

JUNE 2023

# THE OPTIVEN POINT



*Ubazu ni Kumiliki*



*Tree Planting at Wema Gardens*



*Safari Rally 2023*

**“THE DIASPORA  
COMMUNITY RECEIVED US  
WELL THIS JUNE AND WE  
ARE INDEBTED FOR THE  
EXTENSIVE SUPPORT.”**

## WORD FROM THE CEO | Optiven Keeps the Promise in Diaspora in June 2023 ...



**ABOVE:** Mr. George Wachiuri, Optiven Group CEO (right) when he attended a dinner in Alabama USA. With him are Ambassador Emmy Kosgei & Honorable Ann Wamuratha.

It is officially the second half of the year peeping at us from the periphery as we say good bye to June and what a month it has been for all of us at Optiven! For starters we had a very encouraging welcome in the United States of America where hundreds of investors were able to receive the promise by Optiven to deliver title deeds. The joy for both Optiven team and our valued customers was palpable as it was repeated in all the states that we visited. For me as CEO this was a dream come true and also a realization of our vision and mission as we work to empower Kenyans to invest back at home with ease, trust and comfort. We cannot thank each and everyone of you enough but we appreciate all of you who were able to meet with us in Boston, Atlanta, Alabama, Seattle, Minnesota and Delaware. We continue to be available for you until July. For us at Optiven, Diaspora trips took a large part of our activities from America, Europe, Asia, Middle East, Africa and the United Kingdom. The diaspora community received us well this June and we are indebted for the extensive support.

And we did not come back empty handed as Optiven received yet another diaspora award for its work in empowering Kenyans living and working in the Diaspora. This was at the KEMEN Annual Award ceremony held on 24/6/2023 for Optiven's unwavering commitment to uplifting Kenyans within Kenya and abroad. From all of us at the Optiven Family, we remain humbled and grateful for this honor, thank you.

We also took time to meet with motor sport enthusiasts for the purpose of empowering them to join the Optiven family through investment in real estate. This was at the 71<sup>st</sup> edition of the World Rally Championships that were held this June in the pink city of Nakuru and in the famous Naivasha.



Manager, Eunice Mochiemo (left) together with representatives from KEMEN during the organization's annual general meeting.



**ABOVE:** Optiven Group Senior Sales & Marketing Manager, Patrick Kogo (left) celebrates the handing over of title deeds to his customer on 29<sup>th</sup> June 2023.

We also continued with the important role of environmental sustainability by going green in Naro Moru. Our valued customers who invested at Wema Gardens by Optiven were at the project on 24<sup>th</sup> June 2023 where they planted at least 600 trees. It was a time to also connect with nature and meet up with future neighbours as we inspired possibilities.

Finally, Optiven was able to open its doors at the coastal town of Mtwapa as it expands its operations to Mombasa. This development came just days after the official opening of Ocean View Ridge Viping. Already Optiven has been

serving customer needs in the coastal region including sold out projects in Malindi Breeze phases 1, 2, 3 and 4.

**George Wachiuri**  
**CHIEF EXECUTIVE OFFICER**  
**Optiven Group**



## UBAZUU NI KUMILIKI DOMINATES JUNE | Customers Receive 3,000/- Cash Back in June ...



For only 300,000/- as a new deposit for any project, or a redemption for the ongoing investment with Optiven, customers were rewarded with 3,000/- cash back in June! Under the #UbazuuNiKumiliki campaign, the customers were able to enjoy the rewards across the Optiven portfolio. And with focus on June being the month for men the campaign was well received thanks to our partnership with our customers in this investment journey. The campaign was applicable on all projects within the Optiven portfolio, including Ocean View Vipingo which received increased interest from investors.

Regional Manager for Nakuru County, Tom Kibet (*below standing*) while speaking at the Clergy meeting in Nakuru on Friday 23<sup>rd</sup> June 2023 encouraged the investors to take advantage of these campaigns as they can also be a boost for the same investments made especially if the customer gives the cashback as part of the

payment. Kibet noted that the aim of the campaigns is part of Optiven's core value on customer obsession. He said, "as Optiven we are not all about taking but also giving back as a reward for investing with Optiven. We as Optiven we are glad that our customers like our campaigns." He made the remarks during the inaugural Investment Coffee with Optiven that was held at Golden Life Mall.



