



Digest

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Issue 11



FEATURES

- Industry News
 - Title Deeds Update
 - Project Updates
-

A MESSAGE FROM **DIRECTORS**



You cannot climb a mountain by just looking at it. You 'gonna' start walking. Be encouraged to start working on your mountains today and now. Sorting your difficult challenges. Following your giant dream. Living your truth.

Reuben Kimani, CEO, Username Investment Ltd.



Just a friendly reminder that you're the CEO of your life and therefore you're allowed to change your mind about the life you want to live - this includes your priorities and the people you allow in your life. You're allowed to alter your preferences without explanation or seeking approval from public.

Joseph Gitonga, Director, Username Investment Ltd.

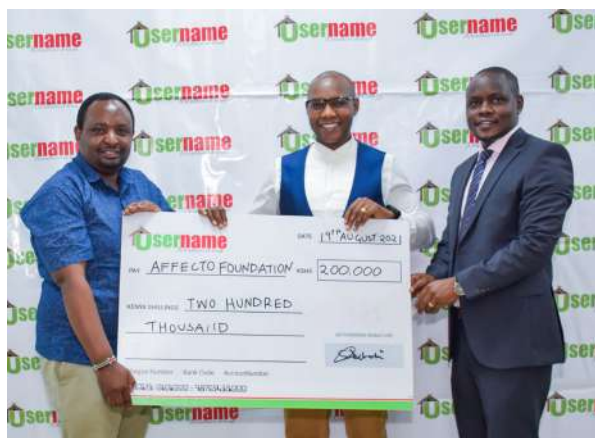


Your sacrifice and effort today to plant will bear the fruits to be enjoyed tomorrow and the future.

Julius Karanja, Director, Username Investment Ltd.



USERNAME INVESTMENTS SPONSORED A YOUTH DELEGATION TO AN INTERNATIONAL CONFERENCE IN TANZANIA



From right, Joseph Gitonga, Director, Username Investments, Reuben Kimani, CEO, Username Investments & Ndungu Nyoro, Founder, Affecto Foundation.



Reuben Kimani (centre), CEO, Username Investments together with Joseph Gitonga (left), Director, Username Investments and Ndungu Nyoro (right) together with the youth delegates

GOOD NEWS TO OUR CUSTOMERS IN NGONG

Title Deeds are ready for these Projects;

1. Park Estate Ngong Phase I & II
2. Fountain Field Ngong
3. Ngong Meadows
4. Ngong Breeze



NEW LAW ON TITLE DEEDS

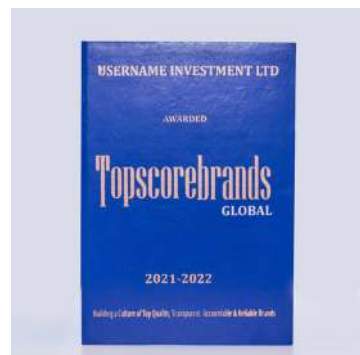


Sectional Property Law Passed

This is a new law that allows an individual to own a single unit within a building such as an apartment or a flat. This has opened up investment opportunities for Kenyans who would prefer to only own a house without the land.

CONGRATULATIONS USERNAME

Username Investment Ltd. was awarded **The Most Impactful Real Estate Company of the Year Award** by TopScore Brands



Username Investment Awarded **The Most preferred Land Selling Company in 2021**



PROPERTY INVESTMENT TIPS

Why you need a KRA PIN during property transfer?

Owning land in Kenya is characterized by signing key legal documents and one of the most important document you need to have is a KRA PIN.

What is a KRA PIN?

Basically, this is a unique personal identification number given by Kenya Revenue Authority hence the abbreviation KRA PIN.

The purpose is to uniquely identify you for purposes of conducting business with Kenya Revenue Authority and other government agencies such as the Ministry of Lands and other providers of government services.

Why is a KRA PIN useful in Land Transaction?

The Lands Registry is part of government agencies. To transfer land ownership from either a company to an individual or between individuals, a PIN is a requirement. Whether the land under purchase is leasehold or freehold, the PIN is required for purposes of paying stamp duty to KRA to finalize land transfer process.

