THE REALTOR'S GUIDE

THE GARDEN OF JOY & TRANQUILITY REDEFINED.

HARMONY
GARDEN & ESTATE DEVELOPMENT LTD.

HOW TO BUILD A STEADY INCOME

SELLING PROPERTY

ALONG LEKKI-EPE AIRPORT CORRIDOR

**Without Chasing Buyers,
Wasting Money on Ads, or
Starting From Zero Every Month.**

A practical guide to finding buyers, building trust, closing more deals, and growing a sustainable real estate business.

HARMONY GARDEN & ESTATE DEVELOPMENT LTD.
The Garden of Joy & Tranquility Redefined

START HERE

CLOSED A DEAL LAST MONTH... BUT STRUGGLING AGAIN THIS MONTH?

One month, you close a deal and earn your commission.

The next?

Your broadcasts get ignored. Prospects disappear. Inspections get cancelled.

And you're back searching for buyers as though the last sale never happened.

The problem isn't always effort.
It's often the absence of a system.

Many realtors are already working hard, posting, calling, advertising, and attending inspections. But without structure, hard work becomes exhausting.

WHAT IF YOU HAD:

- ✓ Verifiable properties
- ✓ Professional marketing materials
- ✓ Products for different buyer needs
- ✓ Structured homeownership options
- ✓ A practical follow-up system
- ✓ A growing realtor network
- ✓ Visibility over your clients, transactions, and earnings

That's what this guide gives you.

THE GOAL:
Stop treating real estate like a monthly hustle and start building a sustainable sales system.

THE THREE TRAPS

IT'S NOT THAT YOU'RE LAZY. YOU MAY JUST BE MISSING THE SYSTEM

Two realtors can sell the same estate.

One closes consistently. The other struggles.

The difference often comes down to escaping three traps:

TRAP 01

CHASING EVERYBODY

You try to convince people who don't have a property need. Chase buyers

TRAP 02

MARKETING WITHOUT TRUST

More flyers and ads don't automatically create sales when buyers still doubt the property,

TRAP 03

STARTING FROM ZERO

No organized pipeline. No repeat buyers. No referral system. No growing network

THE GOOD NEWS?

All three can be fixed.

Harmony Garden gives you properties, marketing resources, homeownership solutions, and realtor tools that can help you build a more structured business.

Fix the system, and selling stops feeling like a constant fight.

Visit: https://landbookbyharmony.com/resources

TRAP 1: CHASING BUYERS

STOP CHASING EVERYBODY. FIND PEOPLE WHO ALREADY HAVE A REASON TO BUY.

→ Stop begging friends to "*support your business.*"

→ Stop sending the same flyer to hundreds of contacts.

→ Stop opening every conversation with:

"Good afternoon, sir, I have land for sale."

> **You don't need everybody. You need the right buyer + right need + right property.**

PEOPLE ARE ALREADY LOOKING FOR:

✓ Land to build
✓ Property to hold long-term
✓ A family home
✓ Nigerian assets while living abroad
✓ Commercial property
✓ Opportunities within the Lekki–Epe corridor
✓ Flexible routes into homeownership

INSTEAD OF ASKING:

"Would you like to buy land?"

↓

ASK:

"Are you considering property for investment, building, business, or homeownership?"

Now you're discovering a need instead of forcing a sale.

HARMONY REALTOR RULE: *Great realtors don't force property on people.* **They match people with property solutions.**

TRAP 2: WASTING MONEY ON ADS

YOU DON'T NEED THE BIGGEST AD BUDGET. YOU NEED TRUST + MATERIALS + FOLLOW-UP.

You've boosted the post.

The inquiries arrive:

"Price?"

"Location?"

"Last price?"

Then, silence.

Why?

Because attention isn't the same as trust.

The buyer may not know you, the developer, the property, the title, or whether their money is safe.

THE BETTER SYSTEM

1. BORROWED TRUST

Don't just say "trust me." Show the company, property, documentation, and process.

2. PROFESSIONAL MATERIALS

Use approved flyers, videos, brochures, carousels, price information, and site content.

3. PROFESSIONAL FOLLOW-UP

A multimillion-naira property decision rarely happens after one Instagram post.

THE LESSON

The best closers aren't necessarily spending the most on ads.
They know how to turn attention → trust → action.

