

APRIL 2023 ISSUE

THE OPTIVEN POINT

Optiven in
Diaspora

Starbrands awards

Foundation
empowers

“April was a great opportunity to empower and keep our promise to our customers”

GEORGE WACHIURI

WORD FROM THE CEO | Optiven Delivers Promise on Title Deeds in April 2023.

April 2023 came with the rains and many more blessings to crown the beginning of the second quarter of the year. It is also in April that Optiven was pumping up and meeting one on one with its investors in Nakuru. What a coincidence that Optiven hosted the first #JazaBasiTwendeNakuru followed by a very engaging and successful Clergy Breakfast too. It was a humbling moment to host our investors at our arch project in Nakuru – Ushindi Gardens by Optiven. The investors who visited Ushindi Gardens on 15th April 2023 were happy about their investment and as the Optiven family we are glad that they were confident in our choice and promised to continue investing. The crowning of the month for Nakuru was the 100% attendance of pastors who joined us for the Nakuru Clergy Breakfast held at Sarova Woodlands. What a great celebration of God with the warm welcome by the clergy and we were happy to donate land to the team as support for the great work it's doing in Nakuru, to the glory of God. We are also grateful to our customers who joined us for project confirmation to Achiever's Paradise Kimuka by Optiven, Tulivu 2 Gardens Malili by Optiven and finally our various projects in Konza.



We also had a great opportunity to empower and keep our promise of title delivery to the thousands of investors living and working in the Diaspora! We kicked it off with seeing off our Diaspora teams to the United States and Africa respectively. Through partnership with Special Optiven Envoys, we were able to meet investors living and working in the Diaspora, provide updates on new projects across the company portfolio and listen to our customers with regard to their expectations in matters real estate investment. Kenyan President Dr. William Ruto met #TeamOptivenAfrica in Kigali,

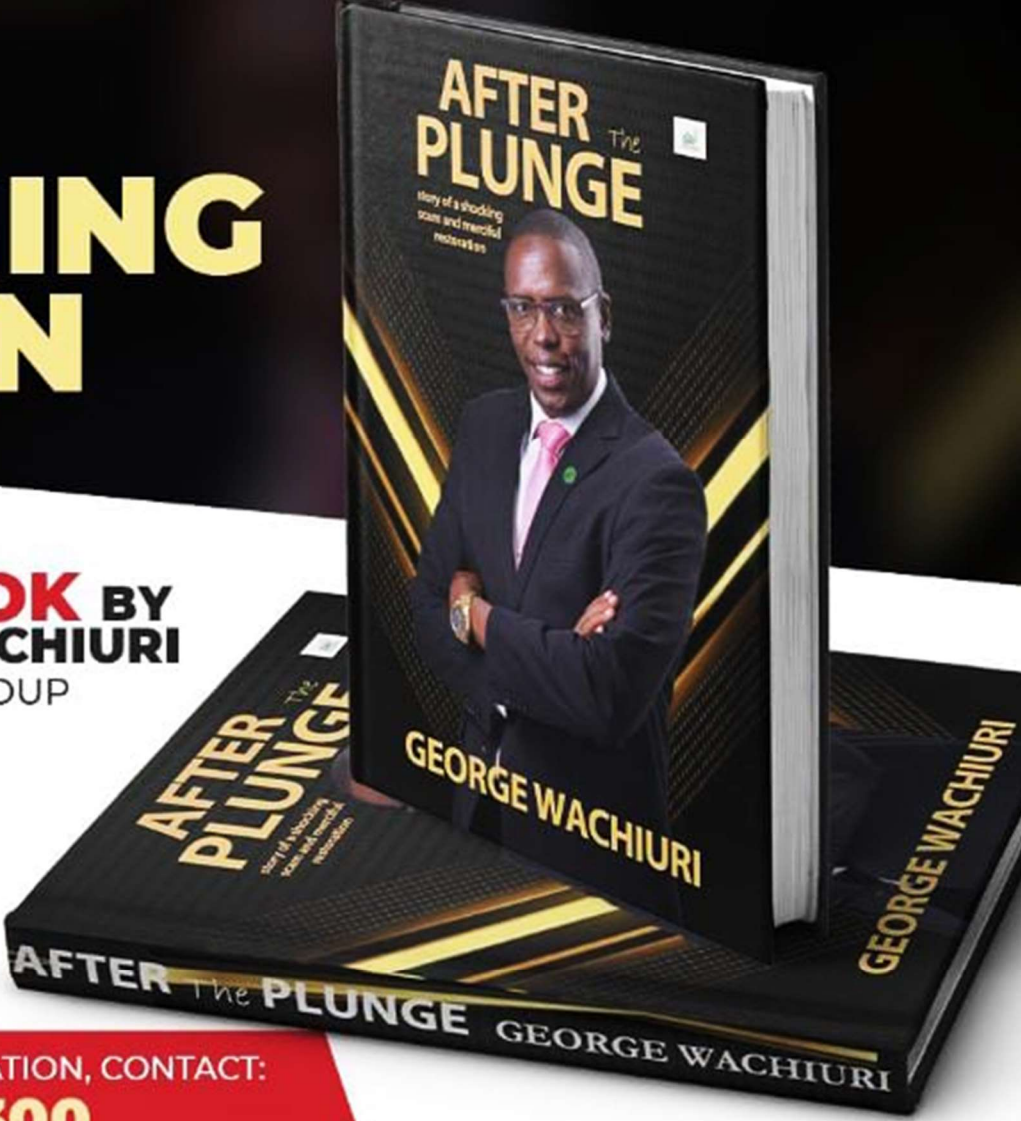
Rwanda while Deputy President Rigathi Gachagua also met our team in Gaborone, Botswana this April. The icing on the cake came in the form of recognition for being the leader in diaspora real estate by Starbrands Awards.

