

THE OPTIVEN POINT

TOP Issue 010/2022



INSPIRING POSSIBILITIES



Donations to Society
FOUNDATION GIVES
Food Donations in KUMPA

New Project Alert
UPDATES GALORE
Kisumu in the Mix

Heko Shujaa Campaign
VARIETY GALORE
Customers Benefit

WORD FROM THE CEO | **Mentorship Accelerates Opportunities for More...**

I was honoured to attend the launch of the Kenya Youth Employment and Entrepreneurship Accelerator Program (K-YEEAP) and Call to Action on the drought situation in Kenya by @KEPSA_KENYA held at the Villa Rosa Kempinski on 31/10/2022. During this forum, I had an opportunity to request the 1.7 million registered companies in Kenya to absorb into their organizations, our youth as management trainees or interns.



As I indicated during my contributions at the launch, Optiven is committed to supporting the acceleration of young Kenyan youths' capacities through our unique academia-industry linkage, the Optiven Graduate Mentorship Program. We recently graduated 20 youths who went through a three intense months of mentorship and training, we have already absorbed a good number of them into the organization as employees. I was able to share this model to over 400 CEOs who attended this event. I was also pleased to make an appeal to the Kenyan Government, through the Deputy President H.E. Hon. Rigathi Gachagua as he presided over this event, to waiver taxes on new emerging SMEs up to three years as long as they are providing jobs to our youth. We have 13.7 million youths and out of this,



5.3 million need jobs urgently. Both the Government and the private sector can collaborate on this matter, now more than ever. The good thing about mentorship is that there is every opportunity to partner and leverage from one another. Whatever the opportunity is, I am confident that through it, the life of the particular youth will be transformed, and that same transformation will have immense value for the immediate family, the society they come from and eventually the whole world. It starts with one, that one is for you to bring on board.

George Wachiuri,
Chief Executive Officer
The Optiven Group

OPTIVEN NEW CAMPAIGN CELEBRATES HEROES | Heko Shujaa launched in October 2022

In everyday life, we get so caught up with chasing after our goals and aspirations just to get along. But in the melee that makes up the ups and downs of life, there are those that make us who we are – these are the real heroes and heroines that make us win and celebrate the goodness that life has to offer. Optiven Real Estate took it a notch higher in October with the launch of the #HekoShujaa campaign which largely celebrated customers for trusting the brand in their investment decisions. The campaign considered the joys of meeting customer expectations for the team of partners at Optiven Real Estate in terms of providing appropriate investment portfolios that match customer preferences and financial investments. Indeed it was a double celebration for the bold decision by customers to

invest and for the wise decision to invest with Optiven, the leading real estate company.

Investors had the unique opportunity to invest in any project for 910,000 shillings and get a cashback return of 10,000 shillings. The amount was both for new purchases as well as redemption for ongoing investments across the Optiven portfolio. Speaking to The Optiven Point, George Wachiuri, Group Chief Executive at Optiven said, *“October is a special month that as a company we value greatly. This is a month to celebrate our customers, the true heroes and heroines of transformation, for having made their decisions to invest with Optiven. And from the Optiven family mine is to thank our Shujaa and assure them of our commitment to offer*



them state of the art and quality products and services.”

The great thing about being a Shujaa is that you also get the opportunity to transform the life of someone else. That is why the #HekoShujaaNaOptiven is open to all those looking to transform their lives and the lives of those they value. To enjoy the benefits investors can choose to invest in Kajiado, Nanyuki, Kitengela or Naro Moru just to name a few projects. With a guarantee of excellent customer service, transformative value additions and ready title deeds, indeed Optiven is the place to invest. And the opportunity to invest is open to all investors, new and those redeeming for their properties. To take your place as a Shujaa in investment, call us today on 0790300300 or www.optiven.co.ke



OPTIVEN REACHES DIASPORA CLIENTELLE | Teams Empower Ethiopia, USA and Japan

Kenyans living and working in the diaspora continue to enjoy the benefits of having real information availed to them by Optiven. In the month of October, this was replicated in different continents as Optiven spread it's foot print in the United States of America, Asia and here in the Mother Continent, AFRICA.