TRAP 3: STARTING FROM ZERO

DON'T BUILD A BUSINESS THAT RESETS EVERY 30 DAYS.

You close.

You earn.

You celebrate.

Then the next month arrives, and you're asking:

"Who can I sell to now?"

That's the commission treadmill.

BUILD THREE ASSETS INSTEAD

1. YOUR PIPELINE

Every enquiry needs a next step: follow-up, inspection, documentation, payment discussion, or subscription.

Today's "not yet" can become next month's buyer.

2. YOUR CLIENT BASE

A satisfied client can become a repeat buyer, testimonial, and referral source.

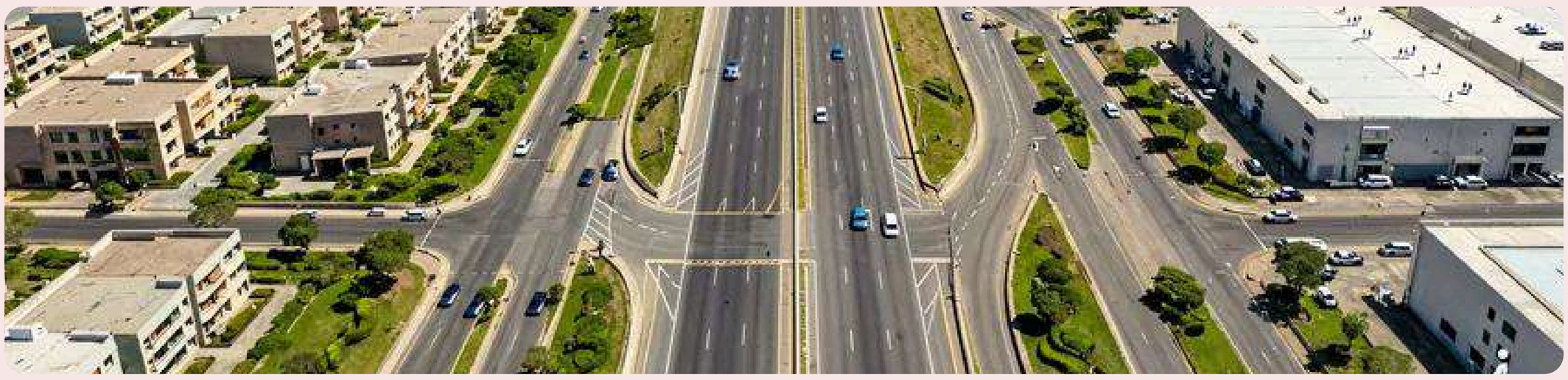
3. YOUR REALTOR NETWORK

Your long-term income shouldn't depend entirely on what you can personally sell

Build relationships. Mentor realtors. Develop a productive network.

ONE SALE PAYS YOU ONCE.
A SYSTEM CREATES THE POSSIBILITY OF PAYING YOU AGAIN.

STOP TRYING TO MAKE BORING LOCATIONS SOUND EXCITING.



Location gives the realtor a story to sell.

The Lekki–Epe/Ibeju-Lekki axis is associated with major infrastructure, industrial and commercial developments, including:

- ✓ Lekki Deep Sea Port
- ✓ Lekki Aviation Town
- ✓ Pan-Atlantic University
- ✓ Dangote Refinery and industrial activity
- ✓ Proposed Lekki–Epe International Airport
- ✓ Expanding residential/ commercial development
- ✓ Road and infrastructure projects

[Harmony Garden's portfolio]

Gives realtors opportunities to participate in the wider development narrative across the corridor.

SELL THE STORY RESPONSIBLY.

- Infrastructure
- Accessibility
- Commercial activity
- Population movement
- Residential demand
- Development potential

BUT NEVER SAY:

