

# MARCH 2019 NEWSLETTER

**Featured:**  
Use Your  
REAL ESTATE  
Investment



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.



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



## 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.



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



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)



# Word From **The Ceo**



## UPCOMING TWIN INFRASTRUCTURE **A MAJOR BLESSING FOR OPTIVEN INVESTORS**

**T**he Kenya National Highways Authority (KeNHA) has just launched beaconing of a mega 6-lane expressway that will connect Mai Mahiu - Suswa to Chumvi, Mombasa Road, near Machakos Junction. This road corridor will be right adjacent to one of Optiven's super value added projects, Victory Gardens.

Funded by the US Government, this expressway will ease traffic along Mombasa Road and make movement of persons and goods much easier.

Those who had a chance to invest in the Kitengela area where the expressway will be snaking by, (only 1.5km from Victory Gardens) will be laughing all the way to the bank as property prices hike due to the new mega infrastructure.

In the recent past, property appreciation has been experienced in Kenya, for instance during the expansion of the Eastern and Northern Bypasses as well as Thika Super Highway.

With the rising demand in housing, investors in Victory Gardens, Imani Breeze, Silver Gardens and other projects by Optiven will witness what I once promised; "a sure return on investment."

Construction work for this expressway is projected to start early 2020.

What more? The Government of Kajiado County has commenced the design of Oloolotikosh Kitengela-Kajiado Water Supply and Sewerage System, which again, is only 3km from Victory Gardens.

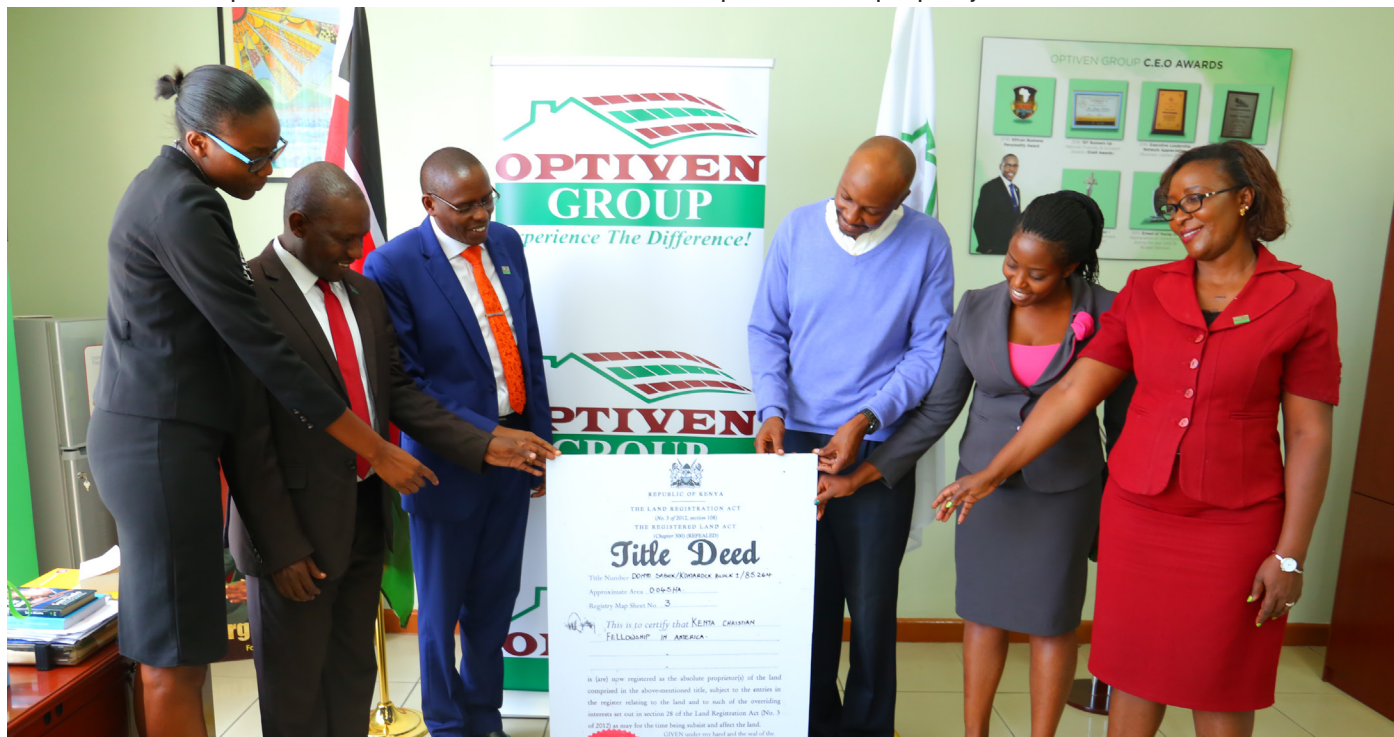
These twin infrastructural developments are now bound to turn Kajiado County and its environs, into a gold mine for real estate investors.



