

The SirFolajomi Buyer Report 2026

Nearly 10,000 questions people asked before buying land and building

By SirFolajomi

I'm Folajomi, a Lagos property developer. I studied quantity surveying, and my company delivered Sidi Apartments and Jemi Court and is building Bilham Heights in Yaba. Over a million people follow my teaching across Facebook, Instagram, YouTube, TikTok and LinkedIn.

TYPICAL QUESTION

"I was quoted for a duplex from foundation to roofing. How do I know the price is right?"

TYPICAL QUESTION

"Please is this C of O genuine? The agent said I should pay balance this week."

TYPICAL QUESTION

"My contractor has collected the money and he is not picking my calls again. What do I do?"

TYPICAL QUESTION

"Good evening sir. How do I even start? I have the money, I just don't know the first step."

You sent me nearly 10,000 questions. I counted every one.

Comments and messages I read — 165,790

Real questions about buying land and building — 9,658

People who sent them — about 7,000

I went through 165,790 comments and messages. 9,658 of them were real questions about buying land and building, from about 7,000 of you. No one's words appear in this report. Every example question is written by me and marked "typical question". I counted. I did not publish anyone.

If you sent me 100 questions, this is what they would say.



100

Picture every question as one square.

27	How much?	2,643
15	How do I start?	1,480
15	Fear of being cheated	1,418
15	Is this genuine?	1,396
14	My contractor	1,357
12	I want to buy	1,177
2	From abroad	187

YOU ASKED **How much will it cost me?**	Write down what the price must cover. Then ask for it in writing, line by line, because a number with no list behind it is not a price.
YOU ASKED **How do I even start?**	Write your questions down before you speak to a seller, so you leave with answers and not only reassurance.
YOU ASKED **What if I get cheated?**	Pay nothing until the seller's papers are checked by someone who works for you, not for the seller. Checking comes before paying.
YOU ASKED **Is this land genuine?**	For every claim a seller makes, ask which document proves it. Then have someone who works for you check that document.
YOU ASKED **My contractor has gone quiet. What do I do?**	Before the first payment, agree in writing how each stage will be checked and who will check it. Pay for a stage only after its check.
YOU SAID **I'm ready to buy.**	Ask for proof of ownership first, then the survey. Have a lawyer check the title and a surveyor check the land before any money moves.
YOU SAID **I'm buying from abroad.**	Ask who will physically check the plot, and ask to see the proof of their visit before you send money.

What to do. Find your square. You are not the only one asking.

Before anything else, you ask me: how much?

2,643 questions about cost: 27 in every 100 questions

"How much?" is the No.1 question, and it is not close. Nothing else comes near. That makes sense. Money is the part you can see. The danger is a number with nothing behind it: no list of what it covers, no name that will stand by it.



27 lit of every 100 questions

How much? 2,643

TYPICAL QUESTION

"The agent says this plot in Ibeju-Lekki is going for this price. How do I know if it is fair, and what will fencing cost me?"

