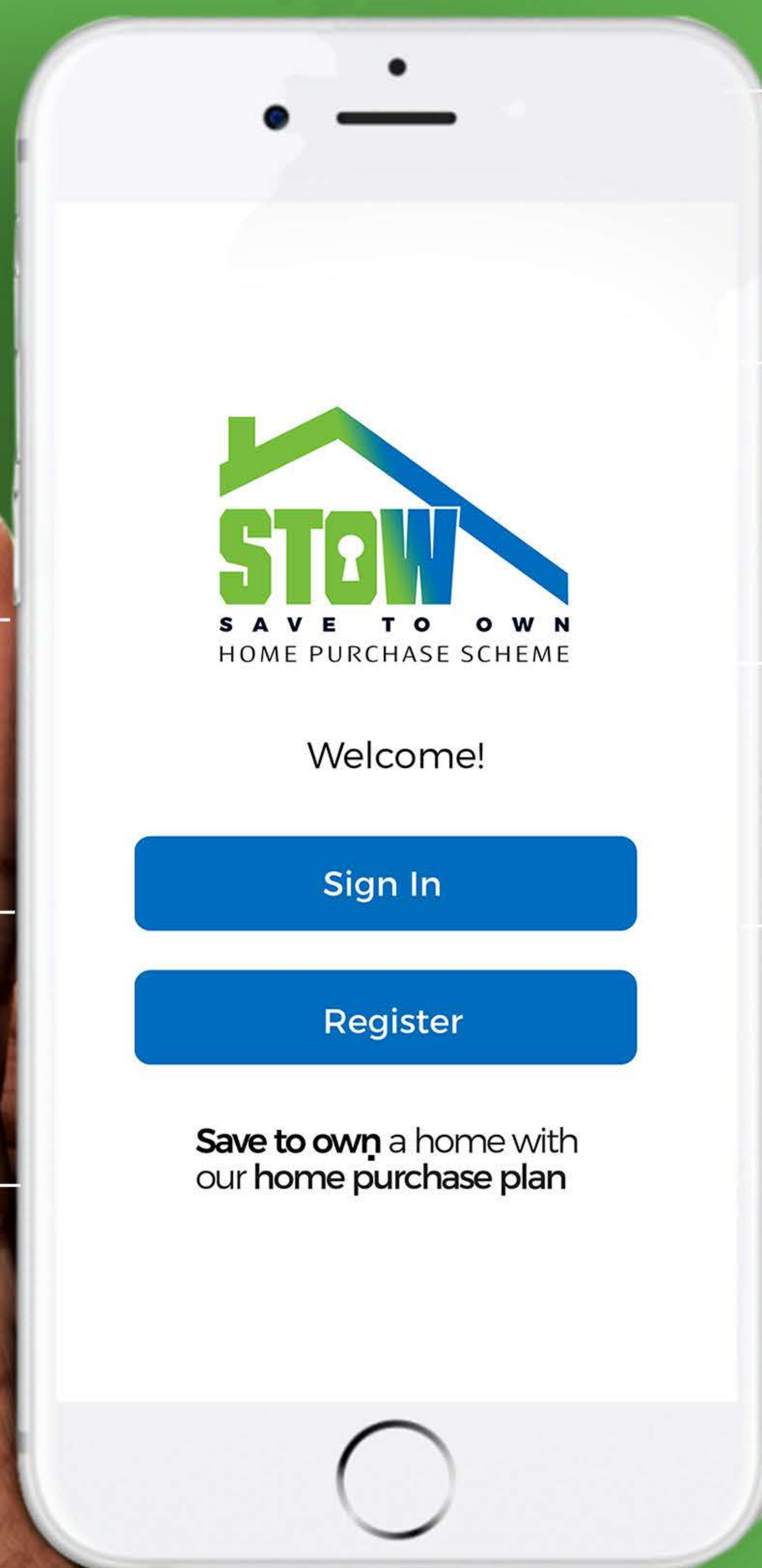
E-documentation on property/purchase

Self eligibility assessment

View payment plans / account and check outstanding / aggregations

Get reminders / payment prompts for the next threshold on a monthly basis

Self prequalification for mortgages





# Unlock Your hidden Potentials

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home purchase plans

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Web App

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Octo5<sup>®</sup>

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## Contact Us

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[www.octo5estates.com](http://www.octo5estates.com)