

# THE OPTIVEN POINT

\* Valuable brands realtors awards

\* Mobility driving smiles

\* Focus on Africa

\* Serena Business dinner



"The **dedication** and **resilience** to improving strategies has rallied improvement **propelling productivity** in key areas and solidifying our position in the market."

Dr. Wachiuri

## WORD FROM THE CEO | Creating Impact and Transformation in 2<sup>nd</sup> Quarter ...

If I was a forecaster, it would be automatic for me to say that there has been a lot of rain but I would add that there has also been a shrinking of time. As we enter the second quarter it seems we just recently were all wishing each other a happy new year! And of course now happy new quarter two of the year where we are analyzing our performance especially with regard to the goals, aspirations and dreams that we set out to achieve at the beginning of 2024. Why? Because April is now done and dusted as we unroll the new month of May. The month of April provided the Optiven Family with a great opportunity to empower our investors by hosting them to a one-of-a-kind business dinner. Under the theme *“Family & Finances”* I shared insights from my journey at the helm of Optiven, a private family owned business. It was a humbling seeing all the attendees from all walks of life many being our customers present at the Nairobi Serena Hotel. To all who came thank you.



As we spread out our operations, Optiven then becomes a conglomerate and with this growth the need to expand our power alignment. It is this month that we also expanded the role of our company leaders in the real estate sector by transferring the power of attorney to three of our Associate Directors and three of our managers. On behalf of the founders of the company, this move marks a significant change in terms of how the company will be run going forward.

As the Chairman of the Optiven Group, I am grateful for the opportunity to witness this.

Leading the diaspora engagement this April, it is a humbling delight for me to meet our customers in different countries across the globe. As part of our strategy we are deliberate in providing authentic investment options to our customers, guaranteeing peace of mind and satisfaction. Our portfolio is why we won the Diaspora Focused Real Estate Brand 2024 at the Valuable Brands Realtors Awards 2024 held in April at the Trademark Hotel in Nairobi. Thank you for trusting us as your valuable investment partner in real estate.

**Dr. George Wachiuri**  
CEO  
Optiven Group



## #CHANGAMKIAPLOTI CAMPAIGN IN APRIL | 3,000/- Cashback for All April Investors ...



**CHANGAMKIA  
PLOTI** NA OPTIVEN

For every **300K** you place as a **Deposit / Installment** this April in any of our projects, Get a **Cashback** worth **Ksh3,000**.  
\*T&C Apply

This month of April provided investors with Optiven a great opportunity to receive a cash payment of 3,000/- for any investment made or redemption for property upto 300,000 shillings. Under the April campaign dubbed “#ChangamkiaPloti” the campaign was aimed at providing opportunities and widening the possibilities of property ownership across the Optiven portfolio.

Endorsing the campaign that ran throughout the month, the Optiven’s General Manager, Joe Alando noted that , “#ChangamkiaPloti is a campaign that enables even those with limited budgets to get into the bracket of property owners by paying 300,000 shillings. We are delighted that with this campaign investors can take advantage and become property owners not only in Central and Eastern parts, but also in the lake region as well as the rift and coastal areas where we have a number of sought after properties. The cashback is applicable when investors have made their payments within 3 days and in one payment”.



**CHANGAMKIA  
PLOTI** NA OPTIVEN

For every **300K** you place as a **Deposit or Installment** this **April** in **Joy Lovers Club - Malindi** you get **Ksh. 3,000** Cash back!  
T&C Apply

**#TitleDeedNaOptiven**



**CHANGAMKIA  
PLOTI** NA OPTIVEN

For every **300K** you place as a **Deposit or Installment** this **April** in **Ocean View Ridge - Vipingo** you get **Ksh. 3,000** Cash back!  
T&C Apply

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 April have from 3 days, 14 days and 30 days, to pay for any of the properties. The Optiven portfolio stretches across 10 counties with a variety of projects. Depending on customers preferences 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. Call us today on 0790300300 or visit any of our offices in Nairobi CBD, Karen, Nakuru, Nanyuki, Malindi.

