



Champion Idogun

Real Estate Real Money

What You Were Never Told About Investing in Real Estate in Lagos.

REAL ESTATE REAL MONEY

**What You Were Never Told About Real Estate Investing in
Lagos**

Champion Idogun

Real Estate, Real Money: What You Were Never Told About Real Estate Investing in Lagos

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Dear Reader,

Congratulations for downloading this real estate booklet, it shows that you're a student of investing who strives for mastery. It's ironic how people spend wad of cash investing in real estate and other alternative assets but won't spend a penny to get educated on investing. They won't even read a book on investing. Your courage to devote the next 30 minutes of your time reading this book, reveals that you're one of the rare breeds of people who value financial education and investing, which is commendable.

You can't be a better investor if you don't take investing as a sport and train for it. You train like a footballer. You train like an athlete. You shred your weight. You stretch your muscles and prepare for an Olympic. That gives you a chance at winning. Investing is your Olympic my friend, and your mind is your philosopher's stone of fortune. My hope is that within the next 30 minutes, which you'll dedicate to reading this short piece, that you gain invaluable insight that'll transform your life and fortune forever. Fasten your seatbelt. Are you ready?

Introduction

My name is Champion Idogun, the Founder and Lead Consultant of Lagos' #1 real estate investment platform, LekkiEpe.com. I help people achieve financial freedom through real estate investing. Many people, especially strangers, are often puzzled by my name. "Champion"? They often ask, "Is That Your Real Name?" Well, in the words of Morpheus to Neo in the Matrix, "What's real?" "How do you define real?"

Let me tell you a quick story about how I got that name. There is a deeper story behind it. It reflects my journey through life over the years. Daring. Defying the norms. The guy who doesn't follow the crowd.

I always define my own path. Not easily swayed by public opinions. Perhaps, all these played out in how I got the name 'Champion'. I was young, and blazing with the ambition to do big things with my life. I wasn't born with the name. I made it and it made me. It got me into a lot of troubles then.

I was born at a time when my family was in a financial crisis. It was a 'bad' time to be born. After the years of boom, I was a sufferer of the gloomy times. Prior, my dad was gainfully employed as a foreman with the then Bendel Cement Factory in my community in the formerly Bendel State, Nigeria. Besides his job, he was very entrepreneurial, he had a small business too. Perhaps, that plays a significant role in how I got enamoured with entrepreneurship.

Due to the collapse of Bendel Cement Factory in the early 1990s, he lost his job in 1991, and that had a snowball effect on his business. Everything went crashing! My dad's business went underwater. It was a hard time. It was a moment of economic depression for my family. And that was when I was born. I was born during a tough time, and tough times make tough men.

It was on a Sunday and because of that, my dad named me 'Sunday'. I like how that name sounded each time my dad called me, "Sunny". It was sweet! However, as we grow, life gives us an option to choose our own path and name ourselves.

Once I hit my bar mitzvah, I started the quest of finding myself. At age 13, I started traveling within. And at the right time,

the universe brought the name to me. I adopted the name 'Champion' at age 13. It was strange! No one around was called by that name. I was the first I knew. Choosing that name brought its whips. That was how I got the name. I gave it to myself at age 13. And over the year, that name has made the difference. There are doors it has opened to me, and opportunities it has brought my way. Through my experience, I have learnt that there is power in a name.

My name is Champion. I make people rich. I help you achieve financial freedom through real estate investing. I help you protect and scale your wealth through a proven wealth blueprint. That's what I and my team help you do through real estate investing. My goal writing this book is to show you how to be the champion of your personal economy and be financially free through real estate investing.

1

My Real Estate Story

I ventured into real estate with the hope that it would help me put my life together as a young man whom all odds seemed against. At age 25, I had just graduated with a Bachelor's Degree in Arts and Humanities from the University of Benin, majoring in English and Literature. That was probably all I had; if the intangibles count, then my skillset, mindset, and belief in the impossible would prove significant.

Soon enough, I graduated. I had been involved in real estate 2 years prior and after graduation, I headed to Lagos immediately, the mark of an adventure in real estate entrepreneurship. That was the beginning of a great story, one still in making!

After endless prospecting selling real estate, I eventually closed on my first sale after 6 months in Lagos. It was an 8.5-million-naira deal. I made about 900 calls to get that one sale. It wasn't easy but I had enough resilience to stay on it until it

worked. It either works or I die trying. At the end of that year, I had succeeded in closing on more property sales. Following my performance, I was one of the Top 4 Selling Realtors for a foremost real estate development firms in Lagos where I worked as a consultant.

To share my secret to success with the world, I took out the time to document my story, the process, and what it takes to succeed all in my first book, *Anyone Can Be Rich* which was published in 2020. In May 2022, my second book, *Venture and Vulture Real Estate Investing* was published and launched in Dubai with printed copy currently read in over 10 countries.

Fast forward, in 2022 after launching my second book in Dubai, I saw the need to take real estate bigger and help more people achieve their dreams of owning safe and secured properties, and getting access to quality research insight on the Nigerian real estate market.

I and my team decided to launch a real estate investment platform LekkiEpe.com (kindly check it out). We survey the market, get valuable and affordable properties in the best locations, with high appreciation rate and cashflow. We also

ensure that these properties are genuine and have good documentation. Regardless of where you are in the world, your dream to own real estate in Nigeria is now within your reach.

2.

This Is a Mistake You Must Never Make!

A few years ago, in 2018 while starting my journey as a real estate broker, I encountered a man. We met in the business hub of the city of Abeokuta. He was probably in his mid-50s then, and we struck a conversation. It was intense, one that bent my curiosity and made me wonder and ponder deeply.

