

# THE OPTIVEN POINT

*Experience the Difference*

TOP Issue 8/2020



## AMANI RIDGE INFRASTRUCTURE

Road Network gets  
overhaul at Premier  
Project

## CUSTOMER SERVICE TOPS

Staff Rewards  
amidst Customer  
Appreciation

## GROUNDBREAK IN MACHAKOS

Functional House for  
Mama Nduku in  
Ivovovani

# WORD FROM THE CEO

## OPTIVEN TRANSFORMING THE LANDSCAPE | *One Life, at a Time...*

In our journey of reaching out and setting the pace where transformation is concerned, we have learnt that it takes courage, perseverance and extra ordinary care to reach out. While we have had great success in business, we have been keen to reach out to the less fortunate in our society. Our efforts to offer transformation through philanthropy have put us in a humble space and provided us with much impetus in the form of awards such as the global recognition by The Voice of Netherlands. Our focus however remains to be the eyes of the community and this we have been able to achieve, through collaboration with our customers at Optiven Real Estate. How? You may ask! At Optiven Foundation, we have been intentional enough to allocate a percentage of our income from the sale of land at Optiven Real Estate to the Optiven Foundation for the time we have been in business. The launch of Optiven Foundation in the year 2014 further provided a life changing platform for philanthropists including, churches, corporates, families and individuals to reach out and change a life. On behalf of the Trustees and staff serving diligently under the Optiven Foundation, we remain grateful to the giving of our philanthropists. Over the years we have had great partnerships through the different initiatives that we have taken. Such partnerships have enabled us to build a home for the children of Soweto in Kayole, Nairobi County, provide opportunities for education under the Soaring Eagles Schorlanship Programme SESP, donation of brand new wheelchairs to people abled differently in over 20 counties across the country and more recently this month, building a house for Mama Nduku in Ivovoani, Machakos.



*{Over the years we have had great partnerships through the different initiatives that we have taken}*

**George Wachiuri | Chairman  
OPTIVEN FOUNDATION**



**ABOVE:** Through partnerships with our customers at Optiven Limited and philanthropists, the Optiven Foundation was in 2019, awarded for its role in transforming lives across Kenya through it's different initiatives. The award was received by Madam Mary Wachuka, a Trustee of the Optiven Foundation and General Manager at Optiven Limited.

Optiven Foundation, we continue to be open to receive support in terms of kind or cash with the latter reaching us vide our Paybill Number 898630, log on to [www.optivenfoundation.org](http://www.optivenfoundation.org) or call us on 0718766033. We value you for your support and welcome you to be a part of the team that is transforming the landscapes across Kenya, and this we are doing, one life, at a time! We value you.

These are but a few of the initiatives we have taken time to be involved with through partnership. Among our key partners are our customers, staff, Astral Aviation, Nation Media, Fusion Capital and different Brand Ambassadors serving in the diaspora to represent Optiven. The outreach has seen lives being totally transformed be it in education, health, poverty eradication, mentorship and other initiatives under the Optiven Foundation. As Chairman of the Foundation, we continue to avail a unique opportunity for partnership with the publics because we know that alone we can not go far. It is for this reason that through the

## Road Network Overhaul at AMANI RIDGE | *The Place of Peace*

Every gear has been pulled as Optiven Limited stays true to its culture of keeping its promises especially to its customers. Machinery in its gigantic state and personnel from their expert fields all congregated at the premier project in Kiambu, Amani Ridge | The Place of Peace on 15th October 2020 to kickstart the upgrading of internal roads. The event could not have had a better guest to ground break the exercise, safe in the person of the Group Chief Executive, Mr. George Wachiuri. Amani Ridge | The Place of Peace is one of the award winning projects under the Optiven portfolio and has been singled out as a city of the future. The project is home to a unique solar powered water fall that is in a class of its own. In a rare showcase of both aesthetics and architectural design, the project welcomes you to a whole new world with a classic gate that is as outstanding as can be. An aerial view of the project shows a beautiful hue of the cabro paved ground that ushers customers into the over 100 acre project. Respectfully referred to as the jewel project, it is here that a magnanimous water tank sits pretty at the entrance of the project. The demarcated infrastructure is a sign of well organized living as each plot has well numbered beacons with the internal access roads clearly defined.



**LEFT:** *Road machinery arrives on ground at AMANI RIDGE | The Place of Peace as roads are overhauled at the project.*

Speaking at the project, Wachiuri noted that the value additions on the project are well on course as promised to the customers. "Amani Ridge for us has been one of the projects that we have invested heavily to transform it into a future livable project. The year 2020, has been a time for us to bring to life the value additions and together with our partners, we have seen a tremendous revolution on the ground, one that our customers have truly appreciated". The project has in the year 2020 seen the installation of a water tank, solar security lighting, various perimeter walls, a solar powered fountain and greening of the project with trees, flowers and sign posts.

