



VOTED NO. 1
Top Mid-Sized Company
2014/2015



COYA Award Winner
2014/2015
Customer Service & marketing

June/July 2017
Newsletter



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Word From The CEO

The months of June and July have been good as Kenyans strive to build the Nation to the next level. Optiven Group was not left behind as we edged closer towards our goal of creating 15,000 jobs by the year 2030. We saw 15 new Kenyans join the group with 10 of these new staff working in our modern Optiven Construction firm in Kitengela.

We had quite a busy time creating jobs, feeding the nation and promoting agribusiness through Kilimo Tujijenge where saw 300 clients pay for their greenhouses as we endeavor to offer a tangible solution to water challenges in this project.

We also had a chance to successfully empower Kenyans in diaspora, specifically in three East African countries; Uganda, Burundi and Rwanda.

On philanthropy, Optiven Foundation team visited the *Mercy Project at Soweto Anti-Aids Children's Home in Kayole* where we witnessed the progress of the construction of the orphanage's new house. It was extremely fulfilling to see the structure coming to an end. We plan to mentor these students in the coming season as schools go on holiday.

Indeed, Optiven Group is already sailing into the second half of the year 2017 with an unswerving single-mindedness as it strives to set unprecedented pace in social economic transformation.

~ **Mr. George K. Wachiuri, Optiven Group CEO**



Real Estate Voice Ahead of Kenya's General Elections

As Kenya comes closer to its August 2017 general elections, the business community is strongly spelling out specific criterion that both its members and all Kenyan electorate must use as they prepare to cherry-pick their leaders.

For the next five years, the elected leaders who will run both the national and local governments must commit to addressing two major issues.

On the forefront on these issues is passing and implementing the County Governments Tax Regulation Process Bill 2016. If passed, this bill is bound to allow efficient processes of approval of plans and policies at the county level.

The second issue is to *actively get engaged in the exploration of low cost housing technologies and coming up with a sustainable funding structure for the middle and lower class urban dwellers*. The upcoming elected leaders must push for the speeding up of automation of land registration and processing of title deeds at county and national level and at the same time reduce land processing fees.

While articulating their specific concerns through the Kenya National Chambers of Commerce and Industry (KNCCI), the business community is compelling the Kenyan electorate and key decision makers to only align themselves with political parties and politicians who have specific solutions to the specific areas of great concern to the major sectors of Kenya's economy.

The Chamber has pointed out issues that are of concern to the Kenyan real estate sector. These include high housing cost, prohibitive legislative, multiple taxation and licensing, high interest rates on mortgages, uncertainty over economic conditions, ease of enforcing contracts, high energy costs, limited access to finance and poor infrastructure.

While weighing in on the expectations of the business community, Optiven Group CEO, Mr. George Wachiuri noted that the Kenyan real estate sector is on an upward trajectory and that both county and national governments have a major role to play in further strengthening this key sector.

“The elected leaders in Kenya must be alive to the fact that this country has an accumulated housing deficit of over 2 million units. We need 244,000 housing units in different market segments annually to keep up with demand. Sadly, the current production is less than 50,000 units,” said Mr. Wachiuri.

Other issues that are of concern to the business community include lack of harmonized licensing policy between national government and the county governments in addition to overlapping mandate of policies by various government agencies. Double taxation and delayed payments by county governments to businesses as well as lack of participation in the county finance bills by the business community.

Article by Optiven Pr Team

Investment Advice



Photo File: Victory Gardens Phase 3

5 Major Ways on How to Transform Victory Gardens Phase 3 into a Money Making Vehicle

Some opportunities come once in a lifetime, and Victory Gardens Phase 3 – An Optiven Group’s super value added, ultramodern flagship gated project – offers you this golden chance to make some good dollars out of Kenya’s fast growing economy. Below I’ve shared 5 major ways on how you can transform Victory Gardens Phase 3 into your money making vehicle. *By Mr. George Wachiuri*

1

Transit Accommodation: You can set up furnished and secure houses for temporary leasing. This project is only 16.2 miles from Kenya’s premier Jomo Kenyatta International Airport, 8 miles from the new Standard Gauge Railway’s (SGR) Athi River Station and only 2 miles from the Namanga Highway.



