

# THE OPTIVEN POINT

Experience the Difference

TOP Issue 004/2021



## EARTH DAY CELEBRATIONS

Greening of Amani Ridge with GoGreen Initiative

## OPTIVEN NEW IDENTITY

As New Dawn rebrand with parallel launch to IBUKA

## DONATION OF WATER TANK

Foundation celebrates GoGreen Initiative in Ivovoani

# WORD FROM THE CEO | 20 Years of Optiven Transforming Lives



The journey of one thousand miles that begun 20 years ago has not been an easy one, but what would Optiven be if not for the years that we have transformed? This year we are celebrating 20 years as Optiven since we started the journey of selling land to now transforming the lives of others. The story of value added plots begun with Optiven and as more players enter in the sector, there was need to present a difference that would transform our customers. And that is how our journey at Optiven moved to providing investors with an opportunity to **Experience the Difference**. In that time, we have expanded our portfolio to include projects that are affordable for our investors. It is our customers that led the way when there was need to verify this aspect of empowerment to Kenyans to invest in land. The result was the award bestowed to Optiven for being a Financial Inclusive company leading others in the Real Estate sector.



But the 20 year journey has seen the company grow continuously both in the number of projects and the birth of strategic business units. To date, the Optiven Group has left a footprint in the hospitality, water, construction and philanthropy sectors. The aim has been to focus on the provision of 30,000 job opportunities by the year 2030. This is amidst the challenge of Covid 19 which has seen the country locked down for the second time this year. Additionally, the harsh economic position that many find themselves in has seen many loose their jobs. While the challenge has been to hold it all together, Optiven has taken the responsibility to reach out and make the difference by creating more jobs even during the pandemic. Through the Optiven Foundation, we have been able to encourage the society via providing support in education, health, and the environment. On the latter,

we have engaged the public and other stakeholders by encouraging the members of the public to plant trees and embrace green living in terms of waste management, water harvesting, and organic farming among other initiatives under the #OptivenForestsChallenge.

As we celebrate 20 Years, we are cognizant of the need to be an example to the many companies that we pace set and mentor through the George Wachiuri School of Mentorship. The onus remains on us to also improve our operations, and impact the society through innovation, creative thinking and embracing technology among other strategies. We are looking at the future with positivity knowing that together we are able to change our lives and those of others through living by example. At the end of the day if you give your best, you are sure to get a positive return through the different campaigns we do to market our products. It is in the month of April that we celebrated with our customers the PataPasakaNaOptiven which celebrated and rewarded customers with 16,000 for investing. We are looking forward to a great campaign Pata20knaOPTIVEN@20 which was launched on 5<sup>th</sup> April 2021.



From Optiven Group, we wish you a successful month and do join us to celebrate 20 Years of Transformation.

# TWO NEW PROJECTS LAUNCHED IN KONZA

## SOLDOUT PROSPERITY GARDENS BIRTHS VISION & ABUNDANCE PROJECTS

The 1<sup>st</sup> of April 2021 marked the re-entry of Konza in the projects portfolio under Optiven Real Estate. Following the successful sell out of the first project in the Konza Technopolis area by Optiven, dubbed Prosperity Gardens, the launch of the two projects now provides an impetus for investors in the area. The fast growing technopolis has been on the thoughts of many who have enquired as to when the Optiven footprint will land in the area. And 2021 seems to be smiling at the dreams of these investors as they have been granted their wish.



Following in the footsteps of Prosperity Gardens by Optiven, April 2021 was the month to launch Vision Gardens and Abundance Gardens in Konza. The unique proposition especially for Vision Gardens was the pricing which is among the most affordable within the Optiven Real Estate portfolio. George Wachiuri, CEO, Optiven Group says, *“we have been receiving numerous enquiring tasking us to provide an entry for investors within Konza for the last few years. We must thank our Customers for being among the first investors to take on our initial project within the technopolis in record time. For the new projects that we launched on April 1<sup>st</sup> 2021, we are keen on increasing the number of Kenyans seeking to have their own homes by the year 2030. It is this ideal that advised our action on the affordable pricing.”* The Vision Gardens project was launched with a special offer of only 495,000 shillings for the month of April 2021. Located just 5.2km off the busy Mombasa Highway, the project is in a fast developing neighborhood in proximity to Machakos, Kola and Muuma Andu Hills.



