

THE OPTIVEN POINT

* * Customer Service Week

* Top 50 CEO's 2024



* * Go Green Assessment

* * GWSM Graduation

"October is a month to reflect on the power of service and honor the individuals who go Above and Beyond to ensure client satisfaction."

WORD FROM THE C.E.O. | A Time to Look Back in Retrospect to Evaluate Ourselves

Well.... Hello... And before you count to three we are now in November! What happened to the time? Was it not just the other day that we were making resolutions? But now it is time to look back in retrospect on the achievements or lack of them in as far as this year is concerned. Why is this important? Because what is not measured, in my opinion – can not be celebrated, although other schools of thought look at evaluation as a reagent for improvement. Well time, waits for no one and here we are, so a very happy November to you. In this month step beyond your comfort and grasp the opportunities before you.



The whole of October has been all about our customers although as Optiven that is what we do everyday. To celebrate the Customer Service Week, we engaged our investors to celebrate them for trusting Optiven in their investment journey. From hand delivering title deeds, celebrating birthdays and internally having special dances just for our customers, the fun and repartee was the tipping point of our culture for great customer service. And because everyday is Customer Service Day at Optiven, HAPPY CONTINUED CUSTOMER SERVICE.

I was most humbled to have been nominated amongst the Top 50 Most influential Men in Kenya. Humbling at a time when so much is happening around the business space and where challenges are a daily expectation. The award is



a welcome reminder to my call to humanity when it comes to impacting others for a better future. On behalf of the Optiven family, thank you all who made this award a reality and I pledge to continue serving the best way I know how. This achievement is a testament to the power of faith, resilience, and hard work. It's not just about me, but about the countless lives I've been privileged to impact along the way.

Optiven also hosted our investors in different parts of the world with the diaspora teams travelling to the United Kingdom, Scotland, the United States of America, Australia and Africa. We remain committed to providing our investors with state of the art products and services while delivering our promise of a title deed to all investors under the Optiven portfolio. Thank you for trusting Optiven in your journey to real estate investment.

Dr. George Wachiuri
Chief Executive Officer
Optiven Group

OPTIVEN LAUNCHES CASHBACK CAMPAIGN | October Campaign Offers Investors Double Deal

October opened at a high at Optiven as the company continued its celebration of 25 years of being in the real estate sector and transforming lives through offering state of the art products and services. A continuation of the September campaign into October came with a double blessing. Investors coming on board to invest or redeem their payments for properties across the Optiven portfolio were given a double cashback. For every investment or redemption worth 300,000 shillings, Optiven was giving back a total of 6,000/- shillings. The campaign which was much appreciated by investors especially those currently servicing their payments for Ocean View Ridge Vipingo was well accepted with customers coming on board for their own investments, as well as with their networks. However, other projects in Laikipia County, Transzoia County and Nakuru County also received much attention and uptake of the October campaign that ends on 31st October 2024.

OPTIVEN AT 25 BONANZA RELOADED

For every **Ksh.300K** you **Invest / Deposit** this **October** in **Wema Gardens - Naro Moru** you get a Cashback of **Ksh.3,000** and another **Bonus** of **Ksh.3,000** just for being part of the Optiven family!

OPTIVEN AT 25 BONANZA RELOADED

For every **Ksh.300K** you **Invest / Deposit** this **October** in **Ushindi Gardens - Nakuru** you get a Cashback of **Ksh.3,000** and another **Bonus** of **Ksh.3,000** just for being part of the Optiven family!

PROPOSED VALUE ADDITIONS

- Compacted Murram roads
- Electricity on ground
- Beautiful Entry gate
- Water tower
- Solar street lights

Why You Need To Invest In Ushindi Gardens.

OPTIVEN AT 25 BONANZA RELOADED

For every **Ksh.300K** you **Invest / Deposit** this **October** in **Achievers Paradise 2 - Kimuka** you get a Cashback of **Ksh.3,000** and another **Bonus** of **Ksh.3,000** just for being part of the Optiven family!



OPTIVEN CEO AMONG TOP 50 INFLUENTIAL MEN | Recognition by AfriCapitol to Dr. Wachiuri

When the people gathered at the Nairobi Villa Rosa Kempinski, Dr. George Wachiuri, the Optiven Group Chief Executive Officer's name was among 50 other men recognized as the most influential in the society. The event held this October gathered winners from different sectors to review and take stock of their achievements over the years. Speaking to The Optiven Point on 25th October 2024, Dr. Wachiuri said, "I'm incredibly honored to have been recognized and awarded as one of the most influential and inspirational men in Kenya for 2023/2024 by @Africapitol." While acknowledging the award, he added that, "this achievement is a testament to the power of faith, resilience, and hard work. It's not just about me, but about the countless lives I've been privileged to impact along the way. Thank you for your continued support—together, we are transforming dreams into reality!"