## OPTIVEN GETS DIASPORA ENGAGEMENT AWARD | Ceremony at Trademark Nairobi



This April, Optiven stood proud and humbled as it was announced that it is the undisputed Diaspora Focused Real Estate Brand of the year 2024. This was at the Valuable Brands Realtors Awards 2024 held on 13<sup>th</sup> April 2024. Speaking shortly after receiving the news of the award, Optiven Group CEO, Dr. George Wachiuri noted that the recognition highlights the company's unwavering commitment to serving the Diaspora community, and all our clients. He added that, "Optiven will continue in it's quest to provide tailored real estate solutions, and ensuring seamless investment experiences within and without the borders. As part of the corporate strategy, we have included a number of properties within the wider Optiven portfolio to include properties that can be purchased by non Kenyans." Optiven Real Estate has been on a trajectory to stamp it's presence

across the globe. Through different initiatives, the company has further enabled many investors to be able to own land through offering affordable and accessible properties in key counties. With property portfolios in at least 10 counties and dedicated offices in 5 key cities, Optiven is raring to go. Customer Service Manager at Optiven Group, Mercy Wechuli expressed her appreciation to all customers for trusting Optiven as their preferred investment partner. Her counterpart in charge of the Diaspora, Associate Director at Optiven Real Estate and the Head of Global Markets, Christine Kasaya said, "It is a humbling recognition for the work that the Diaspora team does to ensure that our customers needs are met within an uncertain and volatile industry like real estate." Speakign in Spokane Washington, where he is travelling on a business related assignment, Optiven Group Chief Exective, Dr. George Wachiuri said, "this award is a testament that our offering in terms of products and services to the diaspora is not in vain. Engaging with diaspora as a company has provided ample space for investors to interact with Optiven and take up the journey to invest. This award is really one for the customers in diaspora." To all our investors in the diaspora, thank you.



## OPTIVEN PROVIDES SOLUTIONS AT HOMES EXPO | Public Empowered to Invest

The bi-annual home expo held its 35<sup>th</sup> edition at the Kenya International Convention Centre (KICC) showcasing a remarkable display of affordable and sustainable housing solutions. Optiven Limited which was a key sponsor of the event took the platform to engage the public on various aspects including investing, networking and investment opportunities. The event kicked off on April 18<sup>th</sup> to the 21<sup>st</sup> and saw a significant gathering of stakeholders from the East and Central African real estate sector. Peter Ndwiwa, Regional Manager for Eastern Kenya who led the teams at the Expo noted that, *“With our presence at the expo underscoring the commitment to providing innovative housing solutions Optiven stood out and hosted a number of guests. This year’s expo leveraged on 35 years The expo featured a wide range of exhibitors, including landowners, realtors, contractors, and interior design companies, all converging to showcase their products.”* Led by our vibrant marketing department, The Optiven team stood out at the expo with an eye-catching booth showcasing a diverse range of properties, from platinum level projects to sapphire level. The staff’s in-depth knowledge and genuine enthusiasm for the projects left a lasting impression on potential investors with our commitment to exceptional customer service evident prioritizing our value for customer satisfaction. At the end of the 4-day event we were acknowledged as one of the brands present and for our contributions towards the success of the 35th Homes Expo. By engaging with visitors, we reaffirmed our position as a trusted partner in the journey towards homeownership.



ABOVE: Optiven Real Estate #TeamABSA and #TeamKaren were present at the April Homes Expo 2024 where they empowered investors on real estate.



## OPTIVEN EMPOWERS DIASPORA IN APRIL | Team Africa, Europe, USA & Asia Travels...

The Optiven army led by the Optiven Group Chief Executive Officer, Dr. George Wachiuri continued to empower Kenyans in Diaspora this April. Dr. Wachiuri joined different investors in at least 10 states across the United States of America during which time he provided updates on different projects within the Optiven Real Estate portfolio.

Optiven's #TeamAfrica were in Ethiopia, Botswana and Mozambique while at the same time hosting investors at the Diaspora office in Kenya from Malawi, South Sudan and the Democratic Republic of Congo. With new markets unveiled Africa is rising for real estate investors.



