

# THE



# POINT

TOP Issue 003/2022



**#KwamuaMaono  
CAMPAIGN EXCITES**  
Customers Invest

**Reveling Milestones  
WOMEN'S DAY**  
Optiven Looks Back

**Upscaled Partnership  
OPTIVEN+BUYRENT**  
Door Opening Collabo

## WORD FROM THE CEO | The Power of a Vision & Working to Give it Longevity.

Happy new second quarter of the year 2022! Feels more like wishing you a brand new year, but on the ground, things are different really. It is the second quarter already and when we think of the resolutions we had set at the beginning of the year; it is imperative for us to look at the scorecard to understand where we stand. No it is not cliché to check how far one has gone because it provides us an opportunity to schedule the way forward in order to achieve what it is that we must in the time we have.

For us at the Optiven Group, this is an opportunity too to consider our journey to empower the communities that we serve in by being champions of social economic transformation. During this time, we have celebrated with our customers who have broken ground at our projects, meaning we are together inspiring possibilities of achieving their own homes ahead of the year 2030. As champions we have also provided a great array of products for our customers to choose from including the largest project by Optiven Real Estate – which is the Laikipia County-based, the Great Oasis Gardens. Here we have adapted a new slogan to meet customer needs with many of them having requested for bigger plots and that is why we are saying Bigger is Better! We are happy to also FastTrack our value additions as we transform our projects such as Happy Gardens by Optiven in Kitengela where the infrastructure is now done as is the gate as per our promise. Our strategy on partnerships based on the UN SDG goal number 17, is very alive for us at Optiven. This has been evident this month as we have signed numerous partnerships to enhance our marketing, public engagement and philanthropy across the board. All these is because we are keen on bringing our vision to life and working on it daily to ensure that it outlives the company and continues to be of impact.



All that we do is in line with giving life to our vision which is to be the champions of Social Economic Transformation. It is this vision that drives everything that we do at the Optiven Group – real estate and the strategic business units too. Through focusing on the key areas of operation we are able to understand the needs of our customers and work together with our stakeholders to provide solutions. This defines the execution of our vision and how it's realization meets the expectations of our customers.

We are aware we cannot do it alone and this is why we continue to embrace the role of partnership so that together we continue to inspire possibilities, and doing so in the OPTIVEN WAY!

## OPTIVEN CEO CALLS FOR EDUCATION ON DEBT | Culture of Saving to Change Fortunes

George Wachiuri, Chairman of the Optiven Foundation and Founder of the George Wachiuri School of Mentorship has called on parents to educate their children on debt management.

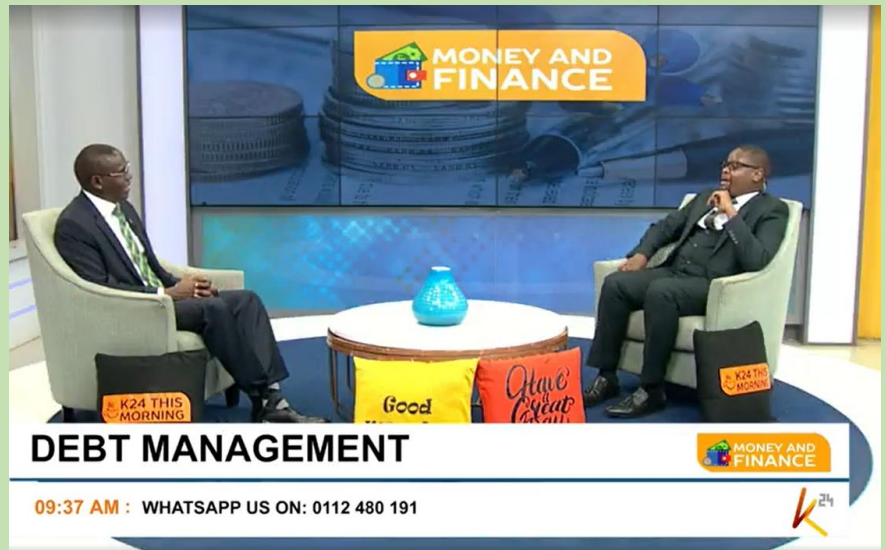


Speaking on K24, Wachiuri advised that the same should be replicated in learning institutions in order for debt management to be a culture. Engaging with Mungala Mbuvi on the breakfast show on 1st March 2022, Wachiuri called on the masses to manage their finances to ensure that they are able to meet their needs. Wachiuri said, "it is a matter of managing what you have

based on a zero based budget and for many we spend everything without saving in case there are any emergencies."