2

Go Rentals: Rental homes offer reliable constant income. This is a preferred best gated and secure estate for top executives in Kitengela (Bankers, managers, doctors, teachers, top business entrepreneurs and industrialists)

Go Commercial: Pick a commercial plot of land from this gigantic Optiven project and place a unique business of your choice. The beauty about this option is that you are assured of the many prospective customers living in this gated-community set-up.



3



4

Develop & Sell: You can develop properties on the spacious 154m² and sell out at Kshs 10.5 million. The property rate for the Acacia region range between Kshs 12 - 20 Million. Optiven Group works with reliable partners who will develop a home for you within a reasonable budget that enables you to put it on market at a great profitable value.



5

Buy; Keep & Wait: Buy the plots and let the land appreciate. Just wait for five years. The plot you purchased at Ksh1.795M will give you as much as Ksh 8M in disposal value.

The Writer is the CEO at Optiven Group

Soweto Anti-Aids Children's Home

Optiven Foundation is currently working on the final stages in completing the mercy project at *Soweto Anti-Aids Children's Home in Kayole*, Embakassi District in Nairobi County. The Home accommodates over 50 children aged between 1-18 years. The children in this home are victims of circumstances. For instance, parents who passed on due to HIV and AIDS, of fathers who sired them and refused to take responsibilities, and of many other life tragedies that rendered them homeless.

The house where these children previously resided was inhabitable and could not protect them from the vagaries of weather. It also exposed them to water borne as well as airborne diseases in addition to being overly congested.

The guardians in this home have been praying for a secure, stable and permanent home. Together with our partners and stakeholders; our chairman, board of trustees, individuals, corporates, well-wishers and philanthropists, Optiven Foundation have been working towards making this dream come true. We appreciate that with your generous donation, we partnered to ease the pain and agony and be part of these children's success story.

Our budget has been well over Kshs. 3,000,000 and since the construction process began mid last year we have relocated the children to a rental home nearby and we hope to open the house soon and have the grand opening of the house.

We are appealing to donors to partner with us towards this noble cause. Some of the requirements are; Beds (Preferably 3 decker metal beds at 2 & 1/2 feet by 6 feet each), Mattresses (Preferably 2 & 1/2 feet by 6 feet), Beddings; bed sheets, blankets, pillows, Macintosh, Desks, Chairs, Benches, Blackboard, Blackboard chalk, duster, Exercise books, Text books, Stationery like pencils, rubbers, sharpeners, biro pens, mathematical sets, Clothing for children aged between 2 years and 19

years, Kitchen utensils and kitchen ware, Bathroom ware e.g. wash basins, buckets, Dried Foodstuff and cereals like dried maize, dried beans, ndengu, rice, maize flour, uji flour, sugar, wheat flour, Hygiene products like washing soap, bathing soap, brushes, cleaning agents, Amongst other things.

We sincerely appeal to all well-wishers to join hands with us and together we make a bright future for these children.

Donations can be sent to:

LIPA NA MPESA

Paybill number: 898 630

Account Name: Soweto

You can also make your donation or pay via cash or cheque to the following account details:

Account Name: Optiven Foundation

Account Number: 1290263495498

Bank: Equity Bank

Branch: Kenyatta Avenue

Swift Code: 068

Bank Code: EQBLKENA

Branch Code: 129

You can call us on:

Telephone No. 0718 776 033

Email: info@optivenfoundation.org

For deliverables you can drop them to our offices at Barclays Plaza Wing A, 14th Floor, Loita Street Nairobi.

All funds will be audited by accredited audit firms. We assure you that 100% will go supporting these children.

Optiven Group Achieves Superbrands East Africa Status

The award winning real estate firm in Kenya, Optiven Group, has now emerged as one of the Leading Superbrands in East Africa.

This is according to a recent Market survey conducted and presented by Superbrands East Africa.