I tried selling an idea to him, the idea of investing in real estate, the idea of building trans-generational wealth, the idea of giving leverage to his children, and children's children. But his philosophy about life was quite different.

Well, he doesn't believe in investing in properties. His parents never did. He was abandoned in the village growing up. None of his rich uncles came to his aid. But he had enough resilience. He had the typical Nigerian fighting spirit. He was

able to fund himself through high school, and with his entrepreneurial spirit, he went into trade and now, he's a self-made multi-millionaire. By the way, he lives in Lagos, and we were both visitors in Abeokuta when we met.

I sat down and listened to his story doused in emotions. Besides the compelling story, I realised I was not just talking to a stranger, I was in the presence of a warrior, a real fighter that has gone through the thick and thorns of life and made a meaning out of it.

“All I owe my children is proper education. I didn't even get that from my own parents and see how I turn out. I believe with education they can create their own wealth,” he said.

I listened to him enthralled. No interruption. I knew there was more to his philosophy. And he looked smart too. I tried selling him a different philosophy, but he won't accept it. Well, I can't tell you I was able to change his mind, but then, I learned that

you can't change the mind of everyone. With time, everyone learns eventually. We won't be 'James Bond' forever and I will explain it deeper.

Don't Make This Mistake!

It is good that people invest not just for themselves but for their children and family. However, when it comes to real estate and investing, it's first about you before others.

You're probably still a young adult, agile, and full of strength. You still have the energy to work and make money. But have you ever thought about your retirement? Have you ever thought about what would fund your living at old age?

Research reveals that one of the greatest fears people have, is the fear of old age. People are afraid of growing old. In old age, the truth eventually dawns on everyone especially those that didn't plan for it. You finally realise that your strength can't serve you anymore, and woe to you if you don't have assets set in place that can fund your living at old age.

You don't want to be a “burden” to your children at old age. Or do you? It is poor thinking sending your children to school as a retirement plan; you expect them to take care of you financially at old age. Why not learn from the rich and do what they do? The truly rich invest in their children, they send them to the best of schools, yet they don't depend on them for their financial needs at old age. They depend on their assets. They have assets, especially cash flow assets like rental properties, as retirement plan, not their children.

Your investment in real estate is first for you. It is for your financial freedom and personal mental liberation. It is designed to fund your lifestyle without anxiety and to enjoy your days at old age. If you must live long and fulfil your days, you must take care of your old age at the early cycle of your life; because money worries and anxiety can cut a man's life short.

Follow a better way to win at life; make money, and invest in cash-generating assets (real estate) as early as possible. Investing in real estate is not just for the rich, it is also for those that want to be truly rich. It will save your life and help you fulfil your life's truest purpose.

The Two Inheritances You Must Pass on to Your Children

This is one of the most profound lessons taught to me by my billionaire mentor. My billionaire mentor is a man I connected with who became my alchemist. He is an addicted real estate investor. In one of our conversations, he taught me a deep lesson on the two inheritances the rich give to their children and he wanted me to do the same. He said to me, “Champion, there are two inheritances you must give to your children.” I was nonplussed wondering what that could be. But he didn’t leave me stranded in thoughts. He was always open to teaching me and that gave me immense insight to wealth, financial freedom, and real estate investing. He is one of the most intelligent men I have met.

I couldn’t wait to learn what these two inheritances are. “The first inheritance you must give to your children is the gift of

philosophy”. “Philosophy? How do you mean by that, sir?” I was submerged in the thought. Knowing that I had lots of questions on my mind, he interrupted again, and said “there is a mental construct for wealth. The rich understand that making money and building wealth is not the same. They understand the inner workings of the universe and principles through which wealth is created.” He paused, smiled, and ascertain that I was catching up with his train of thoughts. Then he asked me, “Champion, have you heard the Yoruba Proverb that says, ‘it is the child that isn’t trained that will sell his father’s properties?’” He said it in Yoruba, translated it into English and expounded on it. I was blown away. To cap it up, he said, “philosophy is the bedrock of all wealth.”

Whenever you see a wealthy generation succeeded by a poor one, it reveals one thing; the philosophy which the preceding generation used to create their wealth wasn’t transferred. “Philosophy is the first ingredient of wealth, but it’s not enough. You need the second inheritance,” he said.

That day he challenged me to be a student of the wealthy and that I should pick up the philosophy that separates them from the poor. Understanding how the rich think is the first step

to getting rich. He said, “the greatest gift you can give to your children is the Gift of Philosophy.” Also, he had a special name for the kind of education the rich give to their children, he calls it *The Education of the Rich*. He wanted me to get rich so I can pass on the right philosophy to my children and give them mental leverage like the rich. He challenged me to document my thoughts in form of books because that’s part of the inheritance of philosophy.

I was swept-off my feet by these thoughts and couldn’t wait for him to tell me the second inheritance to pass on to my children.

The Second Inheritance

He continued the fascinating lesson, “property,” he said, “is the second inheritance. The rich create assets that are systemic and pass them across to the next generation”. He asked me, “Champion, have you heard of the Rothchild family?” No, I said. It was unfortunate that I although I was already in the University but never heard all these things from anyone. But my billionaire

mentor was patient to teach and point me to things to study and research.

Besides asking me to study the Rothchild family, he recommended I watch the documentary, *The Men Who Built America*. He pointed me to a man named Vanderbilt, who at a time was the richest men in America in the late 19th century during the industrial revolution.

The Richest Man in America Who Lost All His Wealth

He is perhaps America's greatest capitalist and industrialist, fiercely competitive. He built and controlled about 85% of railways in America during the late 19th century. He was the Elon Musk and Jeff Bezos of his time, the most powerful man in the country. His name is Cornelius Vanderbilt; died in 1877 with \$105m worth of fortune; according to *Business Insider*, that would be worth \$200bn today. In today's economy, he would still be the richest man in the world. His wealth was roughly equivalent to 50 per cent of the holdings of the U.S. Treasury at the time. How did he lose all his fortune? What did he do wrong and how can we learn from him?