As a mentor he recommended a formula for how to spend the income in order the budget appropriately. He says, "there is a formula that I recommend 50:30:20. The bigger chunk should go to necessities including rent, travel, clothings and food. The 30 goes to debt payment while 20 goes to savings and insurance. The key is to live within that particular income to avoid a deficit which means you must borrow and getting into a cycle of debt." He advised that the issue of lifestyle cycles is catalysed by living according to other people's opinions and living to impress them. Bottomline, live according to your means".

For those living in that cycle of debt, Wachiuri advised that there is need to seek counselling. He decried most people who do not do financial planning and budgeting including Kenyans who are at 8% in terms of not saving. Wachiuri advised that the masses must be schooled to continue saving as a culture as opposed to borrowing. On corporate borrowing,



**Optiven**  
INSPIRING POSSIBILITIES

**THE GREAT OASIS**  
NANYUKI

**1/8 TO 5 ACRES ON SALE**

**BIGGER IS BETTER**

From Ksh 349k

## OPTIVEN PARTNERS WITH BUYRENT | Alliance to Boost Trust & Opportunities in the Sector

Leading real estate company Optiven has partnered with BuyRentKenya, a leading letting and sales company in a collaboration that is set to boost trust and provide opportunities to investors in the real estate sector. Speaking at the signing ceremony for the partnership at the Optiven Group Headquarters on 25<sup>th</sup> March 2022, the two CEOs noted that real estate investments are expected to remain resilient in 2022 despite local and global challenges to Kenya's economy. Their sentiments come against a backdrop of challenges which include the August General Elections in Kenya and the bi-nation conflict currently underway between Ukraine-Russia. The mutually beneficial partnership is also set to advance the property market, as investors both locally and in the diaspora, are actively looking for property to own, be it housing or land to build on. Both Optiven, and BuyRentKenya, agree that despite these challenges investors are showing confidence in the sector evidenced by constant buyer demand for affordable housing and land in quarter 1 of the year 2022.

Wachiuri says, the award winning company has seen a shift in demand towards the end of 2021 from rental to sale for specific property types and locations with affordability being a key variant advising purchase. He adds that overall, Kenya's economy has continued to demonstrate resilience to many local and global shocks and is expected to maintain strong gross domestic product (GDP) growth in 2022. On her part, Elizabeth Costabir, BuyRentKenya CEO observes that there has been a surge of investors who are majorly online, where they are on the lookout for financing options to enable them become homeowners. While addressing a section of the fourth estate, Costabir added that they expect the same trend this year, especially in more affordable areas such as Athi River, Ruiru and Ngong.



### SUSTAINABILITY FACTORS

*The factors that stakeholders expect to sustain investment in the real estate sector in the financial year 2022/2023 include:*

- a) Growing demand for land particularly in the satellite areas of the larger Nairobi Metropolis and beyond*
- b) Robust expansion of infrastructure across the country, thus opening up vast areas for investment*
- c) Government's efforts towards efficient & streamlined processes in land transactions*
- d) Continued focus on affordable housing initiative driving demand for land in Kitengela, Konza, Machakos, Ruiru, and Thika*
- e) Government's focus on implementing affordable housing projects and making mortgages available through the KMRC*
- f) Lifting of the COVID-19 containment measures and continued vaccinations and the return to office mandates will lead to increased business activities in the commercial office front*

**LEFT:** Mr. George Wachiuri, CEO, Optiven Group (left) and Ms. Elizabeth Costabir, CEO, BuyRentKenya (right) sign a partnership on 25<sup>th</sup> March 2022 at Optiven Head Office on Absa Towers. The move is aimed at providing stimulus for investment in the real estate sector and build trust by the two brands. The signing was done shortly after a media conference.

