

# JANUARY 2019 NEWSLETTER



**Featured  
Project**  
Garden Of Joy



COYA AWARD WINNER  
Best in Customer Orientation  
and Marketing  
2015 - 2016



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







[www.optiven.co.ke](http://www.optiven.co.ke)



Superbrands East Africa  
2017 - 2018



Number One Company in  
Kenya and the Best in Real  
Estate Under Top 100 Mid-  
Size Company Awards 2014/15



Best Company in Customer  
Orientation & Marketing in  
Kenya (COYA AWARDS)

## 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

January 2019



*Mr. George Wachiuri  
CEO, Optiven Group*

As the Government of Kenya continues to roll out its plan to come up with at least 500,000 affordable homes in all major cities across the country by the year 2022 thereby improving the living conditions for its citizenry, there is need for a more collaborative approach on this area.

We, in the private sector and particularly in real estate, have always been extremely optimistic that as a country, we are able to zoom past this target. One proposed way to achieve this is through initiatives such as land swap with PPP developers.

We applaud such initiatives and we believe that the same can be easily achieved, especially through the right approach, against the right systems in place and in a transparent environment.

Here at Optiven Group, we have a great and well documented experience with transforming bare tracks of land into awesome and habitable places where many Kenyans are able to achieve their dream of owning a home for their families.

Our focused determination to economically and socially empower and transform the society through our products and services is the very reason why we have been acclaimed as the pacesetter in the market. Along the way, we have been bestowed with such as the year 2014/2015 number one Top 100 Mid-Sized Company and most recently, achieving Superbrands status 2017/2018.

We believe that indeed, as much as the Government of Kenya has a leading role in making sure that all Kenyans live in decent houses, and as much as the same Government has a self-imposed target of having over 500, 000; the private sector has a key role in bridging the housing deficit.

We are now stepping it up into a higher gear by providing Optiven's 360° Transformed Properties and offering easy to own options on all the products under our catalogue. We believe that Kenya is already at the threshold of adopting affordable alternative building technologies such as bricks, hollow blocks and expanded polystyrene technology. He notes that his company is already engaged in high gear in its efforts to provide affordable housing solutions in Kenya.



# OPTIVEN GROUP SIGNS AGREEMENT WITH KUDS SACCO

## To Empower Kenyans In The Diaspora

Nairobi | 10th December 2018

The Optiven Group, Kenya's leading real estate company on 10th December 2018 got into an agreement with the Kenya USA Diaspora Sacco. The signing ceremony was held at the Optiven Group Head Office on Barclays Plaza – Loita Street. Representatives from both Optiven Group and the Kenya USA Diaspora Sacco were at hand to witness the ceremony. Speaking during the event, Mr. George Wachiuri, the Chief Executive at the Optiven Group pointed out that the signing ceremony was



Above: (Seated) Left: Mr. George Wachiuri, CEO, Optiven Group and Right: Mr. Simon Nyagah, Chairman, Kenya USA Diaspora Sacco with representatives from both organizations shortly after signing the agreement at the Optiven Group Head Office on 14th Floor Barclays Plaza on 10th December 2018

the culmination of various consultations with the Kenya USA Diaspora Sacco which had now become a reality. Wachiuri said, “the partnership is an open door for investors who are members of the SACCO to ensure that they make their lives better by buying land from the various projects that are on offer within the Optiven Group portfolio.”

The development will see investors in the SACCO access loans easily to acquire property within the Optiven Group without the hustles of searching for finances. Beneficiaries under the new agreement will be able to choose from a total of 12 different preferred projects all which have different levels of value addition. Speaking after the event, Mr. Simon Nyagah, Chairman of the Kenya USA Diaspora Sacco said, “this agreement is an opportunity for members of the Kenya USA Diaspora Sacco to be economically and socially empowered through acquiring properties. As a Sacco we are determined to lift the profiles of our people in the knowledge that finance should

not be a problem to our members. Under this agreement with Optiven Group, we are confident that our members will benefit without the hustles that have been witnessed for investors in real estate.” Mr. Nyagah lauded the initiative which he said will ensure that more members of the SACCO will invest in real estate as well as develop their investments as funds are now available.

