

THE OPTIVEN POINT

Experience the Difference

TOP Issue 10/2020



ACCELERATING PARTNERSHIPS

Closing in on
2021/2022

FINISHING THE YEAR STRONGER

A Perspective from
the CEO

FOUNDATION AND KNCCI PARTNER

Donations benefit
Kajiado County

WORD FROM THE CEO | FINISHING STRONG AT THE END!

As the year comes to a close, this generation has perhaps never seen a year like 2020 in their lives! The biggest challenge being for the people all over the world to adjust to the reality that presents itself to us by being a part of the generation to witness COvid 19 and its effects. At the onstart of this decade, the entire Optiven family was looking forward to a decade of transformation and the energy to make this a reality is what advised our activity, almost always hitting the ground running. The strategy team was keen to see the company achieve its vision in a different way. This was by encouraging the majority of the public to get on board and make a difference in their personal lives through investine in real estate. Now reading through my notes and seeing the zeal that was there at the launch of the #FunguaDecadeNaOptiven campaign. But then the change that came in March 2020, thrusting the corporate world in limbo and the aftermath saw many lifestyle changes including moving back to ushago for some, while many others lost their jobs from the hard economic times. It was the first time that a lock down of this nature was experienced in a long time! With no one moving, life became a challenge and was made worse by the lack of knowledge for the public and lack of preparedness for the authorities. It is this time that Optiven launched it's #SpreadingHope and the #AdoptAFamily campaigns. The needs that were reaching Optiven through our soft arm, Optiven Foundation were massive and widely located in terms of where the need was coming from. At the end of the #SpreadingHope campaign in which we partnered with the staff and associates at Optiven Group, as well as the public in general, we had received some 597,000 shillings. This was encouraging considering that activities for the Optiven Foundation are supported upto 99% by the Real Estate arm which gives 5% of its profits from plot sales to give back and forward to the society. Through this partnership it is clear that joining hands makes it possible to share smiles and transform lives all over the country.



ABOVE: A banner announcing the launch of the campaign on 6/1/2020

We also took time to seek out new partnerships in our Real Estate sector and were able to engage different players to sign partnerships. Where media is concerned, we are delighted to have had the Nation Media Group coming on board and agreeing to support and partner in matters of social transformation through the initiatives by our foundation. Our latest partnership in the corporate sector in 2020 saw us partnering with BAHLITA – Bar and Hotel Liquor Traders Association who have guaranteed that they will work with Optiven Foundation in the financial year 2020/2021 to improve and probably transform the communities where they operate. With the coming into force of the Memorandum of Understanding on 16th December 2020, this will be a time to change the country, one county at a time, and together in partnership.

In 2020, we have had a great impact in the lives of people living with disability having scaled up the donation of new wheelchairs for those in need. The needy families in the slum areas of Mathare and Eastleigh were able to sustain their livelihoods after receiving different stipends from the Optiven Foundation. Through an extra ordinary partnership with Fusion Capital, the Optiven Foundation signed a partnership worth 2 million shillings to be used in providing education opportunities for the students and pupils in need across the country. We remain grateful to the partners and sponsors of the various initiatives knowing that because of their giving, transformation has occurred in the lives of those who need it most.

Yet there is still an opportunity for transformation especially when we pool together with both corporates, families and even individuals. Each of us has a role to play and when we all focus in the same energy, we definitely achieve more to socially and economically empower our society – one life at a time! The options are varied on what the outcomes for 2020 will be and how 2021 is projected to kick off. My outlook is however different, that whatever it is we do, it is important to finish strong! As you consider how to be a change agent this Christmas season, how about partnering with Optiven Foundation for sure transformation?

From the Optiven Family, here's wishing you Happy Holidays!

EXPLORING & EXECUTING PARTNERSHIPS|

OPTIVEN ENGAGES STRONGER GEAR TO NET MORE CUSTOMERS!

