

# THE POINT

TOP Issue 002/2022

INSPIRING POSSIBILITIES



**Unveiling Nanyuki  
NEW PROJECT**  
Bigger is Better!

**#MauaNiPloti  
CAMPAIGN OPENS**  
Customers Empowered

**Ground Breaking  
LESHAO HOUSE**  
Public Partners for Building

## WORD FROM THE CEO | Being Deliberate to Achieve Your Goals & Dreams.



ABOVE: George Wachiuri, Optiven Group CEO, addresses media questions at Serena Hotel on 19/2/2022 during the launch of AMANI Bot.

The year is quickly flying past and there is simply so much to do that it seems as if we are almost running out of time. Yet for some of us we are yet to make the important connections, join the dots to the necessary support and take the much needed action in order to achieve our short term goals. As the team at Optiven Group, we continue to be deliberate in how to achieve our goals and dreams by what we do daily, weekly, monthly and how it contributes to the overall yearly goal. This February for example, we celebrated one of our key innovations which came in the nick of time. With the Team managing Information and Communication Technology at the Optiven Group, we were able to launch the very first chatbot in the real estate sector – thus Amani was launched on 19<sup>th</sup> February 2022. Why was this necessary? Because the times we live in demand it, the customers we serve rely on it, the staff we work with depend on it and the time

for it is now. Chatbots have been around but not in the african context where we prefer to ignore artificial intelligence and in it's place embrace the good old way of doing things. The truth is, if we do not adapt to change, it is change that will change us – and hopefully not too late. Technology is the way to go and we are happy to be leading the way in the real estate sector thanks to our team of associates.

We also had the opportunity to work with our partners to facilitate the introduction of new projects for the comfort of our customers. This February we unveiled the Great Oasis Gardens in Nanyuki and Precious Breeze in Konza. We are confident that with our rising portfolio we shall be able to meet and hopefully surpass our customers' expectations as we provide them with extraordinary Customer Experience.

We are happy to have had a unique campaign that was customer-centric to enable our investors enjoy the benefits of their investment through a one-of-a-kind cash back. The #MauaNiPloti campaign was launched on the first of february and ran for the whole month in

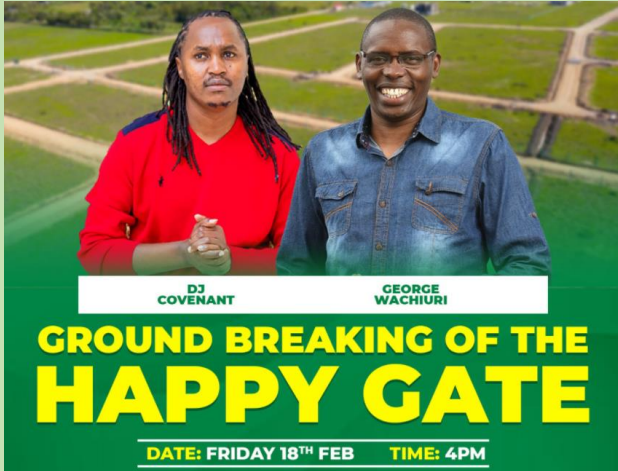


ABOVE: Teams from ICT & Customer Experience pose with Optiven Group CEO Mr. George Wachiuri (third right) & Director for Operations, Charles Muraguri (third left)

order to give customers an opportunity to redeem or buy new properties and be rewarded in return. We take this opportunity to thank all those who took advantage of the campaign for trusting Optiven as a viable investment option. Similarly, it has been an excellent time to make a difference in our society through philanthropy and our foundation. What a privilege it was for me to officiate at the groundbreaking of Josephine Leshao's house! The Optiven Foundation team also participated in International Wetlands Day and Valentines Day with different activities. The GoGreen Initiative continues and we are humbled to have donated fruit trees and participated in their planting at the Kabete Remand Home this February. And you can join us by donating to the Foundation on paybill 898630 today.

## NEWS UPDATES ON OPTIVEN PORT FOLIO | **Customers Happy with Transformation**

### **KITENGELA, KAJIADO COUNTY| LAUNCH OF HAPPY GARDENS GATE UPGRADES VALUE ADDS**



Friday 18<sup>th</sup> of February was not your usual end of the week especially if one is an investor at Happy Gardens by Optiven. The day marked the ground breaking occasion for the gate that will usher in home owners who have invested in the project. Already the transformations are a clear indication of the project status as a four-star project. On the 18<sup>th</sup> of September 2021, the fencing of the project begun, giving way to road upgrades, water and electricity. Happy Gardens by Optiven is a unique project that is strategically located near KAG University. The superb project is within an area that is fully developed and with a well-established neighborhood. The ground breaking of the gate ushers in a bright new look at the entrance of the project that is quickly selling out among Optiven investors.