October was a continuum of action and delivery of promises as Regional Manager, George Muteti empowered investors in the United States. A continuum for Mr. Muteti who was making a second trip in 2022 to deliver title deeds to investors that had completed their payments while at the same time engaging with new investors on the exciting range of products available for them back in Kenya. Speaking from Seattle Washington, Muteti advised that the investors were happy to receive the title deeds as proof of their ownership for their investment with Optiven.

It is also in October that #TeamEthiopia launched out to empower Kenyans living and working in Africa's oldest independent country and one of the fastest growing economies today. With Ethiopian having succeeded in its economic development registering an annual economic growth rate of 10% over the past 15 years, George Wachiuri, Group CEO at Optiven Group says, *"this makes Ethiopia a country of interest for us as Optiven where there is opportunity to tap into the country's Foreign Direct Investment and growing appetite for investment back in Kenya"* Wachiuri who was in the Ethiopian capital Addis Ababa on 15th October 2022 provided an extraordinary opportunity for Kenyans to



ABOVE: Mr. George Wachiuri, Optiven Group CEO, (standing) addresses Kenyans living and working in Ethiopia on 15/10/2022 in the Capital Addis Ababa.

engage on the important subject of investing back at home. He thanked the Kenyans living and working in Ethiopia for their diligence in their respective positions and advised them that investing back home at a pace they can afford is indeed a great step towards increasing their wealth. The team was led by the Regional Manager for Diaspora Affairs Mr. James Mugo and Senior Sales and Marketing Manager Cecilia Ndegwa.



ABOVE: Joan Williams (third left) pauses with staff of the Kenyan Consulate in Tokyo on 27/10/2022.

And the move to empower Kenyans living and working in the diaspora continued through to Asia where Optiven landed in Japan. #TeamJapan left Nairobi for Tokyo via Korea to empower Kenyans living and working in the Asian Tiger nation, famous for it's cherry blossoms and technology. The team led by Senior Sales and Marketing Manager, Joan Williams left Nairobi on 25th October 2022. Speaking from the capital Tokyo on 28th October 2022, Ms. William noted that, *"the Kenyans in Japan had received the message of investing with Optiven as a great step towards building their wealth portfolios as well as investing back home for posterity"*.

The big question, is the world event ready for Optiven and it's massive expansion strategy? Optiven will deliver.

OPTIVEN LAUNCHES PROJECT IN KISUMU | RIAT Portfolio Stirs Up Bondo Investments

There was a new aura that covered the skies of the Lakeside town of Bondo. Bordering the ridges that make up Kanyakwar, is the newest project by Optiven, and it's first ever in the lakeside city of Kisumu. The launch of the project happened on the 12th of October 2022 led by the Chief Executive Officer of the Optiven Group, Mr. George Wachiuri.

And the launch was well received with many customers terming it a milestone for those seeking to invest in the Western part of the country. The launch of the project, dubbed Praise Gardens RIAT followed in the launch of a number of county projects in 2022 including in South Lake Villas in Nakuru County, Oasis Gardens in Laikipia County, and Malindi Breeze in Kilifi County. Speaking at the project, Mr. Wachiuri said he was happy to have served the clients that were keen to invest in the lake region as Optiven works to empower and transform the society. He noted that with the entry of Optiven in the RIAT area, the project provides an opportunity for provision of employment to youth in the area. Wachiuri adds that Praise RIAT Gardens by Optiven is expected to be a gamechanger in real estate and the community at large.