Our Foundation also made impact in April. The team donated towards World Quest Dorothy Children's home under the Feed One More initiative. The Foundation was also in Bondo Masala area in Rarieda to donate food to over 1,000 residents. The Bondo event was a successful partnership between IHopee Kenya and Optiven Foundation. This was alongside a one of a kind partnership with the Kenyatta National Hospital where the Optiven Foundation participated in tree planting under the GoGreen Initiative of the Environment pillar. As the Chairman of the Optiven Foundation, I'm grateful to all our investors because when they buy from Optiven Real Estate, 5% goes to change the society under the Optiven Foundation. Going into May we are looking forward to continue empowering you to increase your wealth portfolio and even better begin the journey towards owning your very own home. Welcome to Optiven where we inspire possibilities.



George Wachiuri
CHIEF EXECUTIVE OFFICER
Optiven Group

GEORGE WACHIURI'S NEW BOOK IS OUT | His Third Book Now Available on AMAZON...

The image shows a 3D rendering of the book 'After The Plunge' by George Wachiuri. The book is standing upright, with its cover featuring a portrait of George Wachiuri in a suit and glasses. The title 'AFTER The PLUNGE' is written in large, bold, yellow and white letters. Below the title, it says 'story of a shocking scam and merciful restoration'. The author's name 'GEORGE WACHIURI' is printed at the bottom of the cover. The book is set against a black background with yellow diagonal stripes. To the left of the book, the text 'COMING SOON' is written in large, bold, yellow letters. Below that, it says 'NEW BOOK BY GEORGE WACHIURI CEO, OPTIVEN GROUP'. At the bottom left, there is a red banner with white text: 'FOR MORE INFORMATION, CONTACT: 0790 300 300 data@optiven.co.ke'.

COMING SOON

NEW BOOK BY
GEORGE WACHIURI
CEO, OPTIVEN GROUP

FOR MORE INFORMATION, CONTACT:
0790 300 300
data@optiven.co.ke

The hiatus is now over with the new book by
GEORGE WACHIURI, OPTIVEN GROUP CEO.

The book is his third since 2015 *“Unleash Your Full Potential”*.

The launch of **“AFTER THE PLUNGE”** is open for ALL

To attend please register today on <https://bit.ly/AfterThePlunge-Launch>.

ALL PROCEEDS GO TO CHARITY

EASTER CELEBRATIONS WITH CASHBACK | 7,000/- in #PataPasakaNaOptiven Campaign...

