

MARCH 2024 EDITION

# THE OPTIVEN POINT

**OKOA 118K**  
Campaign

**DIASPORA**  
Tour 2024

**Hekima Gardens**  
Phase 4 **LAUNCH**

**LAB DONATION**  
boosts education

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“The immense contributions **women** make are worth recognising. At Optiven, we value this important role by women in **driving progress** and **innovation.**”

## WORD FROM THE CEO | Keeping the Promise to Investors in Diaspora 2024...

The year 2024 is moving fast and where it depends on us it is necessary to keep our focus as sharp as it was when we were setting out our resolutions. As a matter of fact the month of March is a great check point for all of us to analyse how we have performed in the year 2024. Looking back is necessary because it enables us to consider how far we have gone and to map out what must be done to get us where we want to be. With this I wish you a happy second quarter of the year, let the month of April be amazing and victorious.

The month of February provided the Optiven Family with a great opportunity to empower our investors in the Diaspora. Not only did our teams manage to meet with our investors, but as a company Optiven was also able to deliver the promise of bequeathing title deeds to



those who had completed their payments. Am humbled to have been a part of the travelling teams where I met hundreds of Kenyans living, visiting and working in Australia. From the bottom of my heart I want to thank all those who took the time to meet with our Director for Strategy and Operations, Mary Wacuka and myself while we were in Melbourne, Perth and Adelaide. Our teams were also able to travel to Europe, United States of America and Africa. Thanks to all our customers on these continents.

As we continue with our vision and mission, seeking to empower investors to own property within the Optiven portfolio, we were also able to open up a new phase at Hekima Gardens in Nyeri. Our customers have loved the project and invested in the first three phases and now phase 4 is available for investors to partake. Am delighted that on launching, most investors have been happy with the pricing of this project which sells from as little as 199,000 shillings for an eighth. Indeed, it is a part of realizing our intent to settle over 300,000 Kenyans into their homes by the year 2030.

Finally, the month of March is when we put our focus more on the empowerment and achievements of women globally. While we appreciate the important role played by women in the society, we cannot ignore their magnanimous contributions to our social and economic status. This year, the International Women's Day celebrations were centered on the theme, invest in women: Accelerate progress. At Optiven this is what we have been doing for over 2 decades through both the real estate and the foundation. To all women we celebrate you.

**Dr. George Wachiuri,**  
CEO,  
Optiven Group

**GW**  
THE OPTIVEN GROUP  
CEO & BOARD OPERATIONS

f i y x  
Dr. Wachiuri

*The immense contributions women make are worth recognising. At Optiven, we value this important role by women in driving progress and innovation.*

## #OKOA118 CAMPAIGN EXCITES INVESTORS | 118,000/- Cashback in March for Investing

This month of March provided investors with Optiven a great opportunity to go back home with up to 118,000 shillings. This was under the March campaign aimed at ensuring that Optiven continue with its agenda of social economic transformation. Endorsing the campaign that ran throughout the month, the Optiven Real Estate Head of Sales, Rachael Ndunge said, "The new campaign dubbed **Okoa 118k Huu Mwezi na Optiven**, highlights the uptake of the Joy Lovers Club, Malindi. This is Optiven's premier-most project on sale and the cashback is applicable when investors have made their payments within 3 days". <https://www.youtube.com/watch?v=krCSHNk0rE&t=4s>



OFFER!! OFFER!! OFFER!!

**OKOA**  
118K HUU MWEZI  
NA OPTIVEN

This March, **Pay cash** and Save up to **Ksh 118k** to take your **M-permanent to Dubai**, boost your business, spoil your loved ones, and so much more.

JENGA HOLIDAY HOME SASA NA OPTIVEN

The campaign offer cut across all projects and depending on the period of payment. This means that those choosing to invest in the Optiven portfolio in the month of March have from 3 days, 14 days and 30 days, to pay for any of the properties and save 3%, 2% and 1% on the value of the property invested. The Optiven portfolio stretches across 10 counties with a variety of projects. Depending on customers expectations the different projects are priced conveniently to fit their levels from platinum to sapphire. Whether you are looking for a place to build your family home, a holiday home or land speculation, the new campaign is tailored for anyone looking to invest in real estate.



