



The Developer's **Digest**

A Publication by the Kenya Property Developers Association

Q3 ISSUE 2025

TOPIC OF THIS ISSUE:






**Real Estate Reset: Rethinking
Growth in a Disruptive
Economy**



WHO ARE KPDA MEMBERS?

 <p>Property Development Firms</p>	 <p>Government Agencies</p>	 <p>Contractors & Construction Industry Suppliers</p>
 <p>Lawyers, ICT, Accounting & Tax Professionals</p>	 <p>Project Managers, Planners, Architects, Engineers, Interior Designers</p>	 <p>Estate Agents, Valuers, Facilities & Property Managers</p>
 <p>Financial Institutions based both in Kenya & Globally</p>	 <p>Institutional Investors</p>	 <p>Investment Advisors, Asset & Fund Managers</p>

WHY JOIN KPDA?

 <p>(Advocacy) Be at the forefront of advocating for change and ease of doing business in the built environment sector.</p>	 <p>(Advocacy) Get to air issues affecting yourselves and others to a body that realizes real change.</p>	 <p>(Information) Access to our database with top level management contacts.</p>	 <p>(Connections) One on one introduction to companies you would like to work with.</p>
 <p>(Connections) Access direct contacts to regulatory bodies and government ministries, departments and agencies in the built environment sector.</p>	 <p>(Information) Access to the latest news and trends in the industry.</p>	 <p>(Networking) Meet and exchange contacts with other members in networking events.</p>	
 <p>(Networking) Free members networking events.</p>	 <p>(Discounts) Get the privilege to negotiate sponsorship rates as a paid-up member.</p>	 <p>(Advocacy) Join a like-minded family.</p>	



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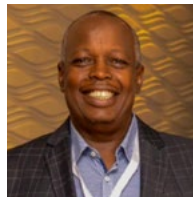
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Ken Luusa, KPDA Chairman

Greetings from the Kenya Property Developers Association (KPDA), and welcome to the latest edition of the KPDA Developers Digest.

As we reflect on the past few months, it is evident that the real estate sector continues to demonstrate remarkable adaptability in the face of economic shifts and regulatory challenges.

Our theme for this issue, “Real Estate Reset: Rethinking Growth in a Disruptive Economy”, invites us to examine how the industry is recalibrating to thrive amid high inflation, limited liquidity, and evolving regulatory landscapes.

More importantly, it challenges us to envision a more resilient, inclusive, and future-ready real estate ecosystem, one that embraces ESG principles, digital innovation, and sustainable financing as cornerstones of growth.

The third quarter of 2025 has been a particularly engaging period for KPDA, marked by meaningful interactions, insightful dialogues, and shared

learning moments that continue to strengthen our collective resolve.

Events & Engagements:

1. KPDA AGM and Mid-Year Corporate Networking Koroga Event:

In May, we hosted our Annual General Meeting and the Mid-Year Corporate Networking Event at Barrels & Stools in Westlands, Nairobi, a relaxed and vibrant evening where sector leaders took a well-deserved breather to connect and celebrate the spirit of collaboration that defines our community.

2. The KPDA CEO Breakfast Forum:

July saw the return of the CEO Breakfast Forum at Movenpick Hotel, themed ‘Cities in Transition: What Kind of Kenya Are We Building?’ The session brought together thought leaders and policymakers to discuss how master-planned communities, co-living models, and innovative financing mechanisms can drive more livable and efficient urban spaces.

3. The 2025 KPDA Annual Conference:

Culminating the quarter, the KPDA Annual Conference held on September 25th at Hyatt Regency carried the bold theme ‘Reset. Reform. Rise: Creating the Real Estate We Want.’: This flagship event served as both a reflection and a rallying call for stakeholders to champion reforms that will unlock the sector’s full potential and chart a sustainable path for future growth.





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Policy & Advocacy Engagements

Through the KPDA Public Policy & Advocacy Committee, we are systematically turning policy challenges into tangible wins through strategic collaboration.

