

THE **OPTIVEN** POINT

Launch Of **Success Gardens Phase 2**

Maua Ni Ploti 2
Campaign

Optiven in Vipingo



**EXPANSION IS THE BEST
WAY TO INCREASE YOUR
INCOME THIS MARCH**

GEORGE WACHIURI

WORD FROM THE CEO | A New Approach to Conquering 2023 in Mandatory...

In the month of February 2023, I had the rear privilege of being able to meet up with a number of youth that I have



ABOVE: Part of the participants at the CUEA where students from different universities gathered to be empowered as members of the Kenya Economics Students Association.

been mentoring online. Through the George Wachiuri School of Mentorship and in my role as CEO at Optiven Group, I have found myself on a larger scale interacting with the youth most times. It therefore was a humble honor to be able to interact with the university students under the Kenya Economics Students Association from different insitutions at the Catholic University of East Africa CUEA on 22nd of February 2023, where one of my fellow speakers was the incumbent Governor of the Central Bank of Kenya, Dr. Patrick Njoroge. My call has been consistent and this ocaasion provided another opportunity for me to advocate for the youth by urging corporate Kenya to provide them with opportunities

through mentorship and internship just like we do at Optiven. I had a chance to talk to students from University of Nairobi, Mt Kenya University, Kabianga University, Moi University , Multimedia University, JKUAT Juja, Karatina University, Embu University, Kabarak University, Moi University, CUEA, Kenyatta University which are just but a few on Innovation and value addition towards vision 2030.

We were also able to have a one of a kind campaign running for the second time under the #MauaNiPloti mantra. This was to celebrate love in an exponential way and empower Kenyans to be home owners while at it. We are delighted that many of our investors and customers came on board to take advantage of the goodies accompanying their investment which was 6,000/-shillings cashback.

And as we begin the month of March 2023 am confident that the way forward is filled with great expectations and success. Infact at Optiven we have been deliberate to expand our operations in tandem with our portfolio. Why? Because we believe that expansion is the best way to increase your income this year. Our newests projects in Kilifi County as well as in Murang'a County. Our ideal objective is to provide opportunity to as many Kenyans as possible to invest in real estate as they journey towards owning their own homes. Indeed for us as the Optiven family, it is an exciting time to be able to serve our customers as we continue to inspire possibilities.

George Wachiuri
GROUP CEO
Optiven Group

NATIONAL STUDENTS ENTREPRENEURSHIP SUMMIT

22ND FEB 2023

CHIEF GUEST
Dr. Patrick Njoroge
Governor, Central Bank of Kenya

GUESTS

 Hon. Mwangi Mutune Premier Governor - Laikipia County	 Chantrel Akor Multi-Lateral Chairman	 Mr. Raphael Ombui CEO, Institute of Entrepreneurship	 Mr. Peter Ombui CEO, Institute of Entrepreneurship
 Dr. Abraham Waini Country Manager - All States - Pharmaceutical	 Gene Cheung Executive Relationship Lead - SA - NCCA Global	 Darius T. Huggins CEO - PANA, East Africa	 Hon. Anthony Gambia Buruma U.S. & CANADA Business Representative
 Mr. Stephen Davis Founder & CEO - Global Fund Kenya	 Mr. Michael Boretti CEO - Optiven	 Mr. Stephen Mwangi CEO - PANA, East Africa	 George Wachiuri CEO - Optiven

LOVE FOR INVESTMENT REWARDS CUSTOMERS | February Campaign gives back 6,000/-



The month of love started off on a green and red step where Optiven launched a Valentine's campaign aimed at rewarding its customers. Coming hot on the heels of the Valentine's month, the campaign dubbed #MauaNiPloti, provided an opportunity for investors to invest in any project within the Optiven portfolio. The campaign invited investors to either make new property purchases or work on redeeming their instalment payments to the tune of 379,000 in return for the cash back reward of 6,000 shillings. The campaign is an opportunity to provide alternative investments and gifts for loved ones during the Valentine's celebrations.