**WELCOME TO**  
**Kithimani Springs**

Kithimani comes with a beautiful hilly scenery well suited for *settling your family, a retirement home, or even an AirBnB business!*

It is right on tarmac and only 1KM from Kithimani Township, and is a unique 8-acre gated community with *a stone perimeter wall, power and water on site.*

**KSH 1.5M**  
**PER 1/8<sup>TH</sup> ACRE PLOT**

## OPTIVEN LIMITED WINS FOR PROFESSIONALISM | Award Ceremony at Argyle Nairobi

Pomp, colour and celebration intertwined with fashion and glamour ushered in the inaugural Consumer Choice Awards in Kenya. The much anticipated awards ceremony was a potluck of meetups and networking for the brand representatives, guests and supporters that gathered to see who would take home the distinguished awards. The brands were fighting for a place to make it to the dais where celebrations abound. And Optiven was not left behind on the evening of 23<sup>rd</sup> March 2024 when it scooped the Most Professional Property Real Estate Company.

The award was received by a jubilant team of representatives from different departments led by the General Manager at the Karen office, Joe Alando. It was a time to shine ever so bright after Optiven beat other legendary brands in a trounce that gave them the top award. Speaking after receiving the award, Tom Kibet, the

Regional Manager for Western and Rift said that, *“The entire Optiven family is grateful for this award and it goes to show that our customers and investors are in safe hands when it comes to putting their money in our projects.”* He made the remarks at the Argyle Grand Hotel on 23<sup>rd</sup> March 2024. While receiving the award, Lead for Corporate Affairs at Optiven, Kate Khasoa-Kole noted *“the win was in tandem with the company’s values and espouses the expectations of stakeholders looking to partner with Optiven as this is the corporate culture for the last 24 years”.*



**ABOVE:** PA to the CEO at Optiven, William Nagilae (5<sup>th</sup> standing) joins other brand representatives on the winners dais during the inaugural Consumer Choice Awards 2024 at the Argyle Grand Hotel on 23<sup>rd</sup> March 2024 where Optiven emerged the winner in the Professional Real Estate category.

## TRANSFORMATION AGENDA AT MALINDI PHASE 7 | Optiven Builds School Laboratory



One of the fastest moving projects within the Optiven portfolio is Malindi Breeze phase 7. As we empower you to own property, we are now changing the society through building a modern laboratory at the neighboring Makobeni Secondary School. It is at Malindi Breeze 7 that you will find rich red soil, with water lines facilitated by MAWASCO – Malindi Water and Sewerage Company.

The neighborhood also has power lines and fiber optics readily available. The project currently has ready beacons and graded roads. Invest at Malindi Breeze

phase 7 and become a part of the investment community in Malindi. The project currently selling out fast at only 129,000 (1/8th Acre Plots) and 995,000 (1-acre Land) is one not to miss in your investment plan. Ann Nyaga, the Coordinator of the Optiven Group Foundation says, *“we are delighted that our education pillar is coming to life and we are transforming the lives of the community in Malindi, specifically those whose children study at Magobeni Secondary School. We take this opportunity to thank all those who support us by investing in Optiven Real Estate where we give 5% of the income to the Optiven Foundation. As we embrace SDG Number 17, Partnership for Goals we welcome individuals, groups and companies to partner with us so that we can reach more in our communities.”*



**ABOVE:** The future impression of the laboratory that is being built by Optiven Limited and Optiven Foundation at Magobeni Secondary School.

## OPTIVEN EMPOWERS DIASPORA IN MARCH | Team in Africa, Europe, USA & Australia

The Optiven army led by the Optiven Group Chief Executive Officer, Dr. George Wachiuri cruised into the diaspora this March. The aim was to deliver the Optiven promise of ensuring that investors receive their title deeds for their investments within the Optiven portfolio. Speaking in the most western city of Perth in Australia, Dr. Wachiuri said that the Optiven team was happy to provide investors with

information on developments at the projects. Wachiuri added, “as Optiven our guide is to provide our investors with updates especially on the value additions promised as well as any other information or developments that may affect the investor.” Wachiuri was in Australia from February to host different Kenyans and advise on status of their investments while at the same time bequeathing those who have completed their payments with their title deeds.

In the United States of America, Optiven sent teams to different states where the promise on title deeds was fulfilled. Among the states visited in March alone include Washington, Georgia, Alabama, Florida and Pennsylvania. Over five team members have been engaged towards meeting investors in the USA.