Easter came with a banter of good things for investors with Optiven. For starters, the beginning of April 2023 ushered in the 2nd quarter of the year but also an opportunity to launch the new campaign for the same month. And with the developments, came the **#PasakaNaOptiven** campaign. Under the campaign, investors benefitted by getting an Easter Shopping Voucher of 7,000/- for every 500,000/- spent on a new investment or a redemption. The offer was applicable across the Optiven portfolio for both new, potential and existing customers. We spoke to the Regional Manager in charge of the newest project in Kimuka, Mr. Kevin Munyota who noted that, *“the campaign is an opportunity for both men and women to invest for themselves so that they can take advantage of the cash back. And for a deposit of as little as 300,000/- you are able to begin your journey of investing with Optiven. I’m excited to invite our customers to also pay us a visit at Achievers Paradise by Optiven, in Kimuka. Ours is to work with you to offer solutions.”* 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, *“our customers have asked us to invest in new frontiers and because we are listening, am happy to welcome you to invest with us at the newly launched projects this March and these are in Kimuka, Ngong and Malili, Konza.*

However the campaign is open for all projects, and to all customers whether those making new purchases or even those redeeming their payments”. 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 **500K** you Invest
/ Deposit in **Achievers
Paradise - Ngong** this April,
You get an **Easter Shopping
Voucher** worth **Ksh.7,000**



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OPTIVEN EMPOWERS AT HOMES EXPO NAIROBI | Customers Throng Booth for Updates

Optiven was well represented at the Homes Expo in Nairobi this April 2023. It was also a time to interact with members of the public to better advise them on the products available in the Optiven portfolio.

Many of the guests were also happy to connect one on one with Mr. George Wachiuri, the Optiven Group CEO, Optiven Ambassador DJ Covenant and different representatives from the Sales and Marketing Department. Speaking during the official opening of the Homes Expo, Mr. Wachiuri noted that the expo offers a great opportunity to empower Kenyans by adding tangible value to their lives. Wachiuri said *“as Optiven we are delighted to be able to showcase our portfolio to the publics attending this event and more so to discuss ways in which we can partner to ensure that our vision of socio-economic transformation becomes a reality. Our latest project at Kimuka in Ngong and the other at Nakuru are examples of accessible properties available for sale to our investors.”*

The moments of engagement during the weeklong event were captured in time and are ready for sharing.



ABOVE LEFT: Optiven Group CEO George Wachiuri speaks to a customer at the Homes Expo held from 13th to 16th April 2023.

ABOVE RIGHT: Optiven Conversion Team ready to empower at the Homes Expo on 14th April 2023



LEFT: Optiven Conversion Team attend to customers on 15th April 2023 at the HOMES EXPO. **ABOVE:** Karen and Absa Teams ready to empower at the HOMES EXPO

OPTIVEN FETED FOR EMPOWERING DIASPORA | Starbrands Gives Sterling Awards ...

Optiven, a renowned real estate company, has added another feather to its cap by being feted as the Top Real Estate company in the DIASPORA at the Starbrands East Africa Awards ceremony that took place on 21st April 2023, at the luxurious Safari Park Hotel in Nairobi. This recognition was a result of the company's exceptional services and products that have positively impacted the lives of Kenyans living abroad. Optiven's victory in the diaspora service category came as a result of a voting survey conducted by Enterprit Brands Awards. Kenyans between the ages of 18 to 55 years from major cities in Kenya participated in the survey. The event was the inaugural awards for leading brands, and Optiven emerged as the top performer in its category, a testament to the company's unwavering commitment to quality products and services. George Wachiuri, Optiven CEO, expressed his gratitude for the recognition, saying, "I appreciate the Optiven family, our investors, stakeholders, and Kenyans in the diaspora at large for believing in us. Our clients are our Kings and Queens, and we remain committed to providing them with the best service possible." He added that Optiven was committed to keep enhancing its efficiency and to remain committed to keeping its brand promise of consistency, reliability and social-economic transformation agenda. Optiven has always stood out for its excellent service delivery, and this new recognition cements its position as the leading real estate company in the diaspora. The company has been at the forefront of providing Kenyans living abroad with affordable and quality homes. With this new achievement, Optiven is poised to offer even better services to its clients and cement its position as a leader in the real estate industry in Kenya and beyond. This latest achievement by Optiven is not only a win for the company but also a win for its clients.



UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamGlobal Events in April 2023 ...



LEFT: Optiven Global General Manager Mr. Joe Alando (far left) poses with Cabinet Secretary for Labor and Social Protection Hon. Florence Bore.