Our key achievements this quarter include:

1. Creating an affordable housing framework with a new partner KNCCI and in consultation with the Affordable Housing Board, to onboard private developers onto the Affordable Housing Program.
2. We are transforming developer and resident association relations from adversarial to allied, and have secured active partnerships with regulators like NEMA, DOSHS, and NCA.
3. Our operational strength is now powered by two new tools: the comprehensive Property

Developers Handbook and the data-driven Development Approval Tracking System (DATS), designed to empirically resolve bureaucratic delays.

Looking ahead, our priorities for the next quarter are to formally launch these tools, lock in bi-monthly meetings with regulators, and continue with legislative recommendations.

A major 12-month research initiative will also begin to quantify the real costs of green building, creating a live tool for life cycle analysis of conventional vs green building materials and technology. At KPDA, we are supporting not just the creation of buildings, but the trust and policy frameworks for lasting industry progress.

This quarter’s edition continues the conversation on Kenya’s real estate reset; how developers, financiers, and policymakers are rethinking growth in a disruptive economy and finding new, smarter pathways to move projects from concept to completion.

The challenges facing our industry are real—tight capital, slow approvals, rising compliance demands—but the opportunities ahead are even greater. If we can unlock financing and streamline approvals, we open the door to new developments, new investment, and stronger economic growth across our cities and towns.

As KPDA, our role remains clear: amplify member voices, push for reforms, and champion a more predictable, investment-friendly development environment. This Digest carries insights, data, and practical experiences that move that agenda forward.

We hope you enjoy reading this issue, share it widely within your circles, and continue engaging with us as we push for a more efficient, resilient, and prosperous real estate sector in Kenya.

Thank you for your continued support and collaboration.



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Tax Law Changes and Their Ripple Effects on Kenya's Affordable Housing Sector