The team was also in Australia in the month of March. While there, the team visited different Australian cities including Darwin, Melbourne, Adelaide, Perth and Sydney.



ABOVE: Optiven’s #TeamUSA was in different states in the United States of America to empower Kenyans to invest back home courtesy of Joan William of Optiven Global



ABOVE: Optiven Sales and Marketing Manager, Joan Williams (second right) hands over title deeds to customers at the KACC Church in Georgia on 16<sup>th</sup> March 2024 during her trip to the United States of America

Team Europe continued meeting with investors and delivering the promise in March. To date the team has been to Italy, the Netherlands, Denmark, Germany and Spain.

And in Africa it’s all systems go for team travelling to Botswana and the Democratic Republic of Congo

Christine Kasaya, Head of Global Markets at Optiven real estate says, “we are intentional about meeting with our investors in the diaspora first to secure their trust and second to meet their needs. Optiven Diaspora is at the forefront of managing our customer needs by providing their needs through offering state of the art products while keeping out promise of delivering title deeds to any place in the diaspora.”

# OPTIVEN UNVEILS HEKIMA GARDENS PHASE IV | Nyeri Project Sales Out Phase 3

As a leading provider of value-added properties and affordable housing solutions, Optiven Limited, have officially launched the 3rd phase of its Naro Moru project. “Hekima Gardens phase 4” in Nyeri county was launched on 15th March 2024 in a move that reinforces Optiven’s commitment to delivering quality and accessible property opportunities. Regional Manager Jackie Kibachia while speaking during the launch advised that Hekima Gardens phase 4 is diligently designed to offer a unique blend of affordability, sustainable environment and return on investment. According to Kibachia, “at Optiven we prioritize locations with immense potential for growth, ensuring our projects serve as gateways to prosperity for our valued clients”.



Investing with Optiven, especially in a reputable development like Hekima Gardens, is a diversification strategy within an investor’s portfolio. With its proximity to Mt Kenya and the world famous Aberdare Ranges, the fast growing Kiawara township is also within reach from the project. As an investor, you stand to benefit significant capital gain.



## REAL ESTATE INVESTMENT CALLING

Slide to answer for Endless Possibilities

Slide to answer

<b>Malindi</b> Malindi Phase 7	FROM AS LOW AS <b>129K</b>	<b>Vipingo</b> Ocean View Ridge	FROM AS LOW AS <b>1.750M</b>
<b>Nyeri</b> Hekima Phase 4	FROM AS LOW AS <b>199K</b>	<b>Kitale</b> Vuyanzi Gardens	FROM AS LOW AS <b>1.995M</b>
<b>Nanyuki</b> Great Oasis	FROM AS LOW AS <b>399K</b>	<b>Ngong</b> Achievers Business Park	FROM AS LOW AS <b>3.95M</b>
<b>Naro Moru</b> Wema Gardens	FROM AS LOW AS <b>439K</b>	<b>Malindi</b> Joy Lovers Club	FROM AS LOW AS <b>3.95M</b>
<b>Kajiado</b> Love Gardens	FROM AS LOW AS <b>950K</b>		
<b>Nakuru</b> Ushindi Gardens	FROM AS LOW AS <b>1.095M</b>		
<b>Kangundo Rd</b> Shalom Gardens	FROM AS LOW AS <b>1.450M</b>		

ALL INCLUSIVE OF LEGAL AND TRANSFER FEES



Optiven is set to handle grading of the internal roads and fencing with concrete and mesh as it brings to life the value additions at the project.

Meanwhile the county government of Nyeri has prioritized development of modern infrastructure including healthcare facilities, educational institutions and recreational spaces – all bordering the precincts of Hekima Gardens by Optiven. This commitment to improving quality of life has made Nyeri an appealing destination with agribusiness and eco-tourism related activities poised to yield promising returns. As the town continues to develop, property value in well schemed residential areas like Hekima Gardens phase 4 will thrive. Optiven Group Chief Executive Officer Dr. George Wachiuri says, “at Optiven, we understand that owning a title deed is a cherished dream and it is our mission to ensure that this is a reality for Kenyans from all over.” With Optiven Homes now in the picture, focused on building custom homes based on client’s preferences, you are very welcome you to join the Hekima Gardens Family today...

