A COMPLETE SYSTEM FOR NIGERIAN REAL ESTATE INVESTORS

THE

90 DAY LAND FLIP BLUEPRINT

RESEARCH · ACQUIRE · SECURE · RESELL

WRITTEN BY

OMOJE VWE GODFREY

CREDENCE PROPERTIES

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DEDICATION

I dedicate this book to my lovely wife, **Gladys**. We began this journey together, and her courage, support and belief gave me strength to enter real estate and keep building.

I also dedicate it to our daughter, **Zoe**, who was born in 2024. She came into our marriage as a bundle of joy while we were building and reaching new heights. She reminds me that wealth is not only about today. It is also about the future we prepare for those coming after us.

Finally, I dedicate this work to **Apostle T. D. Phillips** and **Pastor TheoPistis Danjuma**. Their spiritual oversight, prayers, love and desire to see me succeed have helped me become a better man, leader and builder at Godhouse Centre, Warri, Delta State.

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ACKNOWLEDGEMENTS

This journey began with a decision my wife and I made after we missed an opportunity to buy land. I thank **Gladys** for saving with me, believing with me and standing beside me through every inspection, risk and new level.

I am grateful to **God** for the wisdom, protection and favour that carried us from two plots into a growing business. I honour Apostle T. D. Phillips and Pastor TheoPistis Danjuma for their spiritual covering and constant encouragement.

I appreciate the lawyer who helped me examine my early transactions, the surveyors, community contacts, agents, staff members and partners who brought their skills to the work. I also thank every buyer and investor who trusted Credence Properties. Your questions, courage and results helped us improve the system explained in this book.

To every reader who wants to build a stronger financial future, this book is my way of sharing the lessons that changed my own life. I hope you use them carefully, honestly and boldly.

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CONTENTS

Introduction
How Two Plots Changed My Life

Chapter 1
Land Flipping and the Nigerian Opportunity

Chapter 2
Step One — Research the Land and the Area

Chapter 3
My Land Selection Formula

Chapter 4
Step Two — Acquire the Land

Chapter 5
Step Three — Secure the Land and Its Documents

Chapter 6
Step Four — Prepare and Resell Within 60 to 90 Days

Chapter 7
Using Facebook Ads to Find Land Buyers

Chapter 8
Building a WhatsApp Lead and Sales System

Chapter 9
Instalment Sales, Closing and Protecting Your Profit

Chapter 10
From Two Plots to Five Acres and Your Next Step

Practical Worksheets & Checklists

About the Author

PREFACE

A Note to the Reader

This is my true story and my working system. I began with two plots, used my digital marketing skills to find buyers and reinvested the profit. Over time, that process grew into more than 200 plots sold, more than ₦350 million in property sales and a portfolio of multiple acres.

1. **Research the land** — Find a developing area, study the price and make sure real demand can grow there.
2. **Acquire the land** — Negotiate a good price and enter the deal in a clear and safe way.
3. **Secure the land** — Check the ownership, complete the right papers and protect the land from future trouble.
4. **Resell for profit** — Package the opportunity, market it and work towards a sale within 60 to 90 days.

Read the chapters in order the first time. Then return to the worksheets whenever you are considering a real opportunity.

I will speak to you as one person because that is how I want this book to feel. My goal is not to impress you with big language. My goal is to help you see the business clearly enough to take a wise first step.

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INTRODUCTION

How Two Plots Changed My Life

My name is Godfrey. I am a digital marketer. I started learning and doing digital marketing around 2019. Before I entered the land business, my financial life was stable. I was already doing business and making money. But I had not yet found a simple way to turn small wins into something much bigger.

The Land We Could Not Buy

I got married in 2021. Not long after that, my wife and I had a chance to buy one plot of land. The land was selling for ₦1 million. We wanted it, but we could not raise the money at that time. We had to let the opportunity go.

That experience stayed with me. It did not make me give up. It made me think more seriously about money. I saw that it was not enough to earn money and spend it. We needed to save with a clear purpose. We needed to prepare for the next good opportunity before it came.

My wife and I began to put money together. We became more careful and more intentional. We did not know all the details of the journey ahead, but we knew we wanted to own land and build a better future.

Our First Plot

In 2022, our saving began to produce a result. We bought our first plot of land at Agbarho in Delta State. The price was ₦750,000. We did not buy that first plot to sell it. We bought it to keep it. We wanted to own a real asset and understand how land investment felt.

Buying that plot gave us confidence. The ₦1 million opportunity we had missed in 2021 had pushed us to prepare. Now we had moved from wanting to own land to actually owning land. That first purchase also opened our eyes to other opportunities around us.

Two More Plots at Otu-Jeremi

About two months later, another opportunity came. This time, the land was at Otu-Jeremi in Delta State. The price was ₦400,000 per plot. We bought two plots. The price looked almost too good to be true, but we did not allow excitement to make the decision for us.

We went into the deal with a lawyer who was also a friend and a brother. He checked the papers. We also looked beyond what the seller told us. We tried to confirm that the owners truly owned the land and truly wanted to sell it. After the checks were completed, we bought the two plots.

> **Key Lesson:** A low price does not make a bad land good. Before you pay, you must know who owns the land, why it is being sold and whether the documents can be trusted. Cheap land can become very expensive when the ownership is not clear.