***“As a Sacco we are determined to lift the profiles of our people in the knowledge that finance should not be a problem to our members.”***

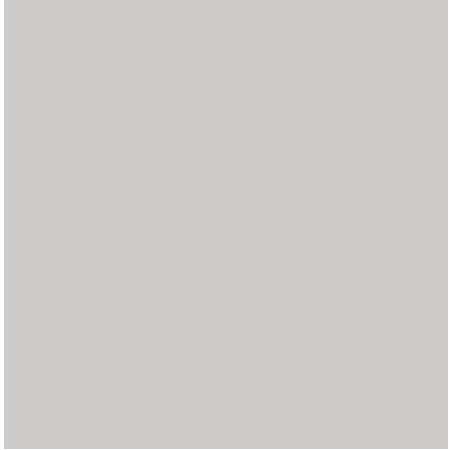


## OPTIVEN GROUP AT 20 YEARS

The Optiven Group, Kenya's leading real estate company has for the last 20 years been at the fore front in social economic transformation. This, the company has done through offering state of the art products and services that are geared towards encouraging as many Kenyans as possible to own property and with it, homes for their families. It is this great vision that has endeared the Optiven Group to many investors – with about 7,000 already being beneficiaries of their investments in real estate. The Optiven Group has since inception been the disbursing of some 7,000 title deeds to investors who have invested in the close to 60 projects that Optiven Group has been able to sell. The real-estate pace setter has further endeavored to provide the investors in their projects a comfortable journey towards empowerment by providing different options for payment to acquire property including, cash, loans and instalment payments. With the intentional value addition in the different projects that are owned by the Optiven Group, the company is renowned for living to its promises. The projects affiliated to the Optiven Group continue to stand out for their organized value addition that range from water, electricity, security and infrastructure.

These and much more that advises the operations of the Optiven Group's operations, giving credibility to the many awards that the organization has won. In the year 2018, the Optiven Group has been feted both locally and abroad for its unmatched culture in different categories. Through embracing the use of digital technology, the Optiven Group was awarded the Best in Use of Digital Solutions Awards among Land Agents. Speaking after receiving the award, George Wachiuri, the Chief Executive at the Optiven Group said "The companies of the future must embrace and utilize to the core the use of digital technology if they are to be innovative and relevant. The current market place demands it and it is because of this that the Optiven Group has made the use of digital technology a lifestyle in our day to day operations." According to Wachiuri, the current lifestyles demand that information is shared instantaneously and as such the need to go digital is unavoidable.

Mr. Wachiuri was also the recipient of the prestigious African Business Personality Award, bestowed to him in the Hague - Netherlands, during the Voice Achievers Awards. Speaking in Amsterdam, Wachiuri advised that investors should give opportunities to Kenyan companies noting that such companies understand the



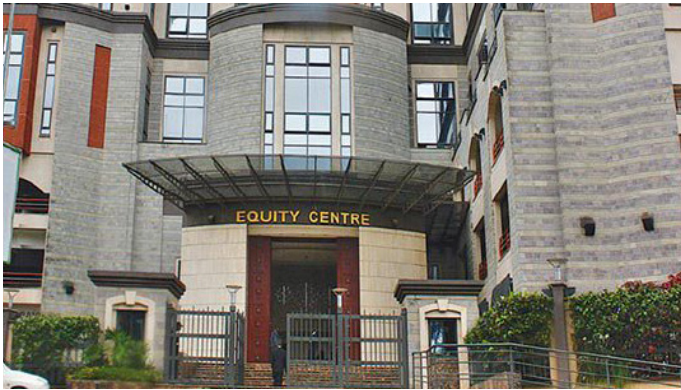
market, have the experience, expertise and capacity to deliver.

The Optiven Group was also awarded the winner's trophy for the Land Agent of the year as well as another trophy for the Best Controlled Development Land Agent for its premier project in Kiambu County, Amani Ridge | The Place of Peace. Speaking shortly after receiving the awards, Charles Muraguri – the Director for Projects at the Optiven Group – noted that 'Receiving such awards is a great honor for the Optiven Group and it provides great encouragement that our customers are the main driver of everything that we do – thank you our customers'.

