

# THE OPTIVEN POINT

\* Awards Galore

\* New Project Alert - Wisdom Gardens

\* One Team, One Goal

\* Top Performers Rewarded



"I am extremely humbled to have been awarded 'Lifetime Achievement Award for Outstanding Contribution to Real Estate' and I dedicate it to everyone who has been part of the journey."

*Dr. Wachiuri*

# WORD FROM THE CEO | Action Report and Progress as we stare at second half

July is now done and dusted! What a racy year this one has been! For us at Optiven we are humbled at the support we have continued to receive from our customers, staff and other stakeholders this year. This support is the reason we strive daily to provide you with state of the art products and services in the most professional way. As a country we are on the brink of a revolution and have faced a number of challenges and the demonstrations

have affected us all in one way or another. Even as we think about the status quo we must not lose focus of our obligations to ourselves and to those who look upto us. We have only one Kenya for the current and for the future generations. We owe it to ourselves and for those who look upto us.



**ABOVE:** Dr. George Wachiuri, Optiven Group CEO addresses the University of Nairobi Community during a FOCUS outreach on 13/7/2024 at the Chiromo campus Taifa Hall.

believing in the vision of transformation.

Let us move forward intentionally as we enter August 2024. As Optiven, we remain committed to walking with you the journey of real estate investment. Together we are inspiring possibilities.

**Dr. George Wachiuri**  
CEO  
Optiven Group

As part of my mentorship calling I was at the University of Nairobi courtesy of FOCUS – Fellowship of Christian Unions. There is no better time than this to engage and touch base with our youth at all levels. In so doing we understand how they think, what their dreams are and how we can work together for a better future. This is also the basis of why I started the George Wachiuri School of Mentorship where we have 260 under current cohort 5, graduating October 2024.

I am extremely humbled to have been awarded the CEO’s Lifetime Award 2024 at the Starbrands Awards on 19<sup>th</sup> July 2024 for my contribution in real estate. What an honor that I was found worthy among peers to have had a positive impact in the industry for my lifetime achievement for outstanding contributions to the sector. Optiven Real Estate was also recognized as the top Real Estate Company in East and Central Africa – a worthy fete especially for our customers in Africa. I dedicate the honor of these awards to my fellow Directors, my children and the Optiven family for



NEW CAMPAIGN LAUNCHED IN JULY | Customers Get 3,000/- Cashback for Investments ...



The month of July ushered in a brand new campaign dubbed *Faidika Na Optiven*. Investors with Optiven had the opportunity to top up their payments or invest in new projects with only 300,000/- and receive a cashback 3,000/-. The campaign was not only a much appreciated time of engagement but also a great opportunity to take a part of the different projects within the Optiven portfolio. Investors had the option of redeeming their payments for ongoing investments or invest anew in the different properties. Optiven Real Estate has been in the business of selling transformed properties for over 25 years. In that time, the company has fulfilled its promise of offering title deeds to investors as well as provide value additions in time.

**YOUR DOOR TO HOME**  
*Ownership*

**YOUR PERFECT VALUE  
ADDED PROPERTIES**

*Example of key features*

- ✓ Stone perimeter wall
- ✓ Internal cabro roads
- ✓ 24/7 caretaker and security
- ✓ Solar street lighting
- ✓ Shopping square
- ✓ Cctv & controlled entry
- ✓ Electricity on site
- ✓ Water tower

T&C Apply

**BUY YOUR  
DREAM  
PROPERTY IN**

**USHINDI GARDENS, NAKURU**

**BEST PRICE  
GUARANTEED  
KSH. 1.095M**

## OPTIVEN OPENS NEW PROJECT IN KONZA THIS JULY | **Wisdom Gardens Phase 2...**

The month of July provided another excellent opportunity to launch Phase 2 of Wisdom Gardens in Konza. The launch was also an opportunity to dedicate the project which is the fifth in the region following the launch of Abundance Gardens, Precious Gardens, Tulivu Gardens, Vision Gardens and Peace Breeze Gardens. The project which is a one star project ( <https://www.optiven.co.ke/newsblogs/the-five-levels-of-optiven-properties-august-2020/> ) is going for a limited price of 495,000 shillings with early investors enjoying a six-month period to complete their payments. The project is located next to Phase 1 of Wisdom Gardens which has since sold out. <https://www.optiven.co.ke/past-projects/wisdom-gardens-konza/>. Wisdom Gardens Phase 2 is located only 6km from Konza city and in close proximity to the fast growing Malili Shopping Center or 4km off Mombasa highway.



As part of the launch offer, investors will have a six-month period to make payments in instalments while not paying interest for their instalment payments. As at the time of the launch on 29<sup>th</sup> July 2024, the project sold out 64% with customers opting to pay for their investments in cash within a period of 7 days. During the launch, over 25 diaspora countries were present and were able to join the team on the ground online via a live Facebook, an opportunity that provided them to see the project and ask any questions about the freehold one-star project.



Optiven has been on a trajectory of offering affordable yet accessible projects to it's clients in their areas of interest. Wisdom Gardens Phase 2 is a most welcome project with great potential for investors looking for a residential plot or for land banking for future investments.