Why I Believed the Land Had Value

The first thing I noticed was access. The land was not locked away in a place that buyers could not reach. People could get to it, and it was only a few minutes from the road. For me, access was the first strong sign.

The area also had signs of life. People were already living there. There was a police station and other useful places around. There was also talk that a modular refinery could come to the area. The information was only one sign, so I did not depend on it alone.

The Price Gap That Opened My Eyes

About one month after we bought the land, I saw a flyer from the company that had sold us our first plot at Agbarho. Their flyer showed that they were selling one plot for ₦900,000. I had just bought land in the same area for ₦400,000 per plot. That was the moment I saw the opportunity clearly.

> The profit was not created by magic. It was already hiding inside the price difference. My work was to package the opportunity well, take it to the right people and help a buyer see what I had seen.

A Simple Video and a Facebook Advert

I was already a digital marketer, so I used what I knew. I went to the land and recorded myself with my phone. I stood on the property and spoke about the land — that it was dry, accessible and only a few minutes from the road. I also spoke about the development that could come and why it made sense to buy early.

I told viewers that only a small number of plots were available. I asked interested people to send me a direct message. Then I used the video for a paid Facebook advertisement. The response came almost at once. Within about one week of launching the advert, I had made my first sale.

The Numbers Behind the First Flip

Item	Amount
Purchase price per plot	₦400,000
Selling price per plot	₦1,100,000
Documentation cost per plot	₦200,000
Profit per plot	~₦500,000
Total profit (2 plots)	**~₦1,000,000**

I Did Not Have an Office

I did not have a real estate office when I made that first sale. I was working from my house. This matters because many people delay a good idea while waiting for everything to look perfect. What I had was a secure opportunity, useful marketing skill and the courage to show the land to people.

The Four Steps You Will Learn

1. **Research the land.** Find a developing area, study the price and make sure real demand can grow there.
2. **Acquire the land.** Negotiate a good price and enter the deal in a clear and safe way.
3. **Secure the land.** Check the ownership, complete the right papers and protect the land from future trouble.
4. **Resell for profit.** Package the opportunity, market it and work towards a sale within 60 to 90 days.

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CHAPTER 1

Land Flipping and the Nigerian Opportunity

Land flipping is simple to explain. You find land that is selling below its future value. You buy it in a developing area. You secure the land and its papers. Then you sell it again for a profit. The aim is not to hold it forever. The aim is to sell within a short time.

"Research · Acquire · Secure · Resell"

What Land Flipping Means

Land flipping means buying land mainly because you plan to sell it again. You are looking for an opportunity that another buyer has not yet seen. You buy before the area becomes too popular. Then you show other people why the land has value.

The land must not only be cheap. It must have a reason to grow in value — a good road, new houses, electricity, a school, a market, a government project or another clear sign of growth. For this book, I call it land flipping when the plan is to resell within three years or less. My main method targets resale within 60 to 90 days.

Land Flipping vs Land Banking vs Building

Question	Land Flipping	Land Banking	Land to Build
Main aim	Sell again for profit	Hold for bigger future value	Use the land for a home or project
Time guide	Three years or less	Five years or more	Based on when you want to build
What matters most	Entry price and quick buyer demand	Long-term growth of the area	Safety, title and fitness for the project

The Land I Sold and the Land I Could Have Kept

The two Otu-Jeremi plots I bought for ₦400,000 each and sold for ₦1.1 million each later became worth more than ₦4 million per plot. The flip gave me working capital to enter more deals and grow my portfolio. Today, I own more than five acres across different places. Some are for longer-term land banking.

> A quick profit and a bigger future profit are two different choices. If you need capital to grow, flipping may help. If you already have enough money and can wait, land banking may produce a larger result. Many investors use both methods.

Why Land Flipping Can Help an Ordinary Nigerian

Many Nigerians think land business is only for very rich people. A careful start with one good plot can teach you the process and help you build capital. I began with two plots. I kept buying, selling and putting the money back into land.

You can study opportunities in your own part of Nigeria. You do not need to run to Lagos or Abuja because those names sound popular. Every state has places where roads, homes, schools, businesses and population are moving.

The Fear That Keeps People Away

Land is a serious matter in Nigeria. Many people have heard stories about fake owners, double sales, family disputes and buyers who lost everything. I saw this fear in my own family.

> **Important:** Do not fight over land. Do not pay because someone is rushing you. Do not depend only on a seller's words. Use a good property lawyer, a registered surveyor and the right government or community checks. If a deal looks unsafe, walk away.

Other Ways Land Can Make Money

- Hold the land for years and sell when the area has grown (land banking)
- Farm on the land or build an agriculture business
- Lease the land to farmers while you wait for the price to rise
- Lease suitable land to a business that needs space
- Sell or lease land in the future to a school, bank, shop, church or company
- Build houses, shops or another useful property

Buy the Future Before It Becomes Expensive

The busy city you see today was once a quiet village. People who bought before the crowd often paid much less. This is why the right price can be more important than a famous name.

> "You do not wait and buy land. You buy land and wait." — But you must first buy the right land. Waiting cannot repair a bad title or a location with no real demand.

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Research the Land and the Area

Research is the first step because a good land flip begins before you pay. The money is not made only when you sell. Part of the money is made when you choose the right area, the right land and the right price.

