

APRIL 2019 NEWSLETTER

Featured:

A Real Estate
Bubble in Kenya
is Not Envisaged
at All



Voted No. 1
Real Estate Company
Excellence Award
2018



Voted No. 1
Top Mid-Sized Company In Kenya
and The Best In Real Estate
2014.



#1
Winner of Best Controlled Development
Land Agent (Amani Ridge)
2018



www.optiven.co.ke



ABOUT OPTIVEN GROUP

Optiven Group is a leading brand in the African real estate sector. The Group's main objective is to empower property investors and transform the Society. The Group has a number of flourishing Strategic Business Units (SBUs).

These are subsidiaries that include Optiven Construction and Optiven Water. Captained by its Founder and CEO, George Wachiuri, the Group 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.

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.





Word From **The Ceo**



A REAL ESTATE BUBBLE IN KENYA **IS NOT ENVISAGED AT ALL**

The question of whether Kenya is about to witness a real estate bubble burst has recently been popping up in some quarters and most of the time, propagators of this issue, have been as far from the truth as the earth's geographical poles.

A real estate bubble is an economic cycle characterized by a rapid escalation of property prices followed by a contraction. Usually, the housing market is not as prone to bubbles as other financial markets due to the large transaction and carrying costs that are associated with owning a property.

Over-borrowing from banks to fund property purchasing is a key ingredient to real estate bubble.

Here in Kenya though, we are not a credit economy, we are a consumer economy. We do not depend on borrowing as much, to finance our projects such as building our family homes. In fact, Kenya has very few mortgages – actually insignificant: There were 26,187 mortgage loans in the market by December 2017 (according to the CBK's Bank Supervision Annual Report 2017) against a population of 51 million Kenyans as per the latest United Nations estimates!

In fact, the demand for real estate is increasing and it is first being fueled by our growing population. With its current 51 million people; this East African nation currently ranks number 27 in the list of countries (and dependencies) by population in the world. 27.1% of this population currently lives in the urban areas (14,149,974 people in 2019). All these people, obviously, require habitats. And we are growing so fast that every 20 seconds, one birth is registered, according to the CIA World Factbook.

The country is also experiencing huge amounts of infrastructural developments, which translate to further augmentation of real estate in the country. The Government of Kenya (and partners) has been rolling out huge projects that range from LAPSET Corridor Program, the Standard Gauge Railway, major by-passes around its capital city, the Turkana Wind project, amongst others.

Bottom line, the possibility of whether there is a potential property bubble burst in Kenya is just but a far-fetched theory.



*Mr. George Wachiuri
CEO, Optiven Group*



TITLE DEEDS FOR THE GARDEN OF JOY ARE NOW READY

Here is the good news, we are glad to inform you that All the Title Deeds for the Garden of Joy Project by Optiven are now out. This now means the following:

Garden of Joy is surrounded by breathtaking views of Koma Hill, Mua Hills and Kangundo Hills. This homely ambience stirs a tranquil, friendly, joyful feeling, great for a comfortable and convenient lifestyle.

If you are yet to clear your installments, this is the right time to do so in order to acquire your own Title Deeds soon after that.

1

1.You are now able to sign up the transfer documents. If you want them sent to you write to: documents@optiven.co.ke Attn: Kyalo

2

2.You will not need to get ready to pay 8% of market price to cater for all taxes & transfer costs. You have a choice to transfer for yourself too.

3

3.We shall require some personal information to help facilitate this process

4

4.This development now gives you a chance to transfer Deed to your name & own the assets

The Garden of Joy is an all-inclusive community development that is conveniently located only 8.2Kms from Koma Town and 24.9Kms from Machakos Town, along the new Koma-Kenol Road. Nestled at the middle of magnificent sceneries,



Garden of Joy is surrounded by breathtaking views of Koma Hill, Mua Hills and Kangundo Hills.