× *"This land will definitely double next year."*

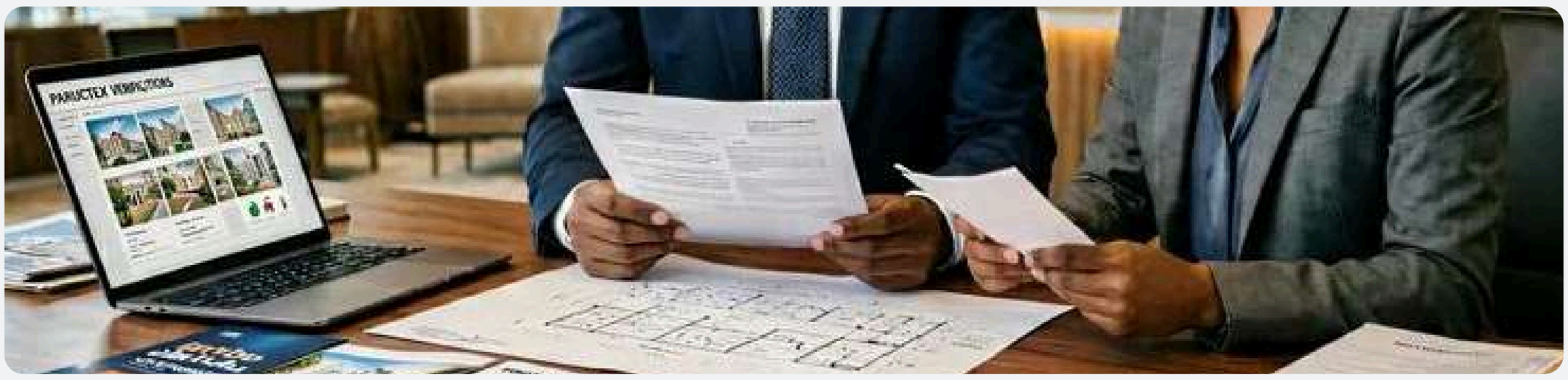
INSTEAD:

✓ **"Let me show you what's driving development within this corridor so you can make an informed decision."**

SELL THE FACTS. EXPLAIN THE OPPORTUNITY.
NEVER GUARANTEE THE FUTURE.

REMOVE BUYER FEAR

YOUR CLIENT'S BIGGEST OBJECTION MAY NOT BE PRICE. IT MAY BE FEAR.



Buyers worry about:

- Omonile problems
- Disputed ownership
- Fake allocations
- Missing documents
- Demolition
- Fraud

And as a realtor, one bad transaction can damage more than one commission.

It can damage your reputation.

So don't tell prospects:

"TRUST ME." → Tell them: **"LET'S VERIFY IT."**

Before selling any Harmony Garden property, understand its:

- Specific title
- Location/survey information
- Documentation process
- Approved payment channel
- Allocation conditions
- Current approved terms

! IMPORTANT

Different estates may have different title and documentation positions. ***Never assume. Never generalize.*** *Verify the exact property you're marketing.*

When buyers can verify what you're saying, the question begins changing from:

"Can I trust this?"
to
"What's my next step?"

FIVE BUYER MARKETS

YOU HAVEN'T RUN OUT OF BUYERS. YOU MAY BE TALKING TO EVERYONE THE SAME WAY.

1. LOCAL BUYERS

Talk about ownership, location, title, affordability, and utility.

2. DIASPORA BUYERS

Focus on verification, documentation, transparency, and trusted processes.

3. ASPIRING HOMEOWNERS

When affordability is the objection, explore applicable approved payment or mortgage structures (Ibile Traditional Mortgage System).

4. PROPERTY INVESTORS

Discuss location fundamentals, infrastructure, title, and investment horizon with increased ROI.

5. EXISTING CLIENTS

They may buy again, upgrade, explore another Harmony product, or refer someone.

THE SHIFT

Don't wake up asking:

"Who can I sell land to today?"

ASK:

"WHICH MARKET AM I SERVING TODAY?"

DIFFERENT BUYERS. DIFFERENT PROBLEMS.
DIFFERENT CONVERSATIONS

YOUR NAME IS YOUR BUSINESS. PROTECT IT WITH EVERY PLOT YOU SELL.

01: PRODUCT
Land, commercial plot, bungalow, terrace, duplex, or other approved offering?

02: LOCATION
Where exactly is it?

03: TITLE
What specific title applies?

04: PRICE
What is the current approved price?

05: PAYMENT
Outright, installment, or applicable homeownership mortgage structure?

06: DOCUMENTATION
What does the client receive?

07: ALLOCATION/HANDOVER
What conditions and timelines apply?

08: PAYMENT CHANNEL
Client payments must follow Harmony Garden's official channels.