### **NAIVASHA, NAKURU COUNTY| CUSTOMERS SAVOUR SOUTHLAKE VILLAS NAIVASHA**

All roads were on Saturday 5<sup>th</sup> February 2022 leading to Moi South Lake Road the home of Optiven's new project, South Lake Villas. This was the open day for the project that was launched this year amidst great interest from customers, both current and new, who had been asking about properties in the Lake City area that is Naivasha. Customers had an opportunity to also verify the value additions on the ground which include a perimeter wall fence, manned gate, internal roads, water and electricity as well as customers already building on the project. Josephine Karumba, Regional Manager for the project says, "this project is a collection of precious stones in one place and it has value additions already done plus the bonus of ready title deeds. We are grateful to customers who have invested here looking to build holiday homes or event airbnb in the future."



### **NARO MORU, LAIKIPIA COUNTY| UPTAKE OF AFFORDABLE PROJECT RISES IN FEBRUARY**



**TAKE 5 WITH GEORGE MUTETI, Regional Manager, Mt. Kenya Region, OPTIVEN**  
George Muteti, Regional Manager for Mount Kenya with a wealth of experience in both the Kenyan and Diaspora market. He has both hands-on and on-ground experience with the USA market. With a vast portfolio of clients, Muteti is the go-to Marketer on information and empowerment where real estate in Kenya is concerned. We took a minute of his time to embrace propositions for the hottest property in his portfolio. He says, "Due to the Kenol/Marua dual carriage highway of 143km it will be easier to access Wema Gardens for those coming from Nairobi or Thika. The area is the epitome of humongous views of Mt. Kenya. From Wema you can see Batian, Nelion and Lenana peaks. Equatorial Weather. This is a game changer, as WEMA is barely 12 miles from the Equator which is associated with long life and happiness. The appreciation growth rate is astronomical. WEMA is ideal for cottages, Airbnb, holiday homes, tourist stopover as the area is neighboring to key tourist sites. The price is extremely pocket-friendly at 399k only! Actually, it is this price that is causing a scramble for the less than 10 plots remaining and we are happy to host you on 26<sup>th</sup> February 2022. Karibu."

## OPTIVEN CUSTOMERS CHOOSE LAND OVER MAUA| Unique 2022 Campaign !

Optiven was at it again and this time celebrating Valentines Day in an out-of-the-box way with the launch of the #MauaNiPloti campaign. As is custom at the leading real estate company, the focus remained on the customer who was to enjoy a cash back worth 12,000 shillings for every 390,000 shillings invested. Christine Kasaya, Head of Customer Experience says, *“the campaign is customer-centric and applies to both new and existing customers.”*

The campaign which was launched on 1<sup>st</sup> February 2022 is open to investors who have properties from the vast Optiven Real Estate portfolio. George Wachiuri, CEO at Optiven Group says, *“as Optiven our focus is to ensure that our customers receive value for their investment even as they enjoy special days like Valentines. We are happy that there has been a great interest during this campaign with happy customers confirming that indeed it was a good way to celebrate. As a mentor I have the obligation to encourage investors across our projects to make decisions that will benefit them thus the need for us all to think futuristically.”*

The #MauaNiPloti campaign provided investors with an opportunity to invest or redeem 390,000 shillings in any of the properties. With this investment, that is of any 390,000 shillings, a customer is guaranteed a cash back of 12,000 shillings. The campaign is part of innovative strategies to spur the public’s interest towards value propositions on offer by Optiven Real Estate. Optiven has this year launched transformative projects such as South Lake Villas in Naivasha and Malindi City Breeze at the coast. The latest project is Great Oasis Gardens Nanyuki, Laikipia.



The #MauaNiPloti campaign was applicable to new sales as well as redemption for customers who are in the process of acquiring their properties. The Optiven portfolio provides properties with different ranges of prices to provide an opportunity for all to be property owners. This is in line with the overall vision which seeks to socially and economically empower and transform the society through offering state of the art products and services. To invest with Optiven call us on 0790300300 today.

