

# THE OPTIVEN POINT

Experience the Difference

TOP Issue 5/2020



## VALUE ADDITIONS GALORE

Optiven Raises Gear  
on Value Additions

## OPTIVEN FOUNDATION

Making a difference  
amidst COVID-19

## OFFER THAT TRANSFORMS

Ongoing offer  
free of interest

# WORD FROM THE CEO

## Getting our **STRONG** | *Challenges only come to make you Stronger*

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The world and Kenya in particular, has in the last few months seen an increase in the number of cases of people suffering from the COVID-19 pandemic. From the onset of the pandemic, followed by the closures and curfews, there has been a continued rise of knowledge on COVID-19 itself and ways in which to mitigate. There has also been an altering of lifestyles, largely led by the loss of income through job losses, leading to increased number of households that have been unable to sustain themselves. The economic situation has itself suffered and some sectors have had the unfortunate burden of having to close doors in the last few months.

But all is not lost! The Optiven Foundation has in the last three months been working with stakeholders at



the grassroot level across the board to ensure that as many dire cases as possible are assisted. Through the **#SpreadtheHOPE** Campaign, the Optiven Foundation has been working with partners to ensure that the basic needs of those in need are taken care of. From the list of requests for help, it has now become mainstream for the Optiven Foundation to be on standby to work with partners and people of goodwill to be our brothers keepers. This would not have been possible without the input of Optiven Limited which handles real estate, our foundation partners, philanthropists from all walks of life and partners who continue to give of themselves to

continually transform even in times of this pandemic.

Through the Optiven Foundation, we were also able to launch the **George Wachiuri School of Mentorship** in July. The launch was done at the Optiven Transformation Center and was attended by an array of mentees that have profitted from the mentorship and direction of Mr. Wachiuri over the years. The launch means that a majority of youth who will be mentored online, will have a new reason to live and their outlook towards life is expected to change at the end of the mentorship journey.




# RAFIKI GARDENS | A Viable Place to Call Home

Like a string instrument, life's music will play depending on the way you tune it. However, many lose it based on excuses. Some of these excuses include statements like I am broke, I cannot afford it, it's very far, it's expensive, let me think harder about it, what if this is just another of the many scams? Others will doubt almost everything around, including life itself!

The story is different at Rafiki Gardens, customers are fencing their plots ready to set up homes. This property is limited value added and one is free to set up what they have been dreaming of. In life, there is always a first step, and this is a good place to start off life.

Optiven recently went a step further to murram the roads to ensure that our customers can access this property easily. We are happy that KERRA is upgrading the access road from the tarmac and several kilometers are now done.



**GET A PLOT WITHIN NAIROBI METROPOLIS**  
**@ 695K**  
**RAFIKI GARDENS**

Optiven has a limited offer of Ksh 695,000 and you have 6 months to pay. You only need to deposit 50%. Here is your chance to join Optiven family. Get in touch with Optiven Today 0702 831083

# Optiven takes a card on real estate amidst covid

**Our aim is to widen the opportunity for more Kenyans to own property**



The year 2020 had begun on a high for a majority of real estate firms. This also saw many investors putting their money in the projects by leading real estate company Optiven Limited. The company with experience spanning over 20 years and with projects in counties bordering Nairobi, had been in a great place by providing property ownership to Kenyans. Speaking during a panel discussion with sector stakeholders to discuss real estate, George Wachiuri, CEO at Optiven Group said, 'the year had begun on a high and it was heart warming to see so many Kenyans kick off the year with decisions to own property.' His sentiments back the company's decision to provide an impetus to invest for the masses through it's launch of the #FunguaDecadenaOptiven. Wachiuri added, 'together with my team we were offering our customers an array of properties with favourable payment terms to make it as inclusive as possible. Our aim is to widen the opportunity for more and more Kenyans to own property and even better from the Optiven portfolio.

" Under the offer, the customers were to choose from hot deals in Kiambu, Thika, Machakos, Kitengela and Kajiado. The campaign ran from 6th Jan 2020 to 21st Jan 2020. But all that changed with the coming of Covid 19 where a number of customers were affected by the pandemic and either lost their incomes or were not able to invest as planned. The discussion on NTV's Your World Programme saw panelists discuss the unfortunate situation that even led to some properties having to be auctioned while a number of residents in rented houses, having to be thrown out of their homes for not paying rent.

Commenting on the matter, Wachiuri acknowledged the challenges, terming them as real, but at the same time calling for a truce between the parties amidst downscaling of lifestyles for the affected. 'Auctioning of properties and ejecting tenants should be the very last option when the parties involved can negotiate.

On the issue of those investing already even amidst the pandemic, Wachiuri advised that a majority were on the lookout for livable spaces. 'we have seen a trend where many of our customers are looking for plots in counties neighbouring Nairobi. A good percentage are keen on gated communities with access to amenities. This now means that real estate companies have no choice but to enhance what they offer in order to meet customer expectations'. He noted that even during the pandemic, there are industries and sectors that are thriving, thus the real estate sector can tap to meet the needs of these stakeholders in terms of what they are looking for in real estate.