*Mr. George Wachiuri  
CEO, Optiven Group*

# WACHIURI: WE GIVE THE BEST TO GOD'S WORK AS WE DONATE TO KCFA.

Kenya Christian Fellowship of America (KCFA) won the plot donated by Optiven Group, and will be receiving one of the best lands located at Garden Joy in Koma, Machakos County. Mr George Wachiuri, the Chief Executive of Optiven spoke at the handover ceremony that was held at the Optiven head office and expressed that the donation will be part of the efforts for the KCFA to acquire a new property in the United States of America.



**ABOVE:** From left to right, Mercy Wanjiru – Optiven Diaspora Office, George Muteti – Optiven Sales Manager, Mr. George Wachiuri – Optiven Group Chief Executive, Mr. Donald Otieno – KCFA Kenya Office Representatives, Eunice Muthoni – Optiven Sales Manager and Josephine Karumba – Optiven Sales Manager as they admire the title deed for the raffle prize in the KCFA funds drive scheduled for a new property in North Carolina.

The donation will be raffled at an event that will be seeking to fund raise towards the purchase of their property in the diaspora. Speaking ahead of the presentation of the title, Mr. Donald Otieno who represented the KCFA at the signing ceremony, expressed his sincere appreciation to the Optiven Group family for walking with the investors in the diaspora on matters of investment. According to Otieno, he has seen a number of Kenyans in the diaspora continue to be empowered by Optiven, which he termed as a trusted brand for being transparent and honest in its operations. He added that the donation would go a long way in encouraging the KCFA family as it seeks to invest in the United States of America.

Mr. Wachiuri explained that the decision to donate was advised as per the request as part of a raffle. The organizers of the funds drive have advised that the raffle event will be held at the KCFA 2019 Conference, set to take place in North Carolina as the fellowship endeavors to acquire a property in Siler City in North Carolina, USA.

## ABOUT THE GARDEN OF JOY

The Garden of Joy product is a great investment since it has in the recent past received great value additions, making it suitable for family settlement. Some of the amenities available include a perimeter fence, water on site, green spaces, fitness areas and access roads across the 100 acre property. Koma town which is the nearest cosmos in the area, continues to grow at a high rate with a majority of investors at Garden of Joy intending to settle at the property in the next few years. The project is on offer this February for 950,000 shillings with a deposit of 20,000 shillings before the implementation of the new launch price of 1.195 million shillings from 1st March.





## MAKE USE OF YOUR REAL ESTATE INVESTMENT



### IMPROVE YOUR PROPERTY

Optiven Limited has been in the real estate sector for 20 years and during that time, the company has continued to transform the lives of its customers. The initial step has been to empower them through offering state of the art products via provision of transformed plots. Already, over 7,000 customers with homes and the gear is aimed at achieving at least 300,000 settled clients in their homes. Among those that have settled in their properties, some have gone ahead to ensure their investment does not lie idle. But as regards property tax, what can an investor do to ensure your investment in property does not lie idle. Here are two great recommendations from Optiven Limited.

