



16TH FEB. 2023,

To,
The CEO/ Director/ Manager,

Dear Sir/Madam,

INVITATION TO THE KAKAMEGA REAL ESTATE BREAKFAST

Valuable Homes Ltd invites you to our upcoming Kakamega Real Estate Breakfast as a key partner in the banking sector at the event that will be held on the 10th March 2023 at Liachi's Lounge and Restaurant Kakamega.

As a premier networking event, we seek to bring together all the major stakeholders in the real estate and construction sectors and other related industries for a full day of networking, exploring opportunities and creating business linkages. Our target attendees include property owners, developers, investors, interior designers, insurance brokers, bankers, construction material suppliers, household equipments manufacturers, business owners and managers among others. We strongly these are the same target clientele that Absa Bank can capitalize on for project financing, mortgage lending among other financial products and services that you are involved in.

The theme of the event is "Leveraging Affordable Housing Opportunities in Western Kenya". For maximum value proposition to the attendees and partners, we have structured the event into the exhibition segment that runs the whole day, speaker presentations by invited guests and a networking cocktail in the evening at the same venue.

Therefore, we wish to extend an invitation to be part of this event and contribute to the immense business linkages and engagements on uplifting the real estate sector in the region.

Kindly find attached our event proposal for your perusal. Please reach out to us on 0725121083 for any enquiries or a customized partnership package,

Yours sincerely,

Victor Wambani,
CEO,
Valuable Homes Ltd.



THE KAKAMEGA BUSINESS BREAKFAST

About the Event

The Kakamega Real Estate Breakfast is a networking platform that offers stakeholders in the real estate and construction sectors drawn from the larger Western Kenya an opportunity to interact, network, gather new investment opportunities and engage with other potential investors, financiers and state actors vital on matters property investment.

This edition recognizes the interconnectedness of property industry and therefore seeks to create a central linkage for companies and individuals involved in real estate and construction sectors such as property developers, project financing and mortgage lenders, property agents and managers, project contractors, architects, surveyors, engineers, interior designers and decor, roofing solution providers, cement and paints suppliers, furniture and interior installation products, insurance policy brokers, hospitality facility owners, landlords among others. We envision the event to be the one-stop shop for all the real estate contacts and linkages thereby creating value for both our attendees, exhibitors and sponsors.

Themed "Leveraging Affordable Housing Opportunities in Western Kenya", the breakfast brings together over 150 stakeholders for a full day of industry-rich discussions on the affordable housing opportunities. This comes at a time when the National Government is grappling with the challenge with a housing deficit of over 250,000 units per year. Currently, Western Kenya and partly Kisumu area lags behind in providing such affordable housing options for sale. Hence presenting the best opportunity for property investors, developers, property mortgage providers and other players to collaborate and take advantage of the same.

Additionally, the event will be a platform for celebrating the real estate success stories of stakeholder partnerships through showcasing property developments and participating companies. For this edition, the breakfast venue sponsor, Liachi's Lounge & Restaurant Kakamega will be launched on this day to mark the milestone. As such, we will acknowledge several other developments that have come up within the last year across the region. We believe this will spur the real estate agenda and promote further linkages and partnerships with companies such as yours.

Another key aspect of the event is the selection of the guest speakers to grace the event. So far, the confirmed speakers include Certified Homes Ltd's Managing Director Mr. **Peter Nyaga**, Kocela Ltd's CEO Mr. **Abel Masai**; Kakamega County Government's CEC for Lands, Roads, Housing and Urban Planning **Penina Mukabane** as well as MNO Advocates' Associate, **Sylvia Kedogo**.



Breakfast Details

Theme: Leveraging Affordable Housing Opportunities in Western Kenya.

Date: Friday 10th March 2023

Time:

Breakfast Event: 9.00 am - 2.00 Pm

Exhibitions: 8.00 am - 6.00 pm

Networking Cocktail: 6.00 pm - 11.00 pm

Venue: Liachi's Lounge & Restaurant Kakamega

Why Participate:

- I. **Target region:** The Kakamega Real Estate Breakfast boasts of being the premier networking event dedicated to the real estate sector in Western Kenya. The breakfast's vision is to bring to the fore available real estate opportunities and seek solutions to challenges hindering the sectors growth.
- II. **High Value Attendees:** We provide invaluable opportunities to our exhibitors by ensuring over 150 high value business leaders, property owners, developers, opinion shapers and policy makers patronize the event. This therefore presents your company with the best chance to maximize on leads generated directly from the decision makers.
- III. **Brand Visibility (Marketing):** Kakamega Real Estate Breakfast will host an excess of over 150 attendees drawn from the real estate sector at the event as well as thousands reached through our various communication channels like Facebook and YouTube. The event will also be live-streamed on various participating media outlets such as Lubao FM, Chimphondah Media and social media platforms for maximum visibility of your brand.
- IV. **Web Presence:** Your company will be featured on our company's website [Valuable Homes Ltd](#) blog section as well as the logo placed in our event's webpage. The website currently averages over 5,000 site visits a month hence affording your company an opportunity to not only generate more leads but also enhance its general SEO discoverability. Hence further building your brand's reputation online.
- V. **Mass Media:** Kakamega Real Estate Breakfast will be featured on different media outlets based on our arrangements as well as the strategic thematic areas of concern: **Affordable Housing**. In this regard, Tv, Radio and Newspaper features will form part of

Valuable Homes Ltd

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- the pre and post event publicity.
- VI. Immense networking and partnership opportunities.
 - VII. Market Creation Opportunities
 - VIII. Branding opportunity of the exhibitions and logo placement on all marketing materials, program and digital posters.

For more details on participation or further partnership, reach us on;

Call/WhatsApp: **0725121083 (Victor) / +254 706 346523 (Wilson)**

Email: **sales@valuablehomes.co.ke**