

Report 1

Department: Brand Communications

Staff: Gideon Filani

Duration: May 1-16

Social Media Platforms (Overview)

S/N	PLATFORM	ENGAGEMENT	INTERACTIONS	FOLLOWERS	ACCOUNT REACHED
1	Instagram	21	126	67 (Increase by 4)	420
2	Twitter	30	N/A	9 (Increase by 2)	279
3	Facebook	45	45	12	21
4	Tik-Tok	24	21	8	835

** Number of content produced in the month: 10 across the board*

Best Performing Post for the period

Instagram: <https://www.instagram.com/p/C6qgvJyatK/>

Reached: 109

Engagement: 12

Video Played: 146

Twitter: <https://x.com/deedeerealtyinv/status/1787795916713234900>

Reached: 77

Engagement: 6

Video Played: 33

Tick-Tok:

https://www.tiktok.com/@deedeerealty/video/7367334774542781702?is_from_webapp=1&sender_device=pc&web_id=7369205425479321093

Reached: 550

Engagement: 13

Video Played: 506

Facebook: <https://www.facebook.com/share/v/E1oEJoT3JoSpDdVW/?mibextid=oFDknk>

Reached: 7

Engagement: 3

Video Played: 10

MOJODA SITE INSPECTION

Within the same period, we went for 2 inspections in Mojoda, Epe with 2 clients.

TRAINING

Within the past two weeks, we had an internal training on Introduction to Real Estate in Nigeria, we the below as a summary:

The Nigerian real estate market offers diverse opportunities and challenges. Staying informed about market trends, engaging with professional bodies, and pursuing ongoing education are essential for success. As the market evolves, adapting to new technologies and sustainable practices will be crucial for long-term growth and profitability.

- **The Importance of Ongoing Education and Staying Informed** The real estate market in Nigeria, like many others, is constantly evolving. Market conditions, regulations, and consumer preferences can change rapidly, requiring professionals to stay informed and adaptable. Engaging in continuous education through seminars, workshops, and courses offered by institutions like the Nigerian Institution of Estate Surveyors and Valuers (NIESV) and the Real Estate Developers Association of Nigeria (REDAN) is crucial. These organizations provide valuable resources, including updates on regulatory changes, market trends, and best practices.
- **Engaging with Professional Bodies and Networks** Active participation in professional bodies and networks is not only beneficial for knowledge sharing but also for networking opportunities. These platforms allow professionals to connect with peers, share experiences, and collaborate on projects. Associations like NIESV and REDAN offer certifications and training programs that enhance credibility and skills, making members more competitive in the market.

Final Thoughts The Nigerian real estate market offers vast potential for those who are well-prepared and proactive. By staying informed, embracing innovation, and engaging with professional networks, real estate professionals and investors can navigate the complexities of the market and achieve sustained success. As the market continues to evolve, those who adapt and anticipate future trends will be best positioned to capitalize on emerging opportunities, contributing to the growth and development of Nigeria's real estate sector.

DeeDee Realtors Community

The realtors' community is gradually taking shape and I hope we can have our own internal realtors' site inspection. We have about 11 realtors' within the community and are planning to host a Realtors' Meet and Greet where we can all see, network, share ideas, and maximize the immense potential available to us.

Press Conference

The press conference is proposed for June 13. It is designed to be more of an official launch and also dedicating the bus which will be used for site inspections and other official responsibilities.

The proposed venue is on one of the floors at Dominion Plaza, with an expected guest of about 40 people comprising of press men and dignitaries.

Report 2

Department: Brand Communications

Staff: Gideon Filani

Duration: May 17-24

Social Media Platforms (Overview)

S/N	PLATFORM	ENGAGEMENT	INTERACTIONS	FOLLOWERS	ACCOUNT REACHED
1	Instagram	27	95	69 (Increase by 2)	23
2	Twitter	10	N/A	9 (Increase by 2)	72
3	Facebook	16	11	12	21
4	Tik-Tok	13	229	15 (Increase by 8)	284

MOJODA SITE INSPECTION

Within the same period, we went for 1 inspection in Mojoda, Epe with 1 client.

Press Conference

The press conference is proposed for June 13. It is designed to be more of an official launch and also dedicating the bus which will be used for site inspections and other official responsibilities.

The proposed venue is on one of the floors at Dominion Plaza, with an expected guest of about 40 people comprising pressmen and dignitaries.

Update: The venue has been confirmed

DeeDee Realtors Community

The realtors' community is planning a Realtors Meet and Greet for June and plans will begin to take place actively from next week.

Other Matters

- The external hard disk **Seagate Backup Plus 1TB file storage** has been received from Emmanuel and the raw files will be copied into the drive and made available by Monday. Editing will be done during the week
- The mobile phones and the Lenovo tab are in the care of MD
- The furniture man has been contacted concerning the storage shelf for the media equipment. Waiting for the shelf to be delivered to the office which the furniture man said next week all things being equal.
- We haven't been able to run sponsored ads as planned because funds weren't released. It will be moved to June.