#### Plant Trees

Apart from giving the property a special identity, trees can also be a great way to improve the environment. Fruit trees are especially great for purposes of both beautification as well as provision of food. They also provide shade for plants on the property and enhance crop production.

#### Landscape

This provides a great ambience for the property owner. Landscaping enables you to utilize spaces with new crops and herbs. For some, the landscaping is an opportunity to be one with nature.

Are you a property owner? If yes, prepare for a deeper digging in your pockets to boost the revenue kitty. This arises after the Treasury signaled tougher tax regulations on property owners with aim to collect more revenue. Henry Rotich Treasury secretary says that the government could rope in the taxman to help county administrations seal loopholes in tax collection for land and property. These remarks were made on the sidelines of a regional forum on fiscal policies organized by the International Monetary Fund (IMF) and the European Union in Nairobi. Rotich pointed out that “The current property tax is not well designed; valuation rolls are outdated and the coverage is low. We are going to deal with the legal design first, then (see) how we can capacitate counties.” Should the suggestions be adapted, the Kenya Revenue Authority will work with Treasury on collections. In April 2018, Lands secretary Farida Karoney advised the Senate Committee on Land, Environment and Natural Resources that the government had finalized taxation guidelines on idle land in efforts to boost agricultural production and enhance food security. The implementation of the Idle Land Taxation Policy, if adopted by the National Assembly and Senate, would see owners of idle land face penalties. According to Karoney, her ministry will however offer incentives to encourage productive and sustainable use and disincentives for keeping idle land. Data from KRA availed in October 2018 shows that its ongoing crackdown on tax cheats will reduce the gap in efforts to fund 2.97 trillion shillings budget.

# DINNER WITH A LION

## CAMPAIGN CLOSES WITH CLIENTS HEADING TO THE MARA

*It is expected that the opportunity will avail our valuable investors some time to reflect and plan ahead as well as to relax and get insights .....*



The Dinner with a Lion Campaign under Optiven Limited that was launched on 12th November 2018 has come to a closure. Over 100 customers who participated in the campaign have their bags packed and ready to embark on a fun trip, as all roads now lead to the world's famous Maasai Mara this March. The campaign benefitted investors involved in creating Optiven Limited portfolio for the period that ended on February 15th 2019. Ahead of the Mara holiday, the Optiven Limited team has been planning for a spectacular experience for our clients. Organizers promise that it shall be the Ultimate Travel experience like never before. It is expected that the opportunity will avail our valuable investors some time to reflect and plan ahead as well as to relax and get insights to further enhance their investment. The Dinner with a Lion Campaign is the fourth among campaigns to reward investors who have invested with Optiven Limited. A total of over 5 such campaigns have seen customers enjoy themselves in Mombasa under the LipaCash campaign as well as in the Mara.





**Valentines**  
**DINNER OFFER**

ENJOY a romantic evening this Valentines with your special one, courtesy of Optiven! Get a treat of a candle lit Dinner with flowers, chocolates and much more!

To enjoy this, simply invest in any of our property with at least 500K deposit & you automatically qualify!

**AMANI RIDGE**  
The place of peace!  
(Kiambu)

**VICTORY GARDENS**  
(Kitengela)

**GARDEN C**  
(Machakos)

## WACHIURI: OPTIVEN KEEN TO BRING PEOPLE AND FAMILIES TOGETHER

While a majority of men were attending the virtual 'Men's Conference', and the ladies were busy planning the 'Women's Conference 2019' the Optiven Limited team was tirelessly preparing for special valentine experiences for their clients. This was to make true the promise to reward customers with a dinner for two for their investment of the 500,000 shillings on any of the Optiven Projects. At the end of the campaign a total of 31 couples received a special evening of love, laughter and lively ambience, thanks to Optiven Limited and the Eagle Peak Spur at the Hub, Karen. Optiven Group CEO Mr. George Wachiuri was speaking at the launch of the campaign early February, and this is what he had to say: "we are not just about selling land but we are keen to bring people and specifically families together in terms of empowerment and investment options." He added that the campaign had attracted a lot of attention from the clusters of investors within the Optiven Group portfolio, which served well to advise on how to better meet our customer's needs. The event was a great time of engagement as the team from Optiven was at hand, to ensure the customers were well taken care of. A majority of the customers expressed their utmost joy and gratitude for being guests at the Eagle Peak Spur, noting that the service was meticulous, the

ambience ideal and the meal, well, lip smacking scrumptious.