## OPTIVEN BAGS SUPER REALTORS AWARDS IN JULY | **Diaspora & Land Selling tops ...**

It was a time to celebrate with clarion call that Optiven is tops, both in the Diaspora and as the Best Land Selling Company. This was capped with the recognition of the Optiven Group Chief Executive Officer Dr. George Wachiuri among the Top Five CEOs of the Year. The recognitions were made at the Super Realtors Awards 2024. The awards were a warm welcome to the array of wins at Optiven in 2024. The awards were held on 12<sup>th</sup> July 2024 at the Trademark Hotel. Speaking after receiving the award, Dr. Wachiuri thanked all the stakeholders who had participated in selecting Optiven as a key brand worthy of the award. He noted that Optiven had been a key pillar for investors in the Diaspora and in 2024, the company had kept its promise not just to deliver title deeds but to also offer state of the art products and services across the country. He said, *“we thank our customers for the confidence they have shown in us which have enabled us to grow together over the years. A heartfelt thank you to all of you.”*



## OPTIVEN WINS EAST & CENTRAL AFRICA AWARD IN JULY | Starbrands Shines Light ...

The celebration was palpable as different players in the real estate, hospitality, construction and accessories sectors gathered for the 2024 Starbrands Awards. The event was held at the Sarit Center events auditorium on Friday 19<sup>th</sup> July 2024. The much awaited event did not disappoint with hundreds of representatives interacting and networking as they celebrated their peers and other organizations on their distinguished wins.

Optiven was here to win too and as the morning arrived, two awards had been received. Optiven was singled out as the top and most trusted land selling company in East and Central Africa. The evening was crowned by a win for the Optiven Group Chief Executive Officer, Dr. George Wachiuri who was received a lifetime achievement award for his contribution to the Real Estate Sector. The win was well celebrated with staff taking a moment to savour the glory and take a momentous photo to celebrate the milestone. The awards continue to be a motivation for the Optiven family in giving their best service to investors in the real estate sector.



## OPTIVEN REWARDS STAFF WITH TRIPS | Top Performers Receive Global & Local Trips...



It is said that what is appreciated is rewarded and what is rewarded is repeated. This and more is what advised the rewarding of top performing market at Optiven this July. Among the teams were those who received the top two destination rewards which saw them travel on holiday to Singapore and Dubai. Other teams were able to travel to Mombasa and Naivasha respectively during which time it was all things fun. Among the winners of the top trips were Managers serving different diaspora markets mainly the United States of America and Europe among others.



## OPTIVEN ENHANCES TEAM WORK IN JULY | **Regional Teams Gather for Team Building...**



If you want to go fast, you then go alone but if you want to go far you go with others. This is what is the impetus of teamwork is all about. At Optiven, the family members of different departments and offices gathered for the 2024 team building. The event was held at the GMC entertainment hub in Kitengela. It was an opportunity to move aside the official dogma and instead embrace the free spirit mantra for all staff across the board.

The team was not only able to interact across the branch offices as staff from the Coast, Nakuru, Nanyuki and Karen offices joined their Nairobi counterparts in Kitengela. There was learning to do as was the time to laugh, bend, stretch and think strategically especially during the team activities. The culmination of the team building was the mentorship from the trainers and the dancing which showed who the real boss was when styles and moves morphed into surprise smiles, sweaty faces and stretched out muscles.

Optiven staff have also received various opportunities to get together to work on their team spirit several times in the past. With the growing numbers of staff working at Optiven, the company is intentional at empowering all rounded staff in an effort to bring out their full potential towards churning out their best results. And the fruits of the investments continue to become evident in service delivery as well as the numerous awards that the company has received over the years for Optiven's work in service delivery, diaspora support, social economic enablement and philanthropy among others. For Optiven, the journey to inspiring possibilities is a reality with all the team members including staff on board.





# OPTIVEN TEAM BUILDING IN JULY | Fun, Laughter and Cohesion for OneTeamOneGoal...



## OPTIVEN REORGANIZES FOR POSTERITY | Progression Trajectory Creates Growth Path ...

Optiven's growth strategy post 2040 has received a new trajectory with the announcement of team reorganization in the month of July. The changes which were announced by the Optiven Group Chief Executive Officer Dr. George Wachiuri took effect on 15<sup>th</sup> July 2024. Making the announcement Dr. Wachiuri advised that the changes were necessary in order to place the company in a space of growth and best application for the talents of the team concerned. The announcement also ushered in adjustments across the board among members of the larger Optiven Real Estate team even as the company brings to life it's 2040 strategy.

Under the new reorganization, Mr. Tom Kibet takes the mantle as General Manager from Regional Manager Rift and Western Kenya, at the Optiven Absa office, in a new position within the organization. Ms. Rachael Ndunge has been appointed the Associate Director for Sales previously serving as Head of Sales at Absa office. Mr., Peter Gitonga is the new Manager for Partnerships moving from Regional Manager for Eastern Kenya while Mr. Obed Nduati is the new Finance Manager moving up from Credit Supervisor. Teresia Njoroge was promoted to Diaspora Relationship Manager for the USA from Telemarketing. Mercy Wechuli takes over as Telemarketing Manager from Customer Service. The Platinum Team received new members including Wambui Muthiga, Jackie Kibachia, Ann Ombuna and Esther Kamau.