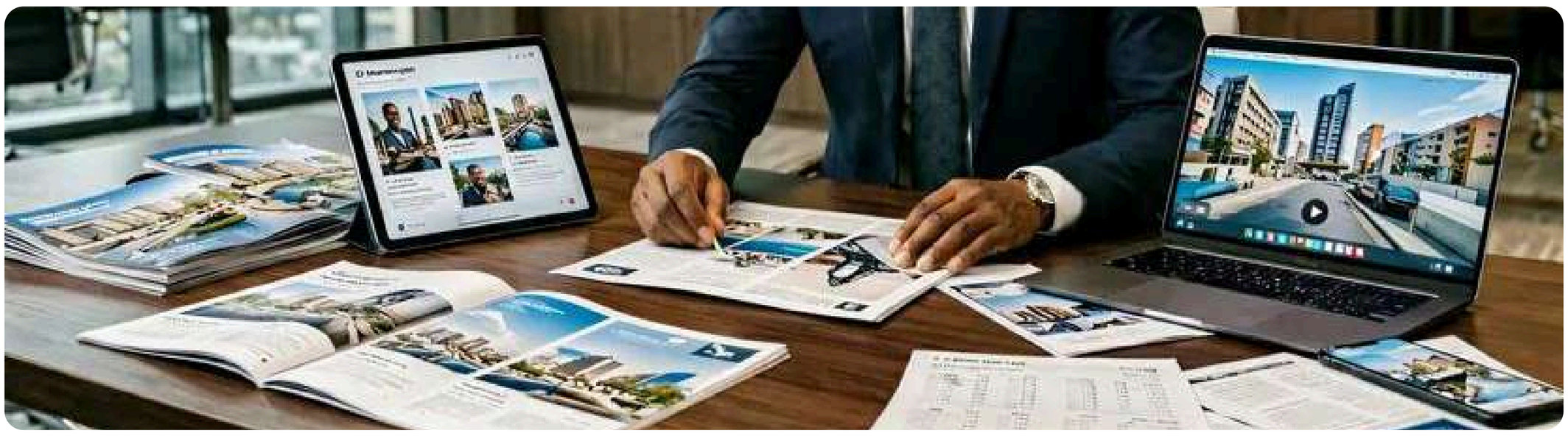
THE HARMONY REALTOR STANDARD

- Know the property.
- Know the title.
- Know the process.
- Use approved information.
- Never make unauthorized promises

Protect the client.
Protect Harmony Garden.
Above all - protect your name.

PILLAR 2: LET THE MATERIALS SELL

STOP DESIGNING FLYERS AT MIDNIGHT.



You're a realtor, not necessarily a graphic designer, video editor, copywriter, or advertising agency.

Harmony Garden's approved resources can help you sell professionally without creating everything yourself.

DEPENDING ON THE PROPERTY/CAMPAIGN:

- Property flyers
- Social media carousels
- Walkthrough/promotional videos
- Brochures and product information
- Price and campaign updates

BUT DON'T JUST DOWNLOAD AND FORWARD.

INSTEAD OF:

"Land for sale. DM if interested."

TRY:

"If you're considering property within the Lekki–Epe corridor, this is an option worth comparing. Let me explain who I think it suits."

REMEMBER

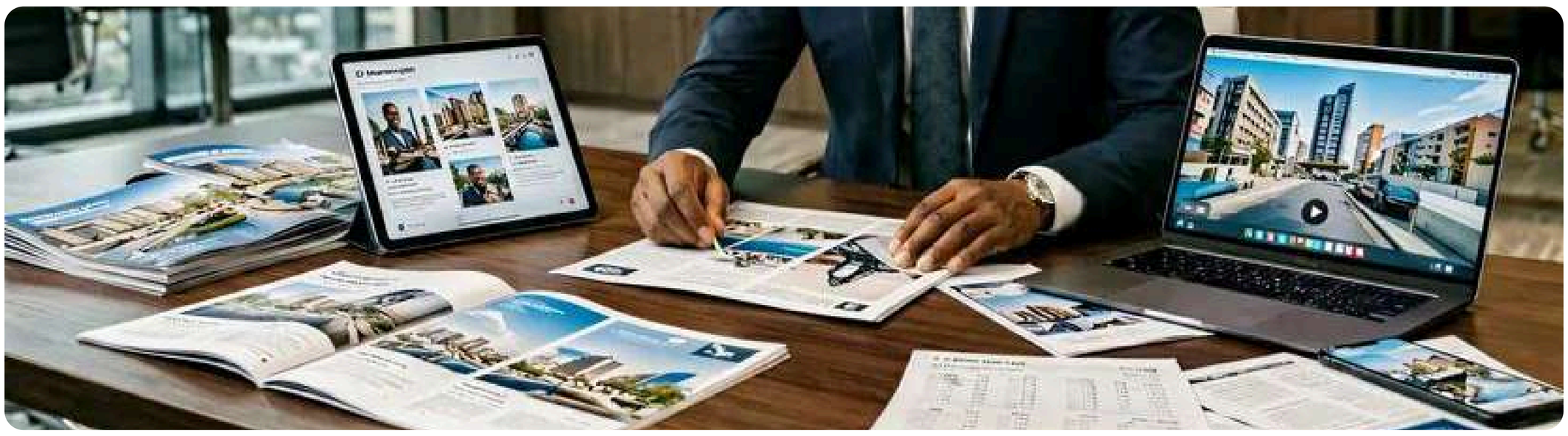
The material gets attention.
Your explanation builds understanding.
Your follow-up moves the sale.

