



Digest

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Issue 21

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MESSAGE FROM THE CEO



Greetings, our incredible stakeholders

As we get to Q2, I take this moment to thank you for the trust and support you have given us at Username Investment Ltd. Whether you joined us recently or have been part of this journey for years, your presence and belief in our mission mean the world to us.

The real estate sector is undergoing a significant and positive transformation. We are seeing exciting trends such as the high demand for controlled and gated community developments from our clients, both here at home and in the diaspora. This is why we keep looking for strategic developments in areas such as Katani and Konza. We are proud to be on the front line of making these trends a reality and helping rewrite your investment stories.

Quarter One was nothing short of inspiring. We launched new projects in Ngong, Rongai and Nakuru. We are delighted to say we sold out one of these projects in Nakuru. This was only possible because of your support and we highly appreciate every mention, every referral and every inch of trust you have in us. In the next quarter, we promise to continue developing land, nurturing dreams and growing your trust. We are happy to continue creating communities that will shape our future generations.

Having laid a strong foundation for the year 2025, I am hopeful of what is to come. Jan we all start quarter two with fresh hope and new energy. The best is yet to come.

With heartfelt gratitude,

Sarah Wahogo

CEO, Username Investments Ltd

WHAT'S TRENDING!!!



Acceleration of Title Deed Issuance in 2025

The journey to land ownership is never complete without a Title deed in hand. In January 2025, Deputy President Kithure Kindiki launched a nationwide initiative to accelerate the processing and distribution of title deeds in Kenya. This move was aimed at addressing one of the biggest challenges of land ownership, which is documentation. It is great to see the government taking bold steps to change the narrative and enable Kenyans to easily acquire title deeds to their land.

Our mission at Username Investment is to provide current and upcoming generations with a place to call home and we believe that for you to get a place you call home, you need your title deed. This government initiative supports our mission of delivering secure land with ready title deeds to every Kenyan. With land registries becoming more efficient and transparent, the documentation backlog will be cleared, ensuring easy processing of title deeds for new investors. This is your time to invest before land values shoot, as buyers now have confidence in title deed issuance when they buy land from trusted agents and companies such as Username Investment Ltd.

Expansion of Smart Cities and Planned Communities: The Future is Planned.

Picture this, you wake up in your home, go to the balcony and get a view of a clean, secure and beautifully organised community. You also see well-paved roads and your neighbours heading to drop their kids at school while the gates are well manned by security officials, meaning controlled access. You take a sip of your coffee and get ready to go to your office to finish last night's work that you left pending.

This is no longer just a dream but is the new face of urban living in Kenya. There has been a rise of smart cities and planned communities that enjoy social amenities, internet connectivity and thoughtfully planned access roads, all built in a gated community setting. The Kenyan real estate is entering a new era of sustainable modern living due to the expansion of smart cities and increased urban developments led by visionary projects like Konza Technopolis and Tatu City.

Konza Technopolis and Tatu City are smart cities that are designed to solve the issues of overcrowding and unplanned neighbourhoods, all while offering sustainable, organised and tech-driven real estate communities. As Username Investment, we support the growth and development of these smart cities and encourage planned real estate developments as a way of practicing sustainable real estate practices. All our projects are developed with a gated community concept in mind, including our projects in Konza. Here at Username Investment Ltd., we believe in providing not just land but a vision for the future. Who would not want to be a part of this?

PROJECTS ON OFFER



Matuu Sunrise Estate

Kshs. 250,000

The project is located just 10-minutes drive from Matuu Town and is only 100 meters from Thika - Garissa highway.



Nakuru Opal Estate Annex

Kshs. 650,000

Nakuru Opal Estate Annex is easily accessible via the Nakuru-Eldoret Highway, just a 20-minute drive from the vibrant Nakuru City and only 100m off the Rongai tarmac.



Terra Gardens Ngong

Kshs. 795,000

Terra Gardens Ngong is conveniently located just 20 minutes from Ngong town along the Ngong-Kibiko-Suswa road. The project is approximately 38km from Nairobi CBD via Ngong Road.



Kiota Ville Katani

Kshs. 2,500,000

This property is located in Syokimau - Katani just a 20-minute drive from Mombasa Road.

NEW PROJECT ALERT!



NEXUS ESTATE RONGAI

Located just 7.5 Km from Ongata Rongai town and 5 km from Tuala Centre.

1/8TH ACRE PLOTS | **CASH OFFER 1.35M**

SMS 'RONGAI' TO 20321 / CALL 0725 000 222

PROJECT UPDATES



Fencing and Grading of Access Roads at Terra Gardens - Ngong Complete



Fencing and Grading of Access Roads at Nakuru Opal Estate Complete

DID YOU KNOW?

In 2006, a man bought a square foot of land on the Moon and today, over 600 million acres of extraterrestrial real estate have been “sold” to private individuals on Earth. Nevertheless, these purchases cannot be legally recognized by any authority and have no legal standing.

CELEBRATING EXCELLENCE



Maureen Mutahi, Marketing Manager, awarding Esther Naima, Asst. Sales Manager for being the most improved with target hit twice.



Susan Ndung'u, former Finance Manager, awarding David Karega, Customer Relationship Manager, for hitting his target for the first time.



Perpetual Wanjia, HR Manager, awarding Gabriel Ombati, Sales Manager, for hitting his monthly target



Esther Wairimu, Client Relationship Manager, awarding Ambrose Macharia, Sales Manager, for the first cash sale at Terra Gardens Ngong.

DEPARTMENT OF THE MONTH

SALES DEPARTMENT, FEBRUARY 2025



Sales team being awarded for being department of the month.



EMPLOYEES OF THE MONTH



Esther Wairimu Sales Department

Esther Wairimu, Client Manager, being awarded for being Employee of the month for the month of February 2025.

AFFECTO FOUNDATION

Affecto Foundation Sponsorship – Username Foundation, Empowering Dreams

In partnership with Affecto Foundation, Username Foundation has been impacting the lives of students by offering financial support and mentorship towards their education.



Sarah Wahogo, CEO Username Investments Ltd. interacting with top KCSE student at the Affecto Foundation offices.



Ndung'u Nyoro, Found affecto & Sarah Wahogo, CEO Username Investments Ltd. posing for a photo with top KCSE student.

MYTH BUSTER CORNER

5 MYTHS OF INVESTING IN REAL ESTATE



Myth 1: You Must Be Rich to Buy Land

Land is for everyone, not just the wealthy! With Username's Lipa Pole Pole (flexible installment) plans, anyone can start investing with as little as Ksh 5,000 a month. Building wealth starts with a single plot.

Myth 2: A Title Deed Takes Forever to Get

While some land sellers can delay, reputable companies like Username Investment Ltd. prioritize timely issuance. With over 21,000 title deeds already issued, we've streamlined the process for your peace of mind.

Myth 3: You Must Build Immediately After Buying Land

Not true. Many plots, especially in controlled development areas, allow you to buy and build when you're ready. It's okay to buy today, wait and plan your dream home later.

Myth 4: Only Land in "Ushago" is Affordable

At Username, we offer affordable land in prime, fast-growing urban areas like Ngong, Kitengela, Konza and Nakuru. These places are accessible, connected and set for massive growth.

Myth 5: Land Buying Is Risky Because of Scams

Yes, scams exist — but doing your due diligence and buying from trusted, award-winning companies like Username Investment Ltd. drastically reduces your risk. We provide searchable documents, site visits and transparent transactions.

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