## OPTIVEN ENTERS NANYUKI IN GRAND WAY | Launch of Mega Transformative Project

The official launch of the newest project in Nanyuki, now signals a brand new delivery of transformation by Optiven. The mega project is already taking shape with over 100 acres currently being fenced, internal road network being done and the subdivision complete with beaconing presently underway. The spectacular project dubbed, The Great Oasis by Optiven, is expected to change the landscape of Nanyuki as the company makes an extra ordinary entry into Laikipia County. The project is located on the Nanyuki-Rumuruti road with the government having committed funds for the tarmacking of the road in the month of February. [https://youtu.be/CX\\_cRH3ptlk](https://youtu.be/CX_cRH3ptlk)



**ABOVE:** Mr. George Wachiuri, CEO, Optiven Group (left) joins Mr. Charles Muraguri, Director of Projects (second left), Mr. Samuel Muthee (second right) and Bishop Phillips Katutu, (far right) at the dedication of the Great Oasis Gardens in Nanyuki on 14<sup>th</sup> February 2022.

Dubbed the Great Oasis Gardens by Optiven, the project which is fit and ready for uptake is one of the largest projects by Optiven. George Wachiuri, CEO at Optiven Group says, “we are happy to meet our customer expectations as many have been asking for Nanyuki. And this time, our customers are going to smile because of the huge sizes of the land available as well as opening up the space for other agents looking to buy and sell land in Nanyuki. What is more, we are encouraging our investors to buy bigger chunks because bigger is better.” The investors at this project will not be required to pay for any deposit nor commitment but instead register their interest on the company website vide <https://www.optiven.co.ke/properties/the-great-oasis-gardens-nanyuki/>



**THE GREAT OASIS NANYUKI DEDICATION**



**GREAT OASIS NANYUKI DEDICATION**

**ABOVE:** Mr. James Mugo, Regional Manager for Congo at Optiven Real Estate and Mr. Peter Gitonga (left) emphasizes the benefits of investing at the Great Oasis Gardens in Nanyuki by Optiven on 14<sup>th</sup> February 2022 shortly after the dedication service. Right is Mr. George Wachiuri, CEO, Optiven Group.

## FOUNDATION EMPOWERS MINORS AT KABETE REMAND | Partnership for Fruit Trees in Kabete

Optiven Foundation through a long term partnership with the Rotary Club on 19<sup>th</sup> February 2022 empowered the community of children and staff at the Kabete Remand. The event saw the Optiven Foundation Cordinator Ann



**ABOVE:** President Jeff Opati of Rotary Club of Nairobi Gigiri, (left) with Ann Nyaga & Vincent Kinara of the Optiven Foundation at Kabete Remand Home on 19<sup>th</sup> February 2022

Nyaga leading a delegation of four staff to take part in a number of activities at the children's home. Through a partnership collaboration, the Optiven Group Foundation entered into a mutual partnership to support greening activities under Rotary Club via donation of trees. Under the agreement, the Optiven Foundation through it's environment pillar and the GoGreen Initiated would donate seedlings and also participate in planting activities together with the members of the Rotary Club. The partnership has seen the initiated profiting different beneficiaries including the community at the Masii Police Station. The event at the Kabete Remand provided an excellent opportunity for the Optiven Group Foundation to mentor the children, enjoy them in the tree planting exercise as well as donate 10,000/- shillings towards the event. Speaking at the

event, Rotary Club of Gigiri President Jeff Opati lauded the role played by the GoGreen Initiative in making our planet better. He expressed gratitude to the leadership of the Optiven Group Foundation saying, "we are grateful benefactors of the generosity of the Optiven Foundation and are happy to have worked together in the year 2021/2022. We look forward to continue working together in the different areas where Optiven have strengths and are already rolling out different activities toward the donation given by Optiven to the Rotary Club". The Rotary Club under their slogan **Serve to Change Lives** has planted 1,000 trees since 2021. Ann Nyaga, the Optiven Group Foundation Cordinator on behalf of the team and the Chairman of the Optiven Group Foundation, Mr. George Wachiuri, thanked the Rotary Club for it's milestones and for the partnership. The engagement at the institution will provide solutions towards food security and sustainability of the children.

## FOUNDATION EMPOWERS GOLFERS AT SIGONA | Donates Towards Education via Golf Tournament

Representatives from the different marketing teams within the Optiven Real Estate army were among exhibitors attending the Alumni Golf Challenge held at the Sigona Golf Club on 4th February 2022. The event was held to encourage alumni of different schools to participate more in their former schools activities while at the same time making a difference in the lives of those students currently studying at the school. The event which attracted a number of top golfers was also an opportunity to empower different golfers on the available products and services under the Optiven Real Estate portfolio. The team also had an opportunity to share what the Optiven Foundation is doing in the education space through it's different initiatives including the Soaring Eagles Scholarship Programme SESP and the George Wachiuri School of Mentorship. Majority of the golfers expressed their confidence in the Optiven brand noting that over the years it had proven itself as a champion in matters real estate, philanthropy and transformation.