Speaking during the launch, the Head of Sales at Optiven Real Estate, Rachael Ndunge noted that the benefits of the campaign are open to both new and existing customers in all the Optiven projects. According to Ndunge, the campaign is also an opportunity for especially existing customers to fast track their payments and begin the journey of building their dream homes.

The Optiven portfolio spreads across different counties where projects have been upgraded to ensure that they are not only ready to build, but that investors receive their all important document which is the title deed. Apart from providing investors with an opportunity to invest in real estate, Optiven has gone ahead to add value to the different investments. George Wachiuri, Group Chief Executive at Optiven Group says, "we are intentional to add value to the investors who have invested with us so that the properties are ready to build with the necessary infrastructure to make this possible."

To invest in any of the Optiven projects, call, sms or WhatsApp us today on 0790300300. For more information log on to www.optiven.co.ke



FOR EVERY 379K YOU INVEST IN GREAT OASIS GARDENS - NANYUKI, THIS FEBRUARY, YOU GET KSH. 6,000 TO SPOIL YOUR LOVED ONES.

T&C Apply

OPTIVEN LAUNCHES SUCCESS GARDENS PHASE 2 | Customers Excited at Project

The month of February 2023 saw Success Gardens Phase 2 by Optiven along Gatanga Road. The project which already has state of the art value additions has since sold out it's first phase located in the same locality. The increasing value additions at Success Gardens by Optiven have continued to be a catalyst for developments on the project. Kevin Mwaura, Regional Manager for Central says, "this has also made the project a ready-to-build one even as customers begin their journey of building their dream homes. The best move is the installation of water on the project last week."

Racheal Ndunge, the Head of Sales at Optiven Real Estate adds, "Success Gardens by Optiven, located on the Thika Highway is already home to a beautiful gate and great gradient. The possibilities at this project are endless as you can do so much with your investment. How about building your palatial home or accumulating your wealth and assets? Success Gardens by Optiven is a must-have project for all who want to be successful and with a few plots remaining, get yours today."

Success Gardens Phase 2 is an extremely exciting project that will help you to live in one of the most serene environment in the neighbourhood of Nairobi City. The property touches tarmac which means ease of access. The commercial plots will be available for sale to those who are looking forward to create wealth in the near future as the National Counties open up and population grows. To demarcate the commercial and residential shall be a stone or panels perimeter wall. Commercial plots prices will be dependent on the size. These shall be discussed with the interested customers.



As the project is a GOLD - LEVEL STATUS these are the proposed Value additions:

1. Beautiful gate (Success Gardens Phase 2)
2. Compacted Murram roads & culverts
3. Trees will be planted along the main roads for aesthetics and freshness of the environment.
4. The Stone Perimeter wall enhances security around the Gated Controlled Residential Area.
5. Water reticulated to every plot for ease of building.
6. Electricity on site for customers to connect to their plots.

7. Security guards at the gate until project handover to owners.

8. Caretaker on site until project handover to owners.

9. Installation of solar street lights along the mains.

The project shall have a sizeable green zone of 12 acres which shall be owned, developed, and managed by Optiven. Register with zero deposit to be given priority and enjoy early bird prices by indicating your interest via this link:

<https://www.optiven.co.ke/optiven-beckons-you-to-success-gardens-phase-2/>

THE GREAT OASIS GARDENS | Nanyuki Awaits!

LAIKIPIA COUNTY: *Great Oasis beckons #BiggerIsBetter*

On the plains that beautify Laikipia, you cannot ignore the vast expanse that is the Great Oasis Gardens by Optiven. It is here that you will be spoilt for choice owing to the variety of sizes available. Indeed this project is actually the home of #BiggerIsBetter where you can invest in 5, 10 acres or more.

Because the project is a mixed development, investors have the free will to do whatever construction they want. From holiday homes and tourist resorts, to schools and hospitals, garages and fuel stations, the list is endless. And with growing populations as well as the improved amenities in the area, the community at Great Oasis by Optiven is bound to grow fast. Already the government has approved the construction of the Nanyuki-Rumuruti Road with construction currently underway.