Apart from land transactions, there are also other services that require the PIN. They include; payment of land rent, approval of building plans, registration of motor vehicles, registration of business names and companies, underwriting insurance policies among others.

Is your KRA PIN number safe with a real estate company?

This is a question that many would raise the moment they are requested to share their PIN. However, rest assured that your confidential PIN is safe and secure and cannot be disclosed to third parties.

The PIN is used for purposes of payment of stamp duty during land transfer from the company's name to your individual name.

How to obtain a KRA PIN

Whether living in Kenya or in diaspora, it is easy and convenient to apply this PIN. Application of the same takes less than 5 minutes either using a phone or a computer. You will only need to learn more about itax.kra.go.ke and get it in a fast and easy way. The portal also allows you to recover your password in case you forget.

PROJECT UPDATES



NAKURU CITY UNVEILS NEW REDESIGN PLAN IN LINE WITH CITY STATUS

Nakuru County government has unveiled an ambitious plan to redesign Nakuru city centre as they await the city status charter from the President.

The plan includes;

1. Fixing traffic congestion by constructing an ultra-modern matatu and bus stage
2. Re - carpeting roads inside the city
3. Building & Expanding of walkways and bicycle lanes
4. Construction of a modern market
5. Street lighting
6. Garbage disposal
7. Upgrade town's informal settlements



THE MINISTRY OF ICT IS SET TO RELOCATE FIBRE OPTIC CABLE ALONG THE NAIROBI-MAU SUMMIT ROAD IN READINESS FOR ITS EXPANSION

The Ministry of ICT will relocate the fibre optic cable along the Nairobi-Mau Summit road to pave way for the construction of the Sh160 billion dual carriage that kicks off in September. The cable will be relocated permanently in the 240 kilometres that will be affected. This exercise will take up to six weeks.

The road project is aimed at expanding the two-lane Nairobi to Mau Summit highway into a four-lane dual carriageway. Expansion of this key road is expected to ease traffic load and reduce travel time along the busy highway.

This is the best time to invest at **Springfield – Nakuru Phase V** at a Cash offer of **Ksh 599,000**. The project is located 20 minutes' drive from Nakuru City and 800M off Nakuru – Eldoret highway. Few plots remaining.



MORE COMPANIES SETTING BASE IN NAKURU CITY

A fertilizer processing company, Fertiplant East Africa (FEA) Limited, has opened a new plant in Nakuru town. This will be the first in Sub-saharan Africa to blend NPK fertilizer.



NAKURU CITY PLANNING ON HIGH GEAR

Nakuru City Planning on High Gear Construction of a new matatu stage in Nakuru at Railways is almost complete. This will help decongest the city and have a well-planned public transport system.



INSTALLATION OF PERIMETER FENCE AT NGONG BREEZE PHASE VII & VIII NOW COMPLETE

A good perimeter fence is key for safety, security, privacy and decoration purposes. As A Tradition of Trust, we have put up a high-quality and durable perimeter fence at Ngong Breeze Phase VII & VIII making these residential plots in Ngong ready for immediate development.



PRESIDENT UHURU COMMISSIONED AND INSPECTED 3 KEY PROJECTS IN KONZA CITY

President Uhuru commissioned and inspected three key projects at the Konza Technopolis. This reaffirms Government's commitment to the completion of the country's first smart city.

He inaugurated an eight-storey headquarters of Konza Technopolis Development Authority. The ultra-modern office block will provide KoTDA staff and partners a conducive on-site working environment to support accelerated roll-out of the techno city. The building is already occupied by Konza Management as they spearhead full actualization of the city.

The President also opened the National Data Centre located at the Konza Technopolis. The data centre was constructed by Huawei and will provide secure, reliable and efficient data services.

Additionally, he inspected Thwake Dam which is under construction and is set to feed Konza City with power and water.



KONZA CITY RECEIVES A HUGE BOOST TOWARDS IT'S FULL ACTUALIZATION BY RECEIVING KSH 16B IN THE KENYA BUDGET 2021/22

1. This funding will ensure that the city's internal roads and those leading to the city are tarmacked to meet smart city standards.
2. Phase 1 is already complete. The new funding will enable completion of the other phases and enable the city to function fully to the desired standards.
3. This will enable running of various activities and functions of the City. This is good news for investors who are keen on tapping into the growth of this smart city. Globally, growth of real estate is influenced by infrastructural and population growth. Savvy real estate investors should take advantage of this opportunity and invest in affordable plots around Konza.