A Developing Area Must Have Life

I once inspected land close to a university. At first, the school looked like a strong reason to buy. But the area felt closed and alone. The university had its own hostel, so most of the students lived inside the school. Outside the school, there was little housing, trade or daily movement. A landmark is not enough. You must ask how the landmark affects the people, houses and businesses around it.

What the Local Contact Must Confirm

A local contact should not only tell you that the land is good. The contact must help you answer clear questions: What is the exact name of the family that owns the land? Does that family truly want to sell? How much land do they want to sell?

What Ozoro Taught Me

I studied at Ozoro in Delta State around 2013 and 2014. At that time, some plots were selling for about ₦200,000 to ₦300,000. When I returned in 2023, roadside plots were being offered around ₦30 million to ₦40 million. A strong institution can change the value of land around it — but only when the supporting community activity is also present.

The Signs I Look For

- A visible access road — it does not have to be tarred
- A reasonable distance from a tarred road or busy route
- Houses under construction and people already living nearby
- Electric poles, transformers, water projects or other services
- Schools, hospitals, markets, government offices or large private projects
- Shops, transport and small businesses beginning to appear
- More than one type of future buyer
- Land accessible during the rainy season
- Prices still lower than nearby developed places but beginning to move
- Peace in the community and a clear leadership structure

Inspect During the Rainy Season

> The rainy season is one of the best times to inspect land in Delta State. Dry-season grass can hide a water problem. A buyer may love your video in the dry season and reject the land after one rainy-season inspection.

How I Compare Prices

I do not accept the seller's price as the market price. I check what other landowners and property companies are asking in the same area. One simple method is to contact nearby property companies as a possible buyer and ask for their current prices, plot sizes, documents and payment plans. This is a market survey.

> The real question is not, "How little can I pay?" The better question is, "After every cost, can I still offer this land at a price a buyer will accept and leave a fair profit for myself?"

Speak to People Who Are Not Selling to You

The seller has a reason to make the land sound good. I ask at least two or three people who are not connected to the seller — the youth president, trusted elders, neighbours, people who have bought land nearby. The Bible teaches that a matter is established by two or three witnesses. I use that wisdom in land research.

How I Separate News from Rumour

- Ask who announced the project and when it was announced
- Look for an official notice, approved plan, budget, signboard or visible work on the ground
- Ask two or three people not connected to the seller
- Visit the proposed location when possible
- Judge the land using what already exists, not only what may come later

The Cheap Land That Was Not an Opportunity

On one occasion, a man offered us land for about ₦600,000 when similar land was selling for around ₦1 million. Our local contacts revealed that the man did not have the right to sell. He was treated as an outcast in the community, and the land had already been sold.

> **Warning:** An unusually low price may be a blessing, but it may also be bait. Ask why the price is low. Do not be ashamed to walk away. The profit you refuse to chase can save your capital.

From First Information to a Decision

1. Hear about the land and write down the seller's name, location, asking price, plot size and claim of ownership.
2. Study the wider area through news, maps, local contacts and recent property offers.
3. Visit the land and inspect the road, walking distance, neighbours, drainage and signs of development.
4. Compare the price with similar land offered by families, individuals and property companies nearby.
5. Ask two or three independent people whether the seller has a right to sell.
6. Speak with recognised community leaders or trusted local authorities where appropriate.
7. Ask for copies or details of every document the seller claims to have.
8. If the early research is positive, involve a property lawyer and registered surveyor.
9. Count the full cost of purchase, paperwork, survey, clearing, access, marketing and resale.
10. Proceed only when the ownership, physical land, total cost and future buyer story make sense together.

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My Land Selection Formula

Research may bring several properties to my attention. My selection formula helps me choose the one that deserves my money. I do not buy because a seller is friendly or because a price sounds cheap. I buy when safety, demand and profit can work together.

The First Test Is Genuineness

> The first thing that separates one property from another is not the road, the school or the price. It is the genuineness of the land. The seller must have a right to sell. The owning family must be known. A divided family, an unknown owner or a seller who cannot explain their authority fails my first test. This is a pass-or-fail gate.

My Non-Negotiable Requirements

- The seller must have a believable and verifiable right to sell
- The people or family branches whose consent is required must agree to the sale
- The exact land must be identified and measured by a registered surveyor
- The land must have usable access and a clear path towards stronger demand
- The land should be dry or have a known improvement cost that still leaves room for profit
- The total purchase and preparation cost must leave room for a realistic resale price
- I must be able to name the type of person who may buy from me

My Two Times Profit Target

For a flip, I like a deal that gives me room to target about two times my total investment. If the land, paperwork and other costs come to ₦500,000, I want the land to have a believable resale value around ₦1 million. Two times my cost is a target, not a law. The market must support it.

> **Important:** I calculate with the total cost, not only the seller's price. I include survey work, lawyer's fees, signing, transport, local enquiries, clearing, beacons, marketing and commissions.

The Price Range I Prefer

For my present method, I often prefer land priced at ₦2 million or below. A lower entry price can leave room to sell at ₦4 million or ₦5 million when nearby market prices and real demand support it. But extremely cheap can be dangerous. A very low price must have a clear reason.