The company continues to transform the society through issuance of affordable products. Addressing the media, Mr. Wachiuri advised that Optiven has kicked off a campaign to empower the youth below the age of 40 who desire to own property but are faced with money constraints. The opportunity will enable the youth to acquire a 50 by 100 plot for as little as Sh9,000 per month payable in 48 months. The campaign dubbed #Jikamatie Plots B4 40 offer runs until 31st December 2018.

## OPTIVEN GROUP PARTNERS WITH EQUITY BANK TO MAKE LIFE EASIER FOR DIASPORA CLIENTS

*"Optiven Group to help thousands of Diaspora and local clients to acquire Optiven properties."*



As we continue to appreciate our customers' esteemed support towards our vision of

economically and socially empowering and transforming the society, we have some great news just for you:

Our financial partner, Equity Bank has entered into an MOU with Optiven Group to help thousands of Diaspora and local clients to acquire Optiven properties. Equity Bank is willing to finance your property balance with Optiven for a period of five (5) years. This development is now going to greatly accelerate our customers' property purchase across our entire products portfolio, making it even easy to achieve their real estate dream much faster.



### **Kenyans in Diaspora Deserve Proper Representation Decision Making Organs**

**Above: Optiven Group CEO, Mr George Wachiuri, speaks at diaspora Homecoming Convention**

Optiven Group CEO, Mr George Wachiuri has requested the Government of Kenya to look into better ways of properly engaging the Kenyans in Diaspora, including considering giving them representation in the National Assembly.

Speaking at the recent Kenya Diaspora Homecoming Convention held in Nairobi, Optiven Group CEO Mr. George Wachiuri noted that this constituency of Kenyans was too big and important to be ignored, making an appeal for the Kenyan Government to look

into how it can have a proper engagement with them.

"We have over 3 million Kenyans in Diaspora and we must collectively look into ways of making life easier for them. We need to think on how we can give them either a representation in Parliament or in government parastatals so that their issues can be heard and expedited in a better way," said Mr. Wachiuri.

He also noted that Kenyans in Diaspora have challenges when it comes to remittances. "We need to rethink on how we can support them, maybe by reducing the transfer cost so that the diaspora remittances can be enhanced," he noted.

The CEO observed that Optiven has been at the forefront of championing for the wellbeing of Kenyans living abroad and has been actively involved in inspiring them, hosting mentorship programs especially for the youthful ones and also absorbing some of them to be part of the Nairobi based organization. "On the other hand, we are always and hand to receive Diaspora returnees and we are currently engaged in partnerships with some of these returnees in terms of business ventures mentorship and guidance for the betterment of our society," he noted.



# OPTIVEN HOSTS CUSTOMERS IN CAIRO



Optiven James meets a client in Cairo

for the properties in manageable instalments after the agreed deposit for the specific property is reached.

Already, Optiven has been issuing the customers who have completed their payments with title deeds. Other benefits that are available to the customers include value additions that enable them to invest in transformed properties all within ease of access and ready for development. Optiven has also engaged with different Kenyans including those settled or living in the diaspora – Africa included.

*“Optiven which has been in the real estate business for 20 years has a number of projects in the country. The projects are located in Nyeri, Kajiado and Kiambu counties.”*

**R**epresentatives from Optiven were in the Egyptian cosmopolitan city of Cairo in December. The duo were in the ancient city to empower the Kenyan community serving in Cairo. The Optiven team took the customers through the different products available as part

of their output to economically and socially empower the society. This was the inaugural visit to the North African nation that also provided an opportunity to further understand the needs of clients and discuss how their expectations can be met.

Optiven which has been in the real estate business for 20 years has a number of projects in the country. The projects are located in Nyeri, Kajiado and Kiambu counties. Customers have the great opportunity to pay

“



*The key is to set realistic customer expectations, and then not to just meet them, but to exceed them – preferably in unexpected and helpful ways*

**Richard Branson**

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# THE CEO DIASPORA MESSENGER MAKES Courtesy Call At Optiven Group

*“Diaspora Messenger was launched in 2007 as a cyber-community center, an international web portal and a Kenyan Diaspora information source.”*



**George Muteti, Diaspora Sales Manager (Optiven), Agnes Kariuki & Pastor Isaac Kariuki, CEO Diaspora Messenger, USA**

The Diaspora Messenger, CEO Pastor Isaac Kariuki paid a courtesy call to Optiven Group's CEO Mr. George Wachiuri at the Headquarters of this leading real estate firm in Nairobi.