WHAT TO DO

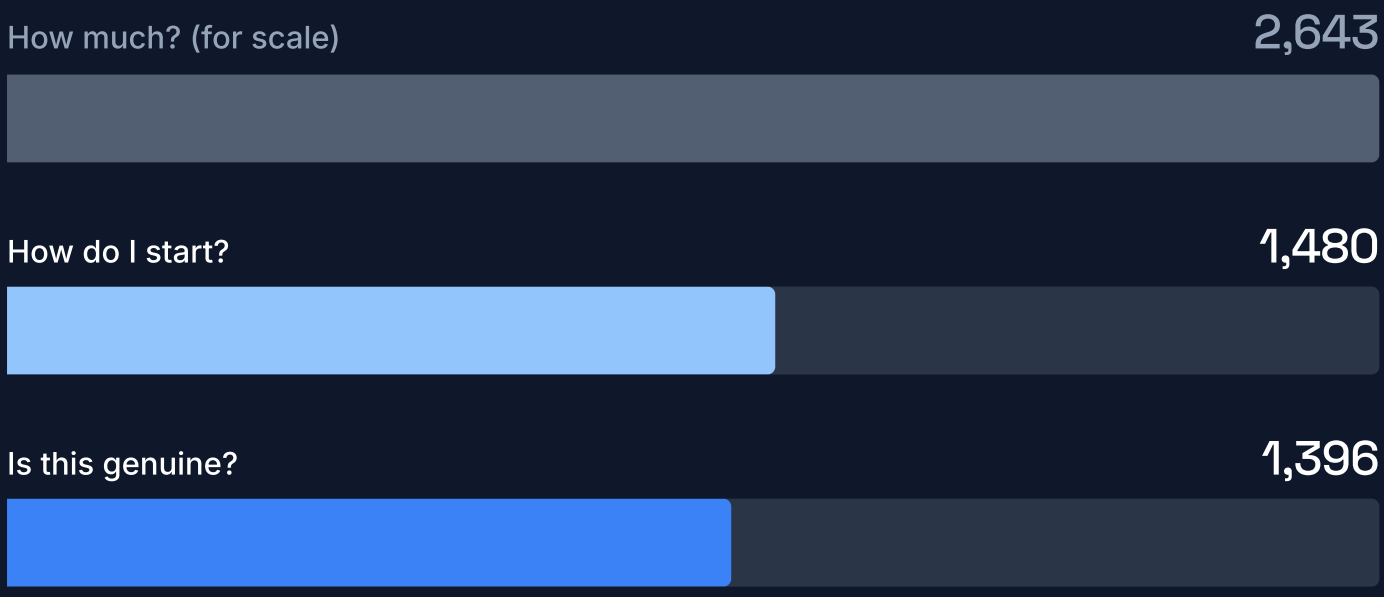
Before you ask for a price, write down what the price must cover. Then ask for it in writing, line by line.

Estimate your build cost → sirfolajomi.com/resources/calculator

You don't only ask how much. You ask: is it real?

1,396 "is this genuine?" questions

Right behind "how do I start?" sits "is this genuine?". Nearly the same size. The money question and the safety question travel together. A price you cannot check does not settle anyone's mind. I call this the Is-It-Real question, and it is the right one.



TYPICAL QUESTION

"The estate people said the land has excision. How do I know it is true?"

WHAT TO DO

For every claim a seller makes, ask two things: which document proves it, and who can check that document for me?

Land scam red flags guide → sirfolajomi.com/resources/land-scam-guide

One in seven questions comes from the fear of being cheated.

1,418 questions came from the fear of being cheated: about one in seven

These are not people asking about fraud in general. These are people already afraid. Three in four of these questions are pure fear. Only 5.0% sound calm. If you feel nervous before a purchase, you are not behind. You have noticed that checking comes before paying.



The mood inside those questions



Fear 75.5% Other feelings Calm 5.0%

TYPICAL QUESTION

“Sir I’m scared. I paid deposit and the seller is now asking for more money before documents. Is this how it works?”

WHAT TO DO

Do not pay anything until the seller’s papers have been checked by someone who works for you, not for the seller.

Land scam red flags guide → sirfolajomi.com/resources/land-scam-guide

You say “survey” twice as often as “C of O”. You need both.

234 vs 112 messages say “survey” against “C of O”

Everyone has heard of the C of O, yet you mention the survey twice as often. You need both, in the right order. The title proves who owns the land. The survey shows where that land sits on the ground. These are word counts, not document counts.

SURVEY

234

C OF O

112

TYPICAL QUESTION

“They only gave me survey plan and receipt. Is that enough to pay?”

WHAT TO DO

Ask for proof of ownership first: the title (C of O or whatever they hold). The survey shows where that title sits on the ground. Have a lawyer check the title and a surveyor check the land before any money moves.

With contractors, you are not scared. You are angry.

1,357 questions about holding a contractor to what he promised

Two in three of them are anger, not fear. And you say it out loud: you complain about contractors in public three times more than in private. By the time you write to me, the money is already gone. I call this the Contractor Problem.

The mood inside contractor questions



Anger 67.1% Everything else

Complaints in public, per 1,000 — 11.6



Complaints in private, per 1,000 — 3.8



TYPICAL QUESTION

“Sir, the man collected money for roofing weeks ago. Nothing on site. I’m so angry.”

WHAT TO DO

Agree in writing, before the first payment to a contractor, how each stage will be checked and who will check it.

