



# Kenya's Attractiveness as an Investment Destination, & Cytonn Weekly #49/2018

## Company updates

- Njuguna Kimani, Financial Advisor, discussed how individuals should spend their finances during this festive season on Kameme TV. See Njuguna [here](#)
- The Ridge, a comprehensive lifestyle development at Ridgeways in Nairobi County, by Cytonn Real Estate, offers a live work play environment. To view show house images click [here](#). The site is open to clients all week long.
- Following a successful transition to digital marketing, we shall progressively drop our outdoor advertisements, starting with the clock advertisements at Milimani, Upperhill and the Airport; we shall maintain street-pole advertisements;
- We continue to hold weekly workshops and site visits on how to build wealth through real estate investments. The weekly workshops and site visits target both investors looking to invest in real estate directly and those interested in high yield investment products to familiarize themselves with how we support our high yields. Watch progress videos and pictures of **The Alma, Amara Ridge, The Ridge, and Taraji Heights**. Key to note is that our cost of capital is priced off the loan markets, where all-in pricing ranges from 16.0% to 20.0%, and our yield on real estate developments ranges from 23.0% to 25.0%, hence our top-line gross spread is about 6.0%. If interested in attending the site visits, kindly register [here](#);
- We continue to see very strong interest in our weekly Private Wealth Management Training (largely covering financial planning and structured products). The training is at no cost and is open only to pre-screened participants. We also continue to see institutions and investment groups interested in the training for their teams. The Cytonn Foundation, under its financial literacy pillar, runs the Wealth Management Training. If interested in our Private Wealth Management Training for your employees or investment group, please get in touch with us through [wmt@cytonn.com](mailto:wmt@cytonn.com). To view the **Wealth Management Training** topics, click [here](#);
- For recent news about the company, see our news section [here](#);
- We have 10 investment-ready projects, offering attractive development and buyer targeted returns of around 23.0% to 25.0% p.a. See further details here: **Summary of Investment-Ready Projects**;
- We continue to beef up the team with ongoing hires for Financial and Real Estate Advisors for our offices in Nairobi, Nakuru, Kisumu, and Nyeri. Visit the **Careers Section** on our website to apply;
- Cytonn Centre for Affordable Housing (CCFAH) is looking for a 2-acre land parcel for a joint venture in; Kiambu County (Ruiru, Kikuyu, Lower Kabete), Nairobi County and its environs. The parcel should be; i) fronting a main road, or not more than 800 metres from the main road and ii) priced at Kshs 20mn per acre or below. For more information or leads email us at [affordablehousing@cytonn.com](mailto:affordablehousing@cytonn.com)

The Chancery, Valley Road

[www.cytonn.com](http://www.cytonn.com)

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