# DIASPORA REGIONS HOST STAKEHOLDERS | Guests Hosted as Travels Continue Globally.



**ABOVE:** #TeamAfrica representing South Sudan celebrated our investors on receiving their title deed on 4/3/2024 at Absa Towers



**ABOVE:** #TeamAsia hosted Qatar outgoing SOE Madam Irene on 7/3/2024 at Absa Towers offices. With the team is DRM for Canada Martha Wanjiku



**ABOVE:** Team Diaspora led by the Head of Global Markets, Christine Kasaya hosted the Diaspora Managers from Stanbic Bank at the Optiven Absa offices on 14/3/2024.

**RIGHT:** #TeamAsia led by the DRM for Asia & Middle East Kate Khasoa-Kole hosted the legal and management team members of Omogusi Doha Sacco on 19/3/2024 at Absa Towers offices.

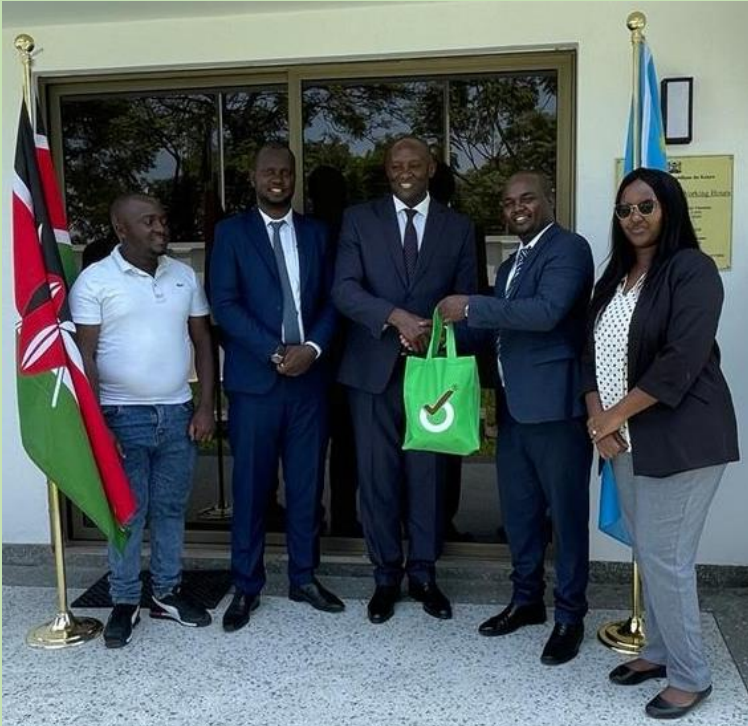


**ABOVE:** #TeamAsia representing Optiven in Japan hosted our investor from Tokyo when he collected his title deed for investing at Amani Ridge by Ootiven. This was at the ABSA Offices on 12<sup>th</sup> March 2024.





**DIASPORA REGIONS HOST STAKEHOLDERS |** Guests Hosted as Travels Continue Globally



**ABOVE:** #TeamAfrica Evans Maingi & Dennis Muturi meet with Kenya's Ambassador & Embassy staff in the DRC on 14/3/2024.



**ABOVE:** #TeamEurope representatives James Mugo and John Ngari met the Kenyan Ambassador to Italy, His Excellency Fredrick Matwang'a on 15/3/2024 in Rome.



**ABOVE:** #TeamUSA representative Joan Williams met with the Kenyan community in Georgia, Atlanta on 17<sup>th</sup> March 2024



**ABOVE:** #TeamUSA representative Stanislaus Kilonzo met with the Kenyan community in Florida State on 16<sup>th</sup> March 2024

**LEFT:** #TeamOceania was represented in Melbourne Australia by Mary Wacuka, on 20<sup>th</sup> March 2024 as Optiven delivered title deeds in 5 cities.

**EVENTS AND HAPPENINGS IN MARCH 2024 | Scenes In Pictures & Words...**



ABOVE: Optiven Real Estate #TeamKaren were at the Hub to attend the Upmarket Homes Expo on 21<sup>st</sup> March 2024.



ABOVE: Optiven Real Estate #TeamPwani was represented at Msenangu Radio on 23<sup>rd</sup> March 2024 by Ahmed Shaaban.



ABOVE: Optiven Real Estate #TeamKaren were at the Women in Business Incubation Hub on 22/3/2024 to celebrate the International Women's Month



ABOVE: Optiven Real Estate #TeamKaren was represented at ATG Radio on 22<sup>ND</sup> March 2024 by Naomi Njebere.