Dr. Wachiuri is a globally recognized award winner having received numerous awards for his philanthropy, mentorship and business entrepreneurship successes. His impact record continues to transform the society as he takes a front role and row in matters touching on these three key sectors of our society.

To date his company, Optiven Limited works with different learning institutions to offer opportunities for fresh graduates to gain experience and prepare them better for the work world. Through the George Wachiuri School of Mentorship, business people across the world are able to learn from his experience to better their businesses or start new ones. Dr. Wachiuri is also the chairman of the Optiven Group Foundation where he works with key partners to empower the societies in the areas of education, health, poverty eradication as well as sustainability under the GoGreen Na Optiven initiative. As part of enabling students to take after his steps, Dr. Wachiuri is also frequently invited to speak at different professional groups focus groups, with all proceeds going back to the Optiven Foundation kitty.



OPTIVEN CELEBRATES CUSTOMER SERVICE WEEK | **Pomp & Color Paints All Branches ...**

October provided a great opportunity to celebrate the Optiven culture of honoring and appreciating customers. Week long activities were rolled out to involve and embrace all the team members – at the end being a time to reward those who were outstanding. The 2024 Customer Service Week theme Above and Beyond with the Optiven army adapting different themes to celebrate our customer's diversity and inclusivity.



OPTIVEN PARTICIPATES IN KITENGELA BUSINESS FORUM| ICC Investors Empowered ...

Investors across the spectrum were presented with the different options of investments at the ICC Business Forum. The Optiven team was present under the leadership of Joe Alando, General Manager Global office and was also a part of the leadership panel. Optiven has been empowering different forums with the company's objective of providing state of the art products and services. The 2 day event was a success with a number of investors joining the Optiven investment space for different projects across the port folio.



OPTIVEN EMPOWERS DIASPORA| Investors Meet Sales Teams Across the Continents ...

AFRICA: Optiven Africa team was in Nigeria this month to deliver title deeds and meet with Kenyans living and working in the West African nation. While in Lagos, Nigeria, the team empowered Kenyans and global investors with skills and knowledge on how they can invest back home in Kenya. The team was in Lagos until 31st October 2024



In a similar engagement, Optiven Africa team was also in Malawi this month to deliver title deeds and meet with Kenyans living and working in the Central African nation. While in Lilongwe, the team empowered Kenyans and global investors with skills and knowledge on how they can invest back home in Kenya.



UNITED KINGDOM: Optiven UK team was in the United Kingdom this October to empower Kenyans with investment options back home. The team was also in the region including Scotland to deliver the Optiven promise by taking title deeds to the investors. This is the second trip that Optiven Diaspora is making to the United Kingdom and Europe in 2024. The team was chaperoned by the Optiven Group CEO Dr. George Wachiuri as they visited different cities including Edinburgh and Glasgow in Scotland as well as Reading, Oxford, London and Nottingham in the United Kingdom.



OPTIVEN EMPOWERS DIASPORA| Investors Meet Sales Teams Across the Continents ...

UNITED STATES OF AMERICA: Optiven's #TeamUS was on the ground for the second time in 2024 to activate and deliver the Optiven promise. The Quintet was on a flurry of activities across the United States with engagements and events as well as title deed handovers in the cities of Boston, Maryland, North Carolina, Oregon, Phoenix and New York. The team which previously visited other states continues to inspire possibilities.

LEFT: Optiven's George Muteti (right) engages California investors on 26.0.2024.

AUSTRALIA: Optiven's #TeamAussie took time to reach out to new cities in addition to the previous cities attended to earlier in the year. The duo on the ground was at hand to meet up with Kenyans and to also empower them at their convenience from coast to coast across Australia.

BELOW: Optiven #TeamAussie engages investors in Adelaide on 16th October 2024



CANADA: Optiven's #TeamCanada made a comeback to the red and white country this quarter with great support from Kenyans living and working in different cities. Optiven's Jane Kiarie was in good tidings having opportunity to also be hosted by the Acting High Commission in Ontario, Ambassador Moni Manyange. The Canadian engagement coincided with investments tours organized by renown media personality Alex Chamwada under the Daring Abroad Canada Edition.



