

# Cytonn Monthly - February 2019

## Company updates

- Enjoy up to 10% discount on Cytonn's real estate developments and kick-start your home ownership and investment today! Offer valid for all units reserved before 8<sup>th</sup> March 2019. To see progress images of the site, visit our Facebook page [here](#)
- For an exclusive tour of the developments, visit: [www.cytonn.com/tour](http://www.cytonn.com/tour) and for more information, email us at [sales@cytonn.com](mailto:sales@cytonn.com)
- Caleb Mugendi - Senior Investments Analyst was on CNBC to discuss on the impact of suspension of Kenol Kobil Shares and Kenya Market Movements. Watch Caleb [here](#)
- Natasha Gichuki - Legal Assistant was on KBC to discuss estate management and financial planning. Watch Natasha [here](#)
- Patricia Wachira - Research Associate was on KTN News to discuss on affordable housing in Kenya. Watch Patricia [here](#)
- Following the recent approval by Retirement Benefits Authority (RBA), for Cytonn Asset Managers to manage pension funds, we are looking for business development consultants and agents with networks in the pensions industry to build our pensions business at very attractive commissions. If interested in being an agent or know someone who can be an agent, kindly contact us at [pensions@cytonn.com](mailto:pensions@cytonn.com);
- Following the completion and handover of Amara Ridge in Karen, we have now launched our next Karen project, dubbed Applewood, a Kshs 2.5 bn residential development located in Miotoni, Karen. This signature development shall comprise luxury homes, each sitting on 1/2 acre. We invite you to the exhibition of Applewood which is ongoing at the Amara Ridge Clubhouse (Location pin: <https://goo.gl/maps/B3GVnu8pHyn>) from 9:00 am to 5:00 pm daily and will end on 28<sup>th</sup> Feb 2019. Call 0709 101 000 or email [resales@cytonn.com](mailto:resales@cytonn.com) to reserve a villa! See Video [here](#);
- 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**, and **The Ridge**. 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 returns 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. 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.
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Liason House, StateHouse Avenue

The Chancery, Valley Road

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

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