As the year comes to a close, the Optiven Group continues to realise it's strategy and theme areas of interest for the year. Among the areas of interest for the real estate arm was the sourcing and rolling out of strategic partnerships to catapult the business and also engage new arenas of customers. This then saw both Optiven Real Estate and Optiven Foundation engage in key partnerships that are expected to continue from the current financial year running through the year 2021 and 2022 respectively.

Among the key partnerships pursued were business partnerships with individual clients which Group CEO George Wachiuri says, *'Our customers across the country, be they local or in the diaspora have played a big part in the realisation of partnerships this year. We would not have done it alone especially considering the many challenges that presented themselves including Covid 19 which also affected a percentage of our customers. For this we remain grateful and no, we do not take it for granted that they have chosen Optiven as a viable investment vehicle.'* A quick survey by Optiven Research found that many of the customers that invested were doing so after researching on the track record by Optiven. For the last 20 years, the company has not only been a pacesetter in matters real estate but it has remained a hub for transparency, honesty and credibility within the real estate sector.

The next group of partners has been the service providers such as the media. Through provision of marketing services for the Optiven brand, the company has continued to grow it's name and operations while at the same time being a support to Kenya's media – struggling with the Covid pandemic too which led to diminished earnings from advertising. It is this agenda that has enabled Optiven to sign different partnerships with key valuable media houses to enhance its communication to the publics and other stakeholders with regard to it's portfolio of real estate offerings.

The third group of partnerships have been with institutions including groups of investors, sacco, companies and most recently corporate organizations. The strategy has been welcomed on a great level and it is expected to advise engagement come the year 2021. Among the new partnerships is the most recent entrant which is a national association with members in all the counties.

With what Optiven has been able to achieve, it is fair to compare then the status with what Rosabeth Moss Kanter , author of "Think Outside the Building: How Advanced Leaders Can Change the World One Smart Innovation at a Time" says. According to Professor Rosabeth, she has done a research of companies that are over 20 years old; others had formed only recently in response to industry and geopolitical changes. She found that for partnerships to thrive, corporates then must embrace the following key criteria

1. Self-analysis. Relationships get off to a good start when partners know themselves and their industry, when they have assessed changing industry conditions and decided to seek an alliance. It also helps if executives have experience in evaluating potential partners.
2. Chemistry. To highlight the personal side of business relationships is not to deny the importance of sound financial and strategic analyses. But deals often turn on rapport between chief executives. And the feelings between them that clinch or negate a relationship transcend business to include personal and social interests.
3. Compatibility. The courtship period tests compatibility on broad historical, philosophical, and strategic grounds: common experiences, values and principles, and hopes for the future. While analysts examine financial viability, leaders can assess the less tangible aspects of compatibility.

Professor Rosabeth concludes thus, What starts out as personal rapport, philosophical and strategic compatibility, and shared vision between two companies' top executives eventually must be institutionalized and made public. Other stakeholders get involved, and the relationship begins to become depersonalized. But success in the engagement phase of a new alliance still depends on maintaining a careful balance between the personal and the institutional.

HAPPENING ACROSS DECEMBER 2020



ABOVE: Chairman of the Optiven Foundation, George Wachiuri (left) joins Bishop Phillips Katutu, a Trustee of Optiven Foundation, join in prayers of dedication for the house build for Mary Nduku in Ivovoani on 4th December 2020



ABOVE: In collaboration with KNCCI and Kajiado County the Optiven Foundation gave wheelchairs and christmas packages to different families ON 15TH December 2020.



ABOVE: Graduates of the first cohort of the George Wachiuri School of Mentorship pause with Mr. George Wachiuri and Mrs. Mary Wachuka on *above*

PARTNERSHIPS GALORE IN DECEMBER 2020



ABOVE: Mr. George Wachiuri, Group CEO (*second left*) with Media Manager Muchiri Muchoki (*far left*) after the signing of a media agreement on 14th December 2020 with Nation Media Group for a partnership in 2021. With them is Kate Kole from Optiven Corporate Communications team and Beth Makau, Manager for Business Development at NTV.