Spend less time designing.

Spend more time
prospecting, following up,
booking inspections, and closing.

PILLAR 3: FOLLOW-UP

"I'LL GET BACK TO YOU."



Don't let that automatically mean the conversation is over.

THE HARMONY 7-DAY FOLLOW-UP RHYTHM

FIRST HOUR: RESPOND.

Send the relevant material + a short voice note.

DAY 1: SHOW.

Send an estate walkthrough, site update, or relevant property video.

DAY 3: PROVE.

Share one useful proof point: title, location, landmark, documentation, or applicable allocation/site evidence.

DAY 5: DIAGNOSE.

Ask: "Is there anything about the property, documentation, location, or payment structure you'd like me to clarify?"

DAY 7: ADVANCE.

"If the property still fits what you're looking for, would you like me to arrange an inspection?"

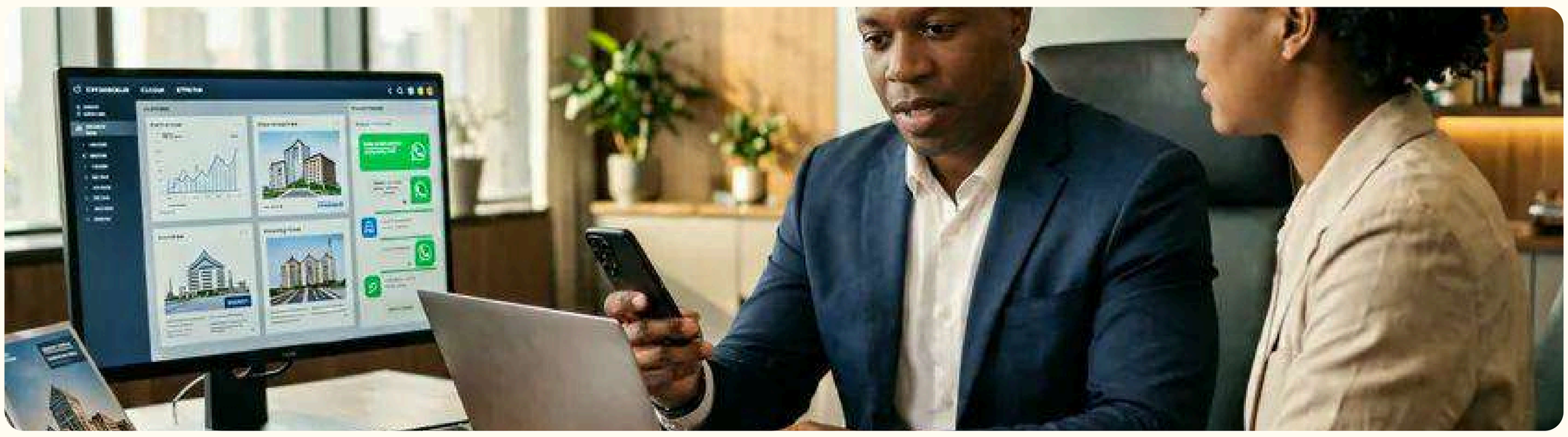
THE FORMULA

EDUCATE → PROVE → CLARIFY → INVITE

Follow up until there's a clear outcome, not aggressively, but professionally.