Within 30 years of Cornelius' death, no member of the Vanderbilt family was among the richest in the U.S. And within 50 years of his death, the fortune was completely gone.

~ Business Insider

By 1973, 92 years after his death, his heirs had a reunion and none of the 120 attendees at the Vanderbilt family reunion were millionaires. By the way, we remember the name Vanderbilt today because he left \$1 million behind for Central University which was renamed to Vanderbilt University; that stands in memorial for his legacy.

What can we learn from that experience? Well, one of the reasons for the sudden loss of all his wealth was due to lack of sustainable systems. All his fortune was tied up in shares in his rail companies. He didn't invest in hard assets. No lands. No lakes and parks. No Mines. No Farm lands. No commercial buildings. He was based in New York and did his massive business there. New York City was a booming city with lots of economic opportunities in its real estate just like we have in

Lagos today. Cornelius Vanderbilt never bought land in New York City for mass commercial building development except for his residential house. He didn't build cash flow systems. He didn't build a proper family wealth philosophical blueprint like the Rothchild. So, his wealth was easily wiped out by his heirs on shiny things after he died.

The truly rich invest in real assets (commercial, residential, and agricultural farm, lakes, and parks etc) and they have a philosophy and systems that protect their wealth to keep it trans-generational. In life, you can either be a warning or an example; a warning of how things are not to be done, life not to be lived; an example of how life is properly lived. Don't be like Cornelius Vanderbilt in that regard. Be an example, not a warning. Build sustainable wealth systems backed by a philosophical blueprint.

Currently, we are seeing someone like Jeff Bezos diversifying massively into real estate. In 2019, it was reported that he holds 420,000 acres of land making him the 25th biggest private landowner in the United States. That's a system of wealth preservation.

In one of those conversations, my billionaire mentor said to me, “Champion, do you know in the 1960s after the independence, it was very much easier for Nigerians to travel to the abroad.” Then he paused and with a grin running on his face, he asked me a subtle question, “how old is your dad?” I told him. Then, he said, “imagine your dad in the 1960s travelled to the United States and you were born there with US citizenship, do you think that would have made a difference?” Passport, he said, is part of the gift of property which the rich give to their children.

Do you know you can acquire foreign passports that give you global mobility? Some of these passports grant you access to about 164 countries without visa. And you can acquire such by investment? Wealth is about freedom and options; he who has the most options is the wealthiest. Having limitless options and mobility, are gifts you have to give to yourself and your children. Let it be that you live in your home country, not for lack of options, but by choice.

Why Own Properties?

Well, the answer is simple. Leverage! Real estate investing is how you give leverage to yourself and those coming after you. That's what the rich do; they perpetuate their wealth. It is an offense for one generation to start from the same spot as the former. Building systemic wealth and owning real cash-flow assets is how you give your children a headstart, and even your children's children. That's how you become a good ancestor with an indisputable legacy. Some men die and they are forgotten forever; but others, their names are crested in the sand of time. Your children and children's children wake up thanking you for the leverage you gave to them by your investment in their future. The great book says, "a good man leaves inheritance for his children's children." What inheritance are you leaving behind?

The gift of philosophy and property are two inheritances you should give to your children. One is not enough. Philosophical leverage and good financial education would give them a better perspective on life and set them ahead of their peers; however, you need to solidify it with the inheritance of assets.

Regardless of where you are today, you can start your journey to financial freedom. It begins with one; investing in one unit of apartment or investing in a plot of land. And then, grow your portfolio. You will need courage and foresight to start; that's your start-up capital when it comes to real estate investing.

How To Build Sustainable Wealth through Real Estate Investing

...Why Making Money is not Enough

According to the research on *Time*, a sudden loss of wealth increases your chances of early death. “When people loss 75% or more of their wealth, they are 50% more likely to die early than people whose wealth remains steady.” This here, reveals why we must find more pleasure building sustainable real wealth than just making money. Diversification into real estate and other hard cash flow assets, is key for sustainable and predictable wealth.

There are different ways to making money. People make money through trades, businesses, and other wealth vehicles. Some, through some high-income skills and jobs.

However, it would require a different skill to grow your wealth systemically. Let's talk about the footballers, the pop stars, and celebrities; most who grew up in the streets and by harnessing their talents, are making it big. More people are escaping poverty today, but that doesn't mean they are building sustainable wealth. Making money helps you escape from poverty; protecting it through assets helps you grow wealthy and saves you from going poor.

Especially for the digital natives whom the advancement of technology has significantly given the opportunity to bridge the widening wealth gap between the rich and the poor. As this young population embraces digital opportunities in fintech, e-commerce, crypto, forex, we are experiencing a remarkable wealth shift, which wasn't possible decades ago. We now have decentralised opportunities opened to this teeming young population that can help them leapfrog the wealth creation processes and bypass age and class barrier.

Just like the industrial revolution, the advancement of technology has precipitated an unprecedented transference of wealth in the hands of the millennials. Hence, it is more

important today, to emphasise the importance of building sustainable wealth.

It is self-sabotage to think that you can build sustainable wealth through speculative vehicles or even through businesses, and sustain it doing so. Regardless of your earnings as a footballer, your career has a limit. Perhaps you may play until you're 35. What assets do you have in place to fund your lifestyle and that of your family when you retire?

Making money could be addictive and blinding. It could blind you to the importance of building real wealth. Money reveals a level of productivity, creativity, and relevance to the marketplace; if you are valuable to the marketplace, it rewards you with money. Money is the certificate given to you for producing result. The more you produce and the higher value you command, the higher you earn.