Username Investments is offering **Selim Plains - Konza** at a discounted cash offer of **Kshs 299,000** only for an 1/8th-acre plot, the most affordable in the area. The project has value additions including borehole water, estate gate, perimeter fence, graded access roads and electricity in the neighbourhood.




NGONG AND MACHAKOS RECORD INCREASED LAND PRICES IN 2021

According to Quarterly Property Pricing Index in Kenya, land prices in Nairobi and the surrounding counties of Kiambu, Kajiado and Machakos have increased since the beginning of this year.

This is due to Kenya's growing middle class desire to own homes but cannot afford property in the capital. The price of an acre in Ngong increased by the largest margin of 6.07 percent to Sh25 million in March from Sh23.7 million in December 2020.

Username Investments has been offering affordable plots in Ngong with prices as low as Ksh 599,000, Kangundo Road with prices as low as Ksh 750,000, Konza with prices as low as Ksh 299,000 and Matuu with prices as low as Ksh 379,000 areas which are within Kajiado and Machakos. Few plots remaining!

EMPLOYEE OF THE MONTH - AUGUST 2021



Gabriel Ombati - Sales Team Leader

Gabriel has offered exemplary customer service that is reflected on his low refund/revenue record of 0.8% in FY 2020/21. His service and support has received profound praise from a number of customers.

His analytical and inspiring leadership as a Sales Team Leader has helped improve our processes and ensure optimal performance. Username Family recognises your excellent performance and wise leadership and proudly celebrate you!

OUTSTANDING ACHIEVEMENTS



Reuben Kimani (right), CEO, Username Investments rewarding Gabriel Ombati, Client Relationship Manager, for hitting his monthly target.



Joseph Gitonga (right), Director, Username Investments rewarding Maryann Mweu, Client Relationship Manager, for being the most improved with target hit.



Julius Karanja (left), Director, Username Investments rewarding Gabriel Mwakasege, Client Relationship Manager, for hitting his monthly target twice in a row.



Maureen Mutahi, Marketing Manager, Username Investments rewarding Esther Naima, Client Relationship Manager, for being the most improved with target hit.



Reuben Kimani (left), Director, Username Investments rewarding Victor Luvega, Client Relationship Manager, for hitting his monthly target twice in a row



Joseph Gitonga, CEO, Username Investments rewarding Gabriel Ombati, Client Relationship Manager, for being the most improved with target hit thrice in a row

PROJECTS ON OFFER



1/8TH ACRE PLOTS
KSHS. 679,000

Ngong Heritage is a prime residential property located 10 minutes' drive from Ngong town along the new Ngong-Suswa tarmac road. The area is fast developing with a good road network accessible by both public and private means. The project offers amazing views of Ngong hills in a blissful homely environment. Ngong has continued to register high land appreciation rates and the prices are set to increase further due to continued infrastructural growth in the area. This is therefore the right time to invest here and reap from the foreseen capital gains.



1/8TH ACRE PLOTS
KSHS. 599,000

Springfield-Nakuru Phase V is just 20 minutes' drive from Nakuru City and it is strategically located in Gicheha Farm opposite Simba Cement Factory, 800 Metres off the Nakuru- Eldoret highway. The project has been conceptualized with a classy gated community concept. This property perfectly suits a well modelled luxurious estate in Nakuru which is affordable to all Kenyans. Amenities include a developed and active residential neighbourhood, estate gate, perimeter fence, graded access roads, shopping centres, religious facilities, common areas, flat land and good soil type ideal for farming and construction and so much more!

HEAD OFFICE

Le'Mac, 4th Floor,
Church Road, Westlands.

NAIROBI TOWN OFFICE

International Life House, 6th Floor,
Mama Ngina Street, Nairobi.

NAKURU TOWN OFFICE

Assumption Centre, 4th floor
Moi road, Nakuru.

Username Investment Limited

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