The Land Opportunity Scorecard

First apply the ownership gate. If the seller's authority and the required family agreement cannot be verified, stop. If it passes, score each area from 0 to 5. A score of 30+ is a strong opportunity for deeper checks. 24–29 needs improvement. Below 24, leave it for a quick flip.

Area	Question	Score (0–5)
Access	Can a normal buyer reach the land easily in every season?	____
Land condition	Is the land dry, usable and free from obvious physical problems?	____
Growth signs	Are people, housing, services and credible projects moving towards the area?	____
Price gap	Does the full cost leave room below comparable market prices?	____
Buyer demand	Can I name real groups of people who may buy?	____
Infrastructure	Are roads, power, drainage and useful facilities present or moving closer?	____
Documents	Can the land be identified, measured and documented without confusion?	____
Resale story	Can I explain the opportunity honestly in one simple minute?	____
Total Score (out of 40)		____

Warning Signs That End the Selection

- The family is divided or an important branch refuses to sell
- The seller cannot prove a believable right to sell
- The land appears to have been sold, fenced, farmed or claimed by another person
- The seller creates extreme pressure for immediate payment
- Independent reports disagree about the owner or size
- The land is waterlogged or inaccessible and the repair cost destroys the profit
- The proposed project is only a rumour and there is no present reason for demand
- The total cost is too close to the realistic resale price

Safety first · Demand second · Profit third

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Acquire the Land

A good property can become a bad deal when it is bought at the wrong price or under weak terms. Acquisition is the stage where research becomes an agreement. You must negotiate the price, define the land, write the payment terms and protect every naira you release.

Ask Why the Owner Is Selling

The simplest way to understand a seller is to ask the right questions. Why are you selling? What do you need the money for? How soon do you need it? How much land do you want to release? A seller who needs money quickly may accept a lower price for a fast and certain deposit. Negotiation becomes easier when you understand the need behind the price.

How Two Plots Reduced My Price

> The two plots behind my first flip were first offered at ₦650,000 each. I told the seller that I wanted two plots and could pay ₦800,000 for both. That brought the price down to ₦400,000 per plot. The strength of my offer was not only the lower price — I was offering a larger total sale.

The Extra Costs Around the Price

- Survey fees and lawyer's fees
- Signing fees and community charges
- Agency fees, clearing and beacons
- Transport and marketing costs

Deposits and Short Instalment Plans

After the first checks and survey identification are satisfactory, I may offer a deposit of about 20 to 50 percent. Local sellers who need money usually allow about three to five months for payment. An instalment plan does not repair weak ownership. The deposit should come after the early research, family checks and survey identification — not before them.

Write Everything Before the Deposit

> Before paying, there should be a written deposit or purchase agreement. It should identify the buyer, the seller or family, the exact land, the agreed price, the amount paid, the balance, the due dates and what happens if a condition fails.

The Final Acquisition Checklist

- ☐ The seller and the seller's authority have been confirmed
- ☐ The required family agreement has been confirmed
- ☐ The exact land has been shown and measured
- ☐ The access, condition and boundaries match what was offered
- ☐ The purchase price and all known extra costs have been counted
- ☐ The deposit, balance, due dates and failure terms are written
- ☐ The authorised payment receiver is named
- ☐ The lawyer and registered surveyor have completed the work required at this stage
- ☐ Receipts, bank records, witness details and signed copies are ready
- ☐ Enough money remains for paperwork, possession, marketing and emergencies

Negotiation and Financing Mistakes

- Paying because the seller created false urgency
- Paying before the land was identified and measured
- Forgetting survey, legal, signing, community, clearing and marketing costs
- Leaving lawyers, surveyors or necessary community authorities out of the process
- Borrowing without a safe repayment plan
- Using all available cash for one property
- Collecting buyer money before having clear written authority and disclosure

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CHAPTER 5 · STEP THREE

Secure the Land and Its Documents

Buying land is not the same as owning it safely. You can pay money, collect a receipt and still enter a problem. This is why the third step in my system is **SECURE**.

> **Note:** This chapter is for education. Land rules and procedures can differ from one state to another. Always use a Nigerian property lawyer and a registered surveyor for the exact land you want to buy.

The Four Parts of Security

P **People** — Is the seller the true owner, or properly authorised by the true owners?

P **Place** — Is this the exact land you were shown, with the size and boundaries promised?

P **Papers** — Do the documents tell one clear story, and have they been checked at the proper offices?

P **Possession** — Can you lawfully enter, mark and control the land without another person stopping you?

The Main Documents in Simple English

Document	What it helps to show	What it does not prove alone
Purchase receipt	Shows that money was received and states what the payment was for.	It does not prove that the receiver owned the land.
Contract / Sale agreement	Records the price, deposit, balance, dates and conditions.	It does not cure a bad title or replace the final transfer document.
Deed of Assignment	Records the transfer of the seller's interest to the buyer.	It cannot give the buyer a better title than the seller had.
Survey plan	Identifies the land by measurements, coordinates and location.	It shows where land is; it is not ownership proof by itself.
Allocation / Offer letter	Shows that a government or estate offered or allocated a stated plot.	It may not show that every condition was met.
Power of Attorney	Gives a named person authority to act for another within stated limits.	It does not make the agent the owner or repair a bad title.
Certificate of Occupancy	Is official evidence of a granted or recognised right of occupancy.	It must still be verified, and it does not excuse a buyer from checking the history.
Governor's Consent	Is the state consent normally required for an assignment of a statutory right of occupancy.	It is not the same thing as the original Certificate of Occupancy.