#BALANCEFORBETTER THE POWER OF WOMEN INVESTORS



Here's the thing: Women have different investment goals as opposed to men. According to a study that was recently conducted by Earnest & Young, fulfilling personal goals is seen as the most important investment priority by affluent women (40%), significantly ahead of market outperformance (31%).

In contrast, male investors see pure performance as their leading objective (37%) and consider personal goals as a lesser priority (34%), notes the study.

"The split is even more marked among younger investors, with 30% of millennial women prioritizing personal goals, compared with just 21% of millennial men. This is a vital insight for wealth managers to grasp, and underpins many other gender-based preferences," the study reveals.

Both the global female income and wealth are growing way faster across the world than ever before and more women are pursuing higher education, increasing

their future earning power. In developing countries like Kenya, women are pouring into evening classes in their masses, to pursue higher education.

While women continue to outlive men, they are also retiring early in many markets and are therefore making an increasingly important segment of retirement saving markets. The transfer of pension responsibilities from governments and corporations to individuals is also accelerating across the world, and guess who is taking charge of these pension funds? You guessed it right, women.

Bottom-line, women are a fast-growing economic power in many leading and developing economies and are quickly set to overtake their gender counterparts, sooner rather than later.



The Associates at Optiven putting their best foot forward at the Optiven Transformation Center on 20/3/2019 to mark International Happiness Day



Optiven Limited customers from U&I Microfinance when they visited our offices for a confirmation tour on 22/3/2019. We are open to meet your needs at Optiven Group, karibu INTERNATIONAL WOMEN'S



Happy to Plant a Fruit Tree on World Forests Day at Amani Ridge the Place of Peace. Optiven's Ambassador from Germany Carol K when she joined the Green Army to plant Trees at Amani Ridge | The Place of Peace on 21/3/2019 - World Forests Day



The Green Army ready to improve forest coverage on World Forests Day 21st March 2019 at Amani Ridge | The Place of Peace.



Hii mchanga wacha niongeze kwa hii ploti, customer asiseme "James Plati umechukua mchanga ya kwangu! Kwanza ni red soil! Weh! Wacha iza matunda pap!". Senior Sales Manager at Optiven Limited James Plati Mugo planting a tree on World Forests Day at a client's plot at Amani



Head of the Optiven Foundation, Joyce Njambi on the right shows the team how it is done during the World Forests Day on 21/3/2019. She says, "Optiven Foundation remains true to SDG No. 15 and we continue to plant trees, trees and more trees."



Hii matunda, mnitumie na ndege mpaka Sweden please! Optiven Ambassador from Sweden, John Munene is an astute 'planter' and was here to make history towards making Amani Ridge | The Place of Peace much greener on 21/3/2019 - World Forest Day.



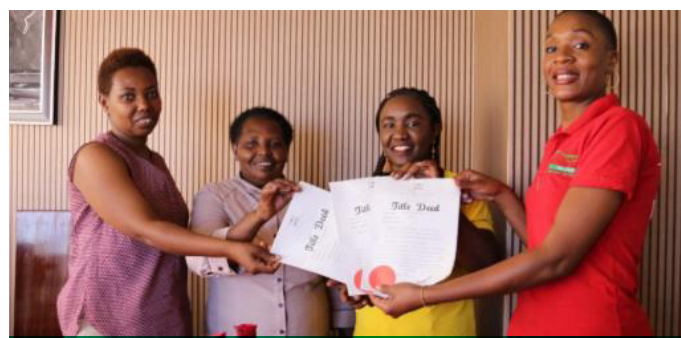
Transformation all the way. Engineer Paul Kuniara at the Ruiru Prisons Tree Nurseries to buy trees for planning at Amani Ridge | The Place of Peace on 21/3/2019. Empowering the prisoners too towards transformation of the society.



