



## PRODUCT INFORMATION BROCHURE

### **WHAT IS [WWW.THEREALDEALNIGERIA.COM](http://WWW.THEREALDEALNIGERIA.COM)?**

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is an internet-based service designed and provided by BENIAIAH GRAY RESOURCES LIMITED; a firm registered under the enabling laws of the Federal Republic of Nigeria.

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is an easy and convenient platform for people anywhere in Nigeria and Nigerians all over the world to find and view the latest real estate offers available across major cities in Nigeria

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) provides the platform to anyone looking for any kind of real estate anywhere in Nigeria to post a request for such a property he/she is looking for and to connect with a vast array of real estate vendors from across Nigeria who can offer and proffer answers to your unique real estate requirements

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is a web based service that helps you understand what kind of property is on offer BEFORE you go for physical inspection of the property; saving you time and energy

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is modern technology for real estate vendors (agencies, developers, solicitors, and valuers) to conveniently advertise their properties for sale and/or lease to more Nigerians and people across Nigeria; as well as across the world

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is an internet-based marketing tool for real estate vendors to enable them gain more access to and connect with more people in more parts of Nigeria and more Nigerians in different parts of the world

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is a 'virtual showroom' for real estate vendors from all across Nigeria to put their property offers on display with clear and crisp pictures; such that more people from across Nigeria and Nigerians anywhere in the world can 'virtually walk in' and see those properties you have on offer

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is a tool designed to reduce stress, simplify your business processes, and maximize value results for real estate vendors

## OUR VISION

Our sole aim is to continually offer an online platform that facilitates the exchange of information -in clear formats of words and pictures- such that people (particularly Nigerians) anywhere and everywhere can find and offer information (in words and pictures) on real estate in Nigeria

## OUR MISSION

Our commitment is thus: that as long as people will require real estate for personal and business purposes we will always provide a medium whereby more real estate vendors (agents, agencies, developers, valuers & surveyors, solicitors) can conveniently offer more options and more value to more people across Nigeria and thus achieve far more results

## WHAT IS THE BENEFIT OF [WWW.THEREALDEALNIGERIA.COM](http://WWW.THEREALDEALNIGERIA.COM) TO YOU AS A REAL ESTATE VENDOR?

As a real estate developer, agency, solicitor, or valuer & surveyor:

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) gives you the opportunity to provide more information on the properties you have for sale and/or lease; with the benefit of you putting up clear and crisp pictures of those properties so that people can actually see what you have on offer

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is an online market place accessible by millions of Nigerians and people from anywhere in the world; hence the properties you have on offer are viewed by more people in real-time and thus generate more value based on more demand

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) helps reduce stress of marketing for you; people actually have a basic idea of what the property on offer looks like before they ask for physical inspection of the facility; this improves your prospects of closing the deal significantly

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) helps save costs and energy in your business

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is simple and convenient as you can easily register, upload, manage, and update information about your company and your property offers from your home and office in real-time from any internet enabled computer

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) literally expands the horizon of your business; because of the platform we offer you have access to more people in more parts of the world

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is designed to connect you to more opportunities to do business and provide value services to more people as you receive specific requests for real estate posted by users on website; and ultimately grow your business

Our commitment as a service provider is to continually and innovatively advertise and promote [www.therealdealnigeria.com](http://www.therealdealnigeria.com); the convenience and service it offers to Nigerians at home and abroad;

and provide proactive excellence as a one-stop 'virtual' marketplace for anyone and everyone that needs to find, buy, or rent property anywhere in Nigeria.

#### **GUIDELINES ON HOW TO USE [WWW.THEREALDEALNIGERIA.COM](http://WWW.THEREALDEALNIGERIA.COM)**

##### **HOW DO I REGISTER AS A REAL ESTATE VENDOR?**

**STEP 1:** Open your browser on your internet enabled computer and type in 'www.therealdealnigeria.com' to log-on to the website

**STEP 2:** Click on 'SIGN-UP'; a registration form appears on the page

**STEP 3:** Provide all the required information (you have the option to provide a picture of the corporate logo of your company in gif or jpeg photo formats)

**STEP 4:** Click on 'SIGN ME UP' when you have finished filling in the registration form

An account will be created automatically for you on our database and you will receive an email from us confirming your registration.