Investors are set to receive their title deeds for this project on 11/3/2023 at the Great Oasis Gardens. To invest at the Great Oasis Gardens, call, sms or WhatsApp us today on 0790300300. For more information log on to <https://www.optiven.co.ke/properties/the-great-oasis-gardens-nanyuki/>



#23YearsOfPositiveImpact

Optiven...
INSPIRING POSSIBILITIES

UNLOCK
YOUR FUTURE
LAND BY OWNING
HERE

NANYUKI
THE GREAT OASIS

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www.optiven.co.ke | info@optiven.co.ke



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PATA TITLE
Kwa Ground

GREAT OASIS - NANYUKI
11TH MARCH 2023 | 10:00AM

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WHAT IS HAPPENING ACROSS OPTIVEN? | Events and Happenings in February 2023...



ABOVE: In the month of Love, the Optiven staff at **Karen Global** and **Kenya Office** were not left behind as they celebrated the day with our customers under the **#MauaNiPloti** Campaign, on 14th February 2023.



ABOVE: Optiven staff took the message of transformation to the streets with the distribution of marketing fliers to different parts of Nairobi on 23/2/2023.

OPTIVEN CONTINUES ACTIVATING DIASPORA FOCUS | Special Envoys visit Kenya Office



LEFT: #TeamEurope shares a moment with the Special Optiven Envoy Mr. Noah Muli Diaspora Team meet with the SOE on 2/2/2023

RIGHT: #TeamAfrica hosts the Special Optiven Envoy for Rwanda Engineer Ephantus Wanderi at the Optiven Kenya office on 27/2/2023



LEFT: #TeamUSA with Special Optiven Envoy for Michigan USA (center) Karimi Igeria, when he paid a courtesy call to Optiven Kenya office on 25/2/2023

RIGHT: #TeamAsia with Special Optiven Envoy for Dubai (second right) George Makau, when he paid a courtesy call to Optiven Kenya office on 12/2/2023

OPTIVEN'S USHINDI GARDENS UPSCALES NAKURU | Project Uptake Spurs Investments.

Have you been looking for a place to settle? Or are you tired of paying rent and want to finally move to an accessible and strategic gated community? Are you looking for available social amenities - learning institutions, health facilities, good infrastructure? A serene environment surrounded by beautiful natural settings and an investment with necessary value additions.

Look no further than Ushindi Gardens in Nakuru city. The beautiful project is located 1.2km off the Nairobi - Eldoret highway and sits distinctively with great topography, excellent weather for agricultural production and an easy accessibility to the project. What's more is that Optiven Homes will take care of your building needs hassle free as Optiven is a one stop shop. The neighbourhood is ready to build with rapid value appreciation due to its city status.



ABOVE: Regional Manager Tom Kibet during a clergy breakfast in Thika in February

Tom Kibet, Regional Manager at Optiven Real Estate says, *“Nakuru city is one of the fastest growing cities in East and Central Africa with available and ready labour translating to the creation of more job opportunities. The city has seen massive transformation since its promotion with expansion of transport systems, new health care facilities, recreational centres and more agricultural produce.”*

Nakuru county governor Susan Kihika this month was crowned patron of the Agricultural Society of Kenya and has challenged the ASK leadership to prepare for the show and work with county officials to ensure that they marketed Nakuru as the home of agriculture, industry and tourism.

So what will Optiven do on their jewel at Ushindi Gardens?

George Karanja, Liaison Officer for Optiven in Nakuru County says, *“well, necessities such as water, an Optiven standard gate, grading of the internal murrum roads and security with a mesh fence will all be on site. There will also be trees planted along the internal murrum roads with solar street lights in line with the Optiven Go Green initiative. Finally we will also do a community park for the investors that will act as a social space or for personal interests.”*

According to the Kenya National Bureau of Statistics, Nakuru county home ownership shows a deficit of a big 70% on the population and we have an objective for social economic transformation in Nakuru city.