LEFT: Optiven Real Estate #TeamAbsa represented in Mombasa by #TeamLions where they empowered Kenyans at the Homes Expo this March 2024.



ABOVE: Senior Sales Manager Colleta Kanyili empowers at Akamba FM on 25<sup>th</sup> March 2024



LEFT: Optiven Real Estate #TeamAbsa represented #TeamLions at Sabis School in March

OPTIVEN IS THE MOST PROFESSIONAL REAL ESTATE COMPANY | **Scenes In Pictures**



## OPTIVEN FOUNDATION LAUNCHES GOGREEN 2 | Effort to Benefit Environment Pillar

The Optiven Foundation has this March launched the second edition of the GoGreen Na Optiven initiative. The current engagement will focus on engaging educational institutions in tree planting and nurturing environmental responsibility. Under the Environment Pillar, the Optiven Foundation is seeking to empower schools in humid and semi-arid areas in Kenya, aligning with Sustainable Development Goal 15 - Life on Land.

Ann Nyaga, the Optiven Foundation Coordinator says, *“Participating schools will showcase their environmental efforts, and winners will be recognized for their outstanding contributions”*. Nyaga adds that the second season will provide participants to stimulate both creativity and innovation within the participating schools.

The GoGreen Na Optiven season 2 champions environmental stewardship across the 47 counties countrywide. During the initiative, the youth are being empowered to be change makers with knowledge about tree planting as well as the urgent need to decarbonise our planet.



**ABOVE:** Ann Nyaga (in cap) speaks to students in Sagana on 20<sup>th</sup> March 2024 during events to mark the launch of GoGreen Na Optiven Season 2.



**ABOVE:** #TeamGoGreen were in Murang'a County on 20<sup>th</sup> March 2024 during events to mark the launch of GoGreen Na Optiven Season 2.



**ABOVE:** Participants in GoGreenNAOptiven Season listen to Ann Nyaga the Optiven Foundation Coordinator on the expectations.

**RIGHT:** Participants in GoGreenNAOptiven Season 2 showcase their creative skills in tree planting in March as part of the institutions participating in the initiative.



## OPTIVEN CELEBRATES MILESTONES BY WOMEN | Achievements Fêted on Women's Day

Optiven Limited joined the rest of the world in celebrating the 2024 International Women's Day. The day celebrated under the United Nations Calendar is celebrated globally on the 8th of March each year. The theme for this year's observation of the day was. *"inspire inclusion"*.

As a company, Optiven has for year's now been working to improve the lives of women both socially and economically. The theme this year thus resonates with what the company has done both on the corporate front and as part of it's Corporate Shared Value. Through offering employment opportunities for women, Optiven has further included women in top management positions and in the last two years endeavoured to include women on the board of the company. In addition, special consideration has been given to women living in challenging situations especially those that depend on donations for example the Ivovoani Women's Group. This and other engagements are the reason behind Optiven through it's Foundation being awarded the Award for the **organization empowering grassroots women** in 2021 by the Women on Boards Network. Through offering affordable properties for sale, Optiven has further engaged women investors who have in the last five years gone ahead to receive a total of 2,681 title deeds both locally and in the diaspora.

Dr. George Wachiuri, Optiven Group CEO says, *"the journey to empowerment cannot be successful if as a society we choose to leave women behind instead of including them to walk with us side by side – this way we empower current and upcoming generations for a better world. I endorse the 2024 international women's day theme, inspire inclusivity and will continue championing efforts to ensure this becomes a reality. The truth is we achieve more when everyone is included. Happy international women's day"*.



ABOVE: Mercy Njoroge, (right) is one of the female Directors appointed in 2024.



ABOVE: Optiven staff collect the award for the Organization Empowering Grassroot Women from the Women on Boards Network – WOBN.



## OPTIVEN FC MAKES STRIDES WITH WINS | Club Engages in Matches and Scores

Optiven Fc was officially established in 2023 and was an opportunity at promoting physical fitness, teamwork and bonding among Optiven Group's staff members. Under the guidance of Martin Waweru Group HR, Administration and Talent Development Manager, who has instilled a winning mentality and professionalism in the squad, Optiven FC has quickly developed into a competitive force capable of punching above their weight class. "We believe in empowering our staff not only within the confines of the workplace but also on the field of play. This initiative not only promotes physical fitness and teamwork but also instills a sense of pride and belonging among our employees," he remarked,".