But money alone will not save you, regardless of how much of it you make. Money can't even protect itself let alone you the custodian. Money made by speculation can also be lost by speculation. Money made through business can be wiped out in the face of economic downturn. Government policies can change

and have significant impact on businesses. Your career is not sustainable too.

The journey to financial freedom begins with earning at a scale, and fortified when income or earnings are converted to assets.

As you make money, have a conservative asset investment plan. In this case, real estate is a very reliable mechanism for building sustainable wealth in any free market. Invest in real estate. Build your financial freedom portfolio. Protect yourself and your business against economic volatility and inflation.

Those that desire to build real wealth must embrace real estate investing and develop a financial freedom blueprint. I will show you how you can build sustainable wealth and achieve financial freedom both for you, your family, and your business.

Define Your Purpose for Investing in Real Estate

Investing should be driven by design, not by instincts.

Owning real estate begins with a purpose. What purpose is driving your decision to own a property? Understanding the purpose for your investment decision is more important than the investment itself.

Real estate is simply a vehicle that's designed to drive you to a destination (purpose). A wealth vehicle is a means to an end. If you must magnify anything, let it be your purpose; that ultimately will determine the vehicle to be deployed in achieving your aim. Purpose first, then the vehicle. Before you buy a property, you need to be clear on 'what you want it for' so you don't end up buying what would not serve you.

What is most important to you about buying a property? Why are you buying this property right now? What exactly are

you looking for? What do you want to achieve with this property? What makes this decision important to you right now? These are questions you need to ask yourself if you want to buy a property that drives you closer to your purpose. You must never deceive yourself. You must be certain. You don't buy what is available, you buy what serves your purpose. You're only loyal to your purpose. With clarity comes speed.

Define What You Want

People buy real estate for different reasons. Some people buy for personal residence. Some buy for investment; capital gain or cash flow. Some buy for the long term, some for the short term. It is the 'why' that determines the 'what'.

I was in a conversation with a prospect who needed an investment property. His business had started generating excess inflow and he saw the need to invest in a conservative asset since things could be unpredictable. So, he turned to real estate. Looking at his budget, we looked for a property that met his needs. He started with a landed property of 5 million naira then in a fast-developing location in Ibeju Lekki, Lagos. Within the

first year alone, the value of that property increased by 100% due to its strategic location. He was so happy to have leveraged on the opportunity then, and has gone ahead to add more as he keeps growing his portfolio. You too can start on the journey to your financial freedom today regardless of your current position.

There are other occasions in which investors want a short-term investment in real estate. Some are interested in real estate financing or funding. We give them different investment opportunities to serve their purpose. Your plan should determine your strategy.

How do you know what you want? First, define the problem you want to solve. Do you desire to invest in real estate as a vehicle to build financial security for yourself, your family, or your business? Define it! Do you desire to invest in real estate to hedge against inflation? Define it! Do you desire to invest in real estate to fund your lifestyle at old age? Define it! Do you desire to invest in real estate for financial freedom? Define it!

A Quick Lesson for Nigerians in the Diaspora

The Russia-Ukraine war has taught the world a significant lesson especially those in the diaspora, and one of such lessons is the importance of having some assets, investments or even a residential house in your home country. Remember, having options is the real wealth. You must prepare for the worst-case scenario of life. What happens if you desire to relocate to your home country at retirement, what assets do you have in place? Now you can work, invest in cash flow assets that fund your lifestyle. Youth is fleeting; it is like a body of river; you can't step on it twice. The earlier you start, the faster you attain financial freedom.

I remember receiving a call from one of my clients in Germany. He needed an investment property for his two years old son. Looking at his budget and plan to hold it for the long term, we got him a property in a strategic location in the fast-developing parts of the New Lagos City. With just 2m naira (about \$3000) per plot, he was able to secure two plots. When you define what you want, you gain clarity.

Never leave your purpose undefined! It will save you from self-sabotage. If you're a short-term investor, you can't afford the luxury of speculating. Liquidity will also have to be part of your plan. You can't invest with a long-term strategy and expect to liquidate fast and quick. Get your plan figured out.

If you need a professional to work with on developing a sound and executable Real Estate Investment Blueprint for your financial freedom, let's take you step-by-step on that journey. Your dream for financial freedom is possible. Be the hero, let's be your guide to financial freedom through real estate investing.

6.

Don't Kill the Goose!

Aliko Dangote, the richest man in Africa was asked in an interview, *“how does this drive you knowing you have billions of dollars in your bank account, I might stay in bed one day instead of working for 18 hours?”* Here's Dangote's response:

“Why will you like to stay in bed? Money is something really funny, you might have it today and lose it tomorrow. I really don't spend money anyhow.” - Happenings

Life could be unemotionally unforgiving; it punishes the ignorance of your youth, those you don't have a second chance to correct. Don't kill the goose that can lay the golden eggs of financial freedom. We have seen people who made big money in their youthful years and ended up broke because they failed to build sustainable wealth through cash flow assets. We have them in all walks of life. They didn't understand that there's a

difference between making money and building wealth. They are a warning teaching us what could happen to anyone who doesn't take wealth building seriously.

I learned that from my dad's experience. He was gainfully employed as a foreman with the Bendel Cement Factory. He also had a business selling building materials. When Bendel Cement Factory and his business collapsed in the early 1990s, that brought our family to ground zero financially. It was the hardest time of our lives until he got his retirement payoff in 2003. That was when he was able to bounce back. 13 good years of extreme hardship! I was born in that cycle of poverty, when things had fallen apart. I have learned from my dad's experience that life is a rollercoaster. You need to take wealth building seriously because the money you're making today won't save you in the long-run if not properly channelled into assets. Life punishes the ignorance of youth at old age. Life will not spare you; your ignorance will be punished. The ancient sage says, "make hay while the sun shines." So, take advantage of the chances you have today, invest and grow a predictable and reliable cash flow portfolio now you can.