## NEWS UPDATES ON GOGREEN AGENDA | Infrastructure Changing Planet for Better SCRAP METAL MORATORIUM BY GOVERNMENT CONTINUES AS ONLY 20 DEALERS LICENCED, CS MAINA REPORTS

The moratorium on the ongoing export or purchase of scrap metal continued to be upheld in March. Cabinet Secretary of Industrialization and Trade Betty Maina says a joint meeting has been set where the public and private sector players will meet to scrutinize guidelines to regulate the scrap metal sector. Addressing members of the national assembly committee on Trade, Maina noted that of the 700 dealers, only 20 have been licensed to operate under the Scrap Metal Act. The moratorium was imposed in January 2022 by President Uhuru Kenyatta, affecting both the export and sale of scrap material pending proper guidelines to regulate the sector. The moratorium was a step to safeguard the hard won investments that the government has made as it increases its footprint on infrastructure. There had been concerns that a majority of dealers would be involved in unscrupulous deals involving the stealing and selling road barriers as the government fast-tracks its infrastructure network across the country. The metal items consist of 40% of the apparatus necessary for the construction of roads and bridges.



ABOVE: An aerial view of Nairobi Central Business District showcasing the final highway

### GOGREEN PARTICIPATES IN ACTION-CALL-FOR-CLIMATE ON GLOBAL WANGARI MAATHAI DAY 2022

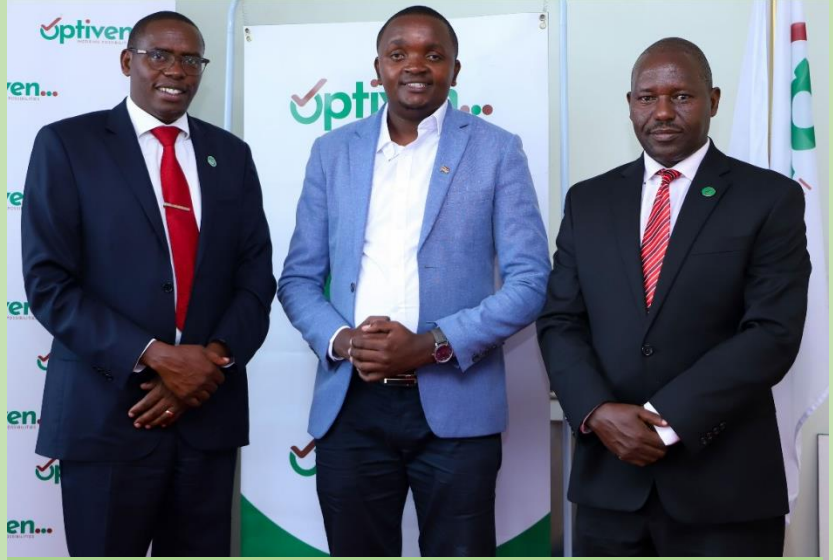
The 3rd of March 2022 was a unique day to remember the legacy of Environment Icon, the late Wangari Maathai. The Environment Queen who won a Nobel Prize for her work was being remembered in a unique way. Environment enthusiasts led by the Chairlady of the Wangari Maathai Foundation, Wanjira Maathai held a musical march in Westlands as part of raising awareness towards the importance of trees in the community. The march ended at the 100-year-old Fig Tree that sits at the center of the Westlands Business center. The GoGreen Initiative was represented by a team from the Optiven Foundation led by Ann Nyaga, the Coordinator. As part of the activities the GoGreen Initiative continues to advocate and spearhead initiatives that make our planet better by engaging in environment sustainability ideals. The initiative launched in June 2020 by Chairman of the Optiven Group Foundation, Mr. George Wachiuri, has already been lauded for its efforts towards engagement of stakeholders and communities at the grassroots level in matters sustainability. The highlights of her recognition came in the year 2004 when she was awarded the Nobel Peace Prize for her contribution to sustainable development, democracy and peace. Noting the milestones, Wachiuri advised that Wangari was in a class of her own. He says, “apart from the Nobel Prize, we celebrate her every day and particularly during the inaugural GoGreen Awards that was held on 11/12/2021 to award environment champions making a difference in the society”.