ABOVE: Optiven Group Regional Manager for Nakuru, Tom Kibet (*right*) shares the campaign information with investors at the Investment over Coffee on 23/6/2023.

Optiven is the leading real estate company in the East and Central African region. The company has been in existence for 24 years during which they continue to provide solutions for real estate investors across the country. With a portfolio of properties available from as little as 169,000 shillings, Optiven is most preferred for provision of transformed and value added properties that are ready to build. <https://www.optiven.co.ke/newsblogs/the-five-levels-of-optiven-properties/>

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](http://www.optiven.co.ke)





## DIASPORA RECOGNITION FOR OPTIVEN IN USA | Award for Empowering Diasporians...



**ABOVE:** Optiven Senior Sales and Marketing Manager, Stephen Mbugua (left) receives the Community Service Award for 2023 bestowed to Optiven Limited by Bishop Elijah Maina in St. Louis Missouri in June 2023

Optiven Group through its real estate arm was this June recognized for Empowering Kenyans Worldwide courtesy of the US-Based prestigious KEMEN Community. The honor was bestowed at the KEMEN Annual Award ceremony on 24/6/2023 for Optiven's unwavering commitment in uplifting Kenyans within Kenya and those living and working in the Diaspora. The ceremony held in St. Louis Missouri was also in recognition of Optiven's outstanding efforts in supporting and empowering Kenyans, where the company's dedication to enhancing the lives of Kenyans was applauded.

Head of Global Markets at Optiven, Christine Kasaya says, *"as a front-runner advocate for the Kenyan diaspora, Optiven has consistently played a crucial role in supporting and empowering individuals through various initiatives. In fact Optiven has proudly sponsored numerous events, including the Kenya Christian Fellowship of America (KCFA), Atlanta Majuu, Kenyans in the Park as well as Chambers of Commerce events, among others."*

The sponsorships not only foster cultural engagements but also provide mentorship opportunities for diaspora returnees. George Wachiuri, in his capacity as the Chief Executive Officer at Optiven Group, has played an instrumental role in empowering the youth through his inspirational talks, many of whom have moved into the diaspora space or are currently living or studying in the diaspora. This he has done through the George Wachiuri School of Mentorship.

Upon receiving the KEMEN Community Service Award, Wachiuri expressed deep gratitude saying, *"At Optiven, our purpose goes beyond real estate. We are dedicated to uplifting the lives of Kenyans everywhere, whether they are residing in Kenya or in the diaspora. This award is a testament to our unwavering commitment to making a positive impact and empowering our fellow Kenyans to achieve their dreams."*

Wachiuri further emphasized, *"We are driven by a passion to uplift the lives of Kenyans, both within Kenya and in the diaspora. This award reaffirms our commitment to making a positive impact and empowering our fellow Kenyans to achieve their dreams. We are honored and humbled by this recognition, and it only fuels our determination to continue serving our communities with even greater zeal."*

The award from KEMEN in St. Louis Missouri becomes the third Diaspora Award bestowed to Optiven Limited in the year 2023. On 8<sup>th</sup> May 2023, Optiven was awarded in Washington DC for best practice, innovativeness and impact in the diaspora with the award being received in person by the Group Chief Executive Mr. George Wachiuri and Director for Strategy and Operations Madam Mary Wachuka. <https://www.optiven.co.ke/newsblogs/optiven-feted-in-washington-usa/>. On 21<sup>st</sup> April 2023, Optiven was feted as the Top Real Estate company in the DIASPORA at the Starbrands East Africa Awards ceremony that took place at the luxurious Safari Park Hotel in Nairobi. <https://www.optiven.co.ke/newsblogs/optiven-top-in-diaspora/>





## OPTIVEN EMPOWERS AFRICA IN JUNE | Optiven Empowers in Mauritius, Malawi, Zambia



**MAURITIUS** || Optiven Limited this June 2023 was in the Island Country of Mauritius as it works to empower and transform the lives of Kenyans living and working in the African country. The duo representing Optiven, was in Mauritius courtesy of the Economic Development Board EDB of Mauritius. Launching their action from the capital Port Louis Senior Sales and Marketing Managers Joan William and Violet Mumbi, both from the Optiven Global Office were able to empower Kenyans to own land by investing with Optiven.