Build a Land File

Create one physical file and one digital folder for each property. Do not keep the only copy on WhatsApp. Scan every signed page clearly and keep a backup in secure cloud storage.

- Seller and buyer identity records, passport photographs and contact details
- Earlier title papers and the lawyer's search report
- Survey plan, coordinates, charting result and surveyor's details
- Offer, contract, receipts, bank records and payment schedule
- Executed deed and evidence of stamping, consent or registration
- Photographs and videos of inspection, boundaries, beacons, clearing and possession

Before You Pay — Security Checklist

- ☐ The seller's identity and right to sell have been checked
- ☐ Required family, company or representative authority has been confirmed
- ☐ The ownership history is clear enough for the lawyer to recommend proceeding
- ☐ The exact land has been inspected, measured and linked to the papers
- ☐ Neighbours and independent local sources have not revealed a hidden dispute
- ☐ Relevant registry, allocation, acquisition and court checks have been completed
- ☐ The price, fees, deposit, balance, possession and failure terms are written

After You Buy — Security Checklist

- ☐ Collect every original document promised and give copies to your lawyer where needed
- ☐ Complete the required stamping, consent and registration steps for that title and state
- ☐ Take lawful possession and let the surveyor confirm the boundary beacons
- ☐ Store physical and digital copies of every record
- ☐ Visit the land and respond early to signs of encroachment
- ☐ Keep proof of every improvement, clearing or payment made
- ☐ Do not advertise or resell more land than you own or have written authority to transfer

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Prepare and Resell Within 60 to 90 Days

Once the land is bought and secured, the next job is to make it easy for another person to understand and buy. You do not need to build a fence or spend a large amount of money. You need a clean piece of land, a clear boundary, good information and a simple plan to reach buyers.

Prepare the Land Without Wasting Money

My preparation is simple. I clear the plot so a buyer can see the ground. Then I add a beacon. After clearing, I take clean photographs and record a video while standing on the land. This matters because people want to see the person presenting the opportunity.

Calculate the True Cost Before Setting the Price

Cost Item	Include?
The amount paid for the land	✓
Lawyer, agreement and other documentation costs	✓
Survey, measurement and beacon costs	✓
Clearing and preparation costs	✓
Transport, local enquiries and other necessary expenses	✓
Marketing, inspection and agent costs	✓
Documents you agreed to prepare for the new buyer	✓

A Simple Pricing Example

Purchase price: ₦1,000,000

Documentation: ₦200,000

Clearing, beacons, transport: ₦300,000

True cost: ₦1,500,000

Target flip price (2x): **₦3,000,000 – ₦3,200,000**

Sell the Benefit, Not Only the Plot

A weak video says, "Come and buy this land." A useful video answers the buyer's main question: "Why should I buy here?"

- **Access:** How many minutes is the land from a tarred or major road?
- **Condition:** Is the land dry and accessible during the rainy season?
- **Landmarks:** Which school, hospital, market, palace or government facility is nearby?
- **Activity:** Are people building, farming, renting rooms or opening businesses around the area?
- **Security:** What documents have been checked, and what will the buyer receive?
- **Entry:** What is the price, deposit and payment plan?

My 60 to 90-Day Land Flip Plan

Period	Main Work	What to Do
Days 1–30	Acquire and secure	Complete due diligence, payment agreement, survey work and documents. Clear the land and mark the boundaries lawfully.
Days 31–40	Prepare the offer	Calculate the full cost, set the price, take photographs, record the land video and prepare the buyer information.
Days 41–60	Launch the campaign	Post on WhatsApp, run a controlled Facebook advertisement, answer inquiries and arrange inspections.
Days 61–75	Follow up and improve	Call serious leads, post useful updates and study where people stop. Improve the message, inspection or payment plan where needed.
Days 76–90	Close or review	Negotiate with qualified buyers, document payments and transfer properly. If there is no sale, review the price, demand, offer and marketing.

If the Land Does Not Sell Within 90 Days

Do not panic. First find the real problem. Do not solve every problem by cutting the price. Improve the video, show better proof, answer objections and follow up. But be honest when the market is telling you that the price is too high.

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CHAPTER 7

Using Facebook Ads to Find Land Buyers

This is one of my favourite parts of the book. I started as a digital marketer, and I love selling. My first land flip did not begin with a large office or a sales team. It began with a simple video and a Facebook advertisement.

> People often make an emotional decision first and then look for logical reasons to support it. They are not buying land only because it is soil. One person sees future profit. Another sees a home for the family. Your advert must help the right person see that future without lying to them.

My Simple Land Video Formula

1. **Hook** — Begin with the strongest true reason to pay attention.
2. **Location** — State the town, local government area and state.
3. **Condition** — Show whether the land is dry, cleared and accessible.
4. **Access** — Give the measured time or distance from the main road.
5. **Landmarks** — Mention useful places that can be confirmed.
6. **Opportunity** — Explain who may benefit and why the area may grow.
7. **Offer** — State the price, deposit and payment plan clearly.
8. **Action** — Ask the viewer to book an inspection or virtual tour.