Furaha squad ready to serve happiness to our customers on International Happiness Day 2019 at the Optiven Group Transformation Center on



"Akili ni mali, wenye shamba wapokee Title Deed pap!....", and the smiles tell it all as clients receive their important documents on 12th January 2019 during the Title Bonanza at Victory Gardens.



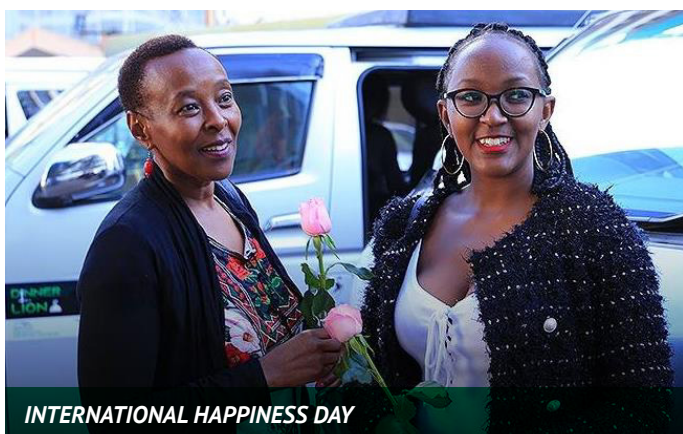
Ati hauna title? Na ulinunua shamba? Usipige simu, title tunakuletea pale uko ki-pacesetter my fren. Faith Munyole and Nelly Muthoni of Optiven Limited when they spread happiness to our Optiven customer by delivering her title deeds on World Happiness Day.



Spreading happiness is at the heart of our operations. Here with our client Joan (seated second left) and her friends when we gave her a happiness cake for investing with Optiven Limited.



I'm here to add benefits to your life. I know the best property for you. Talk to me now.



INTERNATIONAL HAPPINESS DAY



*Hii keki hii keki hii keki... makeki na mathwiti
The Associates at Optiven Limited had a sweet time to also celebrate International Happiness Day on 20th March 2019*



Tuning ourselves Towards More Happiness

Finland is ranked as the happiest country on earth, followed closely by Norway, Denmark, Iceland and Switzerland. The United States of America is ranked number 18 while United Kingdom is ranked number 19.

According to this World Happiness Report 2018, Kenya stands at a distant number 124 only managing to beat 32 other countries out of the 156 surveyed. In Africa, only Mauritius makes it to top sixty, at number 55.

The main factors, in this report, found to support happiness are: caring, freedom, generosity, honesty, health, income and good governance.

This report, which is an annual

publication of the United Nations Sustainable Development Solutions Network, was based on samples of 1,000 people per year, averaged for 2015-2017, for 156 countries surveyed by the Gallup World Poll.

Happiness is indeed a fundamental human goal that has even been officially documented as a resolution by the United Nation's General Assembly on 19 July 2011.

"At Optiven Group, we are committed to creating a happy environment not only at our work place, but also through the projects that we undertake," says Mr. George Wachiuri, Optiven Group CEO.

Mr. Wachiuri notes that one of the projects that Optiven is

taylor-making to specially offer joy to its residents is The Garden of Joy. This is an all-inclusive community development that is conveniently located only 8.2Kms from Koma Town and 24.9Kms from Machakos Town, along the new Koma-Kenol Road.

(Find more information about The Garden of Joy:

<https://www.optiven.co.ke/properties/garden-of-joy>)

Nestled at the middle of magnificent sceneries, Garden of Joy is surrounded by breathtaking views of Koma Hill, Mua Hills and Kangundo Hills.

This homely ambience stirs a tranquil, friendly, joyful feeling, great for a comfortable and convenient lifestyle.

We are Leaving No Customer Behind!

According to the United Nations, 2.1 billion people currently live without safe water. Growing demands, coupled with poor management, have increased water stress in many parts of the world. Climate change is adding dramatically to this pressure. By the year 2030, an estimated 700 million people worldwide could be displaced by intense water scarcity.