**NEWS UPDATE 5 ON OPTIVEN PORT FOLIO | Partnerships Transform Engagements.**



**ABOVE:** Social Media Communication Strategist Gerald Bitok (right) paid a courtesy call to Mr. George Wachiuri, CEO, Optiven Group (left) on 8<sup>th</sup> March 2022.



**ABOVE:** Baruthi wa Thayu (center), shortly after meeting the Optiven Group CEO, Mr. George Wachiuri (left) and the Regional Manager at Optiven Real Estate for Eastern, Mr. George Muteti (right) on 23<sup>rd</sup> March 2022 at the Optiven Head office.



**ABOVE:** Kajeji Salim aka Salim Mwangi (center) holds an agreement to be a Brand Influencer on 15<sup>th</sup> March 2022 at the Optiven Head Office at Absa Towers. Kajeji will be among the teams supporting Optiven during the upcoming tour by Samidoh in Europe. Looking on is Mr. George Wachiuri, CEO, Optiven Group (left) and Mr. James Mugo, Regional Manager for Congo (right).



**ABOVE:** Mr. George Wachiuri, CEO, Optiven Group (left) and Reverend Ruth Wamuyu, gospel artist and Pastor at the House of Judah Ministries (right) during the singing of a partnership with CTN TV on 9<sup>th</sup> March 2022.



**ABOVE:** Violet Mumbi and Dennis Muya, both Senior Property Advisors at Optiven, empowered Women in Business Gala on 25<sup>th</sup> March 2022 at Emory Hotel.

# NEWS UPDATES ON OPTIVEN PORT FOLIO | Upscaling of Our Customer Experience

OPTIVEN DELIVERS THE PROMISE AS CUSTOMERS RECEIVE TITLE DEEDS AND GROUND BREAK FOR NEW HOMES



ABOVE: Senior Sales Manager at Optiven Real Estate, Chantal Awuor, (right) hands over a title deed to a happy customer on 4<sup>th</sup> March 2022 at Optiven Head office.



ABOVE: Senior Sales Manager at Optiven Real Estate, Faith Murugu (right) looks on as Mr. George Wachiuri, CEO, Optiven Group (left) hands over a title deed to happy customer Mbutia Wainaina on 7<sup>th</sup> March 2022.



ABOVE: Optiven Group CEO, Mr. George Wachiuri, (center) hands over a title deed to a happy Optiven Real Estate Customer at the Optiven Head Office on 23<sup>rd</sup> March 2022. Looking on is Optiven Real Estate Head of Sales, Racheal Ndunge (second left), Regional Manager for Rift Valley, Josephine Karumba (first right) and Senior Sales and Marketing Executive at Optiven Real Estate, Joan Williams, (first left).



## NEWS UPDATES ON OPTIVEN PORT FOLIO | Upscaling of Our Customer Experience



**ABOVE:** Dr. Jones and Dr. Mrs. Beatrice Lukose, both Kenyans resident in the Netherlands aboard a digger on 17<sup>th</sup> March 2022. The event was a ground breaking for their home at **Victory Gardens**



**ABOVE:** Optiven Customers rush to get a piece of the **Great Oasis Gardens** by Optiven on 19<sup>th</sup> March 2022 during the project's Open Day in Nanyuki, Laikipia



**ABOVE:** The official launch of the main gate construction at **Happy Gardens** by Optiven took place on the 16<sup>th</sup> of March 2022. It signals a new era in the transformation of the project that was launched in 2021 and which has seen increasing uptake in the Kitengela region.



**ABOVE:** A customer at **Success Gardens** by Optiven is readying up for the construction of their home. Materials for the construction were delivered on site on 26<sup>th</sup> March 2022 as they take advantage of the Optiven proposition of transformed and ready-to-build projects.