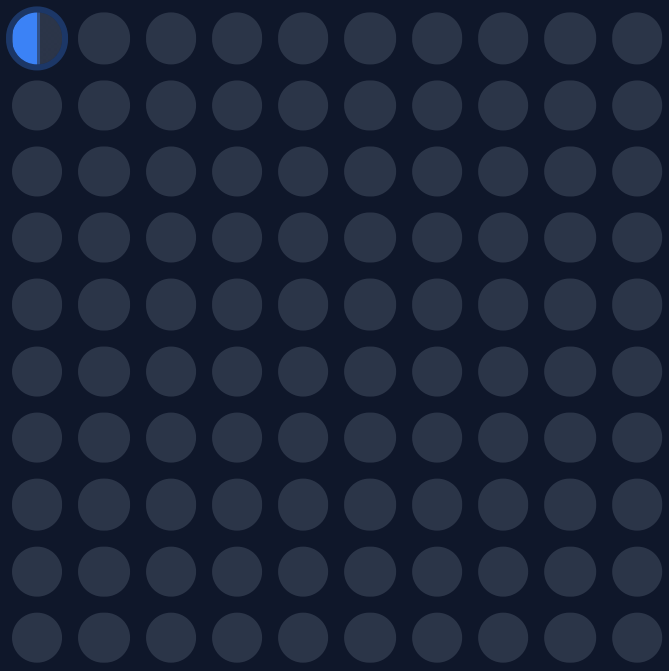
Score your contractor → sirfolajomi.com/resources/contractor-scorecard

In public you comment. In private you tell me you want to buy.

four times more likely to say “I want to buy” in private. I call this the Quiet Buyer.

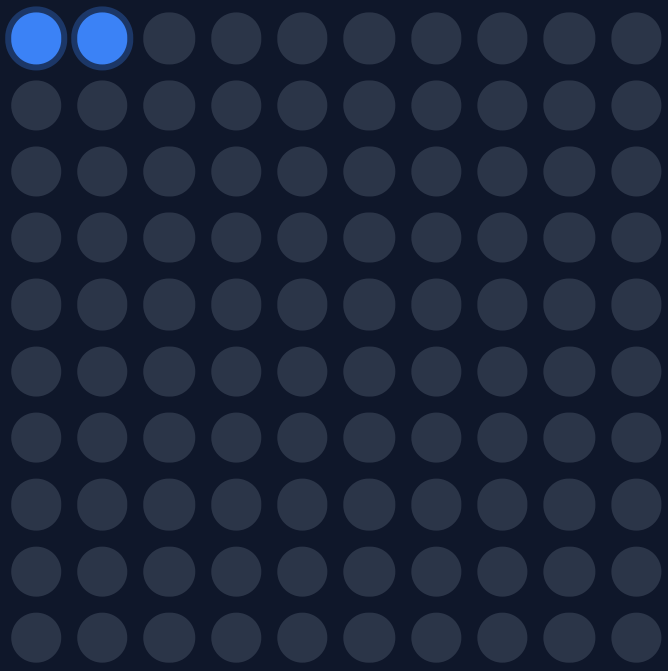
Fear and frustration go the other way: 7.7% of public comments against 1.9% of private messages. You worry in public. You decide in private.

Public comments



0.5 in every 100

Private messages



2.0 in every 100

TYPICAL QUESTION

“I’m ready to buy a plot in Ibeju-Lekki this year. What should I check before I pay?”