Hamud Alwi Hamud, ACCA
Tax and Internal Auditor at Gulf Cap Real Estate

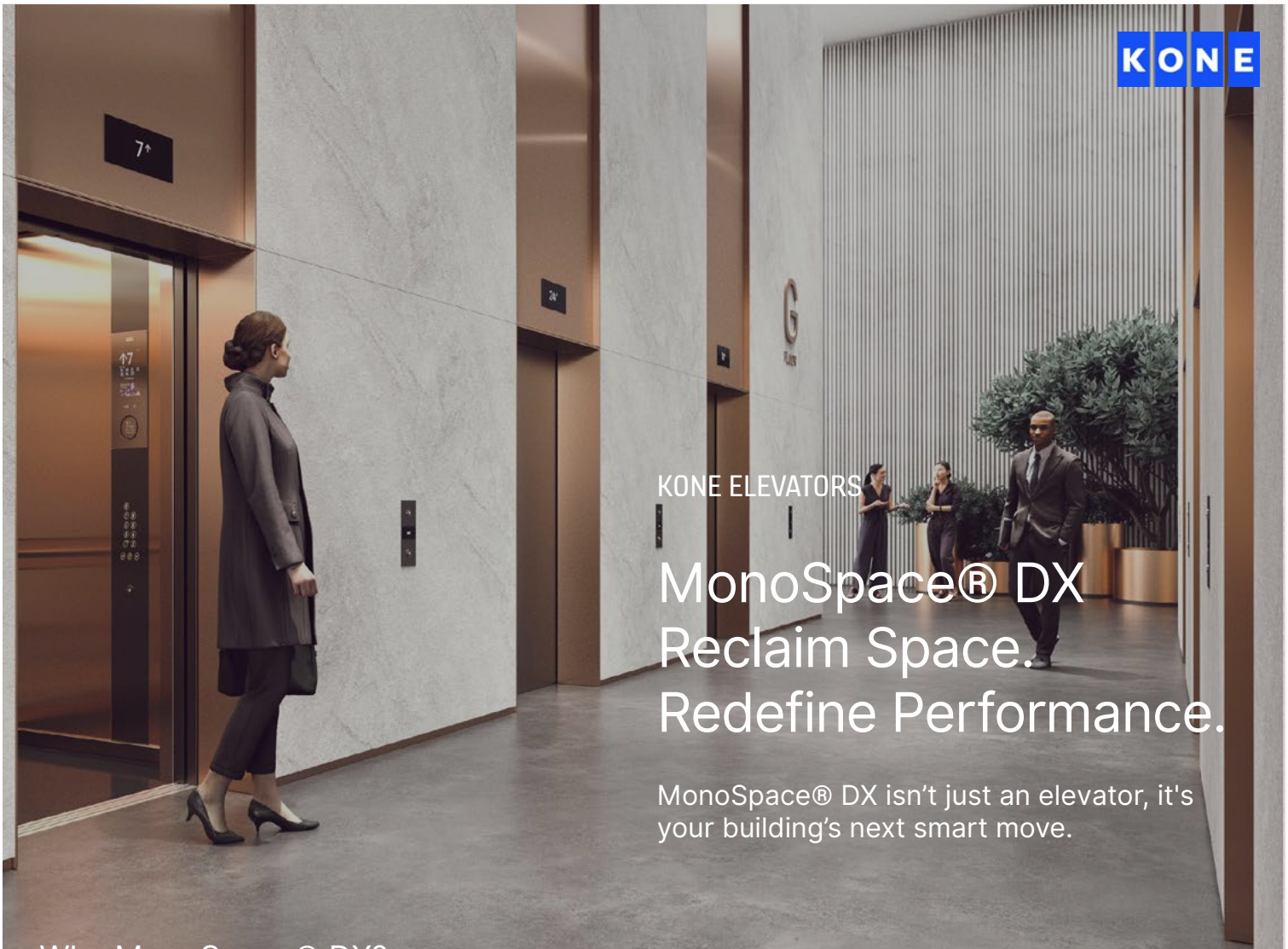


On 27th December 2024, the Tax Laws (Amendment) Act 2024 was assented into law, introducing significant changes across Kenya's tax framework. Among the provisions that have drawn considerable attention and concern within the Affordable Housing sector is the removal of the 90-10 rule in the Value Added Tax (VAT) Act. While the amendment aimed at tightening VAT compliance and reducing leakage, its ripple effects have been profound—particularly for manufacturers, developers, and contractors engaged in affordable housing projects that anchor the government's Bottom-Up Economic Transformation Agenda (BETA) and Kenya Vision 2030.

Understanding the 90-10 Rule and Its Role in the VAT System

Under the repealed 90-10 rule, manufacturers and suppliers making both taxable and exempt supplies were allowed to claim full input VAT on purchases if their taxable sales exceeded 90% of total sales within a tax period. This rule simplified compliance, reduced administrative costs, and provided much-needed liquidity to manufacturers serving multiple sectors—especially those supplying goods used in affordable housing projects.

Its removal means that manufacturers must now apportion input VAT between taxable and exempt



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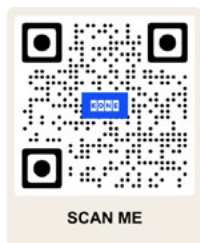
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supplies, denying full recovery of VAT where a portion of their sales relate to exempt supplies. Consequently, many manufacturers have been compelled to pass the irrecoverable VAT cost to their customers—in this case, developers and contractors of affordable housing units. The resulting increase in input costs has led to a wave of discontentment and concern across the construction and housing value chain.

Impact on Affordable Housing Developers and Contractors

The Affordable Housing Programme (AHP), one of the flagship components of BETA, aims to bridge Kenya's housing deficit by providing decent and accessible homes for lower and middle-income earners. The removal of the 90-10 rule, however, introduces cost pressures that threaten the sector's affordability objective.