There has been a bee hive of activities especially during weekends.

A number of Kenyans and their families have been scouting for properties within the metropolis and surrounding counties to see how they can own them. The rising job insecurity has raised uncertainties and more and more investors are looking at cushioning their future permanently vide investing in real estate. But what are they looking for? Schools for their children, access to good infrastructure, amenities including entertainment, eateries and health facilities, and interestingly, just space

To think, jog, walk their pets, host barbecues and meditate. Sharing his take on this, Wachiuri said, 'that is why we do it very differently at Optiven. Our customers can attest that they have experienced the difference through the green spaces we offer including jogging tracks, children parks, meditation corners and the basics of what others call value additions'. Amidst the new normal that is Covid 19, however life must continue and real decisions that affect the future must be made. While adjustments will advise the new normal, the best we can do is just that, do our best to make the best decisions. Even when things seem tough, there is always a way out as has been the case with customers who have taken up offers by Optiven Limited with affordable projects such as Rafiki Gardens among others. <https://www.optiven.co.ke/properties/rafiki-gardens-kangundo-road/> At the end of the day, there is a light at the end of the tunnel, and it all starts with the step you take today.

After all, a journey of one thousand miles, begins with one step.



# REAL ESTATE : News and Information

## SERVING CUSTOMERS WHERE THEY ARE | Life Changing App

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At the Optiven Group, we were also able to serve thousands of customers from their homes or on transit across the globe, thanks to the Optiven App, **Shamba Mkononi**. The award winning app came in handy especially for the new customers who had an opportunity to interact in real time with the Optiven brand and even better a majority of the over 500 partners were able to receive their statements, book appointments for a field visit and see the developments on their investments at the Optiven Projects. The most commendable highlight was however the reward for the partners who had made referrals using the

app and it was time now to receive payments. We are delighted that through this innovative approach to business, we continued to meet the needs of our customers. As we step into the next month, we are optimistic that the period will provide a new impetus to all stakeholders and we look forward to be of service to you. Karibu Optiven, feel at Home, because **WE VALUE YOU!**

For more information, on the innovative mobile application **SHAMBA MKONONI**, log on to <https://plots.optiven.co.ke/?ref=kate> To partner with us by calling **0709 831083**.

## PEACE GARDENS NYERI | Developments Change Project Positively

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Peace Gardens, is one of the top projects under the Optiven Limited Portfolion and is located in Nyeri. Just 18kms from Nyeri Town, the project is only 500 meters from the tarmac that has the Nyeri – Nyahuru Rd. One of the best features is that the area is coming up so well. An Optiven Customer has expressed happiness that the chief's camp is a stone through away (security is assured).

The property is ripe to build ( above house is for a client there...it's a great house). We only have 7 plots remaining. The offer price is 695K and you pay 50% and balance in 6 months interest free.

If you are looking for a cool, Peaceful & great community.

## VICTORY PHASE 5 : Solar Powered Water Pump installed

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It was a beehive of activities as the Engineers lowered a new solar powered pump 200 meters below the ground at the Victory Gardens Phase 5. The borehole here now has a capacity to generate 24, 000 litres of water per hour.

This means that residents of Victory Gardens Phase 3, 4 & 5 will now have their own dependable source of clean water for all their domestic use. It also means that the water that used to be supplied from Victory Gardens Phase 1 & 2 will now only be exclusively used by residents of Phase 1 & 2.

Optiven further plans to boost the water supply to Phase 3, 4 & 5 homes by elevating a 40, 000 litres, fifteen meters high, full galvanized steel tank in order to have a 24/7 water available for these residents.

Optiven is thankful to God for this far and also appreciates all its customers who are part of this great gated community. Whisper this new development to your friends who may be interested in establishing their very own dream home at Victory Gardens.

# FOUNDATION FOOTPRINT AT GRASSROOTS

Team visits Great Rift to empower the disabled and boost education

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“NO MATTER HOW HARD  
LIFE IS, **DON'T LOSE HOPE**”

ZAYN MALIK



#WeShallOvercome 

+254 718 776033  
[www.optivenfoundation.org](http://www.optivenfoundation.org)

The Optiven Foundation team joined residents in different parts of the Great Rift as they sought to empower the communities under the Mobility that Brings Smiles campaign. The team took time to visit with beneficiary families in Kericho and Uasin Gishu on the 28<sup>th</sup> and 29<sup>th</sup> of February 2020. Speaking before flagging off the team at the Head Office in Nairobi, Chairman of the Optiven Foundation, Mr. George Wachiuri said, *‘the campaign launched in 2019 is geared to empower as many beneficiaries as possible in order to change the ’*

To become a partner or philanthropist, visit us today at Optiven Group Head Office, ABSA Towers, 14<sup>th</sup> floor. For more information log on to [www.optivenfoundation.org](http://www.optivenfoundation.org) TODAY!

**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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