



# Digest

A Publication of Username Properties Limited

September 2025 - December 2025

Issue 23



## FEATURES

- Message from the CEO
- Projects Spotlight
- Reflecting on 2025



# MESSAGE FROM THE CEO

Warm Greetings

Investors & friends of Username Properties.

The Christmas season is upon us and I would like to take this moment to wish our incredible investors, trusted partners, dedicated suppliers and of course, the amazing Username Properties team a Merry Merry Christmas.  
2025 has been an incredible year. It was Mission Possible

Together, we launched the Username SACCO, launched new strategic locations and rolled out loan products that are helping the common mwananchi take steps toward homeownership. These milestones were only possible because of your trust and support.

To our dedicated team, our suppliers and our valued investors, thank you for making this year truly remarkable. It has been a great year.

As we look ahead to 2026, we invite you to continue investing with us as we create more opportunities, grow our projects and turn even more dreams into reality. We are happy to have served you this year and can't wait to see you again in 2026.

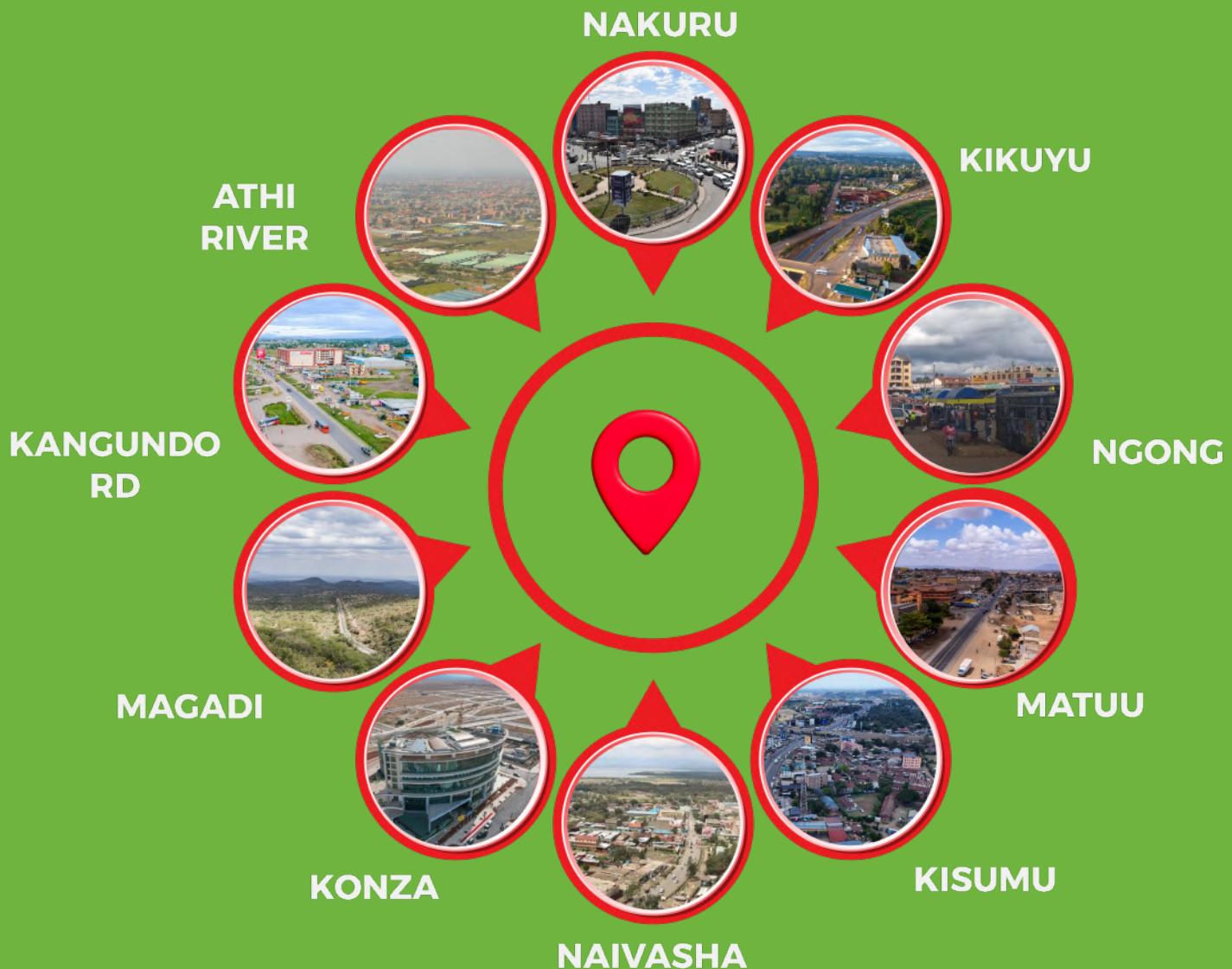
From all of us at Username Properties, we wish you a Merry Christmas and a Happy New Year filled with peace, joy and unforgettable moments.