## NEWS UPDATES ON OPTIVEN FOUNDATION | Transforming at Society Level.

### CHAIRMAN'S MESSAGE TO CANDIDATES DURING 2022 EXAMS

Dear Valued Candidates

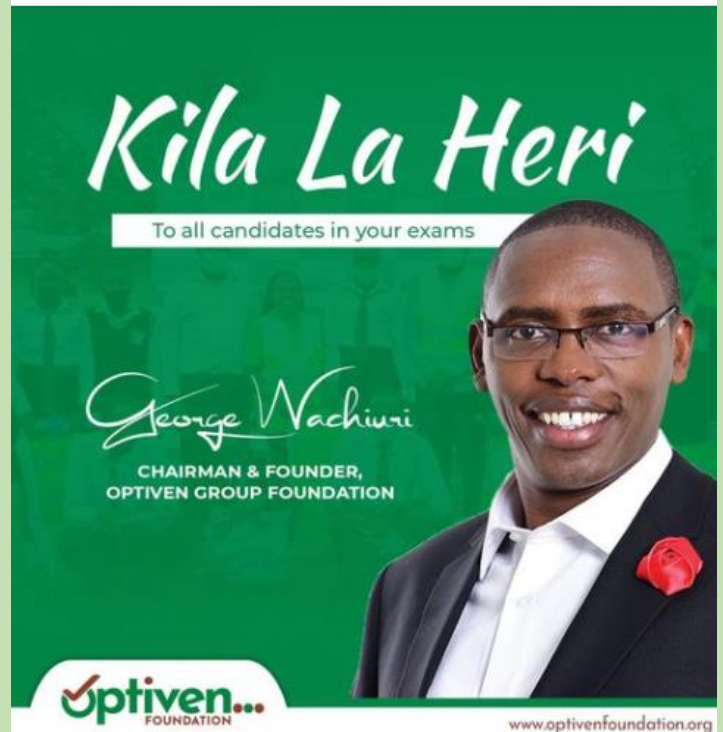
The national examination season is here. On behalf of myself, the Board of Trustees & staff of the Optiven Foundation, we take this opportunity to wish you the best. The national examinations for the Kenya Certificate of Secondary Education KCSE and the Kenya Certificate of Primary Education are a great milestone for you all.

As I say at the George Wachiuri School of Mentorship, examinations are not the end, provided you give it your very best and soar like an eagle no matter the outcome. For years you have been given opportunity to learn and acquire immense knowledge and now it is time to share what you have gathered in your schooling time. To all beneficiaries of the Soaring Eagles Scholarship Programme countrywide and to all those sitting their examinations, may you receive great understanding of the examinations and may you answer to the best of your knowledge.

Wishing you every best wish

George Wachiuri,

Chairman & Founder.



## OPTIVEN RECEIVES AND GIVES DONATIONS | Transforming Communities & Children



**ABOVE:** Jennifer Kimani, a Sales and Marketing Executive (left) of Team Alpha of Optiven Real Estate donated three sacks of clothes on 4th March 2022. The donation will benefit children in the different homes supported by the Optiven Foundation. Jennifer's donation was received by Samuel Mugo (center) and Kelvin Misango both of Foundation and Customer Experience



**ABOVE:** Optiven Foundation Chairman, Mr. George Wachiuri (second left) with teams from the Optiven Foundation and Jubilee Christian Church when he made a donation of 100,00/- towards hunger intervention in Marsabit, northern Kenya on 9th March 2022.