**ABOVE:** Conversion & Foundation teams at the Sigona on 4/2/2021.

# OPTIVEN LAUNCHES AMANI CHATBOT | Celebrations Illuminate Launch



To experience Amani by Optiven, save the number 0790300300 and send her a message on Whatsapp TODAY!

# MALINDI CUSTOMERS LAND IN MALINDI | Uptake Soars in February

The Malindi Breeze by Optiven project became one of the hottest projects that sold out way in advance even before the project was advertised. The project which was the first by Optiven in the coastal area saw a number of customers pay well in advance awaiting to view the project. The development signals a new impetus to invest in the coast.



ABOVE: Optiven hosts it's first customers at Malindi City Breeze by Optiven at the project on 7<sup>TH</sup> February 2022. Mr. & Mrs. Gitau (center & right) expressed satisfaction with their investment. With them is Director for Projects under the Optiven Group, Mr. Charles Muraguri.



ABOVE: Customers who invested at Malindi Breeze take time to enjoy the sites and sounds of Mombasa shortly after landing at the Malindi International Airport on 21<sup>ST</sup> February 2022 enroute to the project. To host the customers on the ground were Damaris Mbalu, Optiven Liaison Officer for Coast, Brian Samante and Caroline Kimani both Senior Sales and Marketing Managers at Optiven Real Estate.



LEFT: Customers are officially received at the Malindi International Airport by Damaris Mbalu, Liaison Officer at Optiven Real Estate on 23<sup>RD</sup> February 2022. The customers were on a confirmation visit to the Mtangani-based Malindi Breeze by Optiven.

BELOW: Road grading goes a notch higher this February at the Malindi Breeze by Optiven with the exercise to be complete by March 2022.





# REVAMPED PARTNERSHIPS IN FEBRUARY | **Diaspora Takes the Lead**



**LEFT:** Head of Legal Ethel Kipoto (*left*) joins Mr. George Wachiuri, CEO, Optiven Group (*second right*) and Angela Marindich, Diaspora Affairs Manager on 2nd February 2022 at Absa Towers signed a partnership. **LEFT:** (from left to right) Optiven’s Legal Counsel Ethel Kipoto, artiste Samuel Muchoki aka Samidoh (*second left*) shortly before signing a partnership with Optiven Real Estate on 17th February 2022. Looking on is James Mugo, Regional Manager for Congo as Optiven Group CEO George Wachiuri (*second left*) emphasizes a point.



**LEFT:** Mr. George Wachiuri, CEO, Optiven Group (*far right*) together with Diaspora Affairs Manager Jerusha Absalom (*second right*) Faith Esther & Margaret Wambugu (*second & third left*) pose with Jeremy Damaris, who paid a courtesy call to the Optiven Group Head Quarters on 22/2/2022

**BELOW RIGHT:** Mr George Wachiuri, CEO, Optiven Group, with Optiven Real Estate Diaspora Affairs Manager Angela Marindich, Nicolas Rop, Senior Sales Executive pose with 90k Mso (*second left*) on 17<sup>th</sup> February 2022.

**BELOW LEFT:** Mr George Wachiuri, CEO, Optiven Group, with Optiven Real Estate Diaspora Affairs Manager Jerusha Absalom & Nicolas Rop, Senior Sales Executive pose with Jane Muthoni Githuka (*second left*) on 17<sup>th</sup> February 2022



# THROUGH THE FOUNDATION LENS| Inspiring Possibilities in February ...



ABOVE: Mr. George Wachiuri, Chairman of the Optiven Group Foundation with Lynn Ngugi, and the Optiven Team during the groundbreaking ceremony for Josephine Leshao's home at the Garden of Joy on 16<sup>th</sup> February 2022. The house will cost 6 million shillings.



ABOVE: Conversion and Foundation Team members at the Sigona Golf Club on 4/2/2021. The Team empowered the masses on education.



ABOVE: The team representing GoGreen Initiative, joined the rest of the world in marking **World Wetlands Day** held annually on 2nd February. The event organized by Nature Kenya at Ondiri Swamp in Kikuyu, Kiambu County was under the theme, **"Wetlands Action for People and Nature."**



LEFT:  
Conversion Team ICONS join the Foundation Team during a Valentines visit to St. Maurus Children's Home in Mathare on 14th February 2022

## THROUGH THE FOUNDATION LENS| Inspiring Possibilities in February ...



ABOVE: Optiven Group Foundation team members at the farm shortly after tree planting at the Kabete Remand Home on 19<sup>th</sup> February 2022. With them is a representative from the Rotaract Club of Kenyatta University and the Manager in charge of the Remand Home Mr. Daniel Njama. The Optiven Group Foundation donated and planted fruit trees that were donated by a number of Optiven Real Estate staff members.