**ABOVE:** Optiven Sales and Marketing Manager, Joan Williams (second right), Optiven Group CEO, Dr. George Wachiuri and Optiven Director for Strategy, Mary Wacuka (centre) joined leaders of Neema Church, Dallas Texas at the Spring Conference held in April.



#OptiveninAsia were this April also making a return trip to the United Arab Emirates and Qatar. The team is also expected to get into Bahrain for the second time since their inaugural trip to the country in the year 2019 during which time they visited Adliya, Juffair and Manama respectively. Brian Samante, Senior Sales Manager at Optiven was among the team that was Bahrain and he noted that, *"Bahrain is the second home for many Kenyans and we are grateful that they were able to host us and invest back home. 2024 is a great year to celebrate the many who have invested and am delighted they will be receiving their title deeds in June as #OptivenTeamBahrain makes its way to Manama."* The team will provide information on properties available for sale, value additions completed as well as deliver title deeds as part of the Optiven promise.

Christine Kasaya, Head of Global Markets at Optiven Real Estate lauded the teams noting that they are capable to represent the brand on a global level while meeting the customers' needs for

investing in real estate. The company provides the opportunity for both locals and foreigners to own land in Kenya with ease. Through the Optiven Diaspora office, the company has been able to provide much needed peace to investors in land by delivering title deeds in the USA, Africa, Australia, Asia, the United Kingdom and in Europe. To enjoy the professional services available for you at Optiven, contact us today at our Optiven offices in Karen, CBD, Nakuru and Malindi.



# OPTIVEN EXTENDS POWER IN EXPANSION STRATEGY | Power of Attorney Passed On...



# OPTIVEN WELCOMES SITE VISITS & EMPOWERS WITH #RAUKIAPLOTI CAMPAIGN

The sun arose to celebrate and facilitate the Optiven army and it's engagement with the public on 30th April 2024. Team members serving in all departments at Optiven, took time to be on their feet and empower the masses just as the rain took a break. It was an opportunity to interact one on one with the Optiven team, donned in green and ready to empower the public in the #RaukiaPlotiNaOptiven campaign. From the streets and alleys of the Central Business District in Nairobi, to the roundabouts of major settlements across the cities. From Nairobi to Nakuru to Nanyuki and even at the coast, it was time for the colour green to spread it's wings and soar. And the smiles were testament to a job well done complete with rewards to stakeholders who made it possible.



#TEAMABSA



#TEAMGLOBAL



#TEAMPWANI



#TEAMNANYUKI



#TEAMNAKURU





## OPTIVEN HOSTS BUSINESS DINNER IN APRIL | Guests Learn on Family and Finances ...

Business community members were among guests who attended the Business Empowerment dinner this April courtesy of Dr. George Wachiuri, the CEO Optiven Group. The event which was held at the Nairobi Serena was filled to capacity as the attendees keenly listened to the facts on Family and Finances which was the theme of the evening. Addressing the attendees, Dr. Wachiuri shared insights from his own experience as a family man, running a family company for the last 25 years. It was also a time for the guests to learn a thing or two about Optiven.



**ABOVE:** Optiven Staff representing different regions in the real estate division take a moment to sing the Optiven anthem during the dinner.



**ABOVE:** Optiven Staff ready to usher in the guests



**ABOVE:** Guests listen keenly to the presentation by Dr. George Wachiuri at the Serena Hotel under the theme Family and Finances this April.



**ABOVE:** Mr. Tom Kibet, Regional Manager for Rift and Western at Optiven Real Estate makes a presentation to the guests.