**M-PESA PAYBILL 898630**

**0718 776 033**  
www.optivenfoundation.org

## MILESTONES WITH REGARD TO WOMEN | Optiven Celebrates Women for their Role

Happy International Women's Day from the Optiven Group. It is here that we celebrate women everyday and in every way because we believe that their contribution is important to making a difference socially and economically. The theme for the 2022 global observation is "**Gender equality today for a sustainable tomorrow**". Throughout the world the accompanying hashtag is transformative in nature as it shouts #BreakTheBias. The theme for International Women's Day is aligned with the priority theme for the upcoming 66th Commission on the Status of Women (CSW66): "**Achieving gender equality and the empowerment of all women and girls in the context of climate change, environmental and disaster risk reduction policies and programmes**". Optiven Group makes a very special case where women are celebrated. At the Real Estate arm of the conglomerate, one will find that there are more women than men working together to ensure that they tap into the investment options at Optiven. Manager in charge of Customer Experience at Optiven, Christine Kasaya says, "*based on the research on our data analysis we have a larger number of women investors in our projects and the number has been growing tremendously in the last 15 to 20 years, considering that we have been in business for over 22 years now.*" The company whose focus is on providing excellence in customer service and providing innovative solutions to the public, is well on its way to boost opportunities for women to own properties through offering state of the art products and services. <https://www.optiven.co.ke/newsblogs/why-women-are-emerging-as-the-better-investors/> Kasaya's sentiments are backed by the Head of Sales at Optiven Racheal Ndunge. Ndunge leads a vibrant team of aggressive, knowledgeable, focused and dependable associates who number over 80. She says, "*while the team consists of both male and female marketers, the incremental entry of women in the marketing field has continued to see more and more of the women performing well and improving their lives through employment.*" In a rejoinder to the two top managers serving at Optiven, Associate Director for Human Resources and Talent Development, Winnie Wambui Joseph confirms that there is much to celebrate for the woman especially if she is an associate at the Optiven Group. According to Winnie, "*at Optiven we have seen the ratio of associates almost equal and we are happy that the work force is rising together. The great thing about working together with both genders is that it provides an opportunity to learn from one another.*" Winnie says the women staff have continued to show great resilience and dependability leading to good performance especially considering that Optiven is a target oriented company. To date the company has seen an increase in the number of female team leaders with the teams led by women performing generally well. <https://www.optiven.co.ke/newsblogs/optiven-group-on-all-inclusive-engagement-of-human-resource/>. At present over 10 women serve in leadership positions across the Optiven Group of Companies, leading award winning and target oriented teams. Optiven Group CEO Mr. George Wachiuri while celebrating milestones made by women in the last decade notes that there has been a paradigm shift. Wachiuri says, "*women have changed over the years and have become more and more liberated but also bright opportunities have seen the aggressive ones changing their lives.*" According to Wachiuri, Optiven has seen a sharp rise in engaging women on all cadres. The larger group which hosts a construction division has also taken on women to serve in the construction sites which includes building of structures. The same scenario is repeated at the Optiven Foundation where there has been a focus on uplifting the society by helping women to be the best they can be. Ann Nyaga the Coordinator at the Foundation says, "*as a foundation we have made a great difference in the lives of women who uphold our society. Through our different pillars the foundation has been able to make a difference in the education, environment, poverty alleviation and health sectors.*" For its role in the empowerment of women at the grassroot level, the Optiven Foundation was awarded by the Women in Business Network Awards in 2021. At the same time, women and girls are effective and powerful leaders and change-makers for climate adaptation and mitigation. Kate Khasoa-Kole who leads the GoGreen Initiative at the Optiven Group says, "*women are involved in sustainability initiatives globally, their participation & leadership results in more effective climate action. Continuing to examine opportunities and constraints, to empower women and girls to have a voice and be equal players in decision-making related to climate change and sustainability is essential for sustainable development and greater gender equality. At Optiven we have had a great partnership especially through the GoGreen Initiative that led to recognition and celebration of environment champions during the GoGreen Awards 2021 some of whom were women.*" <https://www.facebook.com/optivenfoundation/videos/1043700936424682>. Kate adds, "*without gender equality today, a sustainable future, and an equal future, remains beyond our reach.*"



**HAPPY INTERNATIONAL WOMEN'S DAY 2022**

**#BreaktheBias**

**Theme: *Gender Equality Today for a Sustainable Tomorrow***

## NEWS UPDATES ON OPTIVEN PORT FOLIO | **Customers Happy with Transformation MBUJI MAI, DRC CONGO/ TAKE 5 WITH JAMES MUGO ON ENTRY OF DRC INTO THE EAC.**

The President of the Democratic Republic of Congo, His Excellency Felix Tshishkedi, on 29<sup>TH</sup> March 2022 led his country to join the East African Community. Tshishkedi hailed the progress made by the Community in its integration agenda, adding that DRC was committed to joining the EAC at the earliest opportunity. Optiven was one of the 167 companies that visited the DRC in 29<sup>th</sup> November to 13<sup>th</sup> December 2021 on a business verification and partnership mission under Equity Bank and governments of Kenya & DRC. We spoke to James Mugo, Regional Manager for Congo ahead of the event.