1. Increased Construction Costs:

Developers now face VAT charges on materials and intermediate goods that are exempt under the 90-10 rule. These costs are ultimately transferred to end buyers, undermining the affordability of housing units.

2. Reduced Profit Margins:

The increased tax burden narrows already thin profit margins, discouraging private sector participation in affordable housing projects—yet the programme's success hinges on robust private investment.

3. Strained Manufacturer–Developer Relationships:

Manufacturers, caught between non-recoverable input VAT and market competition, have had no choice but to increase prices. This has created friction between them and developers who feel burdened by costs that were not envisaged during project planning and bidding.

The Policy Disconnect

While the intent of the amendment may have been to align VAT treatment with international norms and close compliance loopholes, it inadvertently conflicts with national policy priorities. The affordable housing agenda is not merely a social

goal—it is a strategic economic pillar designed to catalyse job creation, stimulate demand for local materials, and foster inclusive urban development.

The removal of the 90-10 rule, therefore, contradicts the government's commitment to reducing the cost of housing delivery. By inflating construction costs through higher VAT liabilities, the amendment undermines one of the key outcomes of the BETA framework: improving access to affordable housing while stimulating local industries.

Proposed Policy Reforms

As a key player in the affordable housing ecosystem, we propose the following tax policy interventions to restore balance and foster sector growth:

1. Reinstatement of the 90-10 Rule in the VAT Act:

This will allow manufacturers to claim input VAT where over 90% of their supplies are taxable. It will restore cost efficiency, enhance liquidity, and strengthen collaboration between manufacturers and affordable housing developers.

2. Exemption of Services Used Exclusively in Affordable Housing Construction:

Services such as engineering design, architectural work, project management, and site preparation should be exempted from VAT when used directly in affordable housing projects. This aligns with global best practices that recognize housing as a social good deserving fiscal incentives.

Why Tax Incentives Matter for Affordable Housing

Tax incentives are powerful levers for catalyzing growth in priority sectors. For the affordable housing agenda, their reinstatement would yield multifaceted benefits that extend beyond the housing industry.

Below are advantages of providing tax incentives to the affordable housing sector:

1. Job Creation:

Lower construction costs enable developers



to undertake more projects, leading to direct and indirect employment in construction, manufacturing, and related services.

2. Industrial Growth:

Tax incentives boost demand for locally manufactured cement, steel, tiles, and other inputs, strengthening Kenya's manufacturing base.

3. Increased Private Sector Participation:

A favorable tax regime encourages investors to commit capital to affordable housing projects, expanding the pipeline of developments across counties.

4. Enhanced Housing Affordability:

Reduced tax burdens translate into lower unit costs, bringing homeownership within reach for low- and middle-income earners.

5. Urban Renewal and Infrastructure Development:

Affordable housing projects often catalyze infrastructure improvements—roads, water, power—benefiting surrounding communities.

6. Revenue Neutrality through Multiplier Effects:

While tax incentives may reduce short-term revenue, the resulting economic activity expands the overall tax base, leading to higher collections in the medium term.

7. Improved Social Equity:

Access to affordable housing addresses social inequality and promotes inclusive urban development.

8. Stimulation of Ancillary Industries:

Real estate, transport, furniture, and financial services sectors experience growth as housing activity increases.

9. Encouragement of Innovation and Green Building:

Incentives can be tied to sustainable construction practices, encouraging developers to adopt green technologies.

10. Fulfilment of National Development Goals:

Tax incentives directly support Kenya Vision 2030 and the BETA framework, reinforcing government commitments to socioeconomic transformation.

A Call for Collaborative Policy Dialogue

The Affordable Housing Programme is not merely about building homes—it is about building lives, communities, and economic resilience. Tax policy should therefore be crafted not in isolation but in consultation with all stakeholders across the housing value chain. The Affordable Housing Board, Kenya Property Developers Association (KPSA), the Kenya Association of Manufacturers

(KAM), and the National Treasury must work hand-in-hand to harmonize tax policies with housing and industrialization goals.