**MALAWI** || In Malawi, Senior Sales and Marketing Executives Eunice Wikunza and Ruth Muthoni were in the capital Blantyre to empower the Kenyans living and working there. The team also had an opportunity to give back to the society by donating to the community of the South Constituency with a hearty donation of 400 US dollars for education of 300 Secondary School students and food rations for over 500 families courtesy of the Minister. It was a great opportunity to empower and transform the community as is our vision.



**ZAMBIA** || Zambia was the next destination for TeamAfrica. Senior Sales and Marketing Executives Dennis Mwangi



(TeamAbsa) and Erick Gachara (TeamGlobal) left the country on 27<sup>th</sup> June 2023 for Lusaka. The two were well received on arrival as they roll out their conquest for Kenyans living and working in Zambia. At hand to receive them was the point man for the Kenyan Community in Zambia where together, they will inspire possibilities.





## OPTIVEN EMPOWERS ISRAEL, AMERICA & EUROPE | Investors Receive Title Deeds....

**UNITED STATES OF AMERICA :** Optiven's Diaspora Team to the United States of America was led by Eunice Mochiemo and Steven Mbugua both of whom serve as Senior Sales and Marketing Managers at Optiven Real Estate. This was the second time in 2023 that the Optiven team was visiting the United States of America, having left Nairobi on 23<sup>rd</sup> May 2023 until the 12<sup>th</sup> of July 2023. Apart from delivering over 1200 title deeds to investors who bought land with Optiven, the team further offered great insights on project developments as well as new projects within the Optiven portfolio. The team to the United States was preceded by a tour by Optiven Diaspora Manager George Muteti, who has been serving the market for over five years across the different states. Optiven Group CEO and the



Director for Strategy and Operations, George Wachiuri and Mary Wachuka, were also on the entourage to support and share the Optiven mantra, inspiring possibilities. It is also during this second trip in the month of June that Optiven received an award from KEMEN for its role in providing investment solutions for Kenyans living and working in the diaspora. The award was received by Optiven's Steven Mbugua.

**LEFT:** Optiven Senior Sales and Marketing Manager Eunice Mochiemo addresses investors in St. Louis, Missouri on 26/6/2023.

**UNITED KINGDOM :** Optiven's Diaspora Team to the United Kingdom was led by Collins Anja and James Mugo both of whom serve as Senior Sales and Marketing Managers at Optiven. The team departed Nairobi on 6<sup>th</sup> of June and is expected back in Kenya on 10<sup>th</sup> July 2023. The Optiven Diaspora team in the United Kingdom was able to empower Kenyans living in four cities and held themed dinners for the investors. The visit is a follow up to previous visits to the United Kingdom where Optiven has empowered Kenyans living and working there on how to invest back home and the opportunities available in the real estate sector as well as delivery of title deeds.



**ABOVE:** Optiven Senior Sales and Marketing Manager, James Mugo (left standing in white) looks on as customers engage Kenyans living and working in Oxford, United Kingdom during a dinner held on 18th June 2023

**ISRAEL:** Team Israel left the Kenya for Tel Aviv on 4/6/2023 and is expected to be in the Middle Eastern country until 5<sup>th</sup> July 2023. The team was well received by the Kenyan community living and working in Israel. It was an opportunity to also reconnect with investors who had bought Optiven properties in 2022 and hand over their title deeds as is part of the promise on delivery of the same. It is the second time that Optiven is engaging with the Israeli market. The Optiven team was represented by Kilonzo Mbuvi. With special appreciation for the warm invite, Optiven was also hosted at the Kenyan Consulate in Tel Aviv as well as numerous groups of Kenyans currently living and working in Israel.