The campaign is the third of 2019, coming hot on the heels of the JikamatiePlotiB440 targeting the youth, the JengaSasanaOptiven targeting investors who wish to commence building on their land and the #AnzaSasanaOptiven targeting investors who want to make profits in the future. The Valentines Campaign ran from the 1st of February 2019 to 13th of February 2019 with the winners enjoying the benefits of their investments from 14th February 2019 to 16th February 2019 respectively. Here's wishing each of you a wonderful investment journey and of course, lots of love from all of us at Optiven Limited.

*we are not just about selling land  
but we are keen to bring people  
and specifically families together*

# GET MBUZI FIED!

## THIS EASTER



## Easter Is Fast Approaching... And So Is Your Mbuzi Party

The end of Valentine's Day worldwide, opens the door for Easter plans especially for those whose fetish is not to plan for the entire year. Needless to say, some get so exhausted from the shenanigans of the New Year and the quick following Valentine's Day that the budget is quickly depleted. It is the reality of limped out budgets that perhaps advised the many men who chose instead to attend the infamous 'Men's Conference', that had no particular venue or terms of reference. Thus the observation of tendencies for careful spending inevitably towards making it a must do to cut down on costs. But the element for forward planning is also key as it advises on important aspects of life balance and especially considering that majority of Kenyans seldom save for holidays.

The innovative team at the Optiven Limited – the arm that specializes in transformed

properties that economically and socially empower the society – were at it again! In a series of campaigns, the team has rolled out a unique one that will sort out families which are keen to keep the tradition of gathering during the Easter season. The new campaign dubbed #GetMbuzified was rolled out on 20th February 2019 with a bang as the team on board shared great enthusiasm on the campaign. The unique campaign will seek to identify and reward investors who have spent at least 700,000 shillings in any of the projects with a live mbuzi, otherwise referred to in the Kenyan context as Mbuzi Meeeh. In addition, the clients will have the joy of cooling it down with a full crate of soda accompanying the Mbuzi. This is in true appreciation of the Kenyan tradition of sharing with family and friends during Easter. While the tradition has been diminishing over the years owing to various factors including lack

of funds, limited time, high costs of travel or even lack of mbuzi, the same will not be possible for many Optiven Limited investors. Speaking at the launch of the campaign, Mr. George Wachiuri, the CEO at Optiven Group stated that: 'the idea behind the campaign is to bring to the fore the reality that as the pacesetter in real estate, our intention to bring families together is as real as it can be.' He also said that the campaign which ends on 16th of April 2019 will also provide an opportunity for the investors to network with one another and also make new friends. According to Wachiuri, 'it is not about the Mbuzi, it is about the fulfilment of being with one's friends and family while at the same time having life changing decision making moments about the future'.

The campaign comes about 50 days shy of Easter which comes uncharacteristically late this year where Easter Sunday is on



21 April. Costs of transport and food are expected to rise sharply during this season owing to the celebrations and the need for some to travel upcountry to be with their families. It is not an extraordinary sight to see people stranded at bus termini waiting to travel, or different companies carrying out Easter campaigns for various products and services. Winners of the Mbuzi Meehh with Optiven will therefore have another reason to smile as the budget for goat meat and it is jolly good meat, not just because it is expensive, but also because it is nutritious. Indeed, Easter does come early and with goodies thanks to Optiven Limited and the #GetMbuzified campaign. For now, here's wishing you an #EasterbilaStress

For more details log on to [www.optiven.co.ke](http://www.optiven.co.ke) or call us today on 0790 300 300

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## 5 Sure Ways To Break Performance Barriers

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Life is full of obstacles that tend to either slow us down or even stop us all together from attaining our desired goals. But here is the thing, you can decide to quickly surmount the barriers or you can decide to just sit there and mourn days on end, about how you have been clamped down.