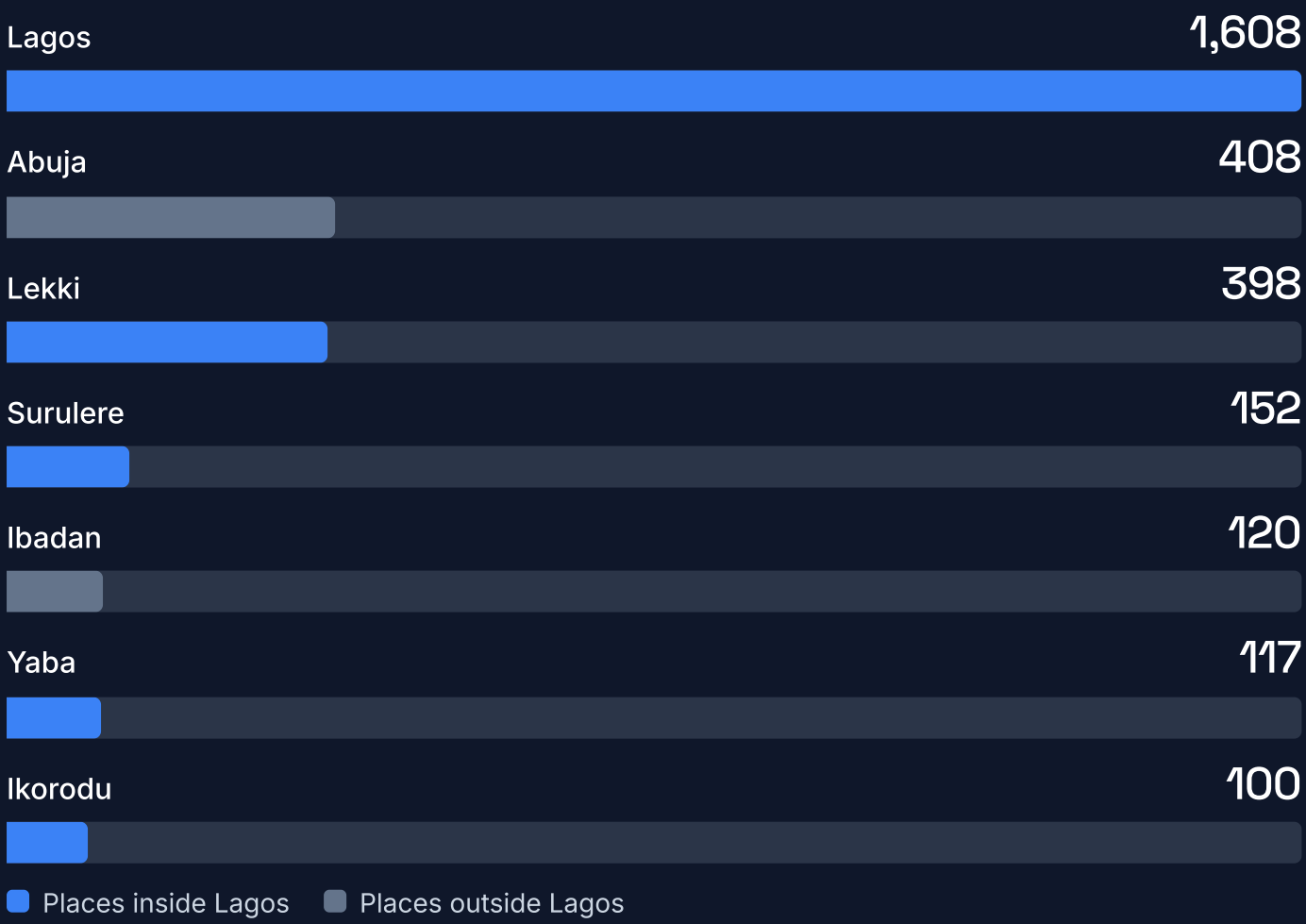
WHAT TO DO

Ask your specific question to the right person directly, and keep the answer in writing.

Lagos asks the most, and not only Lekki.

1,608 of 3,151 place mentions name Lagos

Lekki gets the attention, but Surulere, Yaba and Ikorodu keep showing up. Outside Lagos, Abuja leads, then Ibadan. The rule is the same in every state: the area name tells you little. The plot tells you everything.



TYPICAL QUESTION

“Is Surulere still safe to buy, or should I look at Ikorodu?”