A Sample Script

> "Welcome to Otu-Jeremi in Ughelli South Local Government Area of Delta State. I am standing on dry land that is about four minutes' walk from the tarred road and about ten minutes from the king's palace. You can buy and begin planning your development. A plot currently sells for [CURRENT PRICE], and an instalment option is available. Only a limited number of plots are available under this offer. Use the link with this video to book a free inspection or virtual tour and see whether this opportunity is right for you."

Do Not Begin With Hello Guys

The first few seconds matter. Do not waste them saying, "Hello guys, my name is Godfrey, and I am here to sell land." One useful opening: "Do you know why investors are trying to acquire land in Orerokpe? Let me give you three reasons." The hook opens the mind. The facts that follow give the viewer a reason to continue watching.

How I Set Up My First Campaign

I created a Facebook Page and used Meta Ads Manager. I set the campaign to reach people across Nigeria. My budget was ₦5,000 per day, with ₦20,000 available. Before the budget was finished, I already had prospects who wanted to inspect the land.

> A beginner can test from ₦2,000 to ₦3,000 per day, then increase the budget only after seeing useful responses.

Facebook tools and advertising rules change. For a current tutorial on setting up a Page, ad account and simple campaign, watch: **https://youtu.be/hhiGol8vn5I?si=0ZojspkkxyNNBahq**

Reading the Advert in Simple Numbers

Question	Number to Watch	What a Weak Result May Mean
Are people stopping?	Video views and reactions	A weak opening or poor picture may be losing attention.
Are people clicking?	Link clicks and cost per click	The offer, hook or audience may not be strong enough.
Are people filling the form?	Number of leads and cost per lead	The landing page, price or form may be creating doubt.
Are leads inspecting and paying?	Inspections, deposits and cost per buyer	The follow-up, property, documents, price or sales process may need work.

Your First Facebook Campaign Checklist

- ☐ The land is secured and ready to be advertised
- ☐ The actual plot, road and useful landmarks have been recorded clearly
- ☐ The first sentence gives a strong and truthful reason to watch
- ☐ The video stays within about one to two minutes
- ☐ The current price, payment plan and next step are clear
- ☐ The landing page or WhatsApp destination works on a phone
- ☐ The form asks only useful qualifying questions
- ☐ A small test budget and at least three days have been planned
- ☐ Someone is ready to call leads within twenty-four hours
- ☐ Clicks, leads, inspections, deposits and sales will be recorded

Mistakes That Waste Advertising Money

- Beginning with a long introduction instead of a strong hook
- Using a dark, shaking or unclear video
- Showing a different plot as though it is the land for sale
- Quoting false travel times, landmarks or development claims
- Advertising land before ownership and documents are properly secured

- Using false scarcity or guaranteed appreciation to pressure people
- Waiting several days before calling a fresh lead
- Judging success only by likes instead of inspections and payments

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CHAPTER 8

Building a WhatsApp Lead and Sales System

Facebook helps me find new people. WhatsApp helps me keep the relationship, build trust and sell to the same audience more than once. A person who is not ready for today's land may be ready for the next one.

Attract People With Useful Information

One powerful way to attract prospects is what I call a **High Value Content Offer (HVCO)**. This is a useful report, guide, checklist or short class created for the exact person you want to reach. It solves a small but important problem before you ask the person to buy property.

> Example: A guide called "Four Ways to Avoid Overpaying for a Luxury Home in Lagos" will attract people who are already thinking about that kind of purchase. The title itself helps to select the right audience.

Lead With Education on WhatsApp Status

Most of my Status posts should help people understand land and see what is happening in the market. If every post is a price and an account number, people will stop paying attention.

Use a Simple Content Balance

Type	Example	Purpose
Teach	A short lesson, warning or checklist	Builds understanding
Show	Inspection, road work, allocation or buyer progress	Builds proof
Connect	A real part of my work, values or journey	Builds familiarity
Offer	Current land, price, plan and next step	Creates action

Organise the Contacts

- **New reader:** received or bought the content offer
- **New prospect:** has asked about property but has not been qualified
- **Qualified prospect:** understands the price and has a possible buying plan
- **Inspection booked:** has agreed to a physical or virtual inspection
- **Instalment buyer:** has begun payment and needs account records

- **Completed buyer:** has paid and received the agreed documents
- **Past buyer:** may be ready for another suitable opportunity
- **Not interested:** should not receive repeated sales pressure

One Buyer Can Become Many Sales

> One of our buyers first bought one acre from us in 2023. We kept serving him, giving updates and following up properly. Later, he bought another five acres. At the time of writing, he is working towards another four-acre purchase. One good relationship became several large transactions.

The WhatsApp Lead System

1. Create a useful guide for the type of buyer you want
2. Advertise the guide and collect contact details with permission
3. Deliver the material and ask the reader to save your number
4. Follow up on the value before presenting a property
5. Post education, proof, personal connection and suitable offers
6. Label each contact by the person's present stage
7. Move serious prospects to a call, virtual tour or inspection
8. Record follow-ups and buyer payments outside WhatsApp
9. Keep serving buyers after the first transaction
10. Present new offers only when they match the person's goal

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CHAPTER 9

Instalment Sales, Closing and Protecting Your Profit

Instalment payment is one of the main reasons ordinary Nigerians can buy land. Most of the people you meet may not have the full price at once. A clear payment plan allows them to begin while you reach more buyers and sell faster.

