

# THE OPTIVEN POINT

*Experience the Difference*

TOP Issue 1/2020

**DEVELOPMENTS** at  
AMANI RIDGE | The Place  
of Peace

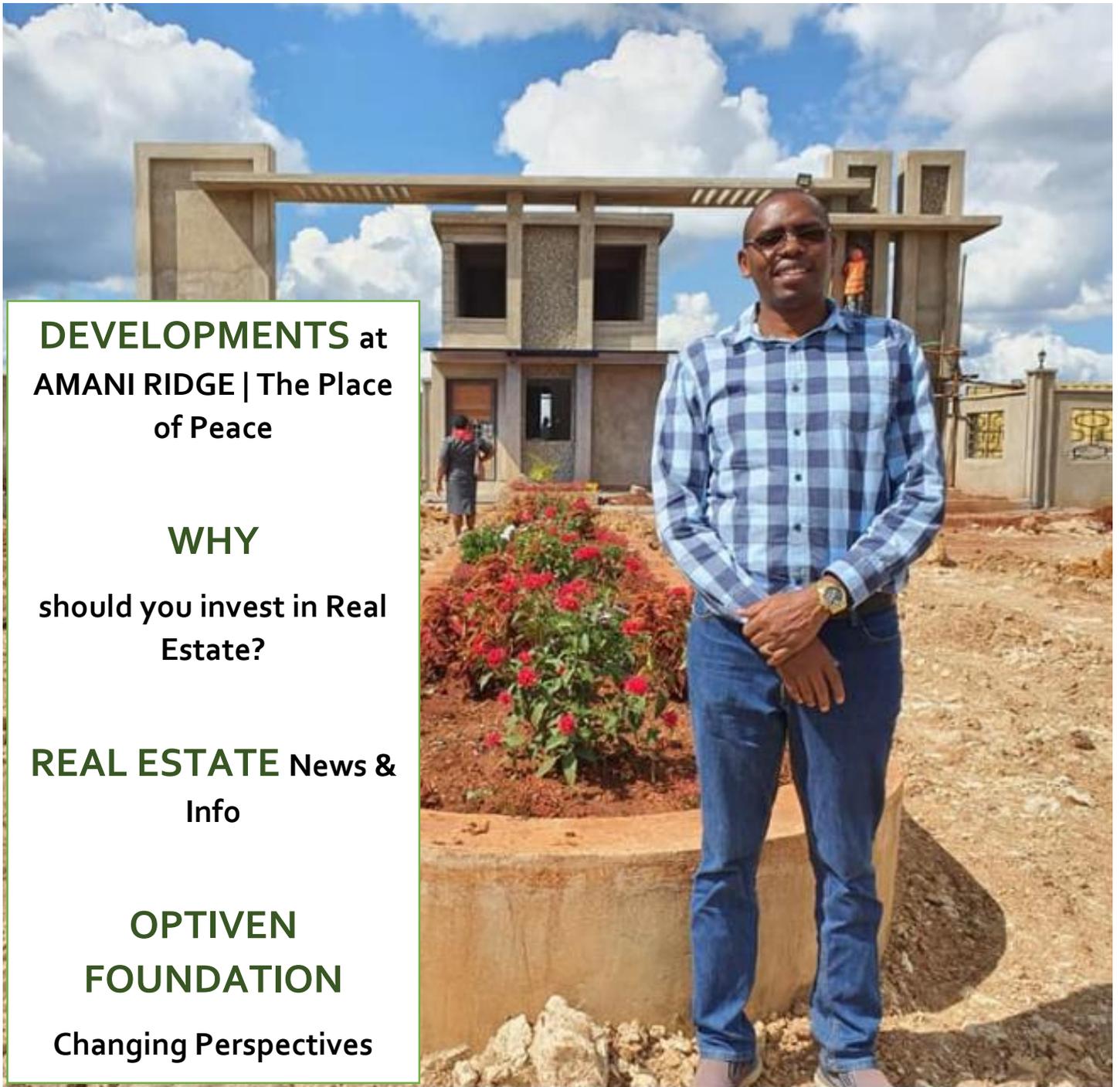
**WHY**

should you invest in Real  
Estate?

**REAL ESTATE** News &  
Info

**OPTIVEN  
FOUNDATION**

Changing Perspectives



# WORD FROM THE CEO

## Start where you are and Change the Course

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Happy New Decade now that it is 2020 and we are grateful that you have made it to this side of 2020. As you are aware we are geared to proceed with our mission of transformation that advises all that we do at Optiven Limited. I take this opportunity to commend you for your input in ensuring that we achieve our targets for the year 2019. Going forward, I recommend that you take time to consider the lessons learnt in the journey towards achieving the said targets. More importantly, I am confident that this year, we shall achieve what we set out to do. However, this calls for a shift in our thinking, a positive attitude and the need to be innovative in order to win at our race. The success of the company depends not on the Team Leader, but on the team that rallies behind him or her in meeting the objectives that it was set to achieve. I am reminded of the quote by my mentor and a leader *per excellence*, John Maxwell, who says, “*know your purpose in life, grow to reach your maximum potential, and sow seeds that benefit others.*” Remember that the new year is just a date on a calendar but for you to change your life, fold your sleeves, dig your hands in and just start where you are in order to change the course of your life. Go beyond your excuses, set your targets and act on the said targets – that is if you want to become a high performer. At the end of the day, remember that you only reap what you sow because results are the product of your efforts.