OPTIVEN EMPOWERS AT THE HOMES EXPO 2024 | October Event Attracts Attention

Optiven was among top brands that participated in the KICC Homes Expo 2024. The event attracted thousands of visitors including some from East & Central Africa. Dubbed the regional's Biggest Homes Expo 2024, Optiven was making a comeback to the event for the third year since the last expo. With the event opening it's doors as the 36th edition on 25th October 2024, the Optiven team was on ground to empower the visitors until 27th October 2024. Apart from sharing insights about how investors can discover how to kickstart real estate investment journey with ease, they also walked home with goodies courtesy of Optiven Sales team.



The team which comprised on sales teams from the Absa branch as well as the Global Karen office were handy to provide assistance to the myriad investors who visited the Optiven stand at the KICC pavilion.

Optiven's General Manager at the Kenya Office Mr. Tom Kibet spoke to The Optiven Point and noted that, *"we are happy to have partnered with the organizers of the Homes Expo for the 2024 event and take this early opportunity to thank all guests who took a moment to visit the Optiven tent. We look forward to being of profit to you as you invest in real estate where our vision is to offer opportunity to as many investors as possible to have a place to call home."*



ABOVE: Dr. George Wachiuri, (left) the Optiven Group CEO, speaks to an investor at the 2023 Homes Expo.

Optiven Real Estate has been a key feature at the Homes Expo in Nairobi where the company has been showcasing its offer in value added plots. Optiven has been in the real estate sector for over 25 years, during which time they have won various awards. The company partners with stakeholders including event planners to reach out to the public on its agenda that borders on inspiring possibilities. With offices in Karen, Nanyuki, Nakuru, Malindi and Mtwapa, Optiven is on standby to attend to your investment needs.



36 KENYA HOMES EXPO
BUY YOUR TICKET ONLINE!
HOMES SHOW IN EAST & CENTRAL AFRICA
EXPERTS | MAKE IMPACTFUL CONNECTIONS | INCREASE YOUR SALES TARGET

Hotpoint TATU, Optiven, Unity, StarTimes, M-KOPA, CENTUM, M-TELECOM, M-POWER, M-RENT, M-TRAVEL, M-INSURANCE, M-EDUCATION, M-HEALTH, M-AGRI, M-INDUSTRIAL, M-RETAIL, M-ENTERTAINMENT, M-SPORTS, M-ARTS, M-CREATIVE, M-TECH, M-STARTUPS, M-VCFS, M-ANGELS, M-BANKING, M-FINTECH, M-LEGAL, M-ACCOUNTING, M-TAX, M-CONSULTING, M-RECRUITING, M-TRAINING, M-COACHING, M-MENTORING, M-NETWORKING, M-EMPOWERMENT, M-INSPIRATION, M-TRANSFORMATION, M-CHANGE, M-IMPACT, M-LEGACY.

EVENTS AND HAPPENINGS ACROSS OPTIVEN | Celebrating Investors in September...



The Optiven family continued to empower the globe and different parts of the world including the investors back in Kenya. The company has been consistent in its promise to investors with regard to provision of title deeds for their completed investments on the projects within the Optiven portfolio. This October, it was a time to handover the promise to investors from the diaspora and locally as well as host different stakeholders especially for the teams currently in Europe, the United Kingdom, Africa and the United State of America respectively. Congratulations to all who received their title deeds, a worthy milestone and we are ready to walk with you the investment journey going forward.

ABOVE: Optiven #TeamPwani's Dekangs Kasuna empowering women investors on 31st October 2024 at the Global Women Impact Foundation Summit of 2024.



ABOVE: Optiven Group CEO Dr. George Wachiuri and #TeamKaren's Violet Mumbi hand over a title deed to our happy client in October



ABOVE: Optiven #TeamMalind was at the Kilifi County International investment Conference on 24th October 2024.



ABOVE: Optiven #TeamAbsa's Gabriel Watare handing over a title deed to our happy client in October 2024.



ABOVE: Optiven #TeamAussie were in Perth Australia on 8th October 2024 to deliver the title deed promise.

OPTIVEN HOSTS UNIVERSITY STUDENTS | UON Kabete Campus Students Onboarded...