Pastor Isaac later proceeded to visit some Optiven projects in Kitengela and expressed his joy that

Optiven has continued to economically and socially empower and transform the society.

The two CEOs agreed to keep supporting Kenyans Diaspora especially on the area of facilitating easy investing back home.

Diaspora Messenger was launched in 2007 as a cyber-community center, an international web portal and a Kenyan Diaspora information source. It is a project of World Reach Ministry, started by Pastor Isaac and Agnes Kariuki who migrated to the United States in 1997. Isaac has had a successful six years' stint as the chairman of Kenya Christian fellowship in America (KCFA), Washington DC chapter.

George Wachiuri is a Leading Entrepreneur, a Published Author, Philanthropist, Youth Empowerment Enthusiast, a Family man and CEO of Optiven Group.

## First VP4 Groundbreaking to Open Construction Floodgate

The first groundbreaking at Victory Gardens Phase 4 took place mid December 2018, opening a new chapter on this forth phase of super valued added project that is based in Kitengela. The marionette building, which is now already under construction by one of Optiven's construction partners is owned by Madam Rosebella Angucho, one of our great customers from Germany.

Sitting on an eight on an acre, the spacious 4-bedroom house will have a semi-premium finishing, a car garage, amongst other facilities.

Victory Gardens Phase 4 (VP4) is an ultimate extra value added, gated community project by Optiven Group that is preceded by the very successful VP1, VP2 and VP3. Strategically located 16 miles from the JKIA, 9 miles from the Standard Gauge Railway (SGR) and only 2 miles within the fastest growing



town of Kitengela!

The neighborhood is fully developed and set for immediate settlement. Victory Gardens Phase 4 neighbors high-end International and Kenyan based Curriculum Schools.

This project offers you a golden chance to be part of the fastest-growing town of Kitengela, now referred to as “The Bedroom of Nairobi city”.





*Optiven team at the 2018 Gotab Gaa Agri-Business Expo at Kapsabet Boys.*

## OPTIVEN JOINS HANDS WITH GOTAB GAA FOR KAPSABET FETE

Optiven Group was among the key sponsors of the 2018 Gotab Gaa Agri-Business Expo. The three-day event that begun on 13th to 15th December was held at the Kapsabet Boys High School under the theme 'Empowerment through the use of Innovative Technology'. A team of three covering the sales and agri-business arm of Optiven were among the exhibitors at the event. According to the organizers, the event received great acceptance with the key partners being the County Government of Nandi, KASS Media and Optiven Limited among others.

Speaking at the Optiven Group Booth during the official opening of the event, Nandi County Governor, Stephen Sang, lauded the partnership with Optiven. Sang noted that through such partnerships, the country is able to empower the people at the grass root level while embracing diversity. He lauded Optiven for its role in reaching out to the whole country as well as the Kenyans residing in the diaspora. The Governor further encouraged more involvement in agriculture where Optiven is concerned saying the new initiative to install a demonstration farm in Kajiado would act as a catalyst for the efforts to achieve food security. His remarks during the December event, comes a few months after Governor Sang was quoted as having singled out commercialized agriculture and diversification as key ways of spurring economic growth among farmers, in the county of Nandi. He called for closer collaboration

with the stakeholders such as K-Farm and Optiven Governor Stephen Sang, says that the county's potential for agribusiness and wealth creation is enormous and must be exploited by its people.

Following the engagement, Optiven is looking forward to continued engagement with Gotabgaa in order to empower its members. According to Mr. George Wachiuri, the Chief Executive at Optiven, 'there is a great potential in real estate investment in the larger north and south of rift valley and as the pacesetter in real estate, Optiven has been involved with empowering the community in rift valley having sold out one of its projects in the county.'

The Gotab Gaa Sacco Kenya Chairman, Mr. Samwel Chepkwony made a pre-event visit to Optiven Headquarters during which time he met with the Chief Executive Mr. George Wachiuri. During the meeting, Chepkwony acknowledged the important role played by Optiven in the last 20 years in the real estate sector. He expressed his hope that Optiven would continue in its stride to empower Kenyans and especially those who make up the membership of Gotab Gaa Kenya Chapter – a non-profit organization focused on uplifting and empowering individuals and families through community programs. Its mission is to inspire, connect and economically empower its members through education, networking, investment opportunities and cultural awareness.