# OPTIVEN DIASPORA ENGAGEMENT MANAGERS | Global Regions Served Uniquely by All

June 2023, saw an upscaled engagement of the Optiven brand in the diaspora space. Christine Kasaya, Head of Global Markets at Optiven Group says “the teams from the different regions were able to trot across the globe to empower Kenyans living and working in the Diaspora.” Her sentiments were echoed by Fidelis Kariuki, the Diaspora Relationship Manager for America who said, “from this region we were able to make our second trip this year and had the privilege to do this with our Group CEO, Mr. Wachiuri and our Director for Strategy and Operations Mary Wachuka.” The same was replicated by Angela Marindich, the Diaspora Relationship Manager for Africa and Australia whose team was in Malawi and Zambia this June. Similarly, Kate Khasoa-Kole, the Diaspora Relationship Manager



for Asia and the Middle East noted that, “we are glad to have taken our trips for 2023 to the United Arab Emirates including Abudhabi and Qatar. In the Middle East we had a team in Telaviv. ” DianaRoss Nyambura, the Diaspora Relationship Manager for Europe and the UK added, “it is a great joy that investors in the UK were able to be served by our team this June”. To better meet the needs of the customers, here is the team serving the Diaspora market. The team also took time on 15<sup>th</sup> June 2023 to train on travel requirements and trip planning courtesy of Crowned Eagle Safaris.



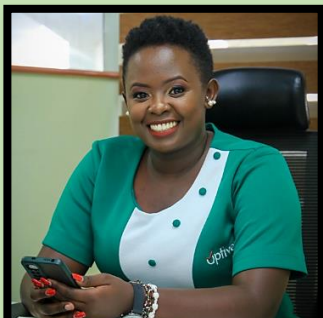
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## OPTIVEN SPONSORS WORLD RALLY CHAMPIONS: Revellers Take Up Land Investments

June 2023, was iced with its chill and thrill, bursting and busying up the Naivasha and Nakuru landscape. OPTIVEN Limited teams were also here to bring empowerment to the World Rally Championship of 2023. With rising dust competing with adrenaline, the Safari Mall was the place to link up with both Optiven and the Safari Rally Drivers. It was a soothing time to meet with stakeholders many of whom we're thrilled that Optiven was participating in the World Rally Championship but for the first time. For some who chose to take time to visit the Optiven tent it was a time to take care of the future by investing in real estate. Danson and his wife Diane were happy to visit Ushindi Gardens Optiven's premier project in Nakuru so as to experience what Optiven is all about. Diane told the Optiven point that "as we wait for the Kedong circuit, we just had to get to the project. It really did help Danson and I to make an informed decision and as the newest or rally-related investors, we are happy to join the Ushindi Community during WRC2023. Asante Optiven Nakuru".

This was the repeated scenario during the WRC 2023. Tom Kibet, Regional Manager for Nakuru County said, "we welcome the world to Nakuru, our previous stone in the center of the CBD where we are offering state of the art residential and commercial properties. We are ready to take you to Ushindi Gardens any time from our office at Golden Life Mall".



## OPTIVEN STARTS SALES AT SUCCESS GARDENS: Phase 2 Sales Spur Action in June 2023...

Phase 2 of Success Gardens by Optiven is now on sale! Success Gardens by Optiven is an extremely exciting project that will help you to live in one of the most serene environments in the neighborhood of Nairobi City. Only 30 min to the city. The property neighbors phase 1 which means easy access to the property. To create posh living; Optiven shall pump massive investment to develop the project to a GOLD – LEVEL STATUS or 4 Star Project.

The project is strategically located only less than 9 minutes from Blue Post Hotel Thika; off exit 18 of Thika Superhighway and right on Gatanga Rd. It is situated in the precincts of the much-coveted and now sold-out Success Gardens Phase 1 by Optiven Thika that is sold out and customers are now building their palatial dream homes.