By the way, I need to remind you too that it is not a spiritual ordeal to go from wealth to poverty. It is a result of poor system thinking and a lack of sound financial education. The money you make today, is the goose that can lay the golden eggs of financial freedom for you. Engaging in spendthrift is how you kill the goose.

Treat your income as a seed. Treat the money your business is generating today, especially the excesses as a seed to build sustainable cash flow systems for that business. Money is fluid, it comes and goes if not properly invested. Wrecked is the man who trusts in cash over assets. Wrecked is the man who does not build real systems (real estate) through which he stores, protects, and grows his wealth.

Real estate is most recommendable. You can bank on it for creating transgenerational wealth. You're not just building houses, rather a metaphoric goose that lays the golden eggs of fortune. If you use this same principle for your business, it can fund your expenses and liabilities without having to depend on what you make year on year. What becomes of the man who kills and eats his goose? What becomes of the man who spends all the money he makes today? What becomes of a man who trusts in his

cash over assets? If you truly desire to build a predictable and perpetual wealth system, you can't depend on cash. Cashflow is king.

7.

How Wealthy Are You?

Wealth is not measured by the money you have in your bank account, rather by how long you can live without having to work for money. You're not truly wealthy and financially free if you can't live your dream lifestyle without having to work. through work you make money; through assets you create wealth. When investing in real estate, you need to have the larger picture in mind, the desire to truly build wealth. You invest in real estate to build a cash flow system that outlives you, that pays your bills even when you retire at old age.

The disease of poverty is that it makes you want to quickly live big once you start making money, to prove to people that you've "arrived". These are the trappings of wealth. While the poor are addicted to living the big life with their earnings, the rich do the opposite, they invest first in assets that fund such lifestyle.

A man must not get too addicted to working for money, he should rather be addicted to making money work for him because money is an obedient servant. Money is a relentless servant; it works day and night as far as you send it on errands through passive investments.

Do you have enough assets that can fund you for a lifetime and even take care of your children after you are long gone? Do you have enough assets to fund your life for the next 20 years even if you don't have to work for money? If a financial downturn were to erupt today like a hurricane, do you have enough cash flow to sustain your business? How long can you sustain your business without having to depend on what it makes? That's how you measure wealth and financial freedom. Do you have a financial freedom plan figured out for your family and children's children? If no, why not?

8.

How I Helped My Client Make 12 million Naira Cash flow Annually

He came to me because he wanted to create a sustainable cash flow system. He was making money, but from experience, he had come to understand that money is fleeting; here today, gone tomorrow. He told me about his friend who had put hundreds of millions of naira in a speculative investment (forex), and lost it all. He didn't want to try such. He was only interested in cashflow investing and wanted a very reliable asset like real estate.

After having an honest conversation with him, we developed a cash flow wealth system road map for his financial freedom. His goal is to be making 50 million naira annually through a cash flow system within the next ten years so he would be more relaxed at retirement. Currently, he has been able to secure 6 units of cash flow apartments that generate a minimum of 2

million naira annually; and since he bought 6 units, he makes 12 million naira annually. Looking at the fast appreciation of properties in Lagos, he will surpass his goal sooner even with inflation factored into it. Imagine how this has transformed his life and business, from working for money to making money work for him.

If you were my client, how would you feel having such assets that generate 12million naira annually? Imagine growing it to 100million naira or more, how would that make you feel? Wouldn't it give you more sanity, and free you from money worries? Now you work because you want to and not because you must. You don't struggle to pay your bills anymore. You live life from the point of abundance and not scarcity. That's how you get financially free. Real financial freedom does not require your sweat, it only requires your assets and you can do it with real estate.

By the way, he hasn't stopped, he keeps building his cash flow portfolio. His goal is to have enough apartments that make him 50 million naira annually within the next 10 years. His goal is to be free financially.

9.

How Much Do You Need to Be Financially Free?

Imagine you can wave a magic wand, and all the money you need to be financially free finds its way into your pocket right now, how much do you need annually to be financially free? 30 million, 100 million, or a billion naira?

Regardless of your figures, there are two ways to attain that goal. One is sustainable, the other is not. You can decide to work for it if you have a high-income job or business. You can be making such annually. But that's not sustainable. Financial freedom is not measured by how much you can make, but how much your money can make for you. That is the point you make money your slave rather than being enslaved to money. The smarter way to wealth is owning assets that generate cashflow for you seamlessly, and that's why the rich invest in real estate.

If you need 30 million naira annually to live your dream lifestyle, imagine you have an asset portfolio that generates such cash flow for you effortlessly.

It is a game of numbers. So, do the math! Imagine you have block of flats and per unit generates 2 million naira annually, you'll need 15 units to have a steady cash flow of 30 million naira annually forever. Imagine you have 15 units right now, what difference would that make in your life? Imagine you're able to scale it to 40-units or even 100-units, you have gone beyond achieving financial freedom to creating financial abundance.

Why not give yourself this challenge, to see how remarkable you can make your life. Why not go for financial abundance so you can have the means to do good beyond yourself, and save the world? What will it take if you give yourself a goal to have 1000 units of houses within the next 20years? If you can see it, you can do it. It is only impossible because your mind tells you so. Go for freedom. Build a legacy. And be the new ancestor in your generation. Build sustainable wealth! But remember, it begins with buying the first unit. Having the courage to get the first is where the miracle happens.

When Is Your Financial Freedom Day?

Imagine that a few years from now, you and your beautiful family decide to throw a party. In that party are some exciting friends, people who matter to you, whose touch have significantly impacted your life in different shape and form.

