

# Digest



**A Publication of Username Investment Limited**

May 2020 - August 2020

Issue 8



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# MESSAGE FROM THE CEO

Dear Stakeholders,

I sincerely hope you are progressing well despite the challenges presented by COVID-19.

The pandemic has greatly disrupted our environment but our resilient nature has made it possible to adapt and learn how to live with the virus around us. As a company, we have put in place all health measures to help both our staff members and clients remain safe. I am glad that the plans we implemented as an organization immediately the first case of Coronavirus in our country was announced, have yielded fruits.

We thank God, our staff members, clients and stakeholders who have made it possible for us to come this far. Asanteni!



Despite the virus slowing down operations in the real estate sector, the housing demand in our country remains high. Our urban areas have continuously experienced congestion due to population growth. While we continue to observe safety measures to reduce the spread of the virus in our residential areas, it is somehow very difficult due to the number of residents living in the some estates.

As a company, we have continued to provide affordable land ready for immediate development in satellite towns. Amidst COVID-19, we have launched 4 prime projects in Ngong, an area that has continued to witness massive residential developments due to its close proximity to Nairobi CBD and infrastructural developments such as completion of Ngong – Suswa tarmac, SGR and SGR Station and ongoing dualing of Ngong Road. This has made it possible for our clients to buy, build and live here.

We understand the huge blow the pandemic has caused economically and as A Tradition of Trust, we have highly subsidized prices of our properties. I encourage each and every Kenyan to take advantage of this opportunity to invest in land in this season because once the economy recovers fully, properties will be unaffordable.

In this season, we have also delivered hundreds of title deeds and completed a number of value additions in our projects. We have also witnessed our clients build their residential homes and settle their families. This has given me hope that despite the disruption, we are still delivering on our mission of providing Kenyans with a place to call home.

As we head to the last quarter of the year, I am optimistic that we will overcome this pandemic, emerge stronger and better both as individuals and as a company.

**REUBEN KIMANI,**  
**CHIEF EXECUTIVE OFFICER.**

# TITLE DELIVERY

Amidst COVID-19, we have delivered title deeds for Graceland – Kangundo Road Phase II, Greenfields – Kangundo Road, Nakuru Harmony Gardens projects among others.



## CLIENTS NOW BUILDING THEIR HOMES IN NGONG

It is our joy to witness our clients actualizing their home ownership dreams after investing in our Ngong projects. Ngong is fast becoming another bedroom for Nairobi City residents. Many people are choosing to invest in Ngong because it is easier to access Nairobi CBD conveniently and on weekends enjoy hiking at Ngong Hills. With the continued growth of the area, Ngong is set to grow bigger and independent from Nairobi and as this happens land will be unaffordable to many.

You too can start your home ownership journey with us today.





# CLIENT REVIEWS



## **Diane Onditi** —

My experience with Username Investments was just perfect. I received instant response to my queries and the customer service was excellent. They walked with me throughout the process and kept in touch at every stage until I received my title deed. I loved the experience and I would recommend them to everyone any day any time.



## **Sallyspectra Njeri** —

Been so comfortable with you guys even without meeting with you. A friend told me about you people and I followed up silently on Facebook and I can say guys you doing good. Am happy to find a plot with you guys. Your posts on Facebook and the joy on your clients' faces motivated me and gave me that saving mind to get a place of my own and here I am, the dream about to come true. Am so excited I can't wait to hold a title of my own.



## **Jackie Mollel** —

The customer service is great! Everyone there goes out of their way to ensure the delivery of efficient service. I HIGHLY recommend this company that in effect works like one big efficient family team. Well done Username! You give hope in an environment of prevalent undesirable practices.

# PROJECT UPDATES

## VALUE ADDITIONS IN OUR PROJECTS NOW COMPLETE

At Username Investments, we take it upon ourselves to add value to our properties. We install an all-round Perimeter Fence, Estate Gate and grade the internal access roads at no extra cost. We also ensure that water and electricity are on site. This makes the properties ready for immediate development. Below are the recently completed value additions.

## NGONG SPRINGS

Grading of access road from Ngong – Suswa tarmac to Ngong Springs now complete.



## PARK ESTATE - NGONG

Grading, murraming and compacting access roads in Park Estate Ngong Phase I now complete



## GREENFIELDS - KANGUNDO RD

Murraming of access road leading to Greenfields - Kangundo Rd from tarmac now complete



## FOUNTAIN FIELD - NGONG PHASE II

Grading, murraming and compacting internal access roads to make them roads long lasting now complete.