For more information about Success Gardens Phase 2 by Optiven, log on to <https://www.optiven.co.ke/properties/success-gardens-phase-2-gatanga-road-thika/>



### SUCCESS GARDENS PHASE 2 GATANGA ROAD

#### WHY SUCCESS GARDENS PHASE 2

Success Gardens Phase II is strategically located only less than 9 minutes from Blue Post Hotel Thika; off exit 18 of Thika Superhighway and right on Gatanga Rd. The property is situated near the award-winning project Success Gardens Phase I by Optiven that is sold out and customers are now building their palatial dream homes.

#### PROPOSED VALUE ADDITIONS

- Compacted Murram roads
- Trees on ground
- Perimeter Wall
- Water tower
- Caretaker on site
- Solar Street lights



**OPTIVEN ABSA ACTIVATES | Inspiring Possibilities in Real Estate both Locally & Globally 2023**



**ABOVE:** #TeamABSA represented by Dennis Muya, Senior Property Advisor as he hands over a title deed on 6/6/2023



**ABOVE:** Optiven Customer Service Team led by the Customer Service Manager, Mercy Wechuli (right) joined other stakeholders at the CX Transformation Summit 2023 under the theme Empowering Organizations to be Customer Centric held at the Movenpick Nairobi on 21/6/2023



**ABOVE:** #TeamABSA represented by Popsy and Vivian at the Africa Energy Forum to empower Kenyans at KICC on 21/6/2023





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



**ABOVE: #TeamGlobal** hosted top managers of SBM Bank at the Karen office on 26/6/2023. With them are Digitals Mark Gathige, John Muthama from Conversion and Joe Alando, GM, Optiven Global.



**ABOVE: #TeamGlobal** was part of the GoGreen Initiative in Naro Moru, led by Optiven's Jimmy Kariuki, where over 600 trees were planted across Wema Gardens on 23/6/2023..



**ABOVE: #TeamGlobal** empowers Nyalı on 30<sup>th</sup> June 2023.



**ABOVE: #TeamGlobal** keeps the promise with Morris Mburu leading by example as he hands over a title deed on 27/6/2023



**ABOVE: #TeamGlobal** hosted a customer from the USA as she picked her title deed on 30<sup>th</sup> June 2023



**ABOVE: #TeamGlobal** Sylvia hands over a title deed in June 2023



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



**LEFT:** #TeamNakuru hosted investors ON 23/6/2023 at the first Coffee over Investment with investors turning up in large numbers.

**RIGHT:** #TeamNakuru represented by George Karanja and Grace Kimani pursuing a partnership with Mitume Sacco on 14/6/2023



**RIGHT:** Optiven's Team Lions led by the Regional Manager, Tom Kibet (second left) take a pose at Safari Mall Nakuru on 22/6/2023, ahead of the World Rally Championships 2023.



**ABOVE:** #TeamNakuru was transforming lives at the Kenya Pipeline Company in Nakuru on 22/6/2023

**INTERESTED IN NAKURU?**

Visit the Optiven Nakuru office today, located at Golden Life Mall, 7<sup>th</sup> Floor.

For more information call us today on

Seeking that Adventure **LIFESTYLE?**

Spend your weekends exploring the largest Volcano Crater in **Africa.**

Invest in **Ushindi Gardens NAKURU**

0790300300 <https://www.youtube.com/watch?v=q18dGEqNTgg>



## OPTIVEN OPENS MTWAPA OFFICE IN JUNE | Customers to Enjoy Access to Service...

Optiven Limited continues to make a difference and inspire possibilities in the coastal region. This June, the decision to open a new office aligns with Sustainable Development Goal number 7 focusing on promoting inclusive and sustainable economic growth, productive employment and decent work for all. The new office is located on Shifa Arcade on the second floor in Mtwapa, Kilifi county. By establishing presence in Mtwapa and launching the Ocean View Ridge project, Optiven Limited is not only contributing to economic growth in the region but also creating job opportunities for local communities. The presence of a local office allows for more convenient access to information, sales inquiries, customer support and other services related to our newest project - Ocean View Ridge, Vipingo and Malindi Gardens Phase 5, Baolala.