According to a survey done by Optiven Limited on its customers, majority of those interviewed were resilient that their decision to invest in Amani Ridge | The Place of Peace was purely on the expectations of a fulfilment of future value additions. Wachiuri adds, "the use of the phrase value addition means more to the team at Optiven Limited as we are way ahead in terms of our deliverables in this area. Our value additions are next level." True to this sentiment as the earth moving machinery arrived on ground on 15th October 2020, it was all systems go. For some of the customers, the roads were the main selling point that made them sign the dotted lines. So what is so special about the roads at Amani Ridge | The Place of Peace?



**ABOVE:** Construction machinery arrives at AMANI RIDGE | The Place of Peace ahead of the revamping and upgrading of road infrastructure at the project on 13<sup>th</sup> October 2020

Angela Marindich, the Customer Service Liason Officer at the project says, “our roads are abnormal in size as they are wider than normal. for the purpose of giving comfort to our customers and beauty to their homes. Some 7.5 acres have been set aside for community relaxation and the project is dotted with fruit trees for the community. Our perimeter wall is made of stone, and for the security of our customers it has been reinforced by razor wire to ensure maximum security.”

The project which has a few quarter acres available for sale, has seen a high uptake of families looking to relocate to the suburbs. The gated community has changed the landscape of Kiambu tremendously and with the assurance of ready title deeds, comfortable instalment payments, AMANI RIDGE | The Place of Peace, is really a haven for you and your family. And there is more planned for this jewel project with Engineers on the ground to ensure all is well. Among the developments expected include infrastructure for water drainage, underground power, installation of solar street lights and greening of the project through planting of more trees as well as

planning of sewerage systems by use of water recycling technology. The award winning project has seen a great uptake and according to Wachiuri, “we are indeed humbled at the trust our customers have had in us to ensure that the project continues to be an investment of choice. As Optiven, we are keen to keep our promises to our customers and are happy that our value additions are on course.”



**ABOVE:** Heavy machinery at work inside AMANI RIDGE | The Place of Peace to ensure the infrastructure of the road networks is done within the required standards.

# HAPPENING ACROSS OCTOBER 2020 AT OPTIVEN



**ABOVE:** Optiven Group CEO, George Wachiuri (*right*) when he paid a courtesy call to Honorable Kanini Kega on 15<sup>th</sup> October 2020



**ABOVE:** Mr. George Wachiuri, Optiven Group CEO, (*far left*) joins the team of Engineers during the installation of street lights at the Garden of Joy in Machakos in October 2020



**ABOVE:** Associates from Optiven Real Estate at the Garden of Joy during the launch of the green initiative and street lighting programme.



**LEFT:** Progress at Ivovoani where Optiven Foundation broke ground in October 2020 and is building a new home for Mama Nduku.

## #DREAMTEAM Rewarded During 2020 CUSTOMER SERVICE WEEK



**ABOVE:** LEFT Mr George Wachiuri, Group CEO at Optiven addresses the staff during the observation of Customer Service Week on 9<sup>th</sup> October 2020. RIGHT GM Mary Wachuka celebrates Top Marketer at Optiven Limited Carol Kimani



**ABOVE:** LEFT Director at Optiven Group, Mr. Charles Muraguri awards Martin Waweru of Human Resources Department while RIGHT Team Leader Peter Gitonga awards Angela Marindich of Optiven Limited, Customer Service



**ABOVE:** LEFT GM Mary Wachuka of Optiven Group awards Lechipai Lechuta of Digital Department while RIGHT Mr. George Wachiuri CEO Optiven Group awards William Nagilae

## REAL ESTATE : News and Information

### LANDOWNERS MAY LOOSE MILLIONS | KETRACO keen to Compensate

Landowners of some 338 acres of land in Laikipia and the surrounding counties, stand to lose billions in land compensation from the Kenya Electricity Transmission Company – KETRACO. The land is targeted by the state agency for the construction of a passage of three high voltage transmission lines. Already, the project has experienced delay as a result of the unsettled compensation.

The government through the Agency kickstarted the building of 132 kilovolt transmission line passing through Nanyuki, to Isiolo and ending in Meru. At present KETRACO is targeting 177 acres for the wayleave corridor of 30 meters. This is before widening it to 40 metres to accommodate a double circuit that will cover the four counties. According to sources, landowners in affected areas such as Ildamat, Mailua, and Longosua have not been traced since 2017.

### OPTIVEN Upgrades Value Additions at Garden of Joy

Finally, it's all joy for those who bought the Garden of Joy (GOJ). Optiven pulled a positive surprise by kicking off the installation of hundreds of green solar lights along all the estate roads. The launch happened this October 2020 during which time the project was officially declared as a green project. The project has been lauded for being an Eco-friendly hub – which is a plus for Optiven as an organization as it openly subscribes to suitable development goal number 11 of the United Nations.