By reinstating the 90-10 rule and exempting services used exclusively in affordable housing, Kenya can unlock the full potential of public-private partnerships in housing delivery. These measures would not only reduce costs but also send a strong signal of policy coherence and investor confidence—both essential ingredients for sustainable economic growth.

Conclusion

The spirit of the 90-10 rule was never about leniency—it was about enabling productivity and competitiveness. Its removal, though well-intentioned, has inadvertently strained one of the most strategic sectors of the Kenyan economy. As developers, manufacturers, and contractors navigate these challenges, it is imperative that policymakers revisit this decision with a broader lens—one that prioritizes affordability, inclusivity,

and long-term economic stability.

The Affordable Housing Programme remains a cornerstone of Kenya’s economic and social transformation. With the right tax incentives, it can continue to provide not just homes, but hope and opportunity for millions of Kenyans.

About the Author

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Hamud is a tax practitioner with over eight years of experience in tax advisory, financial analysis, and policy formulation. He has worked with leading organizations including RSM (Eastern Africa), and Gulfcap Real Estate Limited. He is passionate about leveraging fiscal policy to drive sustainable housing and economic transformation.

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The Real Estate Reset: Financing Resilience in a High-Interest Market



Caroline Wanjeri
Director, Mortgage Business at KCB



Over the past two years, Kenya's housing market has faced unprecedented pressure. Mortgage rates have stabilized with the introduction of single digit financing- thanks to the Private Public Partnership between KMRC- Kenya Mortgage Refinance Company and PMLs (Primary Mortgage lenders) including KCB Kenya Bank that holds the 2nd highest shareholding after the National Treasury among other PMLs including SACCOS. However, construction costs have surged by 30–40% due to currency depreciation and supply chain disruptions. Off-plan sales have slowed significantly, and many developments are under strain.

What's more concerning, however, is the sector's collective response. Too many stakeholders are waiting. Waiting for rates to drop further, for the shilling to achieve full stability, for the old "normal" to return. Yet the truth is that this is the new baseline, and resilience will depend on how

quickly we adapt to it.

The Reckoning We Deferred

For nearly a decade, Kenya's real estate industry operated in an unusually accommodating environment. Low interest rates made large mortgages appear affordable. A stable currency masked the risks of import dependency. Liquidity was abundant, and credit was easy.

That era allowed rapid expansion but also created structural weaknesses. Many projects were viable only under ideal conditions. The current environment has simply revealed those vulnerabilities. Our housing model remains too expensive, too exclusionary and too dependent on macroeconomic stability to be sustainable.

This moment is not a crisis; it is a reckoning and an opportunity to reset.





Where the Reset Must Begin

1. Aligning Pricing with Income Reality

Housing affordability in Kenya has drifted far from income reality. A two-bedroom apartment in the outskirts of Nairobi costs between KES 4–6 million. For a mid-level professional earning KES 60,000 a month, servicing such a mortgage would consume up to 75% of their income.

By global standards, affordable housing should not exceed 30% of household income. To meet that threshold, we need to deliver complete units priced between KES 1.5–2.5 million. Not as social housing, but as mainstream market products.

True affordability requires a fundamental rethink of pricing, financing and design, and not simply rebranding mid-tier developments as “affordable.” The creation of KMRC has stabilized the demand side, but the supply side remains skewed with limited interventions to encourage and incentivize developers within the range that the majority of Kenyans can afford.

2. Financing Models That Reflect Market Realities

Traditional 25-year, fixed-payment mortgages are suitable for a narrow segment of formal,

salaried employees. Yet over 80% of Kenya’s workforce operates in informal or semi-formal sectors. Derisking tools as well as risk sharing instruments will need to be developed to attract more financial institutions to finance this segment. Blended finance solutions will be key in unlocking the potential that the informal segment has in spurring the housing market.