ABOVE: Optiven Nakuru County liaison officer George Karanja at the Optiven Nakuru office



LEFT: Rich Valley Team Members representing Optiven Nakuru at their offices on 27/2/2023

DID YOU KNOW? | Fun Facts From Around the World and the Optiven Family...

CANADA CELEBRATES FAMILY DAY IN FEBRUARY

That the 20th of February 2023 was also the Family Day in Canada?

While the observation of the day is not a national statutory holiday, it is only observed in New Brunswick, Alberta, Manitoba, Ontario, Saskatchewan and in British Columbia. The day provides an opportunity for families to bond over holidays and travel. Did you know that at Optiven, family is at the center of what we do? We thought you should know and now you know. Happy Family Day to all our customers in Canada and the territories.



INVEST IN KENYA'S HOME OF
Flamingos

Nakuru is known for its large population of flamingos, as well as its variety of other wildlife, including rhinos, lions, and leopards.

NAKURU IS THE WORLD PINK CITY!

Did you know that Nakuru is known as the pink city? Why? Because it is also the home of the world famous flamingos.

Did you know that Lake Nakuru is a UNESCO World Heritage Site? Yes and it also home to the most famous lake in Kenya.

It is known for its flocks of flamingos which cover the lake just like a pink sheet would.

Well now you know and to all our customers at Ushindi Gardens by Optiven we are inspiring possibilities. Visit us today at the Optiven Nakuru Office located at Golden Life Mall, 7th floor.

OPTIVEN PROPERTY PORTFOLIO IN LEVELS...

Did you know that Optiven properties come to you in different levels? Optiven's One Stop Shop provides an opportunity to invest in your dream property with a variety of property levels that matches your specific needs and budget.

Learn more about our projects under PLATINUM, GOLD, SILVER, BRONZE and SAPPHIRE levels.

Well now you know!

For more information about Optiven Real Estate, log on to www.optiven.co.ke

UNDERSTANDING OPTIVEN PROPERTIES
Each category has its set of value additions. The categories are also based on location, proximity to infrastructure, Market prices are thus based on these factors. This ensures that we cater for low, middle and high-end customers.

Level	Category Name	Includes	Price Range (Ksh)
1	PLATINUM	200k sqm minimum plot, 24hr water supply, 24hr power & security, 24hr fire alarm, 24hr street lighting	From Ksh. 4,000K
2	GOLD	100k sqm minimum plot, 24hr water supply, 24hr power & security, 24hr fire alarm, 24hr street lighting	From Ksh. 1,500K
3	SILVER	50k sqm minimum plot, 24hr water supply, 24hr power & security, 24hr fire alarm, 24hr street lighting	From Ksh. 500K
4	BRONZE	20k sqm minimum plot, 24hr water supply, 24hr power & security, 24hr fire alarm, 24hr street lighting	From Ksh. 250K
5	SAPPHIRE	10k sqm minimum plot, 24hr water supply, 24hr power & security, 24hr fire alarm, 24hr street lighting	From Ksh. 100K

OPTIVEN ADAPTS AFFILIATES TO CAPTURE MARKETS | Future is Diverse in Approach

As part of its expansion strategy, Optiven Group has introduced a team on affiliate marketing under its real estate expansion plan. The move is a part of the grander vision where Optiven is working to increase the number of employees under its wing. Already the company has expanded its network to cover new regions including Kilifi, Laikipia, Kisumu and Nakuru counties. The Optiven Point spoke to John Odede, Head of Affiliate Marketing at



ABOVE: Mr. John Odede, Head of Affiliate Marketing

Optiven Real Estate on what it means to adapt this step. According to Odede, *“the affiliate typically receives a commission or fee for each sale or lead that is generated as a result of its marketing efforts. The structure of an affiliate relationship can vary depending on the specific terms and conditions agreed upon by the principal and affiliate companies. It is important to note that the laws and regulations regarding affiliate marketing may vary depending on the country and state. it is recommended to consult with a legal professional before starting an affiliate relationship.”*