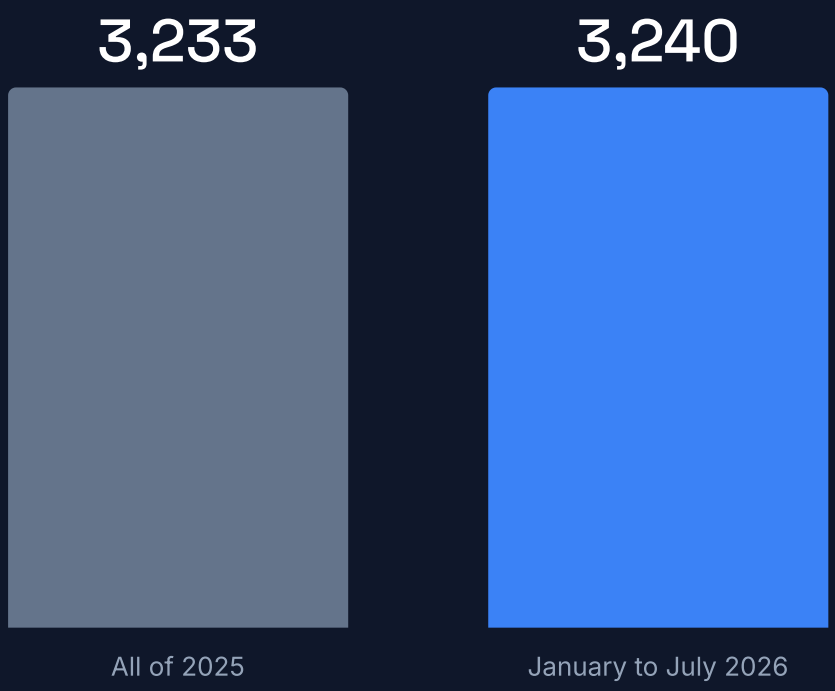
WHAT TO DO

Ask about the specific street and plot, not only the area name. The same area can hold very different risks.

Seven months of 2026. Already more questions than all of 2025.

3,240 real questions, January to July 2026

All of 2025 brought 3,233. More of you are asking before you pay. Good. This counts questions only, not the comments people leave to receive a resource.



Seven months of 2026 passes the whole of 2025.

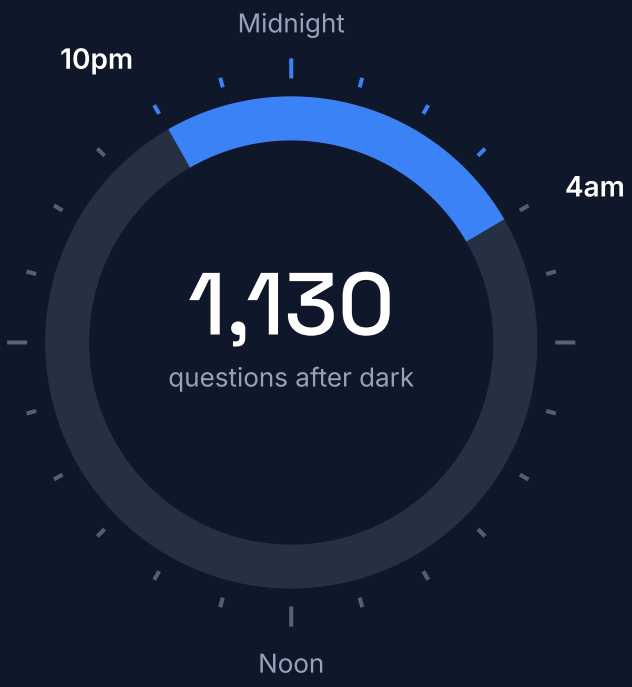
WHAT TO DO

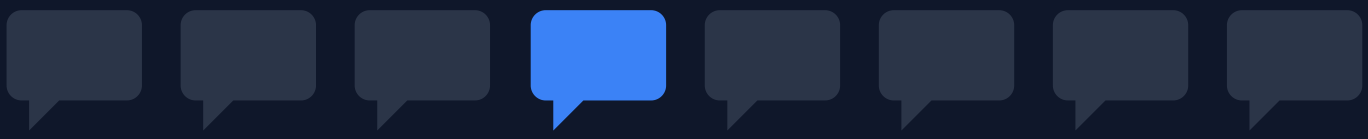
Write your questions down before you speak to a seller, so you leave with answers and not only reassurance.

Some questions can't wait for morning.

1 in 8 of your questions came between 10pm and 4am, Lagos time

That is 1,130 questions sent while most people sleep. I understand. Money you worked for, a seller rushing you, a decision due tomorrow. That keeps anyone awake.





TYPICAL QUESTION

"Sorry to message you this late sir. I can't sleep. The seller wants the money tomorrow."

WHAT TO DO

Ask at night if you must. Pay in daylight, after the checks.