May God Bless you all.

**Sarah Wahogo**  
CEO, Username Properties Ltd



# WHAT TEN TOWNS ARE EXPECTED TO BOOM IN REAL ESTATE IN 2026?





We care about you. **Earn commission** if you bring your friends and family to **invest with us.**



## TIPS FOR INVESTORS



Infrastructure is key. Locations near new roads, feeder routes and upcoming junctions are likely to appreciate faster and provide greater value.

# PROJECTS SPOTLIGHT



## The Delight - Nakuru

**Kshs. 650,000**

**Nakuru:** The Delight Nakuru and Nakuru Opal Estate are perfectly positioned along the recently commissioned Rironi-Mau-Summit transport corridor, offering affordable access and strong long-term growth potential.



## The Vineyard Ngong - Phase 2

**Kshs. 1,199,000**

**Ngong & Kimuka:** Scenic plots near the new Ngong–Suswa Highway offer lifestyle living with fast connectivity to Nairobi and the Rift Valley.



## Cedarville Estate - Juja

**Kshs. 695,000**

**Juja Farm–Athi Corridor:** Low-cost plots near the upgraded roads make this an emerging hotspot for residential and investment opportunities.



## Imperial Gardens - Kikuyu

**Kshs. 1,249,000**

**Kikuyu, Thigio:** Strategic locations combining commuter convenience, affordability, and long-term capital appreciation.

# A YEAR OF GROWTH AND ACHIEVEMENTS

2025 has been an incredible year at Username Properties. From groundbreaking projects to strengthened communities, we've seen growth, innovation and resilience across all our operations.

Some of our key highlights this last quarter include:

## **Username Sacco Launch:**

We launched a new financial arm, Username Sacco, as a way of fulfilling the Username Properties Vision to empower current and future generations with a place to call home. Through the Sacco, our clients can now own land with more flexibility and longer payment periods.



## **Username Tiba:**

Get comprehensive medical insurance for yourself or your family with flexible financing from Username SACCO — now with daily or monthly repayment options to suit your budget.

An advertisement for Username Tiba medical insurance. On the left, there is a logo with a blue triangle and a green cross inside, followed by the text 'USERNAME TIBA'. To the right, the text 'IT'S HERE. IT'S NOW.' is displayed in large, bold, blue and green letters. Below this, the text 'GET MEDICAL INSURANCE FOR AS LOW AS' is followed by '35 BOB DAILY' in large, bold, green letters. At the bottom, there is a call to action: 'CALL 0725 000 680'. On the right side of the ad, there is a photograph of a smiling doctor in a white coat holding a clipboard, interacting with a woman and a young child in a medical setting. The woman is holding a small child. The 'username sacco' logo is visible in the bottom right corner of the photo area.

## Delivered Title Deeds:

So far, we have delivered over **21,000 title deeds**.