To cater for the increasing number of customers seeking to invest in commercial properties, Optiven Real Estate further provided Abundance Gardens within Konza this April 2021. The project located strategically on the tarmac is earmarked as a settlement area for the myriad publics with interests within the nearby Konza technopolis. The area which has a number of developments already is however set to receive a number of transformations as is custom with the Optiven style of maintaining projects. Commenting at the site on the launch, Wachiuri noted that the project will best serve investors keen on commercial properties based on it's strategic location. With a cash offer of 995,000 shillings, an investor can use the property to build a hotel or a petrol station among other commercial activities. Contact us to view any of the above properties on 0709 300300 today.

# CELEBRATIONS GALORE AS OPTIVEN TURNS 20 YEARS

## BEFITTING REBRAND AND ENTRY INTO IBUKA MARKS GROWTH STORY

Pomp and color, celebrations galore, and a sheer time of joy is what ushered in the celebrations that marked 20 years of Optiven's existence. The date for the event was the 29<sup>th</sup> of April 2021 with the venue being the Nairobi Serena at a spectacular event that trended throughout the country under the #OptivenjoinsIbuka. The event which was attended by thousands of supporters online was also graced by different executives on invitation of the Optiven Group CEO, Mr. George Wachiuri. Speaking when he launched the new identity of the Optiven Group, Wachiuri



noted that the journey to what Optiven had become was a true reflection of a spirit of resilience and focus. He took the opportunity to appreciate the staff, many of whom had been running with the process of the rebranding and launch into IBUKA since November 2020. Wachiuri said, "20 years has been for us as the Optiven family a learning curve to become who we are today. We have learnt the ropes through challenges but have managed to work above and around obstacles

to deliver our promises first to our staff and next to our customers." He added that the journey had birthed a unique culture of focus, diligence, honesty and integrity, all of which define the brand and all it stands for.

Apart from being a pacesetter in the real estate sector, Optiven has over the years been evolving in its business model. After 20 years, the company has flexed its muscle and is running two successful franchises in the hospitality sector. This move has seen a number of staff coming on board, meeting the larger corporate vision to bridge the gap in the provision of employment opportunities for different households. Apart from investment in hospitality, Optiven has further increased its capacity within the real estate sector by getting into the manufacture of construction materials through Optiven Construction. This has been advised by a need to meet customer expectations and need for quality products during the construction process. With the growing number of Kenyans keen to build their own homes soon after buying their plots, there is need to provide one stop solutions such as is the case with the Optiven Construction manufacturing site in Kitengela. Overallly the company has continued to put its best foot forward through giving via the Optiven Foundation. It is through the Optiven Foundation, that families lives have been transformed through facilitating education, providing mentorship, supporting the older generations, environmental initiatives and partnering for better society.

And the celebration of 20 years was the culmination of all that has happened over the years to make Optiven Group a force to reckon with. The new identity will now catapult Optiven and direct it towards the objective of entering into the Nairobi Securities Exchange – a major milestone for the vision of the founders.

**LEFT:** Mr. George Wachiuri, CEO, Optiven Group (*third left*) receives the IBUKA entry certificate from Mr. Geoffrey Odundo, CEO, Nairobi Securities Exchange as guests and directors look on during the celebrations on 29/4/2021.



Ni yako! Ni yangu! Ni yetu! NI OPTIVEN | **inspiring possibilities...**



## Rebranded Optiven

With 20 years experience, a brand new look and the future is definitely bright. It takes an army of dedicated associates to make this possible that is why at Optiven, the Staff are our number 1 priority. We look forward to serve you with diligence, honesty and transparency as we celebrate our new milestones. With all these wonderful smiles, you can count on our service, straight from our heart. Because Optiven, ni yako, ni yangu, ni yetu. Together, we are inspiring possibilities.