PILLAR 4: BUILD A TEAM

IF YOU DON'T SELL, SHOULD EVERYTHING STOP?



Working alone creates a natural ceiling.

You can only make so many calls, attend so many inspections, and personally follow up with so many buyers.

BUILD LEVERAGE

Harmony Garden's realtor structure creates the opportunity to grow beyond personal selling through a realtor network.

START SOLO.
Learn the products. Learn to sell.

GROW INTO A LEADER.

THEN TEACH OTHERS TO:

- Understand the products
- Use approved materials
- Follow up
- Close ethically
- Identify buyers
- Generate inquiries
- Book inspections
- Protect the brand

"But don't just collect realtors in a WhatsApp group. Build a productive team."

YOUR GROWTH PATH

REALTOR → CONSISTENT SELLER → MENTOR → TEAM BUILDER → SALES LEADER

Start on your own. But don't build something that can only work when you're personally working.

PILLAR 5: TRACK EVERY NAIRA

NEVER BE LEFT WONDERING WHAT HAPPENED TO YOUR COMMISSION.

You found the client. You followed up. The deal closed.

- ***Has my commission been processed?***
- ***What's my client's balance?***
- ***How much have I earned?***

THE HARMONY SHIFT: VISIBILITY

Through your realtor dashboard, you can keep track of key aspects of your Harmony business, including:

- CLIENTS
- EARNINGS
- OUTSTANDING BALANCES
- PENDING EARNINGS
- TRANSACTIONS/PURCHASES
- AMOUNT PAID
- TRANSACTION STATUS
- TOTAL EARNINGS

Your business shouldn't depend entirely on screenshots, memory, and repeated calls for transaction updates.

Better visibility over your clients.
Better visibility over transactions.
Better visibility over earnings.

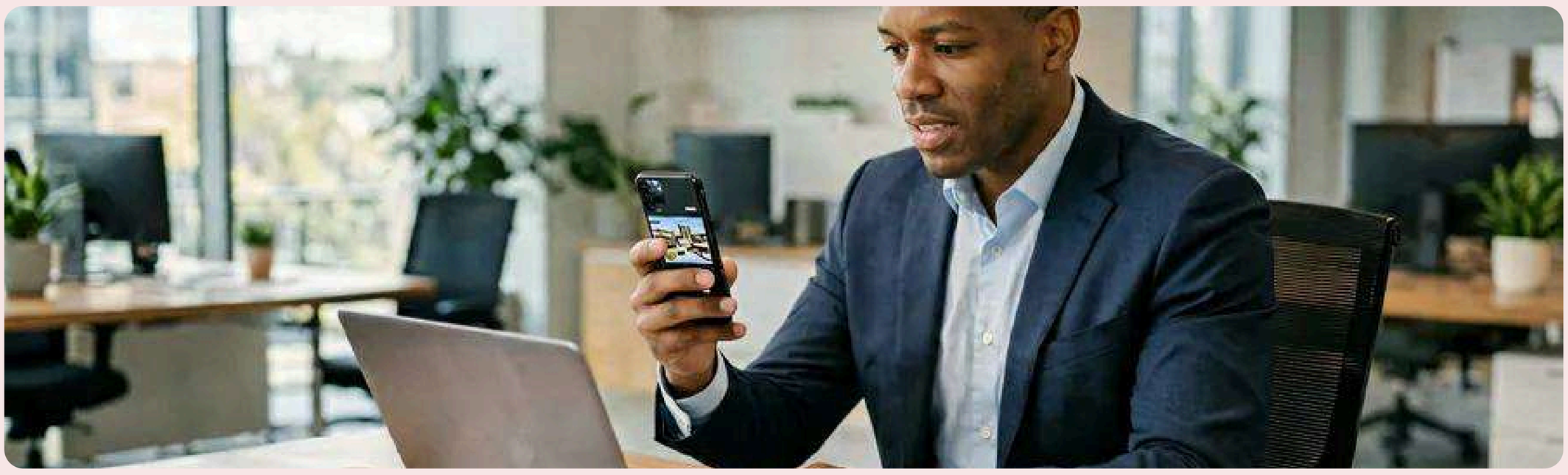
Because your commission isn't a favour.

YOU EARNED IT.

And you should be able to track it.