The serenity sweeps your feet in awe.

In the background plays a calm music.

Everyone is doused in the rhythm.

And it's your favourite artiste from the 80s Frank Sinatra with his song '*Killing Me Softly.*'

You're flushed.

Your heart pauses.

And there runs memories upon memories, taking turns in your head.

Your eyes are wet.

You're engulfed in nostalgia.

Finally, today marks your Financial Freedom Day! Today marks your conquest over money worries. And that is the cause of the celebration. You grabbed the cup of wine, as you make a toast, "*To your financial freedom!*".

That could be you few years from now celebrating your Financial Freedom Day if you follow a blueprint that can help you work it out. You can truly be free and never have to worry about money ever again. You can live life on your terms. You can have the freedom to work because you want to, not because you have to. You can live your wildest dream and be limitless.

If that is what you want and you're willing to relentlessly fight for your financial freedom through real asset investing, I am here to show you how to do it and be financially free in 5-10years. Be the hero of your story, let me be your guide on this journey.

Financial freedom is not a gender thing, rather, it is a human responsibility. As a woman or single lady, you can be financially free if you take it as a responsibility. Until you're

financially free, you're not free indeed. You need to take assets building and investing in real estate as a responsibility for yourself and your family.

Over the years, I have worked with people from different walks of life. Professors of universities. Doctors. Aviators. Business people. Professionals from different industries both in the diaspora and within Nigeria. How will it feel if I and my team of professionals can personally work with you and help you achieve your property investment goals?

Regardless of where you are in the world, you can visit our website LekkiEpe.com and make a choice from our listed properties tailored to meet your need. You can make special request too and have a free consultation with us. Let's guide you on your dream of making safe and profitable investments in real estate. Let's show you what to look out for when buying an investment people; let's bring you closer to your dream of owning a home in Lagos, and Nigeria generally.

Why You Should Invest in Lagos' Real Estate

Lagos is the commercial nerve of Nigeria and Africa's economic giant. With the teeming young population and the nascent tech innovation coupled with the industrial, cultural, political, and financial might of the city, the future holds vast opportunities in its real estate market.

The key driver of Lagos' economic prosperity over the years, is the presence of human capital; no state in the country is more culturally diversified as Lagos. According to the 2020 Lagos Bureau of Statistics report, "the State's population is currently estimated to be 27.3million people with an annual growth rate of 3.2%. It is thus one of the fastest growing modern cities in the world. Lagos would be ranked as the third largest city in the world and constitute the aggregate population of more than 32 African countries [combined]."

In simple terms, Nigeria's economic capital, Lagos receives approximately 123,840 visitors daily in addition to its population. In all these, Lagos by landmass remains the smallest state in Nigeria.

The scarcity of land in Lagos makes it a very priced asset to own especially with the exponential population growth. A few years from now, land would rarely be available in Lagos; one reason we need to build more high-rise to make the best use of land space. Lagos needs space maximization due to land scarcity; sometimes, building a bungalow, or even a duplex, on a very valuable land is synonymous to waste. The higher we build, the more people we give the opportunity to live in the city and become more efficient in their daily living; also, the more money you make too.

Study the population growth of Lagos over the years and its impact on real estate value. That's why it is advisable to leverage on available real estate opportunities in Lagos, especially in the fast-developing locations like Epe, Ibeju Lekki Axis and some parts of the Lagos Mainland. You don't have to be super-rich to invest in these emerging locations. They are not capital intensive.

If you need help on the most valuable and fast-developing locations where you should invest, reach out to us, and get booked on free consultation. Let's take you on a journey on how the city of Lagos has grown to where it is today.

People are the real value drivers of real estate. Real estate has no value except the value given to it by people and its useability. The explosive growth and wealth the city possesses back the value of its real estate. That's why even when the rest of the world cried recession and pandemic, the residential real estate market was still thriving, though the high-end market experienced crept in the downturn until Q2, 2021.

In 1950, the population of Lagos was 230,526. 13 years later at the brink of Nigeria becoming a republic in 1963, the population had increased to 952,742. In 1993, the population took a leap to 5,685,781. The completion of the Third Mainland Bridge in 1990 led to a significant population explosion in Lagos, and fast forward, Lagos' population is now about 27.3m making it the most populous city in Africa and predicted to be the most populated city in the world by 2100.

What do all these mean to you? How does a city grow from 5.6million people to 27.3m population in just 25years? That's a geometric increase! How did it happen and what has been its impact on real estate?

How Infrastructural Development Triggers Lagos' Growth

There is a correlation between mobility, commerce, and population growth. In 1900, the Carter Bridge was first constructed to link Lagos Island to the mainland even though motor transportation was yet to commence in Lagos; that was sufficient until a few years later. As the population grew, the traffic became more terrible. "In 1930, the average number of vehicles per hour on the jam way was fairly 220." To solve the challenge of traffic, in 1931, the Carter Bridge needed to be reconstructed to meet the heavy demand of the booming population, commerce and industry. Even at that, it wasn't enough.

30 years later, Lagos experienced a population boom, the Carter Bridge could no longer cope with the heavy traffic. Then the idea of a new bridge was conceived; the Eko Bridge (2nd Mainland Bridge). The contract was won by Julius Begger and

was fully completed in 1975. It was a slum sweeper connecting some major parts of the mainland like Apapa and Surulere to the Island. This infrastructural development opened Lagos economically and triggered economic boom.

Then the Third Mainland Bridge was built in 1990, it further triggered population explosion which had a significant impact on the value of properties. The value of properties in Gbagada, Oworonsoki and other parts of the mainland and Island skyrocketed.