Yet, water is important for our survival. We all need water to have functioning bodies, running cities, operational industries, vibrant agriculture and balanced ecosystems. More importantly, water is a human right and nobody should be denied access.

The theme for World Water Day 2019 is 'Leaving no one behind'. This is based on the central promise of the 2030 Agenda for Sustainable Development, under, SDG 6, which aims to ensure availability and sustainable management of water for all by the year 2030. By definition, this means leaving no one behind, everyone must benefit.

Here in Kenya, the United Nations classifies this East African Country as chronically water scarce, on the basis of having one of the lowest natural water replenishment rates, which stands at 647 meters cubed per capita per annum. Estimates of water supply in the country indicate that only about 56% of the population has access to safe water.

Driven by the need to supply as much clean water to all the customers that we help settle in our projects, Optiven Group is always committed to drilling bore holes in these projects. "We always sink these boreholes and pipe the water to

respective plots, just to make sure that our customers are not struggling to get this very precious commodity," says Mr. George Wachiuri, Optiven Group CEO.

Optiven is therefore living up to the 2019 World Water Day's clarion call, to make sure that no one is left behind, as we supply clean water for domestic use to thousands of homes within our projects.





Wachiuri: A Story Of True Resilience

He is the founder of a top-notch real estate firm that has been scooping awards, right left and centre. He is also the founder and trustee of a charitable organisation that is quietly transforming numerous lives, especially the young ones, across the country. He is an astute entrepreneur, a motivational speaker, a lecturer and a family man all wrapped in the soul of one very energetic man.

Meet George Wachiuri, one of the most charismatic yet compassionate and down-to-earth Chief Executive Officers of our times. This father of three is also a renowned published author of two bestselling books: 'Soaring like an Eagle' and 'Unleash your full Potential', both of these books are available on Amazon with all their proceeds going to Optiven Foundation, a soft arm of Optiven Group, which is a company that is living up to its tag-line, making its customers and all its other stakeholders experience real, positive difference in their lives.

"Before establishing Optiven, I had 15 other successive businesses that I started but unfortunately they all ended up folding. The epitome of these sequential failures was when I lost a solid Kshs 5 million to some crooks who had passed for genuine salesmen, only for me to realize later that I had been conned," says Wachiuri.

These racketeers had offered to sell Mr. Wachiuri a

piece of land. But after making the requisite payments, he went back to their office only to find that they had since vacated – into thin air. "I have never heard from them since then!" he narrates.

Mr. Wachiuri points out that this experience was the turning point in his life. He recounts, "After this incident, I was financially down. I would walk to town and after my morning engagements; I would retreat to Uhuru Park, a public park in Nairobi's central business district, which had become my default 'office'. Every time that I was at this park, I would always make sure that I had a bible where I would draw divine inspiration plus a notebook and a pen which I would use to map out the ideas that I had."

Mr. Wachiuri says that during this very tough time, there were only two pillars that kept holding him up - his wife, Mary Wacuka and God. "These were the only two beings that kept me moving. Were it not for them, I could have probably sunk into an awful depression," he reveals.

Wachiuri, who now sits as a board member at the Kenya Private Sector Alliance (KEPSA) and also part of the board directors at the Kenya Private Developers Association (KPDA) as an advisor says that he has always looked back at those low moments of his life to fire him up to become an even more successful.

"I always believe that we are shaped by the

experiences that we go through. It is therefore prudent to make sure that whatever you go through, you learn the lessons so that you do not go back,” he says. “The experience of being conned, for example, later gave me the kick that I needed, to establish a property selling company that is genuine and that can be trusted by Kenyans.”

Having been born in a family that experienced abject poverty, Mr. Wachiuri just had this inner drive in him ever since he was a young boy that one day; he would make it big and help uplift his family's standards of living, especially his mother. He also believes that it is this paucity-soaked background that always nudges him to assist the less fortunate in the society, hence the birth of Optiven Foundation.