Slightly a month after addressing students at the Kabete Campus of the University of Nairobi, on 18th September 2024, Dr. George Wachiuri and the Optiven family opened it's doors to Business Studies students of the University of Nairobi's Kabete Campus. The students who will be hosted at the various Optiven offices are on a learning engagement with Optiven under the mentorship of Dr. Wachiuri who is the facilitator of the program in association with the Optiven Foundation and the Human Resource and Talent Acquisition team. This is in line with the Optiven theme of empowering the society by providing paths to social and economic growth. Making the announcement of the new entrants on 28th October 2024, Dr. Wachiuri urged the staff to hold the student's hands as they find their way in the Optiven culture. Optiven has been offering similar opportunities to students of different institutions under it's management trainee programs held across the branches since 2019. The students kicked off their tour of study at the Optiven Karen office.



ABOVE: Joe Alando, GM at Optiven Global orients the students at the Karen office this October 2024.

Dr. Wachiuri is an alumni of the University of Nairobi where he graduated with a Bachelor of Commerce degree and Masters in Business Administration in 1997 and 2005 respectively. He has continued to be a mentor to students at the university as part of it's alumni. <https://www.optiven.co.ke/newsblogs/trainees-graduate-under-the-optiven-graduate-mentorship-program/>

As part of his philanthropy under the Optiven Foundation he has issued scholarships for students including the University of Nairobi. <https://rise-afnnet.uonbi.ac.ke/news/george-wachiuri-%E2%80%93-story-%C2%A0-resilient-uon-alumni>



OPTIVEN ON COURSE ON URBAN HABITATS | As World Celebrates Habitat Day

Leading real estate company Optiven is on course to achieve the company's mandate to offer opportunities to investors in real estate and settle at least 300,000 people in their home by the year 2030. Optiven which has been in existence for 25 years this year, is leveraging on its customer needs and sustainability agenda as well as its vision to socially and economically empower the society, through its offering of properties within its portfolio.



ABOVE: The superb home of an Optiven customer at Victory Gardens in Kitengela.

Among the key features that set Optiven apart from the others is its intentionality to provide vast opportunities to investors ranging from the most affordable properties to the luxurious opulent properties. It is this aspect that has endeared Optiven to its customers with many citing the much embraced installment payments for various projects. Cathrine Khasoa, Lead for Corporate Affairs at Optiven says,

“the strategic decision to provide investors with an opportunity to pay their properties in installments is a way we are enable investors to achieve this year’s World Habitat theme, to reaffirm the basic right of shelter and reflect on the transformation of urban environments.”

Optiven has previously been recognized for its inclusivity in enabling investors to enjoy the basic right of a home while improving their social economic status. The recognition saw Optiven receive an award which was received by Mr. Geoffrey Muturi, the incumbent Associate Director for Legal, Finance and ICT and Mr. Lawrence Kesesi, currently serving as the Associate Director for Strategy and Operations. <https://www.optiven.co.ke/newsblogs/optiven-is-the-best-in-embracing-financial-inclusion/>

With regard to the need to transform urban environments as part of the observation of the 2024 World Habitat Day, Optiven is on course to provide ready to build, affordable and sustainable properties across its portfolio. To enable realization of this goal, Optiven launched the Go Green Initiative in the year 2020 to advocate and empower its investors to embrace and adapt environmental sustainability. The initiative so far serves both the company and its investors for example through automating its processes, encouraging a paperless work environment and providing AI solutions to customers to interact with both the company and its products. Mr. Geoffrey Muturi, Associate Director in Charge of Finance, Legal and ICT says, ***“Use of technology is one of the ways we are able to realize the expectations of our customers and to best serve their interests at their convenience and comfort. It is this engagement that saw Optiven launch its first Real Estate Chatbot in 2022”***.

Key points about the WORLD HABITAT DAY

- World Habitat Day is celebrated the first Monday of October.
- This year's theme is “reaffirm the basic right of shelter and reflect on the transformation of urban environments”.
- This year's theme highlights the vital role of young people in creating a better urban future.
- By 2030, 60 per cent of urban residents will be under the age of 18.



ABOVE: Optiven Associate Directors Lawrence Kesesi (left) and Geoffrey Muturi (right), receive the Financial Inclusion Award at the Crown Plaza Hotel.

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 its 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.



GW
THE POLARIS OPTIVEN GROUP

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

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 its initiatives.

Indeed it takes two, you and the Optiven foundation to bring the dreams to reality.

Partner with the Optiven Foundation today and for only 2000 shillings you can order a copy of the book, "AFTER THE

Unlock the key to



owning your dream place
to build your dream home
with Optiven.

INVEST NOW

COMMERCIAL PLOTS FOR SALE IN RUIAI CBD

The projects neighbours Dune Plaza.



THIS PROJECT IS PERFECT FOR:

- ✓ Rental houses
- ✓ Hardware

- ✓ Hospital
- ✓ Office park