



Digest

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Issue 19



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MESSAGE FROM THE MANAGERS

GOOD Vs GREAT.

Good leaders build products.
Great leaders build cultures.
Good leaders deliver results.
Great leaders develop people.
Good leaders have vision.
Great leaders have values.
Good leaders are role models at work.
Great leaders are role models in life.

Be a great leader not simply a good leader.

Perpetual Wanja - Human Resource Manager

As we look to the future, we remain confident in our ability to navigate evolving real estate dynamic market and capitalize on emerging opportunities. Our determination in mentoring our teams remains a key pillar in finance. We are dedicated to driving sustainable growth and delivering superior value to our shareholders and become market leaders in real estate.

Susan Ndung'u - Finance Manager

In today's fast-paced world, the ability to deliver a remarkable customer experience is what sets us apart. Our goal is to go above and beyond in every interaction, ensuring that each client feels heard, valued, and supported throughout their journey with us. Customer experience is more than just a department; it's the heart of our company. It's about listening to our clients' needs, responding with empathy, and taking proactive steps to exceed expectations. Whether it's through timely communication, personalized service, or swift resolution of concerns, we aim to build lasting relationships that inspire trust and loyalty. We thank all our staff members and our clients for the support and partnership. Together, we will continue to create memorable experiences.

Ruth Moraa - Customer Experience Manager

Success is built on the foundation of perseverance and passion. Embrace challenges as opportunities to grow and push your limits. Hard work and enthusiasm are the keys to unlocking even greater achievements.

Dorina Mirembo - Sales Manager

"Today, real estate is dynamic and therefore companies are forced to remain adaptive and innovative. Each campaign, each message and every interaction we have with our clients is a step toward building stronger relationships and achieving our shared goals. As reliable and caring company, we are not just about promoting our projects but more about connecting with people, understanding their needs and offering solutions that genuinely improve lives. People do not buy goods and services. They buy relations, stories, and magic." — Seth Godin

Maureen Mutahi - Marketing Manager



The Role of Infrastructure in Property Value Appreciation: What Buyers Need to Know

When people hear “infrastructure,” they often think about roads. However, infrastructure encompasses all basic physical and organizational structures and facilities that serve a specific area, such as buildings, roads, power supplies, sanitation, and water supply. These facilities and organizational structures significantly enhance the value of a property in a given location.

Connection Between Infrastructure and Property Value

Accessibility - Properties in areas that are well connected by roads, highways, and public transportation are often high in demand which is why they have high prices. Good road connectivity ensures easy access to major employment hubs, and recreational and shopping centers which makes the property even more attractive to buyers.

Utilities and Essential Services - Any residential area has key facilities required for sustainable living. These facilities include reliable water supply, electricity, and efficient sewage and drainage systems.

Social Infrastructure - Social infrastructure is another aspect that heavily weighs on the value of a property. Social infrastructure includes educational institutions, healthcare facilities, and recreational centers. Proximity to schools, hospitals, and recreational facilities like malls highly enhances the value of a property while improving the quality of life.

Security and Public Infrastructure - Neighborhoods with improved security and low crime levels have higher demand compared to unsafe communities. Additionally, fully functioning public services can significantly boost an area’s appeal. Generally, urban areas have more improved public infrastructure and prices of property in these towns are higher compared to rural areas.

Economic Growth & Development - Locations with well-developed infrastructure can help to stimulate the growth of the towns by attracting investors and industries to the area. This in turn goes a long way in the creation of job opportunities and consequently increases demand for property and housing.

In conclusion, infrastructure plays an essential role in determining the value of a property. Properties in areas with good transport infrastructure, reliable electricity, water, and sanitation are highly valuable compared to those in remote settings. Before you make your next investment decision, make sure to evaluate the infrastructure in the area and consider investing in a future of possibilities.

PROPCART BY USERNAME



Prop Cart by Username is an innovative land e-commerce platform designed to transform the land acquisition process in Kenya. With over a decade of experience and over 63 successful projects, Username Investment Ltd. continues to lead the real estate industry with cutting-edge solutions.

Prop Cart By Username will revolutionize how Kenyans purchase land by offering a seamless, secure, and user-friendly online platform for both vendors and buyers. As a vendor, you only list your land and submit the necessary documents for vetting, valuation, and due diligence. Prop Cart by Username will offer convenient online access, a detailed listing of available properties, customer support, and a flexible payment plan for all customers.



We are thrilled to introduce 'Prop Cart By Username,' a game-changer in the Kenyan real estate market. This platform is a testament to our commitment to innovation and customer satisfaction. It will empower more Kenyans to achieve their dream of land ownership easily and confidently.

Sarah Wahogo, CEO Username Investment Ltd.