## Industry Recognition:



'Best Land & Property Investment Company in Kenya' at the East Africa Star Brands Awards 2025



Crowned Best Land Selling Company of the Year 2025 while our CEO, Sarah Wahogo, was recognised as the most Dependable CEO of the Year at the Dependable Brands Awards 2025

## Infrastructure-Driven Opportunities:

Our projects are strategically positioned near transformative developments like the Ngong-Suswa Highway, Rironi-Mau Summit Road, and the Juja-Athi Corridor, unlocking future growth for investors and residents.



**New Project Launches:** Expanding access to affordable, high-quality land across key locations such as Nakuru, Juja, Kikuyu and Ngong.

# Plotika Na Username – Rewards That Give Back



We've wrapped up the year with a campaign designed to reward YOU, our valued clients. All you have to do is invest with us on any of our projects and make cash payments.

## How it works:

- The Plotika Na Username campaign runs until **31st January 2026**.
- Several draws will be held, giving our clients the chance to win exciting prizes, including **fridges, washing machines, cookers, and the grand prize – a piece of land**.
- **First draw:** Held on **19th December 2025** – one lucky winner walked away with a household appliance of their choice!

But it's more than just prizes. Every plot purchased during the campaign contributes to our CSR initiative, sponsoring school fees for needy students. Together, we're investing in communities and building a brighter future.

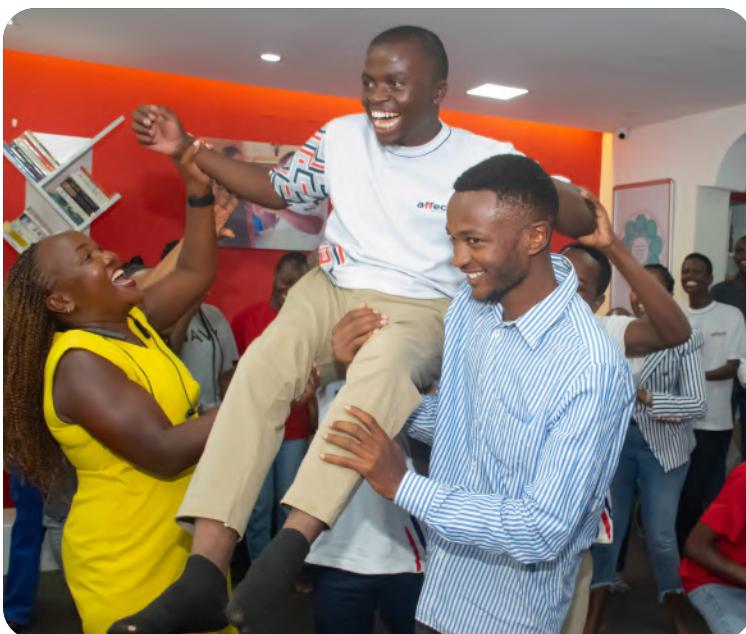


Plotika Campaign Road Show in Nakuru

# REFLECTING ON 2025 – COMMUNITY, COMMITMENT AND CELEBRATION

This year has been a journey of shared growth

- **Customer Loyalty:** Your trust fuels our innovation and drives our projects forward
- **Community Impact:** Through our partnership with Affecto Foundation, we've supported education of bright needy students as part of our CSR initiatives.



- **Team Resilience:** From sales teams to project managers, everyone has contributed to a year of excellence.



At Username, we believe in working with purpose and playing with joy – delivering results while celebrating milestones together.

We are excited to journey into 2026 with you – creating more opportunities, celebrating more wins, and building lasting impact together.

# CELEBRATING EXCELLENCE



David Wandili  
Employee of the Month - September



Samuel Muliro  
Employee of the Month - October



Username staff posing with Awards at the Star Brands Event



Celebrating December Babies Birthday's

**HEAD OFFICE**  
Le'Mac, 4<sup>th</sup> Floor,  
Church Road, Westlands.

**NAIROBI TOWN OFFICE**  
International Life House, 6<sup>th</sup> Floor,  
Mama Ngina Street, Nairobi.

**NAKURU TOWN OFFICE**  
Assumption Centre, 4<sup>th</sup> floor  
Moi road, Nakuru.

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Username Properties Limited

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**[www.usernameproperties.com](http://www.usernameproperties.com)**

