

Digest



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A MESSAGE FROM **DIRECTORS**



There is a time when full time learning must stop to give way to application. No idea works unless you have the courage to do the work.

Reuben Kimani, CEO, Username Investment Ltd.



If your dream is big enough, the odds do not matter. Decide to do whatever you must do to achieve your goals. Start where you are with what you have in your hands.

Joseph Gitonga, Director, Username Investment Ltd.



At a personal level, you know that one thing that oppresses your life, corrupts your life and that which takes you backwards. Make today a day for your independence; make steps towards achieving the independence. It starts with me and it starts with you.

Julius Karanja, Director, Username Investment Ltd.



CLIENT **TESTIMONIALS**



I have invested in two plots in Tinga suburbs and I almost clearing the payments. Username is a company that understands their customer needs.

Augustine Obuya



I used to follow Username on their Social Media pages until I was comfortable to take the next step. When I attended a site visit to Tinga, I knew that is where I wanted to invest and I am glad I did. Thank you Username.

Maggie Malaria

GOOD NEWS TO OUR CUSTOMERS IN NGONG, MATUU AND KANGUNDO ROAD



Title Deeds are ready for these Projects

- Ngong Ridge
- Ngong Blossom
- Ngong Sunrise
- Ngong Breeze
- Ngong Crescent
- Ngong Springs
- Greenfields- Kangundo Rd
- Gardenia Estate Kangundo Rd
- Pristine Gardens Matuu
- Tinga Suburbs

CLIENTS PICKING THEIR **TITLE DEEDS**



PROJECT UPDATES



The Oakfield – Matuu

Ongoing Grading Internal Access Roads at The Oakfield – Matuu

As part of our value addition works at The Oakfield – Matuu, we are currently grading the internal access roads. We shall also compact the roads to make them long-lasting. This will make access to individual plots easier and also enable our clients develop their properties. Additionally, we shall install an all-round perimeter fence, estate gate and drill a borehole. Electricity is on site. Few plots remaining at Kshs 379,000 for an 1/8th acre plot



Selim Plains - Konza

Security Command Centre at Konza City an extra benefit to Selim Plains - Konza investors

The Interior Security CS Dr. Fred Matiangi, recently opened the construction of the Security Command Centre at Konza City. This state of the art facility which will comprise an Emergency Response Unit, Fire and Police stations with emphasis on utilizing ICT technologies in policing and adherence to Kenya Security Standards.

This will create economic opportunities envisioned in Konza Techno City and this will hugely turn around Kenya's economy. Additionally, it makes it easier for residential and commercial developers to invest massively around Konza area without any security fear. Few plots remaining at Kshs 299,000 for an 1/8th acre plot.



Launch of Commuter Rail from Nairobi CBD to Konza

Kenya Railways recently unveiled Konza City Route for Nairobi Commuters after rehabilitation of the Konza MGR line, a railway line that leads to the Konza Technopolis. A train was also availed for this Nairobi – Konza Technopolis route. This means that an investor can buy a plot in Konza and build a residential home and access Nairobi CBD conveniently. Few plots remaining at Kshs 299,000 for an 1/8th acre plot.



Completion of Ngong Ultra-Modern Market Set to Attract International Investors

Growth of infrastructure has a positive impact on development in any area. The recent completion of Ngong Ultra-Modern Market is expected to propel Ngong town to a 24 hours' economy.

The market has five floors with modern stalls and offices with a capacity to serve over 2000 traders. This project was funded by the World Bank through the Nairobi Metropolitan Services Improvement Programme.

The ultra-modern market will provide dignified, safe and secure trading spaces for traders to do their businesses. This will attract local and international investors in Ngong and this will lead to increased residential developments around Ngong. Few plots remaining at Kshs 599,000 for an 1/8th acre plot

PROJECTS ON OFFER



THE OAKFIELD MATUU

1/8TH ACRE PLOTS
KSHS. 379,000



This prime property is less than 10 minutes' drive from Matuu town and touches Thika - Garissa Highway (60m wide road) and nears Kivandini – Masinga Junction.

The strategic location makes it ideal for residential and commercial development. The Oakfield – Matuu is not only affordable but is also value added with perimeter fence, estate gate, graded access roads and borehole water. The property enjoys proximity to amenities such as electricity, schools, health facilities, shopping facilities, markets and religious centres.