##### **HOW DO I ADVERTISE MY PROPERTIES ON [WWW.THEREALDEALNIGERIA.COM](http://WWW.THEREALDEALNIGERIA.COM)?**

[www.therealdealnigeria.com](http://www.therealdealnigeria.com) is designed to function as a 'do-it-yourself' product; where you can conveniently create and manage information about the properties you have available for sale and/or lease

**STEP 1:** Open your browser on your internet enabled computer and type in 'www.therealdealnigeria.com' to log-on to the website

**STEP 2:** Click on 'LOG-IN' and a login page will appear on your computer screen

**STEP 3:** Type in the email address and password you used for your registration in the space provided and click on 'LOGIN' at the right hand corner of the 'LOGIN' page

**STEP 4:** On the new page click on 'MY LISTINGS'

**STEP 5:** On the new page click on 'ADD A NEW LISTING'

**STEP 6:** Provide all the information (with the wise option of providing pictures) of the property you are advertising on the page provided and when you are through click on 'ADD LISITING' at the end of the page.

(Please note that when you want to indicate the price of the property in the space provided input **FIGURES ONLY**; i.e. if the price is N3million naira, type 3000000 in the space provided for price, do not put commas, the naira sign or any alphabets; we have set the system to automatically display the naira sign and commas when you follow this instruction. Any further details about the price of the property [whether payment is in dollars, price per annum, instalments, etc.] can be included in the box provided for you to give your prospective client(s) a graphic description of the property for a good sales pitch)

The information will be stored on our database and is available for viewing from prospective clients visiting the website from anywhere in the world; to add more than one property listing just repeat STEP 4 to STEP 6 above.

#### **HOW TO MANAGE YOUR LISTINGS ACCOUNT**

You have the option to edit the information you provide about your company when you log-in; when you click on 'MY ACCOUNT' you can edit, change, and update your personal information or change your password as you so choose to; and then save your changes by clicking on 'UPDATE'

You also have the option to edit and update the information you provide about each property you are advertising on [www.therealdealnigeria.com](http://www.therealdealnigeria.com); you just go to the 'MY LISTINGS' page and click on 'UPDATE' for the property you want to edit; edit the information and then click on 'UPDATE' and your changes will be automatically saved

In the case that a property you advertise is off the market i.e. it has been bought or rented, you can delete the listing and replace it with something else you have available for sale or lease

#### **HOW MUCH WILL IT COST ME TO ADVERTISE MY PROPERTIES?**

We have designed two packages for real estate vendors to advertise their properties, namely: **GOLD PACKAGE** and **PLATINUM PACKAGE**; both at a fair monthly subscription rate to you as a subscriber.

#### **GOLD SUBSCRIPTION**

Subscribers who pay for this package will enjoy:

- Listing up to 10 properties for sale/lease on the [www.therealdealnigeria.com](http://www.therealdealnigeria.com)
- space for up to 5 pictures per property listing
- an inbox for the subscriber to receive specific requests for properties posted on the website by users
- an opportunity to network with other agents, agencies, and developers
- special invitation to seminars organized by the service provider for networking opportunities and acquisition of knowledge for effectiveness

## **PLATINUM SUBSCRIPTION**

Subscribers who pay for this package will enjoy:

- listing up to 20 properties for sale/lease on [www.therealdealnigeria.com](http://www.therealdealnigeria.com)
- space for up to 5 pictures per listing
- an inbox to receive specific requests for properties posted on the website by users
- special invitation for participation in seminars organized by the service provider for networking opportunities and acquisition of knowledge for effectiveness
- network with other listed agents, agencies, and developers

**The GOLD package attracts a monthly subscription charge of N5, 500 only; the PLATINUM package is N9, 200 only**

For real estate vendors with very larger property briefs, we recommend multiple registrations using different emails, designated contact persons, and categorization of the accounts under dedicated briefs of SALE and LEASE/RENT respectively\*

## **CONTACT US**

For further inquiries log-on to our website and join our LIVE HELP client service team to give you the assistance you may need in using our product; or call any of our help lines on 01-8796960, 07055985213, 07055985217, 07030280078, 07030280079; or leave a message and we will be sure to provide answers suitable to all your inquiries

**ALL TERMS AND CONDITIONS APPLY**