Start With a Deposit That Protects the Business

For a beginner, I recommend asking for about thirty percent as the first payment. If a plot is selling on instalment for ₦2 million, thirty percent is ₦600,000. That gives the seller meaningful cash and shows that the buyer is serious.

Why the Instalment Price Is Higher

The instalment price is normally higher because the seller waits longer, carries more administration and faces the risk that prices and costs will change. State both prices before the buyer pays. Do not add a hidden charge halfway through the plan.

Put the Payment Rules in Writing

- The outright price and the instalment price
- The first deposit and the date it must be paid
- The amount and due date of each later payment
- The grace period, if any, after a missed due date
- What happens if the buyer stops paying completely
- Whether any payment is refundable and the exact conditions
- When allocation, possession and final documents will be given

How I Answer Common Objections

Objection	A Helpful Response
The land is too far	Far from where? Compare it with the main road and coming development. Still, admit honestly when the location does not suit the buyer's goal.
The price is too high	Return to value: title checks, access, documents, payment flexibility and local comparison. If the market does not support the price, do not argue with the buyer.
I need to think	Ask what remains unclear. Agree on a follow-up date. Do not create false pressure.
I need to speak with my spouse	Respect the decision. Offer the information needed for a joint discussion or invite both spouses to a call or inspection.
How do I know it is safe?	Show the ownership chain, survey, searches and documents the buyer will receive. Allow the buyer's lawyer to review them.

Give Evidence for Every Payment

Every payment receives a receipt or written acknowledgement. Whether the buyer pays ₦100,000 or the full balance, there must be a record. Include: buyer's full name, date and amount paid, property the payment covers, whether it is deposit/instalment/balance, total price, amount paid to date and balance remaining.

The Closing and Payment Checklist

- ☐ The buyer has received the full price, payment plan and included costs
- ☐ The deposit, dates, missed-payment rules and refund terms are written
- ☐ The buyer has inspected physically or received a truthful virtual tour
- ☐ The buyer has been allowed to review the relevant title and survey information
- ☐ Every payment receives a receipt and updates the account statement
- ☐ The exact plot is reserved and recorded on the allocation layout
- ☐ The lawyer and surveyor handle the documents that require their skills
- ☐ Agent commission and other obligations are recorded before profit is calculated
- ☐ Capital is separated before any profit is spent

- [ ] Final documents and possession follow the written agreement

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CHAPTER 10

From Two Plots to Five Acres and Your Next Step

When I made my first ₦1 million profit from two plots, I did not see it as money to spend. I saw it as the seed for something bigger. That decision changed the direction of my financial life.

Do not consume the seed. Buy more land, improve the system and keep going.

The Numbers Came From Repetition

More than **200 plots sold**

More than **₦350 million** in property sales

More than **5 acres** of land accumulated

My Biggest Mistakes

- Giving attention to a seller even when the person and the story looked suspicious
- Being tempted to sell below value under pressure from friends or family
- Assuming a deal is safe because everybody is smiling — experience should make you more careful, not more careless

What I Would Not Recommend Today

- Paying quickly because a seller created urgency
- Buying because the land is cheap without confirming demand and title
- Borrowing heavily because future buyers are expected to pay
- Selling below value because a friend or relative applied pressure
- Advertising land before the right to sell it is clear
- Taking investor money without a clear property, agreement and repayment source

Your First Thirty Days

Period	Focus	Action
Days 1–7	Choose your path	Decide whether to save, become an agent, buy one plot yourself or explore a professionally managed option.
Days 8–14	Build the fund	Open a separate land fund, reduce avoidable spending and write the amount you can add every week or month.
Days 15–21	Study one area	Use the Chapter 2 research process. Check access, development, demand, prices, community and risks.
Days 22–30	Inspect and verify	Meet a property lawyer and registered surveyor. Compare opportunities and make no payment until the people, place and papers agree.

Your Four Options

1 **Do It Yourself:** Apply this book in your own state. Research one developing area, buy one affordable plot, secure it and market it.

2 **Bank Land With Credence:** Explore our land-banking offer — ₦1.5M outright or ₦2M instalment, starting from ₦100,000 with up to 18 months to complete. Visit: CREDENCEPROPERTIES.ONLINE/OFFER

3 **Join the Sales Team:** Become a realtor and earn 10% commission on completed buyers you introduce. Check training availability at: CREDENCEPROPERTIES.ONLINE/OFFER

4 **Explore a Partnership:** If you have larger capital and want a managed structure, request the current investor information and read the present agreement carefully.

What to Do After Clicking the Link

1. Watch the current information video from beginning to end
2. Choose whether you want to buy land, learn to sell or explore a partnership
3. Fill the form with accurate contact, budget and location information
4. Write that you completed this book so the team understands your starting point

5. Wait for the call and ask every question that matters to you
6. Inspect the land or request a truthful virtual tour
7. Read the current written terms before making any payment

> Two plots of land became the beginning of several acres, a growing property company, my first car and other investments. My family's financial position changed because my wife and I saved, acted on an opportunity and kept reinvesting. I hope this book helps you take your first wise step. I look forward to hearing your story.

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Practical Worksheets & Checklists

Use these pages while working on a real opportunity. Write what you know, mark what has been confirmed and leave a deal when important answers remain unclear. A completed worksheet is not a replacement for professional checks.

