



# Rainbow Apartments

*Joint Venture Proposal*



# About Us

Ademola & Titilope Adebuseye

Rainbow Estates is a multi-dimensional real estate solutions provider founded by Mr Ademola and Mrs Titilope Adebuseye. The company has been founded on over 15 years combined experience working within the real estate sector of Nigeria - starting from the very bottom of the chain as Receptionist and rising as high as the General Manager position at a real estate firm.

We have noticed a lot of shortcomings of the real estate sector in Nigeria, some of which further ignited our passion to bring Real Estate solutions closer to people.

Our First project as a company - The Rainbow Apartments proposes to be a magnificent work of art solving property problems for middle income earners and young families. A block of 5 flats sitting on about 600 square meter plot of land just a few minutes away from Lagos.





# Executive Summary

This document is our company's proposal inviting you to invest in the Real Estate industry of Nigeria.

As a Real Estate service provider, we at Rainbow Estates want you to partner with us in bringing solutions to the middle income earners.

We are proposing 50% ROi within 24 months.



# Problem Statement

- There is an increasing demand for high rise apartments in Lagos, particularly by middle income earners due to the affordability of these types of apartment buildings.
- Young families are increasingly interested in owning their own homes and are looking for such opportunities.
- A lot of individuals live as far as 3 hours from their places of work and are interested in living closer to their places of work hence, are open to renting/leasing these kind of properties.







# The Solution

With over 15 years experience, we take pride in the knowledge of the ins and outs of the real estate industry and with a dedicated team of experts in various fields and departments we are definite that our service solutions in residential property management will help put your resources to good use, deliver on the project and deliver on our promise to you of high ROi.



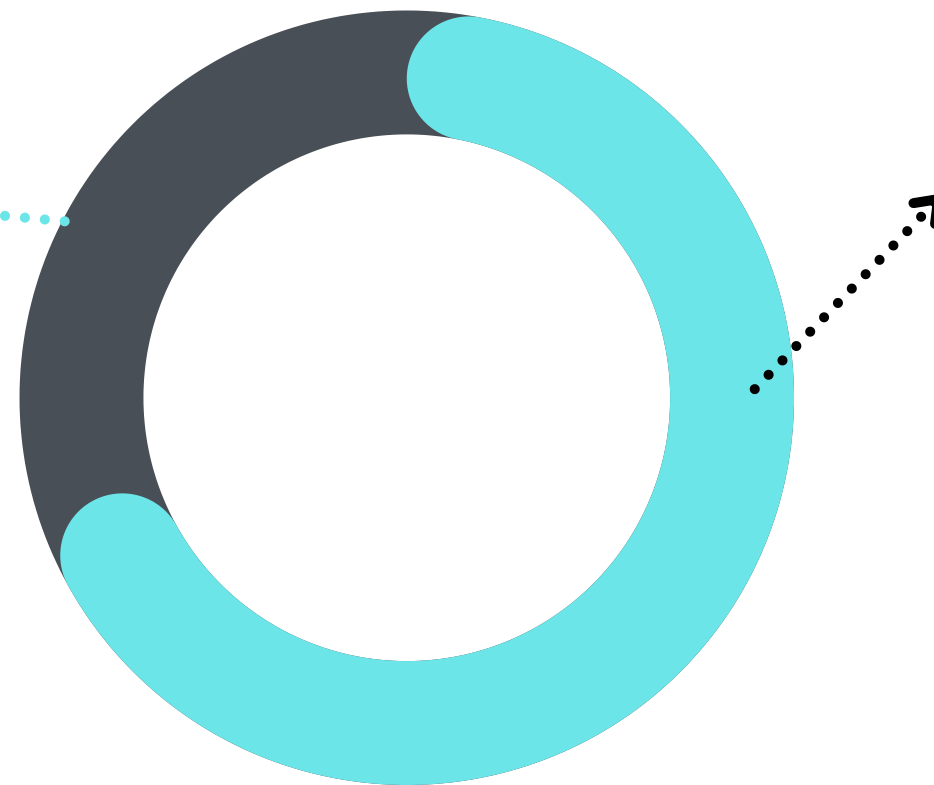
# Target Market

For this project we will be targeting individuals within the age brackets of 30-60 years in various degrees as shown below

**46 YEARS - 60+ YEARS**

**30%**

These set of people are investors who want to buy the property solely for the purpose of earning rental income



**30 YEARS - 45 YEARS**

**70%**

These category of people are those who wish to buy and live in the apartment with their family. A few of them may move on later to self-compounds and put up the apartment for rent/lease/resell





# Partnership Requirements

We are proposing a partnership solely for the take off of development for Rainbow Apartments in Wawa, 10 minutes from Berger bus stop, Lagos.

This requires a moneytary investment worth up to N50 million (Fifty million naira) or \$121,000 (one hundred and twenty one thousand dollars).