The next phase of mobility integration and connectivity is the proposed 4th Mainland Bridge. The ring road will provide alternative traffic route from Lekki, Ikeja to Ajah, relieving the 3rd Mainland Bridge from its overstretched capacity. When this is eventually done, couple with the light train project, the New Lekki International Airport, The Lekki Free Trade Zone; it will leapfrog the economic fortune of Lagos. Hence, targeting real estate investment opportunities in the fast-developing locations like Ibeju Lekki and Epe, is a wise investment decision. With a decongested and fully integrated city, no place will be far from

home. What we need in Lagos for proper integration, is mobility intelligence.

The Appreciation of Properties in Lagos

According to a 2015 report by the National Bureau of Statistics, the appreciation of properties in Lagos is the highest for a developing city anywhere in the world. Lagos is estimated to have experienced 400-500% price increase in its real estate between 1998-2008. The closest are India and Russia, at 282% and 209% respectively. This is a pointer to the economic viability of investing in Lagos' real estate due to infrastructural development, commerce, and population growth.

As of the early 2000s, plots in Lekki Phase 1 sold for as low as N2,000,000; currently, the same sells for about N350,000,000 naira. We have also experienced fast appreciation at the Ajah main axis too; residential plots sell from 40m-70m naira depending on location and designated use (residential, commercial, mixed). These are often ready-to-build prime locations.

In Sangotedo and Abijo axis, residential plots go from 18m-30m naira. Epe and Ibeju-Lekki are the new goldmines; they are the emerging parts of Lagos with serious economic prospects; from 1m – 10m naira and more, you can still have a plot in Ibeju-Lekki and Epe with approved Government documentation, and free from all

encumbrance. Also, beach front, lagoon front and resort lifestyle properties command higher value in these axes. Any investor who desires to tap into the fortune in fast-developing locations should seek genuine opportunities in the Lekki – Epe corridor. Our team of professional brokers and agents can help you navigate the terrain and bring your perfect investment or residential properties; if you want a Waterfront property, you can have it right now. Whatever you're looking for, contact us to make a special property request, or visit our website, Lekkiepe.com and select from our special listings.

You may not have the hundreds of millions to invest in Ikoyi, Victoria Island and Lekki Phase 1; then, invest in emerging locations. It is not capital intensive; it is a good place to start building your portfolio. Invest in functional apartments. Invest in lands. Invest for your financial freedom and secure the future.

Land is limited in supply. There is nowhere it is manufactured anymore, especially in a small city like Lagos. Imagine a city that grew from 5.6 million in population to about 27.3 million in just 25 years, how will the next 20 years be like? What will happen within the next 20 years will be shocking. Smart investors like are already taking steps. Ibeju Lekki is getting more expensive daily. Epe is getting sold out. We are

seeing even the millennials in their early 20s tapping into real estate opportunities in a small scale, the middle-class and high class are investing in apartments and houses for rental income. Move fast; invest early. The earlier you move, the more fortune you make.

Lagos is largely a rental economy. The opportunities are limitless. It is reported that 85% of Nigeria's urban population lives in rented accommodation devoting 40% of their income to rent. This makes rental income investing – owning properties that generate cash flow a great opportunity for real estate investors because of the insatiable demand for rental houses and apartments. We need to focus more on building functional houses that are affordable, not necessarily “luxury” houses that are beyond the affordable of the middle-class and vast young population. Housing deficit in Nigeria is an opportunity for investors to create wealth. It is always a perception challenge. If you change how you see, what you see will change.

What You Need To Know Before Investing in Real Estate In Lagos

Most people may not be aware, but Lagos is currently at a tipping point to experiencing a monumental leap in its economic history. Like every modern city, Lagos is at a point best described as “city integration” which will further skyrocket the value of properties, especially in the developing locations.

A few months ago, I was in Dubai for the first time, and if there was one thing that fascinated me, it would be the seamless integration of mobility (transportation) in the city especially with the Dubai metro rail and trams. I needed to have the Dubai Rail experience; and my destination was a tour to the Dubai Mall. The closest rail station to my hotel was the Union Metro from where I boarded a rail to the Baniyas Square Station, then straight to the biggest mall in Dubai - The Dubai Mall. It was a thrilling experience; the benefit of an interconnected metro rail mass transport system is that it decongests the road, makes transportation more affordable, and saves time. It's more

environmentally friendly too. All these are factors that drive the value of real estate in a city. Mobility is an essential driver of value placed on real estate; the closer people are to where they work, the more productive they become and the higher they are willing to pay.

Imagine Lagos with a well-integrated intra-state mass transport system that connects every part of the city. Imagine Lagos leveraging on its water for the ferry. Imagine Lagos having a well-integrated transport system that makes the city easily navigable and accessible. We are seeing this happening already which would further trigger a growth in the value of real estate in Lagos.

The Lekki Regional Road is currently under construction; started in May 2020 and is projected to be completed by April 2023. It is designed to decongest the Lekki-epe Expressway. It links from VGC directly to Freedom Way, Lekki Phase 1. Imagine the impact that will have in reducing traffic and making life easier. The Regional Road is set as the base for the 4th Mainland Bridge which would be the biggest bridge in Sub-Saharan Africa. Imagine the impact all these would have on the city's real estate.

Lagos is currently on the verge of completing the first metro-rail transport system in the whole of West Africa. Both the Red Line and the Blue Line will be completed in Q4, 2022 and will be transmuting 500,000 passengers daily when operational. Imagine Lagos with a fully functional Metro rail system. Imagine Lagos with the 4th Mainland Bridge. Imagine Lagos with the proposed New Lekki International Airport in Ibeju Lekki. Imagine Lagos with the Lekki Deep Seaport in Ibeju Lekki.