The result is predictable: mortgage penetration remains below 3%, while over 70% of urban residents live in informal settlements. It’s not a lack of demand; it’s a mismatch between financial products and income patterns. The supply/ demand mismatch only makes the situation worse.

To bridge this gap, the industry must expand access through flexible, adaptive instruments such as:

- Hybrid-rate mortgages blending fixed and variable elements to balance stability and risk.
- Graduated payment mortgages allowing smaller initial payments that grow with income progression.
- Income-indexed loans tied to verified cash flow rather than fixed installments.
- Incremental building finance supporting phased construction for buyers who build over time.
- Risk sharing instruments that will attract

more financiers to build for the informal sector that forms the bulk of the economy.

These interventions and products do not eliminate risk, they redistribute it intelligently across borrowers, lenders and time.

3. Broadening Underwriting Beyond Payslips

Kenya's financial system has access to rich alternative data: mobile money transaction histories, SACCO savings records, tax filings and long-term rental payment data.

The challenge is not data scarcity, it is the industry's limited willingness to integrate non-traditional metrics into credit assessment. By partnering with mobile operators, SACCOs, and local authorities, lenders can build more inclusive credit profiles that reflect the true financial behavior of millions currently excluded from formal mortgages.

Expanding underwriting criteria in this way will not only unlock new markets, but also promote financial inclusion, a core goal of the housing agenda.

4. Embracing Green Building as Financial Logic

Green housing is no longer a luxury. It is a financial imperative. Sustainable homes lower operating costs eg reducing water, energy and maintenance expenses which directly improves a household's ability to service debt. Yet green certification remains concentrated in high-end developments.

We need policies that democratize sustainability:

- Preferential mortgage rates for certified green homes.
- Tax incentives for developers adopting sustainable materials.
- Integration of green certification into Ardhi Sasa to streamline project approvals.

Sustainability must move from being an ethical aspiration to a financial standard.

5. Sharing Risk and Reward

The old financing model placed disproportionate risk on individual stakeholders: developers carried project risk, lenders bore credit risk, and buyers shouldered repayment risk often



without structural safety nets.

A reset demands collaborative risk-sharing through mechanisms such as:

- Rent-to-own schemes, where buyers build equity gradually.
- Shared equity models, reducing upfront deposits while aligning long-term incentives.
- Developer-backed guarantees or buy-back provisions that enhance lender confidence.
- Community land trusts, separating land ownership from structure ownership to reduce costs.

These approaches have proven effective in multiple global markets and can be adapted locally with the right regulatory support.

What Developers Can Do Differently

Developers who succeed in this new era will be those who pivot early and decisively.

- **Shift focus to the mass market.** The luxury segment is saturated, while genuine affordable demand is vast and unmet.



- **Embrace construction innovation.** Modern methods such as modular, precast, and engineered timber can cut costs by up to 40% and shorten build times. Use of Technology to drive efficiency cannot be ignored including 3D- Designs etc.
- **Design mixed-income communities.** Integrated developments reduce social and financial risk, while improving livability.
- **Collaborate for scale.** Partnerships in procurement, infrastructure and technology adoption can unlock economies of scale and improve viability.

The developers who thrive in this reset will be those who build for the 50%, not the 5%.

The Policy Enablers We Need

To accelerate progress, government and regulators can unlock systemic efficiency by:

- Consolidating approvals into a single-window digital process integrated with Ardhi Sasa.

- Releasing public land specifically designated for affordable housing with clear eligibility criteria.
- Introducing tax incentives for sustainable construction and green financing.
- Establishing guarantee schemes that enable lending to informal and cooperative borrowers.
- Develop clear incentives and guidelines for 1st time Home Buyers like other developed markets including South Africa and Singapore.

Policy predictability and implementation speed will be as important as the incentives themselves.

KCB Mortgage's Commitment

At KCB Mortgage, we recognize that resilience will come from experimentation and inclusion.