GENERATE LEADS WITHOUT BIG AD SPEND

DON'T HAVE MONEY FOR ADS EVERY MONTH? START WITH WHAT YOU ALREADY HAVE.



"Your phone, network, knowledge, and reputation are marketing assets."

7 LOW-COST LEAD SOURCES

1. OWN YOUR WHATSAPP STATUS

One property. One story.
One CTA.

2. USE VOICE NOTES

Your voice creates a connection a flyer can't.

3. ENTER RELEVANT COMMUNITIES

Diaspora, professional, alumni, and business groups. Be useful first.

4. ASK FOR REFERRALS

Every satisfied client may know another buyer.

5. SHARE WALKTHROUGH VIDEOS

Show the site, road, environment, and progress.

6. BECOME THE "VERIFIED PROPERTY PERSON"

Teach titles, verification, documentation, and buying processes.

7. RIDE HARMONY CAMPAIGNS

Use launches, site updates, inspections, price updates, and realtor activation to restart conversations.

30-DAY CHALLENGE:

CHOOSE TWO METHODS. DO THEM CONSISTENTLY FOR 30 DAYS.

CLOSE WITH BETTER LANGUAGE

SOMETIMES IT'S NOT THE PROPERTY. IT'S WHAT YOU'RE SAYING.

× **DON'T SAY:**
"JUST TRUST ME."

SAY:
"Let me show you what can be verified."

× **DON'T SAY:**
"IT'S GOING FAST!" UNLESS YOU CAN SUPPORT IT.

SAY:
"Here's the current availability and approved offer."

× **DON'T SAY: "IT WILL DEFINITELY DOUBLE NEXT YEAR."**

SAY:
"Let's examine the infrastructure and development factors influencing the corridor."

× **DON'T SAY:**
"DON'T WORRY ABOUT THE DOCUMENTS."

SAY:
"Let me explain the documentation that applies."

× **DON'T SAY:**
"PAY ME. I'LL HANDLE IT."

SAY:
"I'll guide you through Harmony Garden's

TRUSTED REALTORS CLOSE DIFFERENTLY

Facts over hype. Evidence over promises.
Guidance over pressure.

PROSPECTS DISAPPEARING AFTER YOU MENTION THE PRICE?

The buyer may be hearing the cost before understanding the value. Property buyers aren't simply buying square meters.

THEY MAY BE BUYING:

- A family home
- An asset in Nigeria
- Land to develop later
- A commercial location
- An asset for their children
- Exposure to a developing corridor

DON'T HIDE THE PRICE; CONTEXTUALIZE IT.

> *Try: 'Absolutely, I'll give you the current price. Let me quickly show you the location, size, title, and applicable payment structure so you know exactly what you're comparing.'*

Then give the approved price clearly.

And ask:

'WHAT ARE YOU HOPING THIS PROPERTY WILL DO FOR YOU?'

Their answer tells you what you're really selling.

Don't sell 300 sqm. Sell the buyer's reason for owning 300 sqm.

"I CAN'T AFFORD IT RIGHT NOW."

Don’t end the conversation too quickly. Sometimes, **“I can’t afford it”** doesn’t mean **“I don’t want it.”** It means: “I can’t see how to make it work.” A good Harmony Realtor understands the available payment and homeownership options and helps the buyer explore the right fit.

TOOL 1: LAND INSTALLMENT PAYMENT

Your prospect may not need to pay the full cost of the land at once. With Harmony Garden 1 year installment plan for land acquisition, Buyers are able to understand the **initial deposit, payment period, balance, and applicable terms**

Instead of asking:

“Can you pay everything now?”

Ask:

“Would an approved installment payment plan make this easier for you?”

Always confirm the current company-approved payment terms before presenting them.

TOOL 2: IBILE TRADITIONAL MORTGAGE SYSTEM

For buyers whose goal is homeownership, the Ibile Traditional Mortgage System provides an applicable structured pathway toward owning a home.

Ibile Traditional Mortgage System provides an applicable structured pathway toward owning a home.

TURN “I CAN’T AFFORD IT” INTO OPTIONS

Understand the current:

- Deposit requirement
- Applicable interest
- Payment tenure
- Eligibility conditions
- Allocation/move - in conditions
- Approved property options

Never invent or alter financial terms just to close a deal.