The opportunities in Lagos' real estate within the next decade will be unprecedented. Hence as an investor, there's no better time to position yourself than now. The appreciation of properties within the next 5-10years will be massive. Move fast, be strategic and invest in strategic locations. Invest in apartments and land; leverage on this next wave of economic and population growth that Lagos is about to experience. The faster you move, the bigger your fortune.

The last time Lagos had this level of infrastructural development was in 1993 when the Third Mainland Bridge was completed; it integrated the city, led to population explosion and economic growth. Lagos literally grew from a population of 5.6 million people to 27.3 million within the last three decades. One

of the attributes of a shrewd investor, is the ability to read the political and economic climate and capitalise on it. So be strategic. This is the new wave to economic fortune. Position yourself and leverage on it. If you need help on strategic real estate investment opportunities that can help you tap into this vast ocean of fortune, reach out to us, we can help you. Move fast!

Should you invest in Lagos today?

There is probably no better time than now. Start with something. It could be plots in fast-developing locations; like Epe and Ibeju-Lekki. There are opportunities on the mainland in a place like Isheri-Mowe looking at the near-completion of the Lagos-Ibadan expressway which has significantly shrunk the distance and traffic. These are fast-developing parts of the city which you can leverage. It could be a cash flow property; the demand is insatiable. The rental cash flow in Lagos is the best you can find anywhere in the country.

Understand the factors to look out for when buying an investment property. Understand that though all lands are equal,

some are more equal than others. Understand the psychology and socioeconomic factors that drive properties' value. We have a model for our clients and it has proven to be the best real estate capitalist tool that would give you higher cashflow and property appreciation. It is a *Five Pointers Checklist for Value Evaluation*.

You can achieve your dream of owning a property in Lagos regardless of where you are; whether in the diaspora or at home. We can work with you on achieving your dream. Let's show you some real estate opportunities in Lagos.

You can fund your dream lifestyle and achieve your big dreams through real estate. We have worked with people like you in their quest to owning properties in Lagos, Abuja, and other parts of the country. Whether for investment, a buy-and-build land, or even a commercial property, our team is readily available to work with you and bring you the best of opportunities that will grow your personal fortune in style. Contact us or visit us at www.Lekkiepecom, let's get you closer to your dream home.

LEKKIEPE.COM

Lagos' #1 Real Estate Platform

What We Do Is Simple!

We present you with strategic real estate opportunities in the Lekki-Epe neighbourhood. Lekki-Epe is a culmination of our philosophy and strategy to help you tap into opportunities in fast-developing and economic viable locations, and the high-end real estate in Lagos and other cities. Depending on what you're looking for and your budget, we help you achieve your dream seamlessly. We are selective and thorough with our listings; we only recommend what will make you the best of returns. Let's go!

CONTACT

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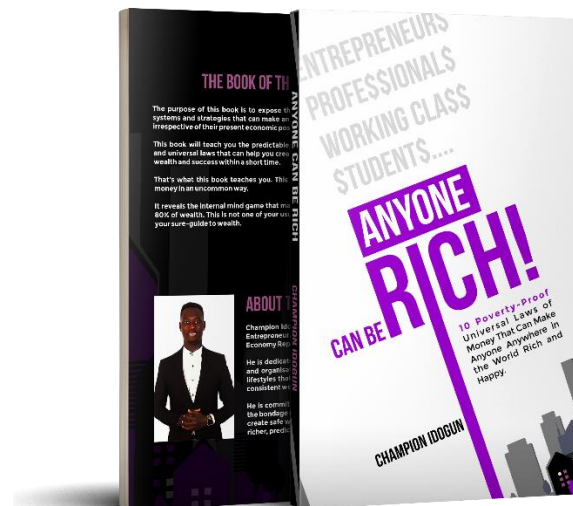
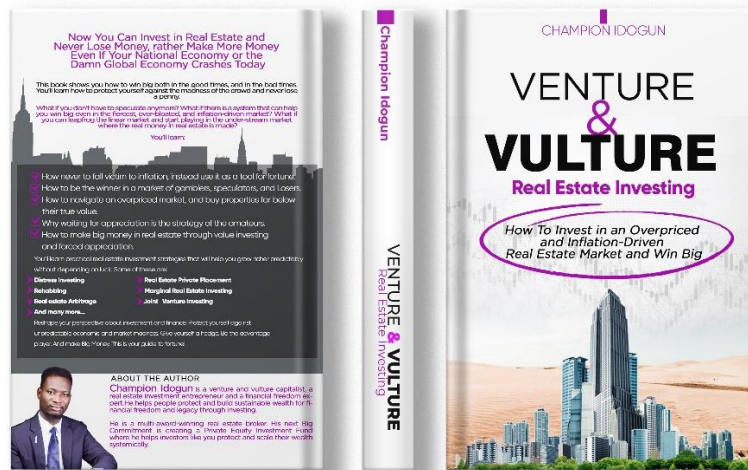
Champion Idogun is the Founder and Lead Consultant at LekkiEpe.com, Lagos' #1 real estate investment platform. He is a real estate entrepreneur, a Financial Freedom Educator, and an author. He helps individuals and institutions create financial blueprint and assets that help them achieve financial freedom within 5-10years. His latest book, ***Venture and Vulture Real Estate Investing*** was launched in Dubai May 2022, and the print copy is currently read in many countries. His first book, ***Anyone Can be Rich*** was published in 2020.

Champion Idogun also works as a brand strategist with the Nigerian Diaspora Direct Investment Summit, a United Kingdom based organisation that drives Foreign Direct Investment to Nigeria. What he does for fun is helping people make money and create profitable cashflow assets through real estate investing. He is an award-winning and top-selling real estate broker in the city of Lagos.

Recommended Books

Anyone Can Be Rich – Champion Idogun

Venture and Vulture Real Estate Investing – Champion Idogun



Available on Amazon

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