General Manager  
TOM KIBET



Associate Director  
RACHAEL NDUNGE



Partnerships Manager  
PETER GITONGA



Finance Manager  
OBED NDUATI



DRM Manager  
TERESIA NJOROGE



Telemarketing Manager  
MERCY WECHULI



Platinum Member  
ANN OMBUNA



Platinum Member  
JACKIE KIBACHIA



Platinum Member  
WAMBUI MUTHIGA



Platinum Member  
ESTHER KAMAU

**CONGRATULATIONS**

**TEAM**

**#PAMOJATWANAWIRI2024**

## WHAT HAPPENED AT OPTIVEN IN JULY | Events and Happenings Across the Company

10<sup>th</sup> July visit to Muranga Governor



The event coincided with the internationally recognized World



Kimuka activation on value additions at 20/7/2024

**WHAT HAPPENED AT OPTIVEN IN JULY | Events and Happenings Across the Company ...**



**FAIDIKA NA OPTIVEN - GREAT OASIS GARDENS - NANYUKI**

**ABOVE:** Optiven's #TeamEurope was representing at the Great Oasis Gardens on 17<sup>th</sup> July 2024 when a customer received her title deed on the ground.



**ABOVE:** A happy customer from Qatar receives her title deed from Erick Gachara, Senior Sales Executive, Optiven Global on 8/7/2024.



**ABOVE:** A happy customer from Iraq receives her title deed from Popsie Marie Atieno as Diaspora Relations Manager, Cathrine Khasoa looks on on 9/7/2024.



**ABOVE:** A happy customer from New Orleans receives his title deed at Ushindi Gardens by Optiven, from Naomi Njebere, Sales Manager, Optiven Global on 10/7/2024.



**ABOVE:** A happy customer from Qatar receives her title deed for from Colleta Kanyili at Optiven Absa offices on 22/7/2024



**ABOVE:** A happy customer from Oman receives her title deed for from Nicole Mukami on 19/7/2024



**RIGHT:** A happy customer from Japan receives her title deed for Oasis Gardens Nanyuki from Angela Marindich, Diaspora Relations Manager, on 26/7/2024.

## OPTIVEN FOUNDATION PARTNERS WITH FOCUS | Talk Benefits University of Nairobi ...

Optiven Group Chief Executive Officer, Dr. George Wachiuri, this July joined a number of top speakers at the FOCUS Kenya Connect Summit. The event took place at Taifa Hall at the University of Nairobi Chiromo Campus on 13<sup>th</sup> July 2024. The theme of the summit was *“You Professionals Impacting the Marketplace”*. Dr. Wachiuri was speaking on the topic *“What Employers Want”*, a key discussion that is most anticipated during his empowerment talks under the George Wachiuri School of Mentorship.



**FOCUS KENYA**

# CONNECT Summit 2024

Theme: Young Professionals Impacting the Marketplace

### Plenary Speakers

 <p><b>MRS. ROSE WANJOHI</b> HR Director Royal Media Services LTD Topic: Christ's Light on the Corporate Lampstand</p>	 <p><b>PROF. KIVUTHA KIBWANA</b> Former Governor Malueni County Topic: Mentorship for Market Place Impact</p>	 <p><b>DR. GEORGE WACHIURI</b> CEO of Optiven Group and Author Topic: What Employers Want</p>	 <p><b>MR. ROGERS ODIMA</b> Chairman of the Kenya CEOs Association Topic: Developing Competent, Value-Based Professionals</p>
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Others: Mr. Simon Kande - National Director FOCUS Kenya, Dr. Johnson Kinyua - Dean of Students UON

 Sat 13<sup>th</sup> July 2024 | 8:30AM - 5:30PM  
University of Nairobi: Taifa Hall

**CHARGES** | Ksh 300 (For meals)



## 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.



**ABOVE:** Optiven’s customer from Iraq supported the Optiven Foundation, Education pillar on 9/7/2024 by purchasing a book authored by Dr. George Wachiuri.

A promotional graphic for George Wachiuri's books. It features a large portrait of George Wachiuri on the left. To the right, there is a social media post snippet showing a photo of him and the text "Have you read any of my books? If so, which one was your favorite and why?". Below the portrait, there are three book covers: "Soaring Like an Eagle", "AFTER THE PLUNGE", and "UNLEASH YOUR FULL POTENTIAL". At the bottom right, there is a call to action: "To Order Any of the three books" followed by a list: "1. Soaring Like an Eagle, 2. After The Plunge, 3. Unleash Your Full Potential". Below this is a "Visit" button with the URL "www.georgewachiuri.com". The Optiven logo is in the top right corner.

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)

# WISDOM PHASE 2 KONZA

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ACRE  
FROM  
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