

REAL ESTATE WRITING PORTFOLIO

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Three original concept samples for Nigerian real estate marketing.

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ABOUT THIS COLLECTION

This portfolio demonstrates property sales copy, short-form video storytelling and practical buyer education. All properties, characters and campaign scenarios below are fictional examples created to showcase writing capability; they do not represent actual listings, clients, verified prices or completed commissions.

01 | Property sales advertisement

02 | 60-second property tour script

03 | First-time buyer educational article

A Home Designed for the Way You Live

Concept listing: Contemporary four-bedroom duplex | Asaba, Delta State

Space to host. Privacy to unwind. A place to call your own.

Picture arriving home to a welcoming entrance, an airy living room and thoughtfully arranged spaces that make everyday routines feel effortless. This contemporary four-bedroom duplex concept is designed for buyers who value comfort, function and a polished finish.

From relaxed family evenings to weekend gatherings, the layout gives each moment room to breathe. A modern kitchen creates a practical hub for meals, while the bedrooms offer personal space away from the day's activity.

Highlights of this concept property

- Four bedrooms with a family-friendly layout
- Bright living and dining areas
- Contemporary kitchen concept
- Dedicated parking and outdoor space
- Designed for convenient urban living

Your next chapter deserves a closer look.

Request the floor plan, confirmed specifications, pricing and viewing arrangements from the listing agent.

Portfolio note: Illustrative advertisement only. Features and location are fictional and must be verified before use in a live property campaign.

02 / SHORT-FORM VIDEO SCRIPT

60 Seconds to Imagine Home

Concept: Vertical property-tour video | Instagram Reels, TikTok, Facebook

0–08 seconds | Hook

Visual: Smooth exterior reveal and entrance shot.

Voice-over: “What if your next home gave you more than just four walls?”

08–20 seconds | First impression

Visual: Door opens into a bright living area; camera moves toward dining space.

Voice-over: “Imagine a welcoming living room, natural light and space to make everyday moments count.”

20–35 seconds | Lifestyle

Visual: Kitchen details, bedroom and staircase.

Voice-over: “A practical kitchen for busy mornings. Comfortable rooms for quiet evenings. A layout that works for family life.”

35–48 seconds | Emotional payoff

Visual: Balcony and exterior wide shot.

Voice-over: “Whether you’re planning your future or looking for room to grow, home should fit your life.”

48–60 seconds | Call to action

Visual: Agent contact overlay and property exterior.

Voice-over: “Want the full details? Send us a message to request verified specifications, pricing and a viewing.”

On-screen closing line: “Your next address starts with a conversation.”

Portfolio note: Fictional concept script. Film only actual features of a verified listing; add the agency’s contact information before publication.

5 Things Every First-Time Property Buyer in Nigeria Should Know

Buying property is exciting, but the right decision requires more than an attractive building or a persuasive sales pitch. Before committing money, take time to understand the property, its documentation and the full cost of ownership.

1. Confirm who has the right to sell.

Ask for the seller's identity and evidence of ownership. Have an independent qualified property lawyer review the title history and identify any disputes, restrictions or competing claims.

2. Verify the land and building documents.

Documents vary by state and property. Depending on the transaction, they may include a survey plan, deed, Certificate of Occupancy or other title records. Ask your lawyer to conduct appropriate searches with the relevant land registry and authorities.

3. Visit the property and inspect its surroundings.

Look beyond photographs. Check road access, drainage, neighbourhood conditions, building quality and utilities. A qualified surveyor or building professional can help identify concerns that are not obvious during a casual viewing.

4. Budget for more than the asking price.

Clarify agency fees, legal fees, searches, registration, taxes where applicable, repairs and ongoing maintenance. Request a written breakdown before making financial commitments.

5. Put every agreement in writing.

Avoid relying on verbal promises about completion dates, amenities, boundaries or payment terms. Use clear, professionally reviewed documents and obtain receipts for all payments.

Final thought

The best property decision is an informed one. Ask questions, verify the facts and involve independent professionals before you sign.

Educational content only; not legal or financial advice. Local requirements differ and should be checked with qualified professionals.