How then, can you break from barriers that may limit you from achieving your full potential?

### 1. Break from your comfort Zone

One of the reasons why we sit pretty in our comfort zones is because of the many fears that we possess. Someone once noted that FEAR is an acronym that stands for: False Evidence that Appears Real. Break away from fear by going beyond the normal.

### 2. Go beyond Limitations

Take note on those capacities that you feel you have not explored about yourself and try them out. You will not lose anything by trying out something new in your life. Chances are, you might just be surprised how good you are at a new thing. Try it out, as long as it's legal.

### 3. Go beyond the Past

Often, past success is irrelevant. In the same breath, your past failures do not mean you will fail tomorrow. Try better ways of doing what you always engage in, without being clouded by your past glory. You might just be surprised how much more you can achieve!

### 4. Go beyond Excuses

Here is the thing; he that is extremely good at throwing excuses right, left and center, is probably good at nothing else! Stop being a professional excuse giver. Avoid justifications that have no end and forge ahead towards your goals.

### 5. Stop pleasing People

One of the surest ways to fail in life is when you decide to keep pleasing everybody that you meet in life. Learn to have a stand, even if your position does not synchronize with almost everyone else in the entire room! Be distinct and learn to please your goals and objectives, as opposed to pleasing people. Only then will you shine like a morning star!

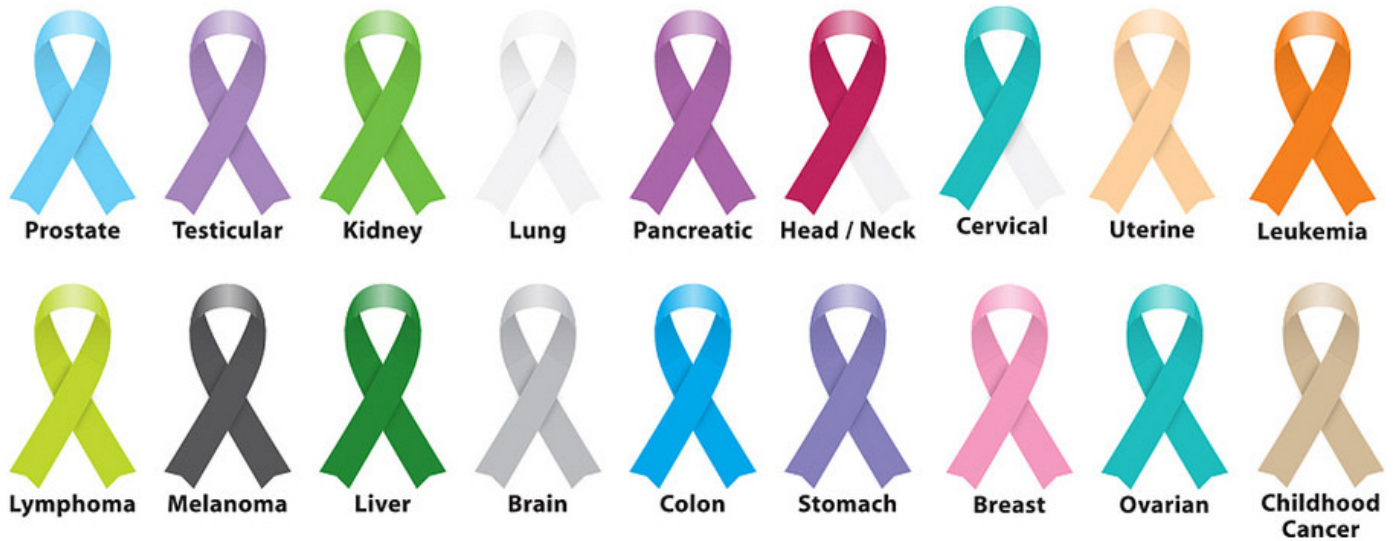
*Thoughts by:*

*George Wachiuri: A Leading Entrepreneur, a Published Author, Philanthropist, Youth Empowerment Enthusiast, a Family man and CEO of Optiven Group*