Developing Area Research

Town or community

Local government and state

Date researched

Person completing the research

- [ ] There is a clear physical access road
- [ ] The land is within a reasonable distance of a tarred or major road
- [ ] People live, build, farm or trade in the wider area
- [ ] A school, hospital, government office or major private project supports growth
- [ ] The area is peaceful enough for inspection and future buyers
- [ ] The land remains accessible during the rainy season
- [ ] The development information has been confirmed by more than one source

Three strongest growth signs

Biggest risk

Decision and reason

Seller and Family Verification

Seller's full name

Seller's telephone

Family or company name

How the seller got the land

- [ ] The seller's identity has been checked
- [ ] The seller's authority to sell has been confirmed
- [ ] Required family branches or company officers have agreed
- [ ] The authorised receiver of money is known
- [ ] At least two independent local sources gave consistent information
- [ ] There is no known dispute, earlier sale or court case
- [ ] A property lawyer has reviewed the ownership story

Required signatories

Independent sources consulted

Unresolved question

Physical Land Inspection

Property location

Inspection date

People present

Travel time from tarred road

- [ ] All corners and boundaries were shown
- [ ] Existing beacons, fences, farms or buildings were noted
- [ ] The land is dry or its wet-season condition is understood
- [ ] The access road is usable
- [ ] Neighbours were asked about ownership and disputes
- [ ] The surveyor measured the land and recorded coordinates
- [ ] Photographs and videos show the actual land

Promised size

Measured size

Visible concern

Surveyor's recommendation

Land Opportunity Scorecard

Score each item from 1 (weak) to 5 (strong).

Factor	Score (1–5)	Reason
Ownership and safety		
Road access		
Dry land and drainage		
Current activity		
Confirmed development		
Price advantage		
Likely buyer demand		
Resale margin		
TOTAL (out of 40)		

Minimum condition that must still be met

Buy or reject and why

Full Cost and Profit Calculator

Cost Item	Amount (₦)
Land purchase	
Lawyer and documents	
Survey and beacons	
Signing and community costs	
Clearing and preparation	
Transport and inspection	
Marketing	
Agent commission	
Buyer documents	
Other	
TOTAL TRUE COST	

Target selling price

Minimum acceptable price

Expected profit

Actual profit after sale

Land Video and Facebook Ad Planner

Ideal buyer

Opening hook

Location

Road and landmarks

Current price and payment plan

Call to action

- [ ] The video shows the actual land
- [ ] The phone lens, sound and lighting are clear
- [ ] All distances and claims have been checked
- [ ] The video is about one to two minutes
- [ ] The landing page or WhatsApp destination works
- [ ] The test budget and three-day review date are written

Daily budget

Total test budget

Results: Clicks / Leads / Inspections / Deposits / Sales

What to improve

WhatsApp Lead Tracker

Suggested stages: new reader, prospect, qualified, inspection booked, buyer, completed buyer, not interested.

Name	Interest	Stage	Last Contact	Next Action

Instalment Buyer Payment Tracker

Buyer

Property and plot

Total price

Deposit

Payment period

Final due date

Date	Amount (₦)	Receipt #	Running Total	Balance

- ☐ Agreement signed
- ☐ Survey confirmed
- ☐ Allocation completed
- ☐ Final deed delivered
- ☐ Account statement checked

The 90-Day Land Flip Calendar

Period	Main Work	My Result and Next Action
Days 1–30	Research, verify, acquire, document and take lawful possession	
Days 31–40	Clear, mark, calculate cost, set price and record the video	
Days 41–60	Launch Facebook and WhatsApp promotion and schedule inspections	
Days 61–75	Follow up, answer objections and improve the weak part	
Days 76–90	Close, document, transfer or decide on a longer hold	

My First Land Flip Commitment

The state and area I will study

The amount I will save or invest

My monthly saving amount

My lawyer

My registered surveyor

My deadline for the first inspection

The risk I will not ignore

The person who will keep me accountable

> **My Commitment:**
> I will not rush because of fear, pressure or a cheap price. I will research, acquire, secure and resell with honest records and professional help.

Name

Signature

Date

About the Author

Omojevwe Godfrey

ENTREPRENEUR · DIGITAL MARKETER · BUSINESS GROWTH COACH · REAL ESTATE INVESTOR

Omojevwe Godfrey is a Delta State entrepreneur, digital marketer, business growth coach and real estate investor. He began working in digital marketing in 2019 and entered land investment after he and his wife, Gladys, became intentional about saving and asset ownership.

He founded **Credence Properties** in 2024. Through the company and the system taught in this book, he has helped market and sell more than 200 plots of land, generated more than ₦350 million in property sales and grown his personal land holdings from two plots to multiple acres.

Godfrey is a speaker and teacher who is passionate about helping ordinary Nigerians understand business, digital sales, land ownership and long-term wealth. His teaching style turns practical experience into simple steps that a beginner can understand and apply.

He serves in ministry at Godhouse Centre in Warri, Delta State, and is committed to faith, family, ethical enterprise and the growth of young people. He is married to Gladys, and they are blessed with their daughter, Zoe.

Ready to take your next step? Visit: **CREDENCEPROPERTIES.ONLINE/OFFER**