PROJECT

Forth Urban Limited

Location: Abuja Nigeria | **Period:** 13th-14th August 2025



The training focused on strengthening sales capabilities, building a distinctive brand, and equipping the team to stand out in an increasingly competitive real estate market. It emphasised that sustainable branding begins with investing in people, because people shape the culture that ultimately defines the brand.

A key focus was Integrity as the foundation of trust in real estate. Beyond attractive properties and competitive prices, customers seek honesty, transparency, accountability, and confidence in their investments. While marketing attracts buyers, integrity builds trust, strengthens relationships, and generates referrals.

Through Principium Consults Ltd's Principles, Policy and Ideology (PPI) framework, the training reinforced that lasting success comes from building people of character, a culture of integrity, and a brand that consistently delivers on its promises.

Project Gallery