His sentiments are echoed by the Head of Sales at Optiven Real Estate, Ms. Rachael Nduge who notes that *“over the past 23 years Optiven Limited has been at the forefront in ensuring that we achieve a threshold of quality and responsive real estate products. Having achieved this milestone, we have set out to maintain the standard and ensure that the public benefits from our products.”*

When the Optiven Point team spoke to the affiliate marketers, they were excited at the prospect of their new engagement noting that they are ready and rearing to go. With such enthusiasm, it is projected that the role of the affiliate marketers will add on the corporate strategy and specifically enhance their role in meeting the company’s financial goals through sales. This is echoed by Odede who adds that, *“kick starting a new department requires a lot of effort and coordination, but with a clear plan, strong leadership, and the support of the organization, it can bring significant benefits to the company. A well-designed Affiliate marketing plan will help a business to attract more clients and increase sales. For us as Optiven this is important to regularly review and adjust the plan in order to stay ahead of the market trends and competition.”*

With the relevant orientation and training now done the team is ready to impact lives by offering their best in terms of selling the properties under the Optiven portfolio. And with onboarding taking place this February, it is expected that the rest of the year is going to be one filled with opportunities for the team to inspire possibilities in line with the Optiven philosophy. The invitation for more affiliate marketers is on and more information is available at this link : <https://www.optiven.co.ke/introduction-of-affiliate-marketing-at-optiven-limited/>



ABOVE: Mr. John Odede, Head of Affiliate Marketing at Optiven Real Estate (front) takes a walk with the affiliate marketers at the Optiven Kenya Office on 26/2/2023 after a meet and greet session.

PROJECT UPDATES

OPTIVEN'S SUCCESS GARDENS PHASE 2 LAUNCH | Enhancing Ready-to-Build Projects

This has seen Optiven fast track its portfolio acquisition and now Success Gardens Phase II is on the way. Don't miss out on this opportunity! Register with zero deposit to be given prior by indicating your interest via this link <https://www.optiven.co.ke/optiven-beckons-you-to-success-gardens-phase-2/>

The progress on promised value additions continues to make a paradise of Success Gardens by Optiven. With the remaining perimeter wall now complete, Success Gardens by Optiven is now as secure as can be.

Already the project is home to a magnificent gate, internal murramed roads, water tower on site and what's more, ready title deeds. It is in this serene gated community that you will be able to access a ready to build environment, that is perfect for your dream home. Investors on this project located right on tarmac at Gatanga Road, are now rolling out their plans to begin building their homes as the amenities are on site.



OPTIVEN IN VIPINGO WITH NEW PROJECT | Ocean View Ridge by Optiven 2nd Project

Optiven Real Estate has this February launched it's second project in the coastal area. The unveiling of Ocean View Ridge – Vipingo by Optiven means investors can take advantage of the launch price even as Optiven stamps it's presence and engagement at the coast. Ocean View Ridge is an exquisite real estate project, tailored to meet the high-end expectations of the most discerning and wise and intelligent investors who are looking for a good and extremely prosperous, comfortable life in Kenyans coastal region. This luxurious gated community is a haven of peace and tranquillity where you enjoy a cool breeze from the Ocean.



George Wachiuri, Group CEO says of the project, "it is an Epic development with all that you Need in Life. This is where life starts, do not miss this opportunity of a lifetime. The carefully planned layout of Ocean View Ridge – Vipingo will bring out nothing short of a masterpiece, with every detail expertly crafted to perfection. The masterplan is crafted by the best brain in Africa."

For more information about Ocean View

Ridge by Optiven, log on to <https://www.optiven.co.ke/properties/ocean-view-ridge-vipingo-by-optiven/>

Welcome Home to
**USHINDI
GARDENS**
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#23YearsOfPositiveImpact



PROPOSED VALUE ADDITIONS



Compacted
Murrum roads



Electricity
on ground



Beautiful
Entry gate



Water tower



Solar street
lights

Why You Need To Invest In Ushindi Gardens.