**UNVEILING THE NEW OPTIVEN**

**CELEBRATING 20YRS OF TRANSFORMATION WITH OPTIVEN**



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# GOGREEN GALORE AS PUBLIC PARTICIPATES IN INITIATIVES

## #optivenforestschallenge



## #optivenearthchallenge



## #gogreenivovoani



# OPTIVEN HOSTS JALANG'O AT VICTORY GARDENS KITENGELA

## CHECKING ENVIRONMENT GAINS UNDER THE #GoGreenNaOptiven INITIATIVE



**LEFT:** Optiven Group CEO Mr. George Wachiuri (left), and Jalango (right) as they admire a solar powered street light under #GoGreenNaOptiven initiative rollout at Victory Gardens by Optiven in Kitengela on 7/4/2021.



**LEFT & BELOW:** Jalang'o admires the beautiful gate at Victory Gardens by Optiven during a visit to the project. Both Mr. Wachiuri and Jalang'o take a deserved rest at the Victory Gardens by Optiven entrance on 7/4/2021.



**ABOUT VICTORY GARDENS BY OPTIVEN:** Welcome to Victory Gardens Kitengela. For more information log on to <https://www.optiven.co.ke/properties/victory-gardens-kitengela/>



## LEVELING UP ON PARTNERSHIPS TO TRANSFORM SOCIETY PARTNERSHIPS GALORE IN APRIL 2021, BETWEEN OPTIVEN AND STAKEHOLDERS.



**ROLLING OUT PARTNERSHIPS:** 12/4/2021 Lynn Ngugi of Tuko and Mr. George Wachiuri of Optiven Group sign a dual partnership that will empower the communities, reaching the most vulnerable in a life changing twin strategy. The partnership deal with the Optiven Foundation is aimed at empowering the less fortunate in our society. One deserving needy family is about to own a piece of land at the Garden of Joy by Optiven, courtesy of this deal.



**FULFILLING FINANCIAL PARTNERSHIPS:** On 27/4/2021 The Optiven Head Quarters was the venue for the partnership signing between Stanbic Bank and Optiven Group. The ceremony was graced by George Wachiuri, CEO, Optiven Group and Austin Waga, Head of Mortgages of Stanbic Bank together with representatives of the two companies. The partnership is aimed at facilitating customers with finances to source properties and build houses through guaranteed loans.

# HAPPY GARDENS BY OPTIVEN, LIGHTS UP KITENGELA

## INVESTORS RUSH TO NEW GATED COMMUNITY

When Titile learnt that Happy Gardens would be launched in March 2021, he knew he was going to invest in the future of a great lifestyle. His best friend is a resident of Victory Gardens by Optiven where for Titile it was a late decision that saw him miss an opportunity to own a plot in Kitengela. Now he is already working with his Architect following the launch of Happy Gardens by Optiven – making it the latest project in Kitengela. Speaking at the launch of the project, George Wachiuri, Chief Executive at Optiven Limited advised that, *“Happy Gardens will change the landscape of Kitengela as it will have all the value additions that Victory Gardens have. It is a futuristic project for those who understand what the area will be when we get to the year 2030. With the surrounding universities and other developments, there is a great opportunity for investments.”* And if the views can speak, investors are delighted of the much awaited Happy Gardens by Optiven in Kitengela, launched on 12th March 2021. Located only 1.5km from the Namanga Road, the area is bordered by Kampala University and KAG university with the titling process already underway and to be ready in 6 months time.



**LEFT:** Optiven Group CEO Mr. George Wachiuri, and Senior Sales Manager at Optiven Real Estate empower the masses at Happy Gardens by Optiven in Kitengela in April 2021. The project is one of the fastest selling projects in Kitengela.



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With 20 years experience, a brand new look and the future is definitely bright.

We look forward to serve you with diligence, honesty and transparency  
as we celebrate our new milestones.

You can count on us because Optiven, ni yako, ni yangu, ni yetu.



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