OPTIVEN IN KISUMU!
WELCOME TO A JEWEL IN KISUMU

📍 **PRAISE GARDENS RIAT - KISUMU**

VALUE ADDITIONS	Concrete poles	Graded internal roads
	• Mesh fencing	• Water in the neighborhood
	• A nice standard gate	• Electricity on ground

1/8th ACRE PLOTS
KSH. 1.695M

So what is this project all about? Praise Gardens RIAT by Optiven is Kisumu City's newest gated community. Located only 4.5 km from Kisumu City, 4.8km to the airport and 3km from the world renowned Lake Victoria, is the most desired area in the lakeside region, RIAT. Surrounded by serenity in it's natural state, Praise Gardens RIAT by Optiven is nestled between ridges, and capped by green landscapes, which is a sight to behold. The property which is a gated community, will have key value additions including a state of the art gate, perimeter fencing and motorable internal roads.

To be a part of this community is easy, call Optiven today on 0790300300 or check out more information on the web link <https://www.optiven.co.ke/newsblogs/whats-happening-at-praise-gardens-riat/>



ABOVE: Optiven Group CEO, Mr. George Wachiuri (*far right*) leads the team to the launch of Praise Gardens RIAT in Kisumu County on 12/10/2022

OPTIVEN CELEBRATES CUSTOMER SERVICE WEEK | Service Excellence at the Centre

The month of the October is the global month for celebration of customers and the important role they play in business. The global observation continues to make it to key events of the year on many calendars but for Optiven, this has become a tradition for the last 5 years in particular although it remains a culture for the company that is known for its quality of service as for its excellence in meeting customer expectations.

This October the Optiven family joined the global family in celebration of the Customer Service week from 3rd October 2022 to the 6th of October 2022. The theme for the observation was Celebrate Service. The theme was especially exciting considering that for Optiven the celebration of service is an ongoing activity.

Christine Kasaya, the Optiven Group Manager for Customer Experience said, *“the culture at Optiven is such that the celebration of service is an everyday thing for all the staff. As an organization we remain customer centric in the understanding that we are who we are as Optiven because the customers have for the last two decades trusted us to walk their investment journey with them.”* Indeed the testimony of what customers have to say about their engagement with Optiven has made a great difference and is refreshing to know that they are happy to be a part of the Optiven family.

But the place of the customer in the operations of Optiven is one of the reasons the company is able to partner with its customers. Through innovative communication, customized campaigns, creative products and philanthropy, Optiven has been able to upscale its customer service experience with its stakeholders. With this being a norm than the exception, Optiven continues to provide key services and products to best meet customer needs. And this year, we celebrate each customer for the important role they play in our transformation agenda because together we are inspiring possibilities. Happy Customer Service Week.



OPTIVEN MENTORSHIP ENGAGEMENT IN OCTOBER | Partnerships and Participations.

The month of October was a great month to look into the microscope of what it means to mentor. It was in this month that we were able to celebrate the successful completion of the Graduate Mentorship Programme that began in August 2022. So for the 20 young men and women who graduated on the 19th of October 2022, this was an opportunity to share the working world soon after leaving university. It is not a common occurrence however especially for most of the graduates leaving higher institutions of learning including public and private universities. It is not surprising for these former university students to struggle to make it to the office as many seldom get the opportunity to intern or even get paying jobs without connections or bribing their way. Having interacted a lot with the youth in this bracket, the whole process can be a tad overwhelming if not an absent antidote to disillusion and discouragement. This is perhaps one of the many reasons that I have taken mentorship as a personal initiative to perhaps offer the much needed chances to enhance the opportunities for employment. This is the motivation that I received seeing the different cohorts graduating after serving at Optiven Real Estate.

It is also in this month that we partnered with different stakeholders to mentor entrepreneurs at the Green Pastures Church in Mihang'o. The programme which was run in collaboration with Sinapis saw entrepreneurs learning key lessons on how to handle their finances, marketing strategies, balancing of engagement for startups and the all important aspect of the enterprise which is to make profits and ensure customers come and stay. The unique propositions that endeared us as Optiven to join the sponsorship of the program is the fact that the training integrated faith based principles into their work making their business to thrive. The opportunity to make a difference in the lives of those looking to get into employment or entrepreneurship are more than any one organization can handle. For example the initiative to bring on board graduate mentees at Optiven Real Estate was a hard tackle from the onset. The challenge thrown to our faces was the sheer number of applications for the few positions available. This was a pointer to the growing need of the ever increasing graduates seeking opportunities to join the work force and get the much needed experience to leverage on the few jobs amidst ballooning unemployment.