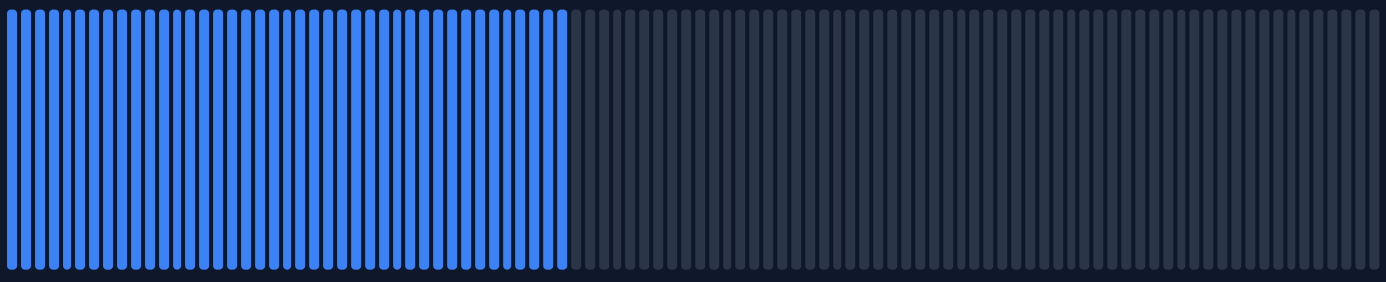
One in five of you came back. You wrote 41% of all the questions.

41% of all questions came from people who asked again

1,373 of you asked me more than once, and together you wrote 3,949 questions. That is not weakness. That is how a careful buyer works: ask, check, come back, ask again. The people who come back are the ones who don't pay twice.



One in five came back



41 lit of every 100 questions

3,949 of 9,649 questions

TYPICAL QUESTION

"Sir, it's me again. I did what you said and the lawyer found a problem. What next?"

WHAT TO DO

Keep asking until every answer is in writing. Asking twice is cheaper than paying twice.

How I counted

Plain words. Every caveat is here.

What I counted. 165,790 comments and messages sent to me, up to 1 August 2026. Volume is very uneven from year to year, so I never use the raw number of messages as a sign of interest.

Real questions. 9,658 messages fall into seven groups: how much, how do I, fear of being cheated, is this genuine, my contractor, I want to buy, and from abroad. Each message sits in one group only, which is why the 100 squares add up to 100.

Messages, not people. Behind the 9,658 questions are about 7,000 different senders. The real number of people may be lower, because one person writing on two platforms counts twice.

Where the messages came from. Most are Instagram comments. The rest are Instagram private messages, YouTube comments and TikTok private messages. Public comments on TikTok are not included. Facebook, LinkedIn and X are not in the data at all. Private message history starts at different dates on different platforms.

How they were sorted. Matching rules sorted a small share. Two language models sorted the rest, and a third model decided where the two disagreed. They often disagreed. No person checked the results against a hand count, so treat every number here as a careful estimate. The moods (fear, anger, calm) were labelled the same way.

Word counts. “Survey”, “C of O” and place names are word matches. They are floors, not totals, because a spelling I did not match is missed. “Survey” can also be used in a sense that has nothing to do with land. A word like “island” also catches uses that are not about a place.

Groups follow words. Recurring question groups follow the words in the message, not the meaning. The two biggest groups, process and verification, mostly matched no listed word at all.

Place counts come from all messages, not only the real questions.

How I counted, continued

The rise in 2026. Campaign keyword comments drive most of the jump in message volume, so I never use them as buyer interest. The 3,240 counts only questions, and only 9 of the 9,658 are keyword comments. The “came back” and late-night figures leave those 9 out, so they use 9,649 questions from 7,073 senders.

Late night means 10pm to 4am, Lagos time.

Who writes in. People who write to a creator are not all buyers. This is not a picture of the whole market.

Public and private. Comments and private messages come from different groups of writers, and private messages include replies to automatic messages. Compare them as a direction only. These are rates, not headcounts.

From abroad. That group is small and rests on words in the message. I cannot say where anyone was writing from.

No nationality. None is recorded in the data, which is why this report says “people” and not any nationality.

Privacy. Sender names were replaced by anonymous codes, and a pattern check removed phone numbers, emails, account numbers and names people wrote about themselves. Pattern checks can miss things, so I quote no one. This report contains no message text. Every example is written by me and marked “typical question”.

Journalists: hello@sirfolajomi.com



That is what thousands of buyers worry about. Where do you stand?

sirfolajomi.com/ready →

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