

THE OPTIVEN POINT

Experience the Difference

TOP Issue 6/2020



RAFIKI GARDENS ON A ROLL

Project attracts
increasing investors

FOUNDATION MENTORS YOUTH

First Class of the
Mentorship School
kicks off with aplomb

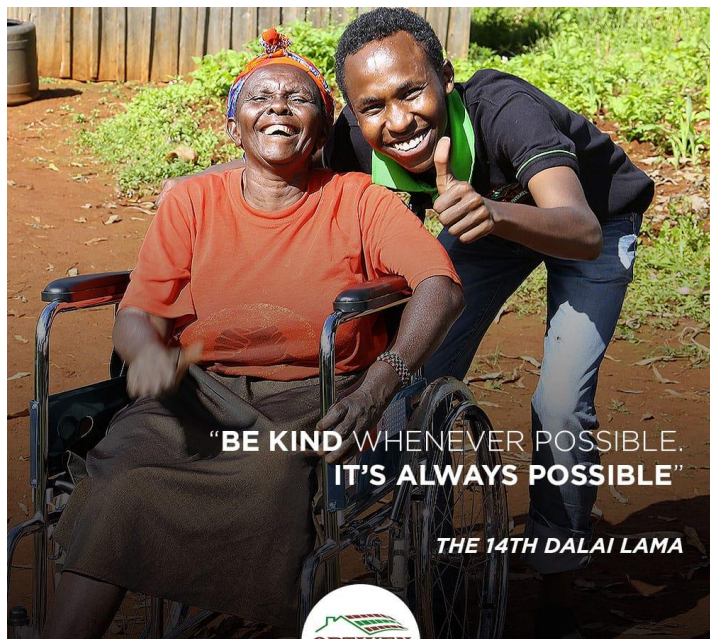
COMPLIANCE AMIDST COVID-19

All projects host
customers while fully
complying with MoH

WORD FROM THE CEO

THE DIGNITY IN HOPE | *Rising Up!*

I am a great believer of Hope and I know for a fact that without hope, no one can do anything. This is what helped me to survive some of the toughest moments of my journey as an entrepreneur. For the many who have read my first book, *Soaring Like An Eagle*, the response to my story has been that there is hope, no matter what. Over twenty years later, after I rolled out my vision for Optiven Limited, I have been mentoring hundreds through my youtube channel as well as on Facebook and various meetings – the key agenda being, to share hope. It is this hope that has anchored our operations at Optiven Limited where we are keen to socially and economically impact and transform the society. If you are not familiar with what we do at Optiven, we are all about transformation which in itself is sharing Hope. To do this, I have authored numerous books and for each one sold, all the proceeds go to the Optiven Foundation. The Optiven Foundation has not only won awards for its work, but it continues to be an avenue for hope to hundreds of families across Kenya. Through the partnership of our customers first, we are able to offer an opportunity to education through the Soaring Eagles Scholarship Programme, issue out much needed support to those abled differently under the Mobility That Brings Smiles Initiative and many other



initiatives under the Foundation. We are grateful to the many partners who have come on board in a bid to expand the space to make a difference and share hope – among them, Optiven Real Estate customers, Fusion Capital, Astral Aviation and many other partners.

With our challenges of facing up to COVID 19, never has there been a better opportunity to share hope. At Optiven, we have continued to reach out to hundreds by providing survival packages across the country. This is because, as an entity we believe in the power of hope to bring about true transformation. And this we continue to do, one day at a time, changing one life after another and together bringing the change through HOPE – the Optiven Way.

#WeShallOvercome



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RAFIKI GARDENS ON A ROLL

Project in Koma sees Increased Interest

On the periphery of Koma City lies a sparkling jewel that is Rafiki Gardens. The project by Optiven Limited targets ready to settle investors with a keen eye for accessibility to amenities. Families are especially welcome to this project that is fairly priced to suit the current economic situation. Why Rafiki Gardens?

The location of the projects on the foot of Koma Hills provides a spectacular view of the surrounding. The limited value addition project comes with a perimeter fence and murram road. The new investors – some investing for the very first time – have bought into the project because of its proximity to key amenities. According to the Manager in charge of the Kangundo Road portfolio Mr. Peter Gitonga, 'this very special project is located in an area that many developers are eyeing for massive housing investments. As a project, Rafiki Gardens offers a great investment opportunity to investors who want a place for immediate settlement and an assured capital gain on their investment.' Gitonga who is the Managing Director at the Optiven Ruai Office also adds that new developments in the area including more and more investors building around the project has greatly enhanced the interest. He says, 'this is a fairly priced project which is also under attractive payment terms between now and October 2020. We are giving our customers an opportunity to save through not charging any interest after a payment of 50% of the 695,000 shillings on offer'.