## Now Is A Great Time To Start!

Zig Ziglar, was until his death one of the most influential motivational speakers of his time. Businesses around the world have used his books as a mantra and guide for their businesses and have gone on to succeed immensely. For a man who authored his first book in 1975 titled *See You at the Top*, Ziglar is not an amateur on what works and what doesn't. Perhaps it is this reality that has seen him quoted over and over again in platforms across the globe and his business sense replicated time and time, again and again. One of his most famous quotes that are found at leading company's headquarters is one that is simple enough to understand yet complex in its nature. For anyone who is keen on carrying on with their lives, the quote is a realistic call to keep on because in its very sense it is the truth and core for action based living. And what is this quote? 'We cannot start over, but we can begin now and make a new ending'. That is the quote!

The new year has just begun and many are yet to show anything they achieved in the 365 days that made up the year 2018. Well here is another chance,

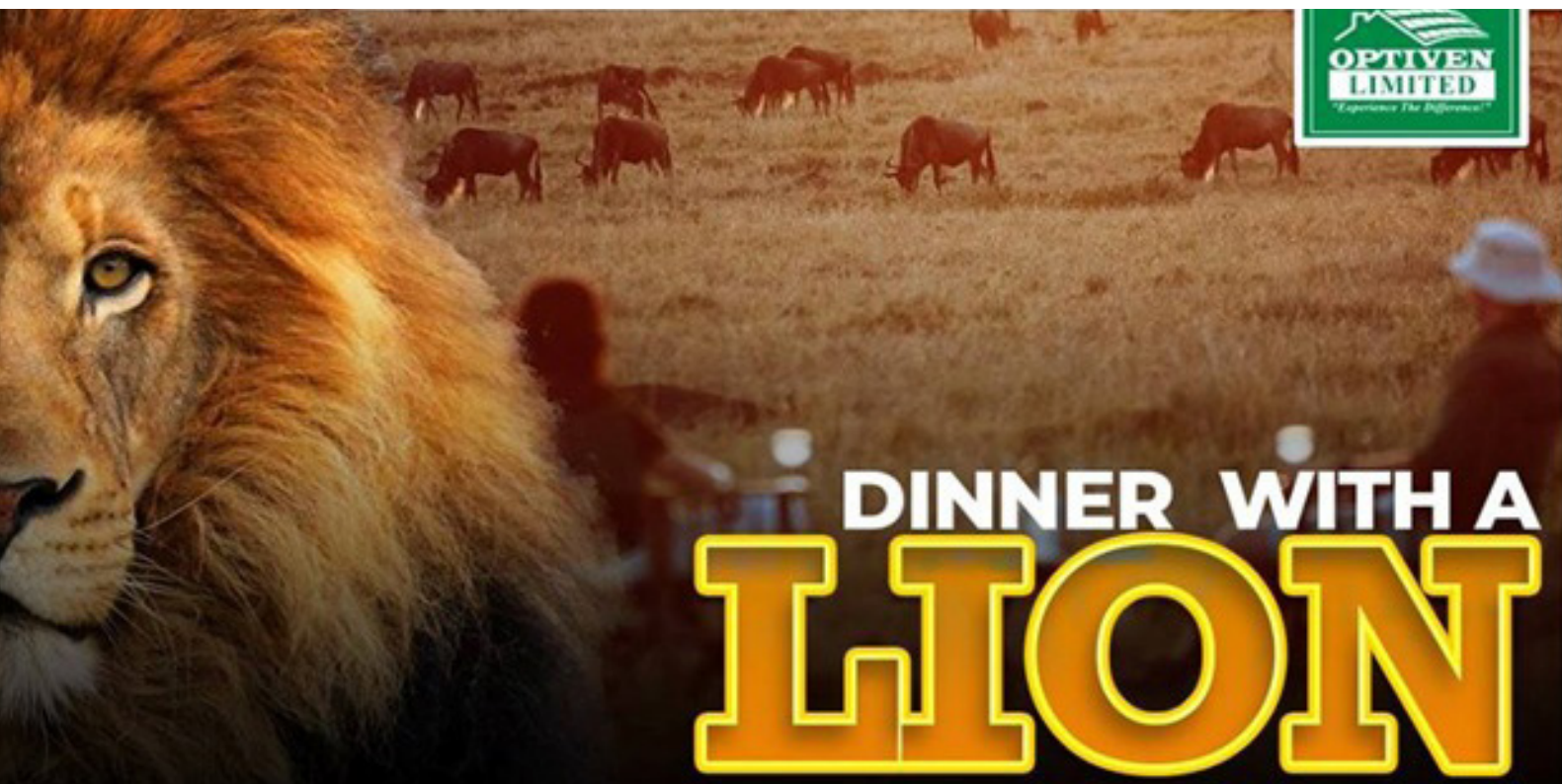
for you to pick up the pieces, one by one, start again and see what you can achieve. The need to have a fulfilling report of any sort of achievement is perhaps the reason why there are many challenges for the public to attempt that target the whole year. The secret lies in identifying that one goal you wish to achieve, working towards that goal without noting down a plan and executing it faithfully on a day to day basis. Needless to say that in the absence of such a plan, seldom will any plan achieve a goal or anything for that matter.