- By the end of 2025, we plan to pilot three alternative underwriting models targeting informal entrepreneurs, cooperative groups and incremental builders.
- We will measure success not only by portfolio growth but by the number of first-time homeowners we help bring into the formal market.
- We remain committed to transparent knowledge-sharing, advocating for policies that expand genuine affordability, and financing projects that align with Kenya's social and environmental priorities.

Those who embrace this reset from financiers, developers, and policymakers alike will define the next decade of real estate in Kenya. Those who cling to outdated models risk being left behind.

The question is no longer whether rates will come down. The question is whether we'll build a system that works either way.

Author Bio:

Caroline Wanjeri is the Director of KCB Mortgage and a Board Director at KPDA, with over 20 years of experience in real estate finance. She has been instrumental in advancing mortgage innovation, alternative underwriting, and green housing finance in Kenya. Caroline also served on the taskforce that developed regulations for the Lands Management Information System (Ardhi Sasa).



Building for the Future: How Sustainable Roofing and Climate-Resilient Design Are Driving Stronger Returns in Kenya's Built Environment



Irene Wanjiku
Managing Director, Rexe Roofing Ltd



Sustainability has moved from the periphery to the core of construction planning in Kenya. As climate change manifests in intense rainfall in Nairobi, prolonged droughts in the Rift Valley, and rising temperatures in Mombasa, the built environment is under pressure to adapt. Nowhere is this more critical than at the top: the roof.

A modern roof is no longer simply a sheltering surface. It is a building's first line of defence, a major factor in energy performance, and a key contributor to lifecycle value. In the roofing and construction sector, Environmental, Social, and Governance (ESG) principles are shaping material choices, design philosophies, and long-term investment strategies for developers, architects,





and homeowners alike. Roofing Companies like REXE Roofing Products Ltd are leading the charge by offering durable, sustainable, and climate-adapted roofing solutions that support these principles.

The conversation has shifted from upfront cost to resilience, operational savings, and environmental responsibility. And as Kenya pushes forward with ambitious climate goals, sustainable roofing has become a defining force in property valuation and investment attractiveness.

A Global Mandate With Local Urgency

Globally, the construction industry accounts for nearly 40 percent of carbon emissions. Kenya, aligning with this climate agenda, is strengthening local standards through:

- The Kenya Green Building Society (KGBS) certification framework
- National Building Code enforcement on fire, wind, and waterproofing performance
- Net-zero commitments and sustainable material sourcing guidelines

Green building has become a market differentiator, influencing corporate tenancy decisions, residential buyer preference, and accessibility to green financing. Properties with ESG-compliant features in cities like Nairobi and Kisumu are reporting

higher occupancy and stronger rental yields.

A climate-resilient building in Kenya must start with a roof engineered to withstand our new normal. Heavier unpredictable rains, stronger wind events in coastal and lakeside regions, and heightened UV exposure require roofing systems designed for long-term performance. REXE Roofing's Stone-Coated Steel Tiles, Asphalt Roofing Shingles are designed and manufactured to meet these challenges.

ESG in Action: What It Means for Developers

For Kenyan developers, ESG is not a checklist. It is a business case backed by tangible returns:

Environmental:

Lower energy bills from insulation, reduced repair waste, and recyclable material usage.

Social:

Healthier indoor conditions without mold or heat stress, plus safer installation practices.

Governance:

Compliance with building codes, ethical sourcing, and credible product warranties that attract institutional capital.

Investors now scrutinize sustainability indicators



as closely as design drawings. ESG commitments build trust and reduce risk exposure.

The Roof as a High-Return Asset

A roof failure during a Thika storm or peak long rains in Kisumu is more than an inconvenience. It can cause:

- Structural damage and “concrete cancer”
- Costly tenant displacement and legal claims
- Interruptions in commercial operations
- Escalating maintenance budgets

Conversely, a roof designed for resilience enhances:

- Energy efficiency by reducing AC dependency
- Indoor comfort and tenant