Superbrands is the world's largest independent arbiter on branding and currently identifies and pays tribute to exceptional brands in over 88 countries globally. This is the fifth time Superbrands is running its programme in East Africa. This approach coupled with the judgment of the Independent Council of Marketing experts made this year's exercise very exciting once again.

The survey ranked Optiven Group number 68 out of the 1000 shortlisted Leading Super Brands across all industries in East Africa. The firm has also emerged among the top in the general (inclusive of homes) real estate industries which it was ranked position 4.

The yardsticks used to give this award include *brand dominance, customer loyalty, goodwill, longevity and overall brand acceptance*. According to Superbrands East Africa, a Superbrands status strengthens a brand's position, adds prestige and sets the brand apart from its competitors.

Superbrands product or company is not only distinctive but also the epitome of quality of service.



Such a brand is therefore able to occupy an exceptional status in the minds of consumers, projects itself as catchy and worthy of trust and engender feelings of affection and loyalty.

“As a Super brand, Optiven Limited has established top reputation in its real estate market segment and in the East African market as a whole. Our brand has offered to the public, significantly tangible benefits in comparison to its competition, with the public greatly appreciating the value of its great services,” says Optiven Group’s CEO George Wachiuri.

So far, Optiven has empowered over 3, 000 Kenyan citizens and over 1, 000 Kenyans in Diaspora to own property.

The company envisions settling over 30, 000 people by the year 2030, and creating over 30, 000 direct jobs by the same target year.

The firm is rightly living up to its mission, which is to create an environment that positively transforms its staff, customers and all its stakeholders through offering state-of-the-art products and services.

Over the years, Optiven has won several top awards, among them the popular Top 100 Mid-sized Award where the Company was crowned the Best & Overall Company in all the Top 100 Mid-sized Companies in Kenya 2014/2015 by KPMG/ Business Daily. During the same year, the company was crowned the Best Property developer in Kenya by Lamudi.

Others awards won by the company over the years include the COYA (Company of the year Award) where the company was awarded the Best & Overall Company in Kenya in Customer orientation & marketing by KIM- OPI (Organizational Performance Index).

Having been in the real estate business for close to 19 years, Optiven Group's main objective is to empower property investors and transform the Society. Optiven Group has a number of flourishing Strategic Business Units (SBUs). These are subsidiaries that include Optiven Construction and Optiven Water.

Optiven's flagship product is Value Added Plots, which are particularly enhanced to suit immediate residential settlement, commercial purposes and futuristic capital gain. Optiven is a

one-stop shop offering a two-step model for home ownership solutions to its customers.

As a market leader in the property sector, the Group is also very passionate and intentional about transforming society through its charity arm, the [Optiven Foundation](#).

This Foundation, whose refrain is "Eyes on the Community", is majorly involved in philanthropic works on the key areas of poverty alleviation, environmental protection, education and health.

Recent Testimonials

~ *Bernadette Wangu*

I just wanted to thank you from the bottom of my heart for all your help through the process of acquiring our first plot with Optiven. For more than a decade & a half, we've tried and failed and lost money. We almost gave up. I cannot begin to explain how much this means to Shiku and I. Today Shiku reminded me of George's story, how he lost money but never gave up. I'll be forever grateful for your visit, your support & advice. Who knew when I woke up on Saturday morning to come to reading that it would be the beginning of the fulfillment of a desire to own a piece of land. May God open bigger doors for your organization so you may continue to bless others. I pray that the Lord bless Optiven, may everything you touch turn to gold. I cried tears of joy, tears of thanksgiving when she emailed me. My heart is overflowing with gratitude. You've blessed me and my sister as well.

~ *Rose*

Dear George and Team,

Thank you for making my dreams of landownership a reality. I am happy to have come across OPTIVEN. The zeal of the team members is amazing. I wish to mention my Property Advisor, Brian Samante for making the whole process stress free. His advise, updates, patience coupled with professionalism made the experience one of a kind. Thank you Brian for the great customer service. I wish you the best in your endeavors. God bless you George and God bless your team.

Optiven Limited can be reached on: Email: info@optiven.co.ke or Website: www.optiven.co.ke or <https://www.youtube.com/user/OptivenEnterprises/featured>

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