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

*YouTube: <https://www.youtube.com/user/OptivenEnterprises/featured>*

## DO YOU KNOW THE COLOR OF DIFFERENT CANCER AWARENESS RIBBONS?



## Wachiuri: Lifestyle Will Advise the Fight Against Cancer

The year 2019 has begun on a great note at our demonstration farm in Ngatataek. Ever since the project was launched in 2016, the farm has been able to generate its first produce of capsicum. The product which has already been sold in various markets, has been well received owing to the quality of the produce. This is not the only thing that endears the K-Farm produce to the market, but also the sweetness of the produce. The demonstration farm which has been worked on from mid-2017 has seen a viability phase being carried out to analyze the possibility of outcomes for any land owner in the project to farm. All this is great, but even of more importance to us is how this affects other sectors of life.

I remember when I spoke to the media on 3rd November 2016, I reiterated the need for all stakeholders to understand that 10 million people in Kenya are facing food insecurity despite 67% of land being under-utilized. This comes against the backdrop of agriculture contributing 24% of GDP and 60% employment opportunities across the country. It also advises our operations to understand that while food is important, I often encourage the masses to be careful about their

lifestyles - because this affects all other aspects of our lives. In fact, this morning, while hosting our staff at the weekly Monday Motivation Talks, I reminded our staff of the need to ensure they are healthy through exercise, healthy eating and positive attitude. Thinking about it, reminds me of the many lifestyle diseases that have robbed Kenya as a country of able citizens. Of the lifestyle diseases, Cancer is among the leading causes.

That is why we join the world in observing the World Cancer Day 2019 which is observed every 4th day of February. As the world observes this day, we come to the reality that an estimated 9.5 million people lost their lives in 2018 as a result of cancer. This amounts to a whopping 26,000 deaths a day with the number expected to increase as environmental stresses increase, air quality worsens, lifestyles and eating habits too! The theme for World Cancer Day 2019 is - 'I am and I will'. So my challenge to us all is to ensure that we keep healthy and this starts with a positive attitude that you can do it. At Optiven, our mantra is, it is possible it is doable. You can kick start your journey with understanding the reality that you must exercise if you want to have a productive life. This has advised us as



a company to consider the need for recreation and sporting spaces within our projects to ensure that our investors also keep healthy as they invest. Then there is the key issue of food, where there are some food items that help in preventing the growth of cancer cells. These include garlic, berries, tomatoes, capsicum as well as nuts, seeds, beans, and leafy vegetables among others. At K-Farm we have specialized in two of these foods - capsicum and garlic - and we have ensured they are farmed and delivered in the appropriate quality standards. This is because we believe that lifestyle will advise the fight against cancer. As the medical fraternity has recommended these among others, we also encourage the following to increase a cancer free population and improve wellness.

- Regular consumption of healthy foods.
- Abstinence from smoking and alcohol consumption.
- Overall healthy diet.
- A lifestyle of exercising.
- A positive attitude.
- Regular check ups.



#### WHO ON GLOBAL CANCER BURDEN

The World Health Organization WHO has provided guidance on how to address the global cancer burden through comprehensive cancer control, founded on global coordination and strong health systems. The Organization has helped lead engagement of partner UN agencies and entities, such as the UN Interagency Taskforce on Cervical Cancer, and recognizes that collaboration can produce a stronger response against this disease that needless claims the lives of millions around the world each year. Improving access to lifesaving cancer treatment and palliative care is also fundamental to achieve the SDGs. The expansion of WHO Model List of Essential Medicines in 2015 highlights the value of collaborative action, ensuring medicines are not only available but also accessible. Comprehensive cancer control requires global participation and commitment. On World Cancer Day, WHO acknowledges the countless lives touched by cancer and is working toward a future of healthy lives for all.

**CANCER MAY HAVE  
STARTED THE FIGHT,  
BUT I WILL FINISH IT.**

**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).

**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.



Barclays plaza Loita street  
14th floor Wing A



0790 300 300



admin@optiven.co.ke

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