You can only chose one tier. There are only two slots available.

Please note that the sum quoted here is not the entire funds needed to complete the structure - it is meant for the project off take.

EXPECTED ROI: 50%



# Timeline

Phase	Description	End Date
Phase 1	Aquisition	March 31, 2022
Phase 2	Conceptualization & Preparation	April 30, 2022
Phase 2	Development	August 30, 2023





# Marketing Strategy

We will partner with mortgage companies who will pay upfront and in full for interested home owners and then the owners continue to pay the mortgage to the partner company for the agreed period of time - this will help us sell out on time.

We will also be using already collected data of individuals who have purchased a property at one time or the other in Nigeria - We have a database of over 300 individuals who have bought landed property in and around Lagos over the last 3 years.

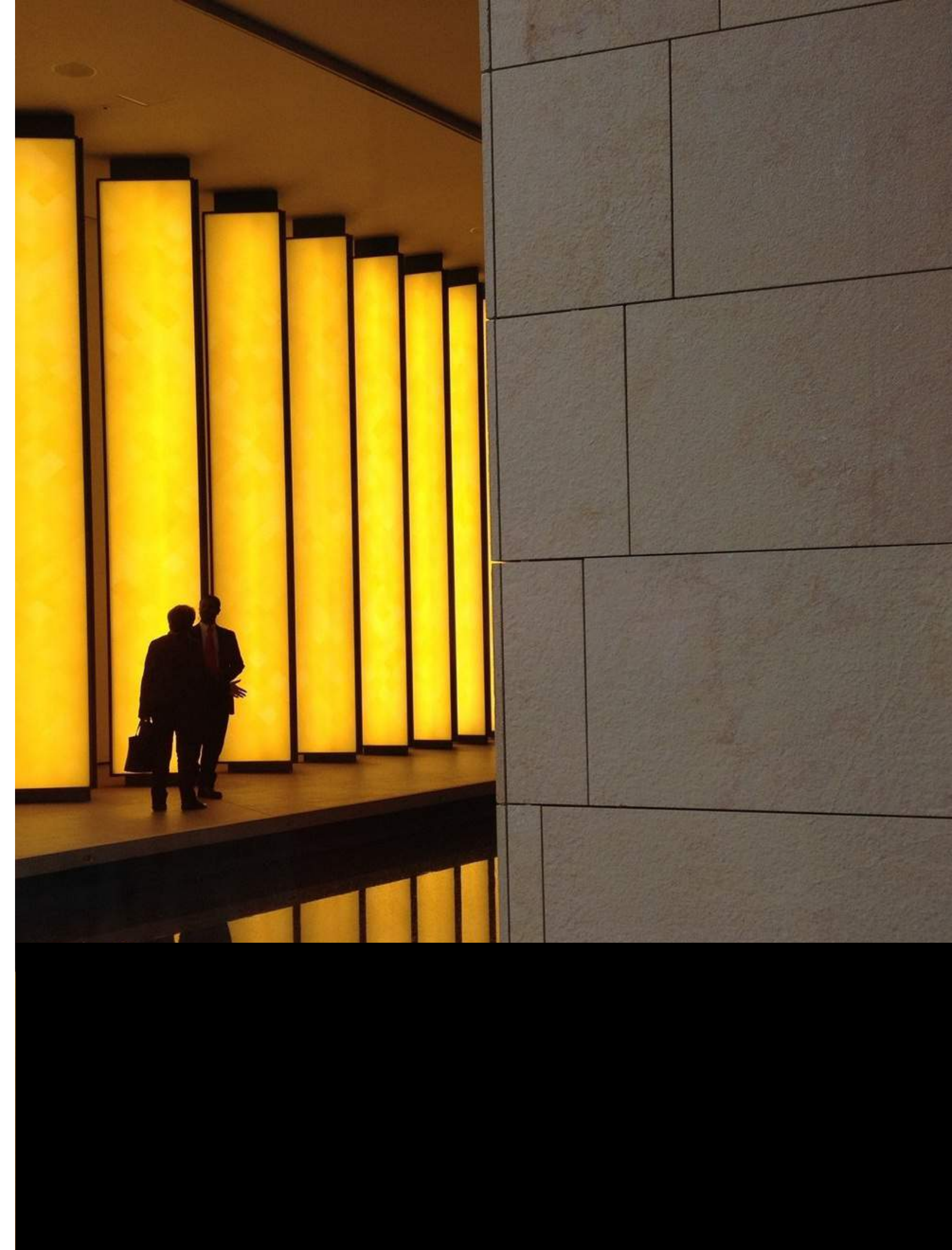




# Exit Strategy

This Joint venture will run for a period of two years (24 months) with construction set to begin in June 2022.

You have the option to cancel your subscription at any time before the construction commences.





# Rainbow Apartments

(c) 2022

thank you

*Residential* | — *Interior design* | *Management*