Optiven FC, is a rising force in the local football scene, and has embarked on a remarkable journey in the last quarter, defying expectations and making significant strides in their performance. Despite starting late in 2023, the team has exhibited commendable determination and resilience, gradually climbing up the ranks and leaving a lasting impression on spectators and rivals alike. 2024 is a defining year as the team has managed 4 games, winning 3 against Nation Media, Heritage Insurance and Kikuyu All Starts and loosing 1 to Nakuru's Tisa Boys.

Heritage Insurance and Kikuyu All Starts and loosing 1 to Nakuru's Tisa Boys.



One of the factors behind Optiven FC's success has been unwavering commitment to improvement. The coaching staff, led by Evans Maingi and Daniel Kariuki have implemented rigorous training regimens Thursday aimed at enhancing the players' skills, tactical awareness, and physical conditioning. This dedication to continuous development has paid off handsomely, as evidenced by the team's remarkable

progress on and off the field. "One of the most inspiring aspects of our progress is the way we've embraced a culture of continuous improvement and our coaching team has played a crucial role in nurturing this mindset, instilling in us the belief that there is always room for improvement, no matter how well we perform," Lechipai explained.

Looking ahead, Optiven FC is filled with optimism and determination to build on our progress. The journey is far from over, and we understand that there will be challenges along the way. However, with the same resilience, unity, and positivity that have brought us this far, we are confident in our ability to continue moving forward.



## OPTIVEN FOUNDATION BENEFITS FROM BOOK SALES | **A Review of After the Plunge**



Writing books is not easy, otherwise more and more men and women the world over would have a number of titled books under their names. For a man who started early and who is passionate about reading as well as writing, George Wachiuri released his newest book this year. The book titled “AFTER THE PLUNGE” is the third following in the path of his first book “Soaring Like an Eagle” and his second, “Unleash your full potential”. At an event attended to the maximum, supporters and investors joined philanthropists to celebrate the milestone. With color, thanksgiving and pledges of support, the launch was a memorable event.

Wachiuri also advised that the proceeds of sales from the books would be of benefit to Optiven’s philanthropy activities through the education pillar. The Optiven Foundation is

the soft arm of the Optiven group and is guided by four pillars, key of which is education. For the last 24 years, Optiven Group has been at the forefront in changing the lives of the less fortunate in the society.

The Optiven Foundation has through the years become a benchmark for it’s initiatives – a move that has led to the organization being recognized and bequeathed with different awards. The Foundation is supported through donations from stakeholders as well as proceeds of sales from the books written by Wachiuri, who is also the chairman and trustee. With income from the booksales, students and pupils across the country are assured of access to their classrooms, as Optiven Foundation works with you to provide an opportunity for education. Through the Soaring Eagles Scholarship Program SESP and the ongoing partnership for technical and vocational training TVET, hundreds of students, pupils and artisans are receiving much needed education that is set to transform their lives for the better, thanks to the Optiven Foundation and it’s initiatives.

Indeed it takes two, you and the Optiven foundation to bring thee dreams to reality. What can you do to add value to this important cause? You and your loved ones can partner with the Optiven Foundation today and for only 2000 shillings you can order a copy of the book, “AFTER THE PLUNGE” by calling 0718 776033 or log on to [www.georgewachiuri.com](http://www.georgewachiuri.com)

A social media post featuring a portrait of George Wachiuri. To the right of the portrait are three book covers: 'Soaring Like an Eagle', 'AFTER THE PLUNGE', and 'UNLEASH YOUR FULL POTENTIAL'. Below the portrait is a text box asking 'Have you read any of my books? If so, which one was your favorite and why?'. At the bottom right, there is a 'To Order' section listing the books and a 'Visit' button with the website [www.georgewachiuri.com](http://www.georgewachiuri.com). The post also shows 362 likes and the hashtag #mentorshipoptiven.

# UTAENDA SITE VISIT WAPI?

**GREAT OASIS  
GARDENS - NANYUKI**



**KSH.  
399K**

**USHINDI GARDENS  
NAKURU**



**KSH.  
1.095M**

**OCEAN VIEW RIDGE  
VIPINGO**



**KSH.  
1.75M**

**JOY LOVERS CLUB  
MALINDI**



**KSH.  
3.95M**

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