On behalf of the Board of Directors, Management and Associates, I take this opportunity to express my confidence in your competence to take Optiven to the next level and also assure you of our support in achieving the goals you have set for the year 2020. We believe in you, and God bless you. I thank you.



# VALUE ADDITIONS TAKE SHAPE AT AMANI RIDGE | The Place of Peace

## Two Years on and the landscape in Kiambu's Real Estate Changes

Optiven Limited's premier project has won many awards since its launch in 2017. The project located in Kiambu County has set the pace for the real estate sector in the area, making it a project of choice for many investors. With spectacular value additions that are yet to be rivalled, Amani Ridge | The Place of Peace was awarded Best Value Added Land Selling Company as well as emerging the Land Agent of the Year 2019. As regards the Land Agent of the Year 2019 award, this becomes the second year in a row for Optiven Limited to grab the coveted award. At the 2018 Real Estate Excellence Awards, Optiven Limited was feted for being the top Land Agent at a gala held at Sarova Panafric. This has catapulted the project to not only being a ready to build investment but also one that is expected to advise the trends in terms of making the sector vibrant. On 5th August 2019, we broke the ground for the construction work to begin as we had promised to our clients. According to Mr. George Wachiuri, the Chief Executive at Optiven Limited, 'the project is now taking shape after clearing and planting of trees. Together with our associates, we are geared toward delivering our word to our valued customers.'



**ABOVE:** Team Leaders at Optiven Limited led by the CEO, Mr. George Wachiuri (*fourth left*) look on as Director of Projects, Mr. Charles Muraguri engages in the ground breaking on 5/8/2019 at Amani Ridge | *The Place of Peace*.

And to back the project, our customers had this to say, "it is such a relaxing thought to have tranquil place, where you and your family can settle peacefully, with the only disturbance being the shrilling of the birds as they wake you up every morning with their sweet melodies." To crown it all, Amani Ridge – The Place of Peace has rolled out state of the art value additions – key of which, is a one of its kind gate! This will crown the gated community that is ideal for family residences. This strategically located jewel is only 3.2kms off Kiambu-Kamiti Road and seats between Thika Super Highway and Kiambu Road, slightly off Ruiru-Kamiti Road. It neighbours the Tatu City and Nova Pioneer.



**ABOVE:** September 2019 status as the gate is erected with skill and precision at Amani Ridge | *The Place of Peace*

**BELOW:** January 2020 status Optiven App Marketers stand at the gate at Amani Ridge | *The Place of Peace*



# WHY YOU SHOULD INVEST IN REAL ESTATE

## Lives of Investors who took right steps have been changed positively

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Real estate is seen as one of the surest investment options. But there are basics you need under your hat before parting with your money.

### 1. Don't wait then buy. Buy, then wait.

Do whatever you can now to afford property. It has been evident that properties appreciate very fast in Kenya, in a way that if you decide to save money and wait for some time, you might not afford it any more. Look for what you can afford now and don't let the figures scare you. Getting a loan from a Sacco is a good starting point. Look for properties that are affordable from companies that have such offers. If you get lump sums from per diems, bonuses, overtime - these are all perfect funds that you can use for the deposit.

### 2. Analyse the area you are buying

If in 2010 three people bought three different pieces of land – one in Rongai, one along Thika Road and another in Mombasa, if they were all to dispose those properties right now, the values would be very different. You need to evaluate why you need to invest in that location. Check what is coming up in that location and its relative distance from key urban establishments.

### 3. Get a map of upcoming developments

There is a map that is easily available and that you can also get online, which shows you all the roads in Nairobi, the ones that are to be built and upcoming bypasses. Get government plans and those of other agencies that are involved in Vision 2030. Those plans will tell you exactly where the railways are coming, where the highways will be done, where roads will be expanded, where bypasses will be built and where universities will come up. So you can always tell what the government is planning in terms of road development.

### 4. Consider the terrain

Find time to see the property or better still, install the award winning Shamba Mkononi App that enables you to view what you are buying at the touch of a button and in the comfort of your space. Do not assume and pay without seeing what you are buying. A site visit will let you see the terrain, the type of soil that is there and check whether the land is accessible to water and electricity.

### 5. Use credible channels

You need to do a lot of due diligence to prevent losing your investment. The best option, deal with established, credible organisations, known for their experience. Do a basic search on the property and the seller and use a credible lawyer.

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#### DO YOU KNOW WHY INVESTORS CHOOSE A CERTAIN PROPERTY?

- Hope that the property will appreciate with the coming on board of a big developer
- Development in an area raises the price of property
- Lack of planning may lead to loss of income gained from selling land
- Property changes one's life socially and economically and in some cases culturally too.