Alando represented Optiven Group CEO, Mr. George Wachiuri at the CEO's meetup at Radisson Blu on 19/4/2023. He highlighted the role that Optiven is actualizing towards providing 30,000 employment opportunities by the year 2030. This was at the launch of the Chief Executive's Officers Association.



LEFT: #TeamKaren empower & transform at Nairobi Chapel on 19/4/2023. **RIGHT:** #TeamKaren ready to empower and transform at the GCI Business and Career Summit on 22/4/2023. **RIGHT:**



LEFT: #TeamKaren listen to GM Joe Alando as they pitched to Managers of Directline Insurance on 24/4/2023 **RIGHT:** #TeamKaren media representatives after an internal training session by Corporate Affairs held at the Global Arena on 25/4/2023

ZAMANI BUSINESS PARK || KAREN SHOPPING CENTRE



OPTIVEN KENYA ACTIVATES | Keeping the Promise, Activating Events throughout April 2023 ...



ABOVE: #TeamAbsa empowering at the Kenya Forest Service on 25/4/2023



ABOVE: #TeamAbsa empowering at the Marion Group of Schools Thanksgiving on 21/4/2023



ABOVE: #TeamAbsa was represented in Mombasa by Sales and Marketing Manager, Chantal Awuor on 26/4/2023 during the Surgical Society of Kenya .



ABOVE: #TeamAbsa was present to represent the brand fully at Hospital Hill School Prize Giving Day on 14/4/2023



ABOVE: #TeamAbsa of Dennis Mwangi, Gabriel Watere, John Ngare and Popsy Atieno were all present to deliver the Optiven promise of handing our customers their title deeds in April 2023.

UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamNakuru Events in April 2023...



LEFT: #TeamNakuru on 18/4/2023 were at KAG Nakuru



ABOVE: #TeamNakuru at Simba Cement on 26/4/2023



LEFT: #TeamNakuru were at Mountain of Glory Church on 23/4/2023



ABOVE: Our pillars at Ushindi Gardens on 17/4/2023



ABOVE: Mr. George Wachiuri, Optiven Group CEO addresses clergy at Ushindi Gardens, Nakuru during a site visit on 17/4/2023



LEFT: Clergy from different churches attend the Nakuru Clergy Breakfast courtesy of Optiven on 17/4/2023 at Sarova Woodlands.

UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamNanyuki Events in April 2023...



ABOVE: #TeamNanyuki represented Optiven at Nanyuki TRE Networking Breakfast at Nanyuki Golf Club on 1/4/2023 and the team members activate at Cedar Mall in Nanyuki on 28/4/2023

OPTIVEN CEO NOW CHAIRMAN OF A.R.E.S. | Sector Stakeholders Promise Change...



Stakeholders in the real estate sector held a meeting to discuss key matters affecting the industry in Kenya. The three-day event provided an opportunity to look at the status quo deeply as well as find tangible solutions towards revamping the sector and rekindling the glory of a robust yet vibrant industry. Dubbed the Association of Real Estate Stakeholders, players in the industry met at the Eseriani Resort with the aim of restoring confidence in investments specifically in the real estate sector.

The association officially launched on 18th April 2023, draws members from new and seasoned players in the real estate sector unanimously agreed to have Mr. George Wachiuri, Optiven Group Chief Executive as the Chairman of the association. Wachiuri says, "Real estate companies that are part of the association will vet companies & weed out rogue ones. For years, the sector has been accused of exacerbating corruption while defrauding Kenyans millions of shillings in non-existent land deals or double allocations." Dubbed, 'Association of Real Estate Stakeholders', the platform has also been backed to deliberate on ethical ways of doing business. About 200 realtors have so far signed up to the association with further plans to push up the numbers up to 500 by end of this month.

OPTIVEN ACTIVATES DIASPORA | Keeping the Promise Locally and Globally in April 2023 ...

The month of April 2023 provided another opportunity to engage with Kenyans returning home from the Diaspora. From those who came to visit with Optiven family in order to better understand what we do, to those that have followed Optiven enough to know that it is a reliable partner for Diaspora, a lot did happen in this space this month.



ABOVE: Optiven delivered its promise to our investors from the United Kingdom who received their title deeds from the Optiven Group CEO, Mr. George Wachiuri (*second left*), & Senior Sales Executive, John Ngare (*far right*) on 4th April 2023, at Karen offices.