ABOVE LEFT: Mr. George Wachiuri, Group CEO at Optiven Group (*second left*) poses with his counterpart at Standard Group, Mr. Orlando Lyomu and team representatives from both companies at the signing of the partnership on 21st December 2020 at Standard Group Headquarters on Mombasa Road.



ABOVE: Chairmen representing county blocks of BAHLITA Association listen to Brian Samante (*standing*), Senior Property Advisor at Optiven Real Estate on 15/12/2020. The association signed an MoU to partner with Optiven on empowerment of their members to own properties. Mr. George Wachiuri escorts BAHLITA Chairman Simon Njoroge on 16/12/2020 after consultation at his office and ahead of the signing ceremony.



LEFT: Mr. George Wachiuri addresses members of the 4th estate with regard to the partnership with BAHLITA on 16/12/2020



ABOVE: Mr. George Wachiuri signs the partnership with BAHLITA on 16th December 2020. On the left he exchanges the document with BAHLITA National Chairman Simon Njoroge.

BELOW: Consultations were held ahead of the media conference with James Mugo and Brian Samante, Senior Property Advisors at Optiven Real Estate



REAL ESTATE : News and Information

INVESTORS IN REAL ESTATE CUSHIONED | Architects improve on design

Are there emerging opportunities in the real estate sector in Kenya, in the face of the Covid 19 pandemic? The real estate sector has been among the hard-hit by the sweeping pandemic. Many people have defaulted on paying their mortgage and companies have failed to honor deadlines on house construction and delivery. Mugure Njendu, of the Architectural Association points out that the Covid-19 pandemic has forced Kenyans and policymakers to rethink the best ways to feed and satisfy

the market needs in terms of real estate. She says there is a need for developers to change designs to go with the changing times. According to Mugure, architects are seeing great designers coming up with more ventilation and more lighting as the current market demands. Banks on the other hand including those that have partnered with Optiven Real Estate are offering affordable loans including those that cater for investors keen on constructing their own houses.

GOVERNMENT FLOATS LOW COST HOUSES | 488 Units now Complete

The handing over of the 160 units by the government this December is set to boost confidence in the affordable housing agenda. This is further expected to encourage potential home owners to join the boma yangu platform under the initiative to provide housing for the growing population.

While the number of units delivered is considered incognizant, it is a right step towards provision of habitats for the ballooning population. This is in comparison to the existing demand, where the housing deficit is huge and at present is expected to rise congruently to a projected growth of 2.2% per annum, based on the World Bank.

This comes as stakeholders such as Optiven Foundation have taken the challenge to play a role in provision of habitat. According to the Chairman of the Foundation George Wachiuri, *'we are humbled to have worked with philanthropists and partners in providing a house for Mama Nduku and her five children in Ivovoani Machakos County. For us this was a way to kickstart the Christmas spirit even as we meet our mandate to provide transformation to the forgotten citizens under the Optiven Foundation'*. The Foundation has in the past built houses for the senior citizens in Kakululo and provided beneficiaries with furniture and solar lighting. Such initiatives go well in efforts to support the government in improving living standards of its people.

OPTIVEN WELCOMES DUO PARTNERSHIP | Nyeri/Laikipia Development

Leading Real Estate firm Optiven Group has welcomed the new developments in Laikipia and Nyeri counties. The two governments signed a deal to enable residents living in border towns access services with ease. The Memorandum of Understanding (MoU) to establish an inter-county governmental relationship targets about 20,000 people and provides the two county governments with a framework to work together in complementing service delivery and development projects in the border towns.

Speaking during the signing of the agreement, Nyeri Governor Mutahi Kahiga and his Laikipia counterpart Ndiritu Muriithi, said citizens from both counties should not be inconvenienced in accessing services on the weight of county boundaries and jurisdiction issues. The developments mean that those living in Gakawa and parts of Ichuga, which are in Nyeri, should be able to receive services from Nanyuki in Laikipia due to their proximity to the town. Optiven has projects in the two counties including Peace Gardens, Hekima Gardens and Faith Gardens in Nyeri and Baltimore Homes in Nanyuki.