The goal states that : Sustainable cities and communities) and no 7 ( Affordable and clean energy. Among the guests who attended the event spearheaded by George Wachiuri, CEO Optiven Group and Justina Syokao of the popular 2020 hit song. The installation was packed with joy as the Garden of Joy joined other Optiven projects that have already gone green such as AMANI RIDGE | The Place of Peace in Kiambu and Victory Gardens Kitengela.

## REAL ESTATE VIABLE ON ROI | Investors Benefit from Sector

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Investors with the appetite of illiquidity premium should consider a long-term investment horizon to exploit this strategy. Asset-class real estate has private valuations that respond slowly to economic downturns compared to investments in the public markets. This underscores the fact that, besides illiquidity premium, real estate is also a stable appreciating asset, if professionally executed it can provide downturn protection against market

volatilities. This unique characteristic can help investors balance their portfolios in an efficient and effective way, especially during a crisis period.

Both direct investments in real estate, such as property and indirect investments, real-estate backed funds can be a form of a 'forced saving plan' that can benefit investors with recurring revenue.

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## CUSTOMER SERVICE GALORE AT OPTIVEN

### Appreciating Staff and Customers for Building the Brand

Monday the 5th October 2020 was an extra ordinary day for Optiven. The award winning company gathered it's staff virtually to join the world in celebration of Customer Service Week. The week is an opportunity to re-engage with customers both internal and external. The opportunity also calls out top companies that have exuded great Customer Service. Of these companies is Optiven which has been awarded in many areas keys of which is Customer Service. The activities scheduled to last the entire week were targetted at appreciating customers under the Optiven portfolio. Speaking at the launch, Group CEO, George Wachiuri encouraged the staff to be customer centric. According to Wachiuri, he advocated for an appreciation of feedback including criticism as this is an opportunity for improvement in service provision and corporate growth.

Customers sample the water installed at premier project Victory Gardens Kitengela by Optiven. "We can all embrace feedback as a stepping stone to better meet our customers expectations. This is because feedback stems upto growth.". He made the remarks ahead of launching the Customer Service Week for 2020. The



ABOVE: A proud investor ground breaks for their new home at Optiven's Victory Gardens in Kitengela. Homes on the project in the background



Customer Service Week is celebrated globally. This year the rallying call is on the dream team. The focus of any dream team is to bring to life the vision of the company they work with. In the case of Optiven, the team is driven primarily to socially and economically transform the society. This objective has for the last 20+ years been achieved through offering state of the art products and services. Wachiuri adds that, "our vision is what advises what we do and at the core of it all, we have our customers as the key stakeholders of Optiven".

Bearing witness to provision of customer needs, Optiven has bequeathed over 15,000 customers with title deeds and with that empowering them to create wealth sustainably. A majority of Optiven customers have not just bought land but have built and settled down in their dream homes. As the world celebrates the Customer Service Week 2020, Optiven is confident to hold it's customers hands, on the journey towards achieving their dreams of home ownership. This, Optiven is doing, one step at a time. The promise of Service for Optiven continues daily, as it is part of the Optiven culture- to honor it's customers and attend to their expectations, needs and desires..

# OPTIVEN FOUNDATION | Makes A Difference

In the aftermath of the COVID 19 pandemic, the Optiven Foundation continued to be of impact in the society. Through its network at the grassroots level, the foundation has continued to make a difference in the lives of vulnerable families at the grassroots level. While there have been a number of queries and requests received, the Optiven Foundation has through its partners and friends of the foundation identified and supported over 100 families at the grassroots level.

This October 2020, the Optiven Foundation reached out to Mama Nduku in the heart of Machakos. The area known as Ivovoani saw the Optiven Foundation mobilize funds and partnerships to break ground for the new home of Mama Nduku and her five children. The beneficiary who is a single mother is also epileptic and struggles



**ABOVE:** LEFT Dj Covenant and RIGHT Mr. George Wachiuri, Chairman of Optiven Foundation in Ivovoani, Machakos County, to appraise the progress of the building that will be Mama Nduku's new home.

to fend for herself and her children. Under the rallying call of #RestoringtheDignityofSeniorCitizens, Optiven Foundation and it's partners continues to mobilise resources from partners, philanthropists and people of goodwill, all to transform the lives of this family.



**ABOVE:** On the left is Mama Nduku's old house while on the right is the new home that is currently being built in Ivovoani and ground breaking took place in October 2020.

# YOU ARE NOW HOME!



**Amani Ridge**  
Kiambu



Why is **AMANI RIDGE | The Place of Peace**, the perfect home for your family?

Welcome to *luxury, serenity and tranquility* all in one place.

This *award-winning* project is nestled just a few kilometers from the Nairobi CBD and within reach of high end schools as well as other amenities.

## WHAT'S MORE?

*Abnormally wide cabro paved roads | Solar street lighting | Stone wall perimeter fence*

For more information call us today on **0702 831083**, email us on **admin@optiven.co.ke**, feedback on our app, visit our offices at Loita Street, ABSA Towers, 14th Floor or visit our website [www.optiven.co.ke](http://www.optiven.co.ke)