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RAFIKI GARDENS



Want to be part of the Optiven Family. Get in touch with us Today on **0790 300300** or email us on admin@optiven.co.ke

George Wachiuri Blog: www.georgewachiuri.com

YouTube: <https://bit.ly/2VdSuFJ>

REAL ESTATE : News and Information

ON AFFORDABLE HOUSING | Adopt Technology to Meet Deficit

There is need for the government and other stakeholders to change tact if it is to meet the deficit in provision of affordable housing. George Wachiuri, CEO, Optiven Group made the remarks while speaking on a special report on Affordable Housing at the Kenya Institute of Management. Wachiuri recommended the use of technology amidst a majority of Kenyan builders embracing traditional ways of building. He noted that there is need to embrace technologies including use of prefabricated technology. *"this technology uses a shorter period to complete, offering flexible ways to*

be creative in line with building quality houses." Wachiuri compared prefab houses with traditional building styles noting that prefabs slash on costs, proving to be more cost effective". His sentiments echo the reality that there is need to leverage on sustainable technologies, creativity and innovation, all must play a role in the construction industry. The observation comes as the housing deficit in Kenya stands at 2 million housing units per year. In the case of urban areas, the demand has long outstripped the supply with the population soaring day in day out.

KMRC PLUGS INTO LOANS | Loans To Be Issued in September 2020

The Kenya Mortgage Refinancing Company (KMRC) has this month announced it will begin lending loans to qualified publics from September 2020. This follows the approval by the Central Bank of Kenya to operate. KMRC will lend money to local financial institutions at an interest rate of 5% per annum. The organization will enable the financial institution to write home loans at 7% - which is 6% points lower than the market rate of approximately 13%. Following the development, the subsidized rate will be available to Kenyans earning 150,000

shillings and below per month. Those earning more will however continue to borrow house loans at market rates.

The uptake and access to mortgages in Kenya has remained relatively low. This may be attributed mainly to low-income levels that cannot service a mortgage according to analysts. The cost of sourcing properties, increased interest rates oscillating at 18% and high deposit requirements are other possible factors.

BUILDERS SA LANDS | Constructors Enjoy All-In-One Supermarket

South African construction & building materials retailer, Builders, opened its first store on 20th August 2020. The outlet located in Nairobi was part of the strategy to expand into the East African region. The store, at the Waterfront Karen brought the total number of Builders stores beyond South Africa to nine. Kenya, East Africa's commercial hub, now joins Botswana, Mozambique, and Zambia as regions with the firm's outlets outside South Africa. The venture into Kenya took an

investment of 500 million shillings and represents a commitment to bolster the local economy. The Nairobi store brought a wide range of high-quality home improvement and building materials products and services. The retail chain has so far created employment opportunities for around 545. The product range will cover building materials and home improvement requirements for flooring, paint, sanware, kitchens, lighting, electrical and appliances.

MENTORSHIP ROLL OUT

George Wachiuri School of Mentorship

Inaugural Class kicks off as Impact Spreads Countrywide

It has been continuously alluded by many leaders worldwide, that the future indeed belongs to the youth. But the said youth cannot be impacted if they are not mentored well to usher them into the realm of leadership. It is for this reason that as the world celebrated the International Day for Youth, a group of youth was addressing their peers on matters mentorship and in the programme Uradi running on Hot 96, it was a time to appreciate the role played by Optiven CEO Mr. George Wachiuri. While the celebration was happening on 13th August 2020 – Wachiuri was at hand to mentor over 100 youth who formed the first cohort of the George Wachiuri School of Mentorship. The school which was launched at the end of July 2020, aims to empower and educate the youth to enable them be transformation agents in the world.

According to Mr. Wachiuri, the school which operates online and is an initiative of the Optiven Foundation, *'we have lost too many of our young people in vices that could have been managed through mentorship'*, he says. His sentiments come as many youth and a large percentage of the employed populace in Kenya has been barely surviving after losing their livelihoods through job losses in the post Covid period. While the Optiven Foundation has in the last two years been focussing on reaching out to the less fortunate as well as those abled differently, it has also maintained its footprint towards meeting the challenges facing the youth in our society. *"The responsibility to show the youth the way to go lies with the leaders of this country. It is not enough to say that they should be innovative or creative, the onus remains with us to see to it that we lead by example. As for the school of mentorship, the idea is to share my experiences as an entrepreneur and enable the youth to have a perspective of what the future holds,"* said Wachiuri. <https://www.youtube.com/watch?v=epMLYQTD9OE>.