OPTIVEN FOUNDATION KNCCI PARTNER

Impact Across Kajiado County

The Optiven Foundation partnered with the Kenya National Chamber of Commerce and Industry in Kajiado County to share bright smiles in the county. The event which was held on 15th December 2020 at the county saw a number of families benefiting from Christmas packages courtesy of the Optiven Foundation. The key highlight of the event that was attended by top officials from the chamber was the issuance of wheelchairs to a number of beneficiaries. The donation under the MobilitythatBringsSmiles campaign, was the key ending for the campaign that took a higher gear in 2020.

Speaking ahead of the visit to Kajiado, Optiven Foundation Chairman and Trustee, George Wachiuri gave a heartfelt appreciation to the partners across the board that had joined hands with Optiven to make it possible to donate new wheelchairs. He advised that it was a fruit of partnership including from the different customers in the diaspora and in Kenya. The launch of the campaign has seen the Optiven Foundation donating wheelchairs to beneficiaries in far flung counties under its health pillar as it seeks to be the eyes of the community. According to Wachiuri, *'we have had the privilege to changing the lives of many families across the country. This we have done with well wishers who have reached out to us to see how best we can add value to the lives of those abled differently. Through the team at Optiven Foundation, we have donated brand new wheelchairs in Kisii, Kajiado, Kilifi, Kipkelion, Kirinyaga, Kikuyu and many other counties at the grassroot level.'* He called on those willing to donate to do so by contacting the Optiven Foundation adding that the needs for wheelchairs are massive but by donating, the lives of the beneficiaries change for the better.

According to the 2019 census, 2.2% (0.9 million people) of Kenyans live with some form of disability. Direct comparison of disability prevalence in 2009 and 2019 is problematic due to differences in data collection methodologies, ages covered and size of administrative units. The 2019 census appears to show a sharp drop in disability prevalence; the 2009 census states 3.5%, but when looking at the same age threshold (i.e. adults and children above five years of age) the 2009 disability prevalence rate was 3.8%. The 2019 census indicates that 1.9%



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of men have a disability compared with 2.5% of women. For comparison, the 2009 census reported 3.4% of men and 3.5% of women had a disability; again, when looking at the same age threshold (i.e. adults and children above five years of age), 3.7% of men and 3.9% of women had a disability. There are more people with disabilities living in rural than urban areas. Analysis of prevalence rates by residence shows 2.6% (0.7 million) of people in rural areas and 1.4% (0.2 million) of people in urban areas have a disability. The 2009 census reports 3.8% of rural populations and 3.1% of urban populations had a disability.

FIRST COHORT GRADUATE FROM GWSOM

George Wachiuri School of Mentorship Graduation held.

It's a bright end of the year 2020 for 41 upcoming Kenyan entrepreneurs who have just been propelled into the millionaires' club courtesy of the George Wachiuri School of Mentorship. This is after these mentees who have been going through a free 6 months long mentorship program graduated, and got commissioned to a new phase of their entrepreneurship journey. The excited graduating class was upbeat that the future will be bright. They took time to express their mentorship experience, noting how mentorship has positively changed the way they do business, how they view their careers, and how most of them have already registered their businesses. The epic graduation was hosted in one of the best family entertainment center viz GMC Place (www.funplace.co.ke). All the graduates were treated with extremely tasty mbuzi as each got awarded with the George Wachiuri School of Mentorship certificate for successfully going through the mentorship program. All went home happy as Cohort-1 took time to network. There was humor when one mentee declared that he was optimistic to get a life partner among the colleague mentees graduating from the George Wachiuri School of Mentorship. During the event Wachiuri donated 10 books to the graduates who performed well in terms of attendance. He further donated 20,000 shillings to a graduate Brian Simiyu towards helping him to register his business in the year 2021. The school was launched on July 30th 2020 with the aim of providing opportunities to mentees seeking to better their marketing skills.

The next Mentorship starts from January 2021 and you only need to log in to www.georgewachiuri.com to register yourself.



ABOVE AND BELOW: Graduates and guests enjoy the achievements of the day at GMC Place Kitengela



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