ABOVE: Optiven Group Foundation team members empower candidates of different schools ahead of the 2022 Kenya Certificate of Secondary Education Examinations on 22<sup>nd</sup> February 2022. The team donated sanitary pads, geometrical sets and success cards for the candidates.

## OPTIVEN LAUNCHES CHATBOT | Company Embraces Automation in Expansion Plan

This February Optiven launched its chatbot dubbed AMANI in spectacular style at the Nairobi Serena. The revolutionary bot will meet customer expectations in terms of provision of timely and updated information with regard to the Optiven Real Estate portfolio. With the new development, Optiven becomes the first real estate company to launch a BOT. At the media launch, members of the fourth estate had an opportunity to interact with Amani in real time. George Wachiuri, Chief Executive at the Optiven Group graced the occasion and noted that the move to launch AMANI the BOT was paramount as the company moves to embrace creativity, innovation, and automation.



**ABOVE:** Nancy Nyawira of Optiven's ICT Department shares information on AMANI Bot by Optiven during the experiential launch on 21/2/2022.

as majority of the customers demand quick forms of communication at their convenience, which is what AMANI provides." Optiven which is currently on a vast expansion voyage is among the businesses that continues to be customer-centric while working around obstacles to ensure their customers receive bespoke experiences in their interactions. The company has been awarded for its role in embracing both technology and innovation in its operations as it goes green.

Wachiuri says, "the place of chatbots in the corporate space is a new concept that is set to revolutionize how companies communicate. As Optiven, we're glad to be at the lead of this revolution. For us its a step towards meeting customer expectations and doing so in advance



**ABOVE:** Team Leaders from Customer Experience, Media, Marketing, Procurement, Finance, Documentation, Human Resource and Telemarketing shortly after the launch of Amani the Bot by Optiven at the Nairobi Serena on 21<sup>st</sup> February 2022. With them is the CEO Mr. George Wachiuri, and Director Charles Muraguri both standing next to Amani the Bot.

## OPTIVEN LAUNCHES PEACE BREEZE KONZA| Customers Take 20% on Launch



Optiven Real Estate has this February 2022 launched a brand new project in the Konza Technopolis. The new project dubbed Peace Breeze Gardens is expected to provide investment opportunities to the customers investing in the project. The location of the project that was launched on 25th February 2022 is strategic for those seeking to engage in commercial business.

Unveiling the project, George Wachiuri, CEO at Optiven Group noted that, “*the project is located at only 1200 meters off the busy Mombasa Highway, right along PetroCity Road heading to the popular fuel depo. The proximity to the highway and the upcoming Konza Technopolis makes this property a must have and true value for your money. The area is already built up, as is evident on the accompanying photos*”.

The project will consist mainly of 50x100 plots all of which are on free hold title deeds. 15 of the plots on the project are located on the road making them ideal for building of homes or for speculation. As at the launch of the project, 10 of the 15 commercial plots were bought on a ratio of 60:40 consisting of Diaspora and Local investors. With the launch price starting at only 695,000 shillings for the residential while the commercial plots are going for 795,000 shillings only. Speaking at the launch, George Muteti, Regional Manager for Eastern, at the Optiven Real Estate arm said, “*there is an opportunity for more Kenyans to invest. The project’s proximity to the A109 highway and the upcoming Konza Technopolis, makes it a superb investment for both residential and commercial purposes. So far the uptake has been on the rise and only a few plots remain mainly for residential.*”

What makes Peace Breeze by Optiven unique? The project is surrounded by settlements of homes with a great topography. The infrastructure around the project includes the fully tarmacked highway, the Nairobi-Mombasa road which can be seen from the project. Electricity is already installed on the road leading to the project. The gradient of the project makes it ideal for development including homes, schools, hospitals, hotels and recreational facilities.



**ABOVE:** Mr. George Wachiuri, CEO, Optiven (far right) views the project with DJ Covenant (center) while George Muteti, Regional Manager for Eastern at Optiven Real Estate (left) view the topography at Peace Breeze by Optiven on 25<sup>th</sup> February 2022..



**ABOVE:** The turn off from the Nairobi to Mombasa Road, that is only 1200 meters to Peace Breeze by Optiven. It leads to the depot for the oil company Petro City.

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