**ABOVE:** OPTIVEN STAFF serving at the Optiven Mtwapa Office after reporting this June 2023 at their offices on 2<sup>nd</sup> floor, Shifa Archade, Mtwapa, Kilifi

Ocean View Ridge is a significant development that aims to provide residential or commercial properties in the Vipingo region. With steadfast commitment to excellence and a deep understanding of discerning investors desires, Optiven introduces a development that epitomizes coastal living. "Ocean View Ridge Vipingo embodies our vision of creating outstanding living spaces that surpass the expectations of our esteemed clients," says George Wachiuri, CEO of Optiven.

The project boasts of an impeccable master plan that serves as the blueprint strategically placing infrastructure, amenities and residential plots, creating a harmonious living environment. This

expansion suggests that Optiven Limited recognises the potential and opportunities in the coastal region and is investing in the real estate market. This is the fourth satellite office after the Optiven Global Office, Optiven Nakuru Office and Optiven Nanyuki Office all dedicated to better serving our clients and stakeholders in the surrounding area.

Already the project has installed beacons with the internal murram road currently ongoing. Other proposed value additions include a stone perimeter wall, water on site, solar street lighting, electricity, a master plan and an entry hub. The current uptake stands at 46% and investors are asked not to miss this opportunity. Welcome to Mtwapa.



**ABOVE:** OPTIVEN STAFF serving at the Optiven Mtwapa Office after reporting this June 2023 at their offices on 2<sup>nd</sup> floor, Shifa Archade, Mtwapa, Kilifi



## GO GREEN GOES TO NARO MORU | Investors Plant 600 Trees at WEMA GARDENS in June...

Optiven Real Estate participated in a massive tree planting event at their Wema Gardens project in Naro Moru on June 24, 2023. Wema Gardens is located 30 minutes from the equator sitting strategically on the leeward side of Mt Kenya amidst the fascinating Ol' Pejeta Conservancy. The event was aimed at creating awareness about the importance of trees and their crucial role in preserving the environment. It is in the month of June that we celebrate the Environment Day in line with the United Nations and the opportunity was rife with potential as the weather conditions since mid March have been extremely conducive for such activities. After a word of prayer, two investors of Wema Gardens were recognised and received their title deeds on



**ABOVE:** Optiven's Manager for Affiliate Marketing John Odede (*right*) with a customer and Optiven Foundation's Samuel Mugo ready themselves for tree planting at WEMA Gardens on 24/6/2023.



ground with Director for Projects, Mr. Charles Muraguri congratulating them on behalf of Chief Executive George Wachiuri currently delivering the promise in the United States. Muraguri noted that "*Wema Gardens is a beautiful development, and we want to make sure that it's also a sustainable one. Thank you to our investors who have received their titles today and our partners for making time. Over the next few months, we are doing pleasant upgrades on this project including compact internal murrum roads, a mesh fence and a borehole to provide water which will see an increase in the value of this project.*"

Optiven is committed to environmental sustainability through its GoGreen Initiative [www.optivengogreen.com](http://www.optivengogreen.com) , and the tree planting



event was one way that the company is working to make a difference. By planting trees, Optiven is helping to improve air quality, reduce soil erosion, provide a habitat and shade because the Optiven also believes that tree planting is a great way to bring people together. The tree planting session was guided by the General Manager at Optiven Global, Joe Alando (*left*) who took time to illustrate the George Wachiuri Tree Planting Formula that guarantees 99% survival rate

<https://www.optivenfoundation.org/news-and-blogs/tree-planting-at-achievers-paradise-kimukangong/>.