My clarion call to be able to accelerate opportunities especially for the youth leaving higher institutions of learning including colleges and universities, is to open our doors for them. Optiven can only do so much but what happens if Corporates across the country did the same for the thousands graduating from higher institutions across the country?



ABOVE: Judges from different companies that adjudicated in the Sinapis Enterprise Competition pause for a photo with the Pastoral Team at GPT Hebron City Church on 15/10/2022.

This will open a floodgate of opportunities for exposure and experience that will not change their lives but the lives of entire families, societies and the country in the long run. We all can plug in and make a difference as we mentor for a better future for all. Let us mentor because without mentoring we will not be in a position to mobilise and implement the all important Sustainable Development Goals. Why? Because mentors are educators, guides, and brokers that help individuals. At the end of the day mentoring is a key, yet often overlooked, factor in the conversation on furthering the success of the SDGs.

LAUNCH OF NEW PROJECTS | Sights and Views of Praise Gardens RIAT by Optiven in Kisumu



LEFT: Mr. George Wachiuri, CEO, Optiven Group (*left*) listens to Peter Oloo, Senior Property Advisor at Optiven Real Estate while at Praise Gardens RIAT on 12/10/2022.



LEFT: Mr. George Wachiuri, CEO, Optiven Group (*left*) listens to Jacqueline Okwiri, Senior Property Advisor at Optiven Real Estate while at Praise Gardens RIAT on 12/10/2022.



LEFT: Mr. George Wachiuri, CEO, Optiven Group (*left*) listens to Faith Omollo, Senior Property Advisor at Optiven Real Estate while at Praise Gardens RIAT on 12/10/2022.

OPTIVEN PROJECT UPDATES IN OCTOBER 2022 | **What Happened Across the Portfolio?**



14/10/2022: CELEBRATION GARDENS GATE NOW COMPLETED

The entry at the Kitengela-based Celebrations Gardens by Optiven is now complete – yes, CELEBRATIONS GATE is here! This is one of the top value additions that were promised at the project which was launched on 8th September 2021 with pomp and aplomb. Security is now emerging as a key delivery for the value additions now that the new gate is done as the fence across the perimeter is also done. The neighborhood at Celebration Gardens by Optiven is fully developed including with gated communities, schools, churches and residential homes.

For more information, log on to

<https://www.optiven.co.ke/properties/celebrations-gardens-kitengela/>



18/10/2022: WATER METER INSTALLATION AT GARDEN OF JOY

Here is where you can live in the eco-friendly green zone suitable for birds watching. Garden of Joy by Optiven has been experiencing a lot of development with investors bringing their dreams to life by beginning the journey to home ownership.

Yes, investors are setting the pace by building their homes. With 65% of the project now sold take your investment today at Garden of Joy by Optiven. Did you know that at the Garden of Joy by Optiven, you can enjoy a leisurely jog along the community areas?

What's more the project has key value additions that makes it ready to build including water and electricity on site!

For more information, log on to

<https://www.optiven.co.ke/properties/garden-of-joy-machakos/>



24/10/2022: MALINDI BREEZE NOW SECURELY FENCED & GATED

This coastal pearl, that sits at the heart of Kilifi County is the Malindi Breeze Phase 2 by Optiven. The Project's fencing is now done, making your investment secure. This is besides the gate, which is also complete. Evidently, the engineers on ground have indeed been working tirelessly to ensure immense transformation at the project.