ABOVE: Optiven's Diaspora Regional Manager, James Mugo (*right*) hosted Mr. Abdul Aziz from the Cultural Diplomacy Unit of Ministry of Foreign Affairs (*left*) on 4th April 2023, at Absa Towers.



ABOVE: Optiven's Diaspora team attended the launch of the MAA Festival courtesy of the Ministry of Foreign Affairs on 5/4/2023 at Trademark Hotel.



ABOVE: Optiven's Diaspora team from the Democratic Republic of Congo hand over a title deed to a happy client from the DRC at Optiven Absa on 25th April 2023 at Absa Towers.

UPGRADES ACROSS THE OPTIVEN PORTFOLIO | #TeamDiaspora Events in April 2023...



ABOVE LEFT: #TeamUSA led by Optiven Group CEO, Mr. George Wachiuri was in Kansas on 24/4/2023 to deliver title deeds.

ABOVE CENTER: #TeamEurope Her Excellency Mary Mugwanja, Kenya's Ambassador to Austria (left) was hosted by Diaspora Regional Manager, Chris Njau (right) in Vienna on 2nd April 2023.

ABOVE RIGHT: A client empowered in Germany by Diaspora Regional Manager, Jerusha Absalom with a title deed on 2/4/2023



ABOVE LEFT: #TeamAfrica received President William Ruto in Kigali on 11/4/2023

ABOVE CENTER: #TeamAfrica led by Optiven Head of Global Markets, Christine Kasaya were in Gaborone ahead of the government delegation visit to Botswana on 24/4/2023. The Optiven team also met with Deputy President Rigathi Gachagua.

ABOVE RIGHT: #TeamAfrica representatives Evans Maingi (right) and Dennis Muturi (left) in Kinshasa during their tour to empower Kenyans that ended on 19th April 2023.

ABOUT OPTIVEN DIASPORA: The journey to empower Kenyans living and working in the Diaspora continues in earnest. This May 2023 get to meet with the teams serving interests in the United States of America, Africa, Europe and from the Kenyan office. The Diaspora Relationship Office, led by the Head of Global Markets, Christine Kasaya is open to serve your needs. Link your diaspora networks with us and you can be sure of great service, honest delivery of the promise and great portfolio of products just for you. For more information about the Optiven Diaspora office, pay us a visit at Absa Towers, 2nd floor, Loita Street. You can email us at globalmarkets@optiven.co.ke or call, SMS or Whatsapp us on 0796000333. For more information about our products or services, log on to www.optiven.co.ke today. Optiven, inspiring possibilities.



OPTIVEN FOUNDATION DONATES TO RARIEDA | Feed-1-More Partnership Activated

Hundreds of residents in Bondo turned up to receive food donations on 22nd April 2023. This was an event organized by Optiven Foundation in partnership with IHopee Kenya. While there has been rain in the months of March and April, the residents of Bondo have been living on less food owing to the demeaning effects of drought. While many of the residents are dependent on farming, majority live off rain fed agriculture which has failed owing to haphazard rain patterns. The team to Bondo was led by the General Manager at Optiven Global, Mr. Joe Alando who was accompanied by the Head of Foundation at Optiven Group, Ms. Ann Nyaga and representatives from both organizations. This becomes the third food donation drive this year as the first one was held in Tutu Constituency of Laikipia County and the second one was in Kakululo, Kitui County. Optiven Foundation through its health pillar has for the last three years been providing food donations to needy Kenyans across the country. The food drives and donations have benefitted many individuals as well as communities including children's homes in Machakos and Kajiado counties.



Under the same pillar the Optiven Foundation provides psychosocial support to the affected communities through counselling and mentorship. Dubbed Feed-ONE-More, the initiative seeks to work with partners including individuals, companies and communities to provide key needs on medical and nutritional needs of the vulnerable. To be a part of the Optiven Foundation send a donation or Mpesa of any amount to Paybill number : 898630, Account Name: Food. Here is more >>> <https://youtu.be/F8g82Rjsq0Y> For more information, call us on 0718 776 033

OPTIVEN FOUNDATION EVENTS | Transformation of Society through Philanthropy in April



LEFT: Optiven Foundation donated to World Quest Dorothy Children's home

RIGHT: #TeamKaren's Judy hands over a book to a Philanthropist at Nairobi Chapel on 19/4/2023.





MACHAKOS Garden Of Joy

It's time to think about **your future.**