TOOL 3: LAND-TO-HOME

Already sold your client Harmony Garden land? That relationship may not have to end there. Where the approved Land-to-Home structure applies, an eligible client's verified land value may form part of their pathway toward acquiring a home. This gives you another reason to reconnect with existing landowners and explore their next property goal.

THE REALTOR ADVANTAGE

Average realtors know the price.
Better realtors know the payment options.

GREAT REALTORS KNOW THE PATHS TO OWNERSHIP.

When a buyer says, **“I can’t afford it,”** don't pressure them.

Understand the obstacle. Present the applicable option. Help them find a realistic path forward.

YOUR FIRST 30 DAYS

DON'T TRY TO DO EVERYTHING. FOLLOW THE SYSTEM.

WEEK 1

SET-UP and LEARN

Register for free, activate your dashboard, and download the marketing kit for one estate you love. Then

Register for free, activate your dashboard, and download the marketing kit for one estate you love. Then proceed to learning by mastering the location of the property, title, price, payment structure, documentation, landmarks, and inspection process.

WEEK 2

CHOOSE YOUR MARKET

Pick one: Local | Diaspora | Investor | Aspiring homeowner | Existing client. Identify 20 relevant prospects. Start posting your status daily.

WEEK 3

SHARE & FOLLOW UP

Start conversations. Use approved materials and the 7-day follow-up rhythm. Focus on moving prospects to the next step.

WEEK 4

INSPECT, CLOSE & BUILD

Book inspections. Handle objections. Close appropriate prospects. Ask for referrals. Then begin Introducing other realtors to the system.

REPEAT

LEARN → PROSPECT → EDUCATE → FOLLOW UP → INSPECT → CLOSE → REFER → REPEAT

Steady income is built one focused cycle at a time.

YOUR HARMONY-SELLING ECOSYSTEM

DON'T SEARCH TEN WHATSAPP GROUPS JUST TO FIND WHAT YOU NEED TO SELL.

Your Harmony Garden ecosystem can give you access to property information, approved materials, current pricing, videos, brochures, inspection information, realtor tools, and transaction visibility.

TOOL 1: LAND INSTALLMENT PAYMENT

- **LEKKI AVIATION TOWN**
- **GRANVILLE ESTATE**
- **THE PARLIAMENT ESTATE**
- **MAJESTIC BAY**
- **HARMONYCASA**
- *and other current Harmony Garden of erings*

HOME-OWNERSHIP CONVERSATIONS MAY INCLUDE:

HOME-OWNERSHIP CONVERSATIONS MAY INCLUDE:

- Ibile Traditional Mortgage System
- Harmony Renewed Hope Mortgage System
- Approved land-to-home opportunities

YOUR SIMPLE SYSTEM

REGISTER → ACTIVATE → LEARN → SHARE → TRACK

Don't sell everything at once.
Pick one product. Master it. Find its buyer. Start conversations.

A confused realtor creates a confused buyer.

Product knowledge creates confidence.

YOUR NEXT MOVE

STOP DESIGNING FLYERS AT MIDNIGHT.

You now have a system for:

Finding buyers. Building trust. Presenting property. Following up. Handling objections. Exploring ownership pathways. Tracking earnings. Building referrals. Growing your network.

Don't let this become another PDF sitting on your phone.

YOUR NEXT 6 MOVES

1. **GET CONNECTED**
   Join Harmony Garden's approved realtor channel.
2. **GET REGISTERED**
   Register and Activate Your Dashboard.
3. **PICK ONE PROPERTY**
   Don't master everything today.
4. **MASTER IT**
   Location. Title. Price. Documentation. Buyer. Process.
5. **IDENTIFY 20 PROSPECRIPTS**
   Not random contacts, people whose goals may genuinely fit your property.
6. **START ONE CONVERSATION TODAY**
   Ask: "Are you considering property for investment, building, business, or homeownership?" Then listen.

BUILD THE POSITION THAT MATTERS

Don't be the loudest realtor. **Be the most informed.** Don't make the biggest promises. **Build the strongest trust.** Don't just chase the next commission. **BUILD A BUSINESS THAT CAN PRODUCE THE NEXT ONE.**

WELCOME TO
THE HARMONY REALTOR COMMUNITY.

Learn the products. Build your pipeline. Serve your clients. Track your earnings. Grow your network. Protect your reputation.

BUILD SOMETHING SUSTAINABLE.