This ongoing transformation is noticeable as you pop into this enchanting project. Located 1.5km from the famous Kola Beach Resort & less than 2kms to Karibuni Villas, the project has water courtesy of the Malindi Water and Sewerage Company (MAWASCO).

For more information, log on to <https://www.optiven.co.ke/plots-in-malindi/>

OPTIVEN HOSTS NANYUKI CLERGY THIS OCTOBER 2022 | **Guests Visit Great Oasis rdens**



The Nanyuki Clergy Breakfast held on 6th October 2022 at the Sportmans Arm Hotel. The event was organized by the Optiven Real Estate office in collaboration with the Laikipia Pastors Fellowship. The attendees coming from different denominations but serving in the larger Laikipia County had an extra ordinary opportunity to hear from Mr. George Wachiuri, CEO, Optiven Group. The breakfast culminated with a special visit to the Great Oasis Gardens by Optiven in Nanyuki, Laikipia County.

OPTIVEN EMPOWERS DIASPORA IN OCTOBER 2022 | What Happened Across the Board



ABOVE: Mr. George Wachiuri, Group CEO at Optiven (left) hosted the Kenyan Ambassador to Botswana on 28th October 2022 at Absa Towers. With them is Diaspora Affairs Manager, Fidelis Kariuki (center).



ABOVE: Optiven Diaspora Representatives Cecilia Ndegwa and James Mugo pose for a photo with a delegation of officials from the Kenyan Consulate in Addis Ababa, Ethiopia, on 15th October 2022.



ABOVE: Senior Sales and Marketing Manager for Optiven Real Estate, Joan William (second left) with Kenyans living and working in Japan during an empowerment visit in October 2022.



ABOVE: Diaspora Regional Manager George Muteti (left) hands over investment documents to a customer in Seattle Washington on 24/10/2022.



Optiven...
INSPIRING POSSIBILITIES

WHERE TO FIND OPTIVEN

Karen | Ruai | Kitengela | Thika | Nanyuki

OPTIVEN CUSTOMERS RECEIVE TITLE DEEDS IN OCTOBER 2022 | **Promise Delivered...**

To celebrate excellent service to our customers, Optiven made October 2022 the Title Deed Month and gave over 100 customers across the globe, their title deeds for various projects. Here are just a few of the moments captured on camera. Happiest congratulations to all customers receiving their title deeds in the month of October 2022.



FOUNDATION DONATES FOOD IN KAJIADO| **Purko, Kumpa Community Benefit**

On the 13th of October 2022, the Optiven Foundation took sometime to join Humanitarian and Corporate organizations to support famine victims in Kajiado. The organizations lead by the County Government of Kajiado are operating in the County to donate relief food support to hunger-stricken residents at the grassroots levels. The relief food and livestock pellets were received by Governor Joseph Ole Lenku and County Commissioner, Harun Kamau, who are Co-chairs of the County Drought Risk Coordination Committee as well as organisation representatives including Mr. George Wachiuri, in his capacity as Chairman of the Optiven Foundation.

The initiative under the National Drought Management Authority (NDMA) partnered with Optiven Foundation, which is the soft arm of Optiven Group, Kenya's leading Real Estate Company that participated in the drive. NDMA's support includes 5,600 bags of livestock feed pellets, 2,000 litres of fuel subsidy for ten community boreholes and 150,000 litres of water for 30 schools and Optiven Foundation on the other hand donated relief food for 450 households in Purko and Kumpa Wards, Kajiado Central.



The gesture came only a day after Governor Joseph Ole Lenku and the County Commissioner formed a Central Joint Committee to receive all relief food support for the County. The Optiven Foundation has in this quarter provided key support to victims of the ongoing famine through donation of food parcels in Kajiado and Machakos counties. Join the Optiven Foundation to support households with much needed food amidst the ongoing drought. Partner with the Optiven Foundation and join our initiatives to benefit various communities as we transform the lives of the needy in our society. Send your donation of any amount to

MPESA Paybill number 898630

Account Name : Food

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