This brings to mind the story of one of our clients – Mark Aloo who began his journey with Optiven from 2015. Over the years he has been remitting his payments by instalments and has been able to receive his properties at the end of the journey. His testimony is available on the Optiven YouTube channel where it has gathered a lot of interest and continued to be a great inspiration to many. The story is repeated every month when hundreds of investors fulfil their commitment towards acquisition of property with Optiven. And the joy is not just to the investors because when they finally receive

their title deeds, it is a testimony that the Optiven vision of social and economic transformation is realized. It is this vision, that has led the board to allow youth to own land with low deposits and even much lower installment payments that start at 9,000/- per month in the recent campaign dubbed *Jikamatie ploti* before 40 – a campaign that targeted specifically the youth. However, a special consideration has been made for adults, who are willing to make the investment on behalf of their children. The campaign launched on 14th December 2018 ended on 31st December 2018.

You too can do it so join us today as we empower you to step up to the next level of investment. Whatever you do remember to plan, to implement and you will enjoy the achievement. We recommend the Garden of Joy open day to be held on Saturday 26th January 2018 and we shall not only pick you from Nairobi, but also offer you lunch, a drink, a view and of course a ride back! After all it is said that the journey of 1000 miles begins with one step – take that step and visit us today at our offices on 14th floor – Barclays Plaza. Here's wishing you a prosperous year 2019!





## Optiven Customers

### To Enjoy Free Dinner In The Mara For Investing

The Optiven Group has for years been a pace setter with regard to customer appreciation. As a pioneer in safari awards, the company has taken its clients to different destinations for free from way back in 2015. Investors with the Optiven Group have had great feedback following the previous safaris as this has also provided them an opportunity to interact with their fellow investors as well as discussing matters of concern with the management.

For a majority of investors stationed in the diaspora, they have not been left behind. In their consideration, the management at the Optiven Group, through the team of Property Advisors, has been able to host their local representatives to attend on their behalf. Indeed, it continues to make sense for investors to engage with Optiven Group as it continues to socially and economically empower and transform the society.

Speaking ahead of the launch of the Dinner with a Lion Campaign on November 2nd 2018, George Wachiuri, the Chief Executive Officer for Optiven Group reiterated the corporate value at the company being customer obsession. According to Mr. Wachiuri, “the core of operation

at the company is anticipating the needs of our customers and providing solutions to those needs to ensure the customers are comfortable. The Dinner with a Lion campaign will seek to offer luxury experiences to our customers at a serene location in the Mara.”

Optiven Group customers will not be required to pay for anything once they qualify for the Safari as they will be picked from the Central Business District and taken to the heart of the Mara. The opportunity will not just be to appreciate the customers for trusting Optiven as a viable investment partner, but also avail an opportunity to hear from the Chief Executive regarding various aspects of the real estate industry. The Dinner with a Lion is open to all investors in any of the Optiven Group projects that are available in Kitengela, Kiambu, Kajiado and Nyeri respectively.

It is with this understanding that all roads now lead to the Mara – courtesy of Optiven Limited – from the 8th to 10th of March 2019

# CONTACT US

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