## GARDENIA ESTATE

Installation of perimeter fence, estate gate and grading of access roads now complete



## SELIM PLAINS - KONZA

The road leading to Selim Plains - Konza from Konza city has been graded, murramed and compacted to make it long lasting. This has increased the accessibility of the project from Konza City itself and it will now take you less than 15 minutes to access our project from Konza Techno city



# DEPARTMENT ARTICLES

## Customer Experience Department

Despite COVID-19 disruption, we are glad that we have transferred 478 titles deeds for various projects key among them Nakuru Harmony Gardens, Greenfields – Kangundo Road, Graceland Kangundo Road among others and fulfilled our promise of title deed delivery to our clients. We have also made strides in our Company Loyalty program and we look forward to launch it soon.

## Sales Department

Amidst the “new normal” we have found a new routine to make site visits possible for our clients. We have been taking few clients per visit in our company vehicles as we observe The Ministry of Health guidelines on hygiene and social distancing. Some of our clients have used Google Pins and self-drive to our projects. Our desire is to ensure that investors remain safe when investing amidst the pandemic.

## Accounts Department

As a department, we have provided support to our clients by automating our accounting processes and adopting cashless payments. We have also been giving our clients various options regarding their payment plans for the plots due to the economic down turn as a result of the pandemic.

## HR & Admin Department

The onset of COVID-19 pandemic compelled us to develop alternative ways of working effectively whilst ensuring the sustainability of the organization. Amongst the measures implemented was the company-wide percentage salary cuts as well as moratoriums on all employee loans, as opposed to compulsory unpaid leave. It was the desire of the management, to ensure that the wellbeing of the employees is not overshadowed by the survival of the organization.

## Marketing Department

The past quarter saw us come up with a new website that allows online purchase of land without physically visiting our properties. The website has also made it possible for our clients to view individual project updates such as fencing, installation of estate gate, grading of access roads, title deed delivery, borehole drilling, ongoing residential developments, infrastructural developments in the surrounding area among others.

## DSM

Our strong presence on Facebook, Instagram, Twitter, YouTube, LinkedIn and other social media platforms has helped us connect with our customers amidst the pandemic. We have incorporated use of virtual site visits to our projects, video conferencing meetings with Chamas and Kenyans living in diaspora. This has been instrumental in enabling Kenyans invest in property with us.

## Credit Control Department

The pandemic led to lose of jobs and shut down of businesses, these led to a slowdown in plot payments by our clients. As a customer oriented company, we have been applying a moderate collection policy and have allowed our clients to renegotiate their payment terms with their respective Relationship Managers depending with how their incomes has been affected

## IT Department

As an innovative real estate company, we are currently working on a number of innovations that will make property investment more efficient and convenient. Details unveiling soon, stay tuned!



# DEPARTMENT OF THE MONTH

AUGUST 2020 – FINANCE & ACCOUNTS



The Company's external audit for the FY 2019/2020 was not only carried out four months earlier than previous years but the field work took a record time of one week with the auditors commenting that this was the most organized audit that they have carried out this year.

The Department has also been the first one to implement IFRS (International Financial Reporting Standard) 15 in their system among all the Real Estate companies in the country hence adapting our core financial management functions to meet the needs of an ever growing and innovative company in line with customer needs.

Username family is proud to have you. We celebrate you #TeamFinance!

## EMPLOYEES OF THE MONTH



**GABRIEL OMBATI - Sales Department  
July 2020**

He is an innovative, enthusiastic and creative leader who has inspired the team with great decision-making capabilities.

After the launch of the Fountain Field project, the sales team faced teething challenges. Gabriel came in handy using his creativity, network and inter-personal skills thus ensuring our customers managed to reach the site. We proudly celebrate you!



**VICTOR LUEGA - Sales Department  
August 2020**

Victor is a hardworking, dedicated and a sociable character. He meticulously plans his work and dedicates his evening hours to professionally engage with customers in order to achieve his goals. . Despite the hard economic times posed by covid-19 pandemic, it is still possible to excel. Victor, Username family celebrates you and we hope your star shines even brighter.



# PRODUCTS ON OFFER

## Fountain Field Ngong - Phase II



**KSHS. 549,000**

The project is conveniently located just 14km from Ngong town along Ngong-Kibiko-Suswa tarmac road; this is a total of 36km from Nairobi CBD along Ngong road

## Ngong Meadows



**20% OFF**

**KSHS. 599,000**

The plots are 15 minutes' drive from Ngong town. The location is accessible, strategically touching the greater southern bypass road and 3 km from Kimuka Centre. The location offers beautiful views of the Ngong hills amidst the cool breeze.

## The Vineyard - Ngong



**25% OFF**

**KSHS. 899,000**

The project is 10 minutes' drive from Kimuka Centre and near Kajjado West Technical and Vocational Institute. It is in close proximity to the proposed Greater Southern bypass. The road connecting the project to the greater Southern bypass is already murramed further increasing accessibility.



## **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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