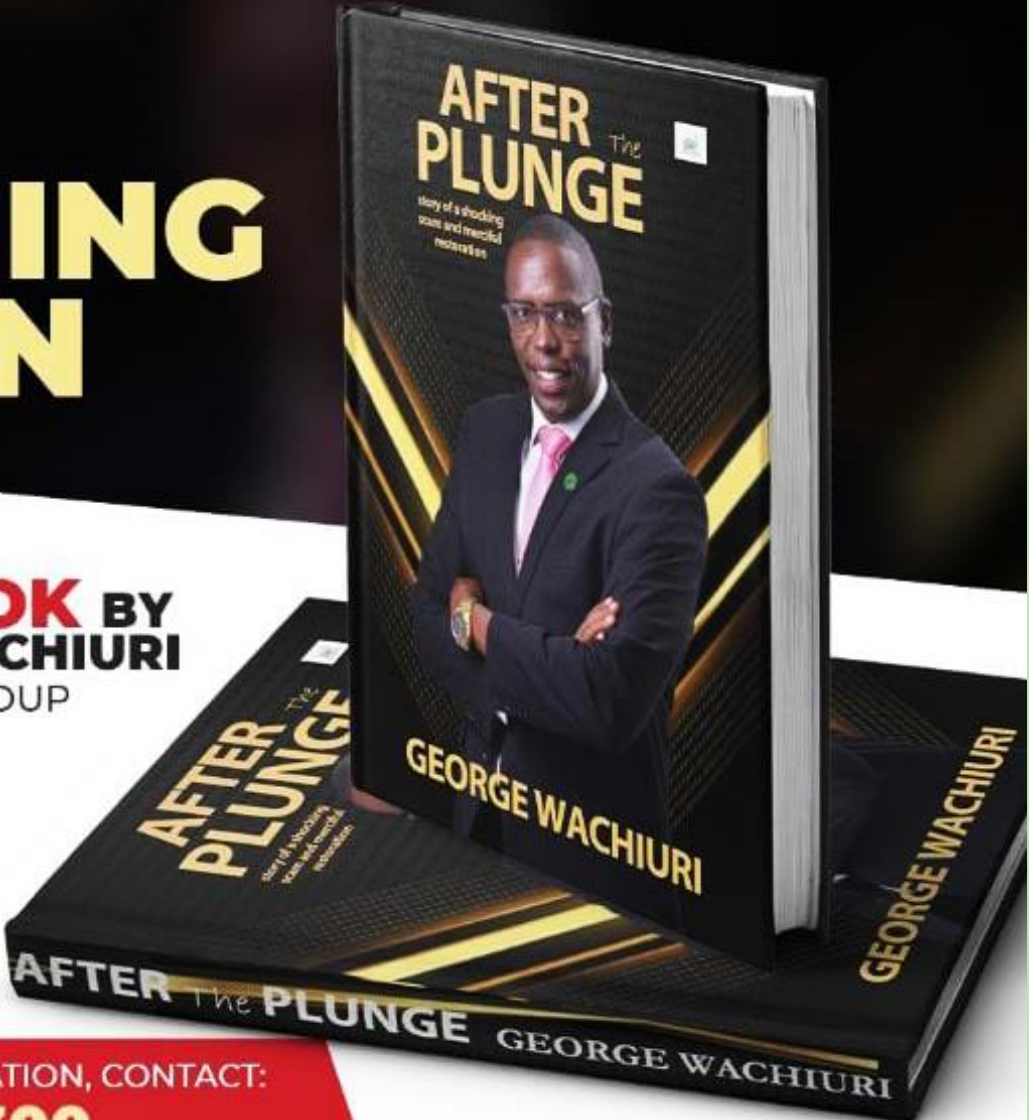
With the help of the local administration, community members and caretakers on the 50 acre project, the teams laid a firm foundation to be enjoyed for years to come via tree planting. The various tree species planted during the exercise included Japonica, Nandi Flame, Senna and the Grevillea. At the end of the day over 600 trees were planted throughout the whole project. GoGreen for a better planet.



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

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

The launch of "**AFTER THE PLUNGE**" is open for ALL  
To attend please register today on <https://bit.ly/AfterThePlunge-Launch>

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 revealed malpractice'. The author's name 'GEORGE WACHIURI' is printed at the bottom of the cover. The book is shown from a perspective that also displays the spine and the top edge of the pages.

**COMING SOON**

**NEW BOOK BY  
GEORGE WACHIURI**  
CEO, OPTIVEN GROUP

FOR MORE INFORMATION, CONTACT:  
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