# OPTIVEN FOCUS ON AFRICA IN APRIL | Teams Travel & Host Investors Locally and Globally



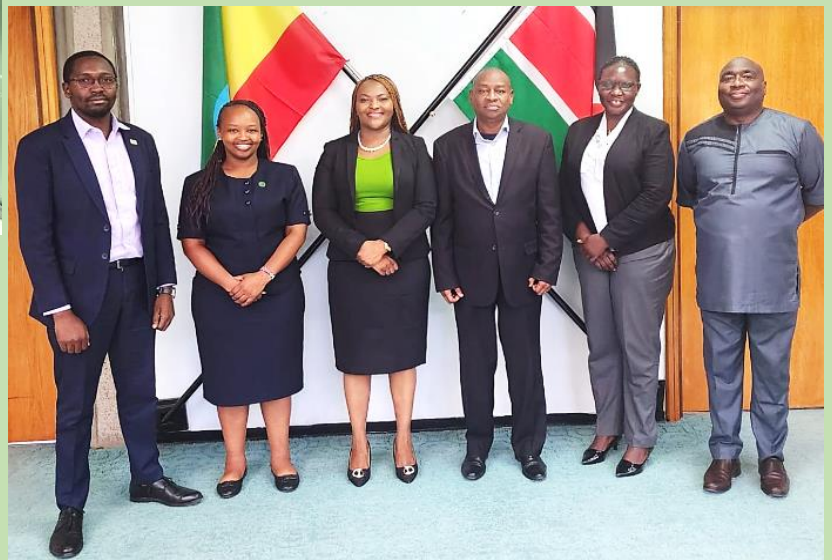
**ABOVE:** Optiven Diaspora Africa Teams together with Optiven Group CEO, Dr. George Wachiuri (standing) hosted investors from the Democratic Republic of Congo when they paid him a courtesy call at the ABSA Offices on 4<sup>th</sup> of April 2024. The visit came just weeks after Optiven's #TeamAfrica returned to the Kenya from the DRC.



**ABOVE:** Optiven Diaspora Africa Team arrived in Maputo this April to empower Kenyans to invest back home. The engagement with Mozambique is aimed at conquering new markets.



**LEFT:** Optiven Diaspora Africa Team hosted the Special Optiven Envoy in Malawi this April. . With them is Eunice Wikunza, Sales Manager at Optiven and Angela Marindich, Diaspora Manager for Africa at Optiven.



**ABOVE:** #TeamAfrica made a courtesy call to George Kwanya, the chargé d'affaires a.i., to discuss investment prospects in Kenya for Kenyan Diaspora residing in the Federal Democratic Republic of Ethiopia on 12/4/2024



**ABOVE:** #TeamGlobal Senior Sales Manager Lydia Gatuma hands over a title deed to Moses Njiri and Rael Chepkosgei on 9th April 2024 at Absa towers.

## OPTIVEN FOUNDATION UPSCALES MOBILITY CAMPAING IN APRIL

As the Optiven Foundation, we have established various pillars to support our mission of social-economic transformation, one of which is the Health and Dignity pillar. In line with the UN Sustainable Development Goal 3, we have focused on aspects of good health and hygiene, aiming to restore dignity and empower individuals. We work through strategic programs and partnerships, and have addressed a wide range of health-related challenges faced by marginalized individuals, including access to healthcare services, sanitation, and mental health support. One of the key initiatives under this pillar is the “Mobility that bring smiles” centered around donating wheelchairs to individuals with mobility challenges. The initiative underscores our commitment to making a tangible difference in the lives of marginalized individuals and by addressing the mobility needs of those with disabilities, we have been able to empower individuals to lead more independent lives.



Our impact extends far beyond improved physical mobility and as Ann Nyagah – Optiven Foundation coordinator explains, the ability to move independently translates into a significant boost in confidence and self-esteem to the victims. By addressing these challenges faced by individuals, the Foundation paves the way for a more inclusive society. These efforts by the Optiven Foundation under the Health and Dignity pillar exemplify a commitment to enhancing the quality of life for individuals and communities, fostering an environment where health and dignity are accessible to all.



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



Have you read any of my books?  
If so, which one was your favorite  
and why?

**To Order**  
Any of the three books

1. Soaring Like an Eagle, 2. After The Plunge,  
3. Unleash Your Full Potential

**Visit**  
[www.georgewachiuri.com](http://www.georgewachiuri.com)

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. 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)



# 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**

**SITE SATO?**

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