*"George Wachiuri, CEO at Optiven Limited says, " a good investor will not be duped into buying uninhabitable land filled with rocks and hills and bushes in the middle of nowhere with no access. Make sure you view the property first to avoid such issues."*

# REAL ESTATE : News and Information

## **KAJIADO KENYA: New Land Rates from February 2020**

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Investors in land will benefit from reduced land rates as the Kajiado County Government seeks to increase compliance and shore up revenue collections. With the new development set to be rolled out, pieces of land attracting rates of 20,000 shillings will be required to pay at least 7,000

shillings per annum. Speaking during the 2019 Jamhuri Day celebrations, Governor Joseph ole Lenku through his administration advised that the new rates were meant to cushion investors from high taxation and enable more to meet their tax obligations.

## **MACHAKOS KENYA: Optiven/Tuskys Christmas Campaign Ends**

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Optiven Limited, Kenya's leading real estate company was the choice partner for Kenya's leading Supermarket Tuskys as it rolled out its campaign "60 days of Christmas with Tuskys". The campaign launched in Eldoret saw over 20 shoppers walk away with title deeds for their properties located in the cosmopolitan county of Machakos. Daniel Koech, the General Manager for Business Development and

Customer Experience at Tuskys says, "all customers who spent 3000 shillings had an opportunity to win a piece of land and many other exciting prizes in a transparent exercise that has been automated." The campaign ran until the 5th of January 2020 and the process was overseen by the BCLB – Betting Control and Licensing Board.

## **LAIKIPIA KENYA: Evictions in Marmanet from January 2020**

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The Kenya Forest Service will this January 2020 evict over 10,000 illegal settlers from Marmanet Forest. The move is expected to boost conservation efforts in the forest. The eviction follows the nullification of title deeds for the different holders of the documents which were indicative of them being land owners. The nullification of the title deeds was

made in 2019 and confirmed by the National Lands Commission NLC. The news of the eviction was made during an afforestation launch by Governor Ndiritu Muriithi and the chairman of the Kenya Forest Service Peter Kinyua. Over 10000 trees will be planted in the new drive to increase forest cover.

## **NAIROBI KENYA: MSMES to Pay 3% for sales below 5 million**

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Beginning this month, companies falling in the Medium and Small Enterprises that make sales worth 5 million shillings and below will be required to pay a 3% tax to the Kenya Revenue Authority – KRA. This is as a result of the signing into law of the Finance Act 2019 by President Uhuru Kenyatta on November 7<sup>th</sup> 2019. The new tax is expected to boost tax collections and saddle small traders who raised concerns of deteriorating business conditions and increasing operational costs. The new tax to be referred to as the presumptive tax will be an advance tax that will be deducted against the turnover tax. The real estate sector in Kenya covers at least 53.5% of the MSMES according to the Kenya Bureau of Statistics report 2019.

# OPTIVEN FOUNDATION BRINGS CHEER

## Partnership with Customer provides opportunity to visit Zoo

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The end of the year is a time to reflect on what has been happening in the last 12 months for a majority. Some however take time to spend with their loved ones or visit friends they have not seen in a long time. But there is a certain joy that comes from giving to the less fortunate and the reality that the things we take for granted are for some, a wish come true. This was the case during the tail end of 31<sup>st</sup> December 2019. One of our valued customers offered to take the entire family of Optiven that resides at the Soweto Children's Home to the Animal Orphanage. The trip from the heart of Kayole to the lawns of Lang'ata was the first for many of the children – some who have never left the home since it was built by Optiven Foundation. The early morning tour was not only life changing by nature of being in a different environment but also an opportunity to learn more about nature and zoology – as well as seeing life in a different perspective.

Accompanied by their caregivers and a team from the Optiven Foundation, the children were encouraged to ask as many questions as possible. The joy of seeing the animals was evident in every way as the smiles and awe was obvious in their faces. Optiven Foundation has been supporting the Soweto Children's Home in Soweto by providing the children with their daily needs. In 2018, the Foundation opened the doors to a brand new home that replaced the tin structures that made up the home. Through partnerships with various well wishers, the home has received desks, beds, cooking stoves, food and clothing. This has seen the lives of the children greatly improve to enable them be better members of the society.



Just inside the main gate to Nairobi National Park, the animal orphanage houses formerly wild animals that have been recovered by park rangers. The orphanage does protect animals that would have died without human intervention. It also serves as a valuable education centre for locals and schoolchildren who might not otherwise have the chance to interact with wildlife.

For more information on the foundation and how to be a philanthropist log on to [www.optivenfoundation.org](http://www.optivenfoundation.org)

**OPTIVEN LIMITED**  
**PROVIDES OPTIONS GUARANTEEING PEACE OF MIND!**  
*Check out our portfolio of value added projects*

Amani Ridge, The Place of Peace – Kiambu



Luxurious Thika Superhighway Properties



Victory Gardens – Kitengela



Garden of Joy – Machakos County



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