### 1. WHY CONGO?

*As we congratulate the country for this big and historical event, the DRC has a big challenge which is to catch up with the massive developments already underway in energy, infrastructure, trade, integration and housing as well as manpower in the EAC. It will however take advantage of its rich landscape to tap into hospitality and tourism in the short term.*

### 2. WHAT OPPORTUNITIES?

*The DRC has a ballooning population a percentage of which is in the diaspora. Optiven continues to identify opportunities back in DRC in order to boost the GDP while scaling up our area of interest in real estate, hospitality and construction.*

### 3. WHICH GAPS?

Optiven believes in innovation and a huge gap exists in the DRC in matters technology and innovation. Thus Optiven is set to collaborate with the private sector to identify key areas in tech partnerships, offer employment in the field and grow the economy of the country.

### 4. WHAT BENEFIT?

Optiven through its foundation [www.optivenfoundation.org](http://www.optivenfoundation.org) we are looking to bring hope to the many war survivors in the DRC through mentorship, support of health by donating wheelchairs and building of homes for senior citizens.



### 5. WHAT VALUE?

Optiven is keen on working with the government to provide solution by offering ready to settle properties with water, electricity and ready infrastructure. This will make it easier to attract foreign direct investment to the DRC as the roadmap for development will have been laid down already. On hospitality and tourism, we as Optiven are looking for opportunity to invest in hotels, accommodation ventures and work with locals to let the world have a taste of the DRC. Welcome to Congo.

## **NAIVASHA, NAKURU COUNTY/ INVESTORS EXPRESS INTEREST IN 50-ACRE ECONOMIC ZONE**

Over 100 investors in the Naivasha special economic zone have expressed interest in the 50-acre project. Action on the zone located in Maai MAIhiu is expected to start by July 2022. In 2019 the government hived off 50 acres from the project to set up an industrial park as a donation to the small and medium enterprises in Naivasha. Meanwhile the internal container depot is readying itself for value additions including installation of water and electricity as well as waste management among others. Optiven CEO George Wachiuri while commenting on the developments noted that the development will upscale Naivasha to a higher status. Wachiuri says, "as investors in the larger Nakuru County we are grateful that development is now reaching the people. With the improved infrastructure at the Naivasha ICD more homes will have water while area youth will have business opportunities thus improving the lives of the society members."

## OPTIVEN GIVES 15K CASHBACK| #KwamuaMaono Campaign Launched in March 2022

The beginning of March 2022 came with a bang as Optiven Real Estate unveiled a different surprise from its bag of goodies. The unveiling which was officiated by the Optiven Group Director for Strategy and Operations Mary Wacuka was done on 1<sup>st</sup> March 2022 at the Optiven Headquarters and ran until the end of the month.

The campaign targeted investors keen on bringing their vision to life. Investors under the campaign received 15,000 shillings for every 590,000 shillings they invested. The campaign was applicable to those redeeming their payments and new investors. The campaign was also applicable for investment in the vast Optiven portfolio including properties in Nanyuki, Naivasha, Naromoru, Machakos, Thika, Kitengela, Konza, and in Kajiado township.

Customers will have a great opportunity to invest in the newly launched projects in 2022 which include South Lake Villas by Optiven in Naivasha of Nakuru County, Wema Gardens by Optiven in Naro Moru of Laikipia County, Peace Breeze Gardens by Optiven in Konza and The Great Oasis by Optiven in Nanyuki.

This comes hot on the heels of the previous two campaigns launched in January and February and dubbed #UsihangaikaJanuary and #MauaNiPloti respectively. The roll out of different campaigns including the current #KwamuaMaonoNaOptiven campaign, 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.



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