NGONG BREEZE PHASE VII

1/8TH ACRE PLOTS
KSHS. 599,000

This property is only 16 km from Ngong town along the Ngong-Kibiko-Suswa tarmac road. The project is 38km from Nairobi CBD via Ngong road. The project enjoys close proximity to the Greater Southern bypass which is set to be constructed soon.

Just like the previous phases, this project is developed with a gated community concept and is nestled in the warmth of Ngong's natural vegetation with beautiful views of Ngong Hills. Amenities such as water, electricity, schools, religious facilities and shopping centres are in the neighbourhood.

A MESSAGE FROM EACH DEPARTMENT

Customer Experience

We are pleased to have hit and surpassed 8,000 titles mark despite the challenges faced during this pandemic and the Ngong lands registry being closed for 5 months. As a Team, we have been working on a Confidentiality SOP (standard operating procedure) that will safeguard sensitive information from internal and external threats.

“Satisfaction is a rating. Loyalty is a brand”, Shep Hyken

Sales Department

We have continued to learn new methods of selling and we are growing and getting better each day. We hope for a successful 2021/2022 financial year. We thank our esteemed ever-growing clientele who keep inquiring about new products plus making their monthly payments. Let us all be excited for the good things and times ahead.

Accounts Team

We are continuously automating our key processes to help us serve our customers better. This includes integration of our in-house CRM system with our accounting system to generate customized Digital receipts and creation of online documents. Due to the numerous tax changes since January 2021, we have been on the forefront to ensure the company is tax compliant

Credit Control Department

The Credit Control Team has continued to put in place strategies to ensure effective credit management in the company. We are privy to the fact that an ounce of prevention is worth a pound of cure, therefore we strive to prevent delinquency because curing it would cost more.

Marketing Department

“On a broad scale, I see SEO becoming a normalized marketing tactic, the same way TV, radio, and print are traditionally thought of as marketing tactics”, Duane Forrester.

As a Team, we are continuously working on our website to ensure that it is user friendly and the content is well optimized because this is where our clients find all details regarding our properties, view and make a purchase whether they are living in Kenya or in diaspora.

HR and Admin Department

The first quarter of 2021 began on a very promising note, with the reinstatement of major company celebrations. With support from the management, the HR/ADMIN team has been able to organize various gifts/treats as a sign of appreciation to each employee, a reminder that, despite the pandemic we still managed to weather the storm. We look forward to more engagements as the calendar progresses.

OUTSTANDING ACHIEVEMENTS



Reuben Kimani (left), CEO, Username Investments rewarding Esther Naima, Client Relationship Manager, for hitting her monthly target twice in a row



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



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



Reuben Kimani, CEO, Username Investments rewarding Dorina Mirembo, Client Relationship Manager, for being the most improved with target hit twice in a row

CHRISTMAS CAMPAIGN WINNER



Maureen Mutahi (left), Marketing Manager, Username Investments, rewarding Kelvin Munene, Username Client, with a trip for 2 to Mombasa after emerging a winner during Username Christmas Draw

REAL ESTATE **INDUSTRY NEWS**



5 Key Things Happening at The Ministry of Lands and How They Impact You.

Title Deed Conversion

This is the process of migrating all parcels from the repealed land registration statutes to a unitary regime under the Land Registration Act, 2012. All the affected title deeds will be listed in a Gazette Notice before new title deeds are processed and issued.

Accreditation of private valuers

The government allowed the use of private valuers for the assessment of stamp duty on land transfer. This will reduce valuation delays occasioned by the exclusive use of government valuers who are only few.

Launch of the National Land Information Management System (NLIMS)

This system will provide a single source of truth and will improve coordination between the national government and county governments in physical and land use planning. This will go a long way in reducing property registration process and also enable tracking of documents.

National Digitization Program

This set to be complete in 2022. The digitisation of land records will ensure accountability, transparency and efficiency in land administration and management which will go a long way in improving the quality of service offered to Kenyans.

Decentralisation programme

The plan aims at ensuring that Kenyans can access land services at the grassroots so that they do not have to travel all the way to Nairobi. This will involve opening several new land registries across the country.

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