Through the George Wachiuri School of Mentorship, it is anticipated that the youth enrolling for the same online, will learn from tried and tested examples shared by Mr. Wachiuri. The youth will then be given an opportunity to share what lessons they will apply as they end the mentorship season. The topics to be covered are varied and largely include business topics, soft skills, empowerments and education. For those interested, all applications can be made to mentorship@georgewachiuri.com



OPTIVEN EMPOWERS INVESTORS

More Real Estate Buyers NOW Move to Suburbs

You probably know families who've relocated from the city. Reminds me of the one question Mr George Wachiuri CEO of Optiven Limited often asks, "those saying the project is far, far from where?". A chime seems to ring especially under the beam of Covid 19 as some choose to leave the city.



ABOVE: Customers already settled at Optiven's Victory Gardens in Kitengela. The project is a super value added project.

Adapt or move out! Two of the somewhat feasible solutions those living in cities have at the moment, a situation perhaps amplified by the coronavirus pandemic. And yes moving to suburbia dome seems to be the most preferred solution. Incidentally, investors in real estate have conformed to that trend. Once loyal Nairobi residents, are packing up and waving goodbye to the city in the sun which has in the last two decades become a jungle of concrete and a hub for traffic jams. Of the contaminated air, growing population and other factors, that is a story for another day!

The leafy sides of Kitengela just minutes shy from the city seem to be a viable option. A welcome message by Optiven for it's Victory Gardens seems to open the door to those visiting Kitengela. Speaking to Marystella, a new customer at Victory Gardens Kitengela, she is keen to finish paying and begin construction by December 2020. Her response is not surprising considering the project is ready to build. She says, "I saw the advertisement on TV and when I called the office I was surprised that it was operational. I didn't want to loose my money so I drove to the project and had a great time with a resident. That's how I begun my journey". George Wachiuri says "Besides the fresh air, a common area for get togethers, a children's park, demarcated roads, water and electricity on site is what you find when you invest at Optivens Victory Gardens Kitengela." It is no wonder that Christine Wali of Optiven Limited notes that many investors are visiting the project. Wali notes, " many are impressed by the greening of the project courtesy of Optiven. We have also removed the burden of insecurity by having the entire project fenced off with chain link and concrete poles, as well as having a caretaker on site 7 days a week".

After run ins with landlords in the capital for half a decade, Consolata finally decided to move her family and settle at Garden of Joy. The project in Machakos continues to attract a number of visitors majority keen to settle here for good. "There is no pressure here, there is more time for family and that is the most important thing. My work as an agrovet has not changed. The only thing that has changed is where I put my head when I sleep at night. If a client wants me to work, I will be there. If it's about having a meeting, I am available on for the same" she explains. Her sentiments perhaps backing up the fact that the Optiven project is not far from Nairobi. With her house now on the finishes stage, it will be a welcome change for her family.

Duke Shamalla shares similar sentiments of his move to invest in Rafiki Gardens. The Optiven project is also located in Machakos. Investors to this project have the benefit of interest free installment payment until October 2020. Optiven Ruai Manager, Peter Gitonga says, "we have seen great interest in Rafiki Gardens and the plots are some of the fastest moving properties in our portfolio". The project with limited value additions, is fairly priced at 695,000 shillings. It is suitable for ready to settle investors as it is located within easy reach of numerous amenities. Duke who was hosted on the project by Susan Mathu of Optiven says, "my lifestyle here is much more affordable compared to that of Nairobi. I don't see myself moving back to Nairobi any time soon." And the trend continues as more people plan to relocate out of Nairobi Optiven Limited provides great investment opportunities strategically placed for your ease of access, with ready titles, value additions and excellent locations. If you are planning to move out of the city in two years' time, then join the Optiven Family. Well, if these are not enough reasons to invest in land, share your thoughts with us, or join the Optiven Family towards your dream of home ownership.

OPTIVEN FOUNDATION | Makes A Difference

Thanks To Our Partners



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CHECK OUT OUR ARRAY OF PROPERTIES!



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