MTEJA WETU REFFERAL PROGRAM



At Username Investment, we care about our clients, and after more than a decade of dedication and excellence in the real estate industry, we are thrilled to introduce the Mteja Wetu Referral Program. This initiative is our way of expressing heartfelt gratitude to our valued customers who refer us to new customers. Your trust and confidence in our services have been instrumental in our growth, and now, it's time to reward this loyalty.

Under the Mteja Wetu Referral Program, clients who refer new clients to us will earn a commission for every successful referral. Together, we can continue building a brighter future while rewarding those who support our journey. The Mteja Wetu referral program presents an invaluable opportunity for our valued clients to actively contribute to the growth and success of our company and get rewarded.



Launching the Mteja Wetu referral program marks a significant milestone for Username Investments as we celebrate the power of community. This program is our way of recognizing and rewarding the trust our clients place in us by referring others to join our journey. Together, we are creating opportunities for more Kenyans to achieve their dream of land ownership, one referral at a time.

Sarah Wahogo, CEO Username Investment Ltd.

USERNAME MTAANI



Username Investment Ltd. launched a new way to interact with our potential clients and give back to the community through Username Mtaani. This is a vibrant and heartwarming initiative through which we will meet with our potential clients who are a diverse group of small business traders as they navigate their daily hustles to inspire, motivate, and encourage them.

Username Mtaani is all about putting people first in the real estate conversation, focusing on building communities, not just homes. This initiative motivates and educates traders about Username Investment Ltd and its affordable options, including the Lipa Pole Pole plan, which allows them to invest comfortably without straining their finances, making homeownership more accessible. By connecting directly with clients on the ground, Username Mtaani provides real support, boosts local businesses, and fosters trust, all while making a meaningful difference in the lives of Kenyans and strengthening the communities it serves.



Username Mtaani is more than just a program; it's our commitment to uplifting small business traders and making land ownership accessible to all. Through this initiative, we are bringing the dream of affordable housing closer to every Kenyan, proving that with the right support, anyone can invest in their future and secure a place to call home.

Sarah Wahogo, CEO Username Investment Ltd.

PROJECT SPOTLIGHT

Konza Manor Gardens

The project is located just 150 meters from the Nairobi-Mombasa highway offering you seamless connectivity and accessibility.



Kshs. 950,000



Kshs. 470,000

The Domain, Kisumu Dala

Located along the Mamboleo - Miwani road, just 20 minutes drive from Kisumu City and Airport



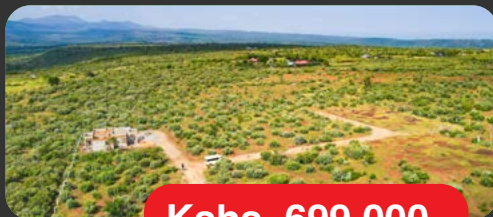
Kshs. 3,199,000

Royale Court - Juja

Located only 25 mins drive from Nairobi CBD and 2 km from the Thika Superhighway.

MASSIVE DISCOUNT OFFERS

Offer valid until 30th September 2024



Kshs. 699,000

Ngong Breeze Phase 10

Located 15 mins drive from Ngong town along the Ngong-Kibiko-Suswa tarmac road.



Kshs. 749,000

The Delight - Nakuru

The project is located 20 minutes' drive from Nakuru City, 300M off the Nakuru – Eldoret Highway.

PHOTOS

Dependable Brands Awards



Sarah Wahogo CEO Username center & Username Investment Ltd. Team Pose With Awards Received At Dependable Brands Awards 2024 .



Sarah Wahogo Username CEO Poses With Her Award As Top 5 Women In Real Estate



Username Investment Ltd. Receiving Recognition As The Most Value Added Land Selling Company Of The Year

African Real Estate Summit Awards & Expo 2024



Username Investment Ltd. Receiving Recognition as the Leading Real Estate Company of the Year 2024



Sarah Wahogo Username CEO giving a speech after receiving award.



EMPLOYEE OF THE MONTH

Susan Gitonga

July 2024

Sales Department

SALES AWARDS



Left, Susan Gitonga, Asst. Sales Manager, awarding Esther Wairimu, Client Relationship Manager for being the most improved with target hit.



Left, Susan Ndung'u, Finance Manager, awarding Bonface Wambua, Client Relationship Manager for being the most improved with target hit.

GORGEOUS GRANDMA DAY



We celebrated Happy Grandma Day by dressing up like grandmas and grandpas



NEW PROJECT ALERT!

KMG
KONZA MANOR
Gardens
PHASE 2

 PropCart
BY USERNAME


1/8TH ACRE PLOTS
750K



5 minutes drive from Malili shopping center

SMS 'KONZA' TO 20321
/ CALL 0725 000 222

 Username
A tradition of trust



**FOLLOW US ON
TIKTOK**



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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