



REAL ESTATE DEVELOPERS ASSOCIATION OF NIGERIA

REDAN TO ENDORSE PRODUCTS AND ESTATES AS A MARK OF QUALITY SERVICE DELIVERY

The Real Estate Developers Association of Nigeria (REDAN), the umbrella body of the organized real estate sector is set to commence endorsement of Estates and Building Products that meet its set criteria and requirements.

This initiative is not only targeted at enhancing the quality of estate products and its processes in Nigeria, it is also aimed at building public trust on products of its members. The public will be guided on the products and estates that have met Redan requirements in terms of processes, standards and other characteristics, and at the same time create a mutual beneficial scheme for the Association, its members and off-takers.

Endorsement will be hinged on both products and processes for which the Association will certify. While Products are expected to have all the ingredients of relative quality expected, based on international best practices, the delivery process by developers including proper documentation between developers and buyers, managing of relationships and interests of parties will be expected to comply with acceptable best practices.

In carrying out this onerous task, the Association will work in close collaboration with some regulatory institutions and relevant built industry professional bodies, to ensure that products meet both national and international standards. This will eliminate grey areas and reduce the incidences of quackery and building collapse.

REDAN will also ensure that the endorsed estates have complied with extant laws and codes, engaged qualified supervisors, licenced professionals and certified skilled artisans while using approved designs with health and safety measures in place.

This process will instil more confidence in the buyers of such products, guarantee value to purchasers, encourage stakeholders involved in the value chain to ensure and upscale standards, and give credence to the public to patronize such endorsed products.

The mutual benefits of this exercise to Redan members are enormous. Apart from anticipated increase in patronage of customers emanating from this action, Redan will provide intervening and supportive roles to its members whose estates and products are endorsed such as seeking relevant concessions from government, fighting the cause of members, displaying the seal of Redan endorsement on their sites and documents. Endorsed companies will be published in Redan's program brochures, periodic publications as well as on Redan's website which shall serve as a port of verification and as a guide to various stakeholders.

Consequently, members who want their products endorsed should formally apply to REDAN and this applies to both building materials and estates.

Finally, the Association is of the firm believe that this program will move the real estate sector to another sphere of integrity and openness.

For more information/enquiries, contact: redan.ng@gmail.com or 08037300893/08091156076