“My father passed on when I was still a small boy and soon after, we had to seek manual labour in our village in order to survive. We would wake up very early in the morning, accompany our mother to till our rich neighbours' land for a small pay, then dash to school,” he says.

Perhaps these early experiences are the ones that also taught this Certified Public Accountant - CPA (K) holder, to be both resilient and a go-getter, especially on matters entrepreneurship.



“Even when I joined the University of Nairobi to pursue my undergraduate degree in Commerce - Marketing option – I had to provide my own school fees. This means that I didn't enjoy the life pleasures that were common with my university colleagues. I had to come up with a way of earning as much money as possible, while at the same time, create time to study so that I am able to balance both ends,” he says.

As a result, Wachiuri would do laundry work for his comrades at a fee. He also acquired a Yashica camera, which he would use to take photos of fellow students at a fee in order to make an extra coin.

“On top of this, I also converted my cubicle into a little library where I would stock many old but relevant magazines and books and lend them out to fellow students for a small charge,” he says.

And with all these entrepreneurial engagements, the University of Nairobi noted this young man's efforts, and bestowed him an award: The 1997 Entrepreneur of the Year, University of Nairobi (UoN). This award was to later become the magnet that starting attracting numerous other awards, towards the way of this man who was born and brought up in Labura, one of the driest places in Nyeri County.

Fast-forward a few decades later. Under

his stewardship, Optiven Group has won many coveted awards amongst them: Winner, best in use of Digital Solutions by Land Agents – 2ND Annual Digital Inclusion Awards (2018), The Most Outstanding Innovation in Top 100 Mid-Sized Companies (2017/2018), Exceptional Human Resource (HR) Practices in Top 100 Mid-Sized Companies (2017/2018), Number One Real Estate Firm in Land Selling- SuperBrands (2017/2018).

Other awards include: The Fourth Best Real Estate Company in East Africa, SuperBrands East Africa (2017/2018); Number 68 out of the top 1000 Leading Super Brands across all industries in East Africa, SuperBrands East Africa (2017/2018); and Number One in Top 100 Mid-Sized Companies Survey (2014/2015).

As a Person, Wachiuri has over the years scooped many awards and appreciations including: 1st Runners Up - National Diversity & Inclusion Awards (DIAR Awards) (2014/2015); Best Entrepreneur - Africa - Diaspora Entertainment Awards & Recognition (D.E.A.R) awards (2017); Executive Leadership Network Appreciation - Business Leaders Forum (2016); Mashujaa Awards (USA) – Best & Most Innovative Entrepreneur, Business & Entrepreneurship (2015); and KEPSA & Ministry of Devolution and Planning honorary recognition for invaluable contribution as a mentor to Kenya Youth Empowerment Project (KYEP) Training and internship Program (2014).

In order to steer his Optiven ship towards the safe routes of the deep blue ocean, Wachiuri understands the need for a Chief Executive Officer who is well versed with matters business, and it is in this vain that he had to make sure that he has pursued a Masters of Business Administration from University of Nairobi. He is currently Pursuing PhD Degree at Jomo Kenyatta University of Technology (JKUAT).

Send your feedback to this writer: muchiriwamuchoki@gmail.com

AWARDED COMPANY IN 2018
| Winner Land Agent

OPTIVEN

GROUP LIMITED

Our vision is to be
Pacesetters in Social
Economic
Transformation.

Optiven Group is a leading brand in the African real estate sector. The Group's main objective is to empower property investors and transform the Society. The Group has a number of flourishing Strategic Business Units (SBUs).

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**WE WORK
THROUGH
STABLE
BUSINESS
NETWORKS**

GREAT TEAM

360

We are strong believers in having the best of what the market can offer. Our staff are motivated and they deliver services in a timely manner. We also believe in strong alliances and networking with other market leading professionals. We have built relationships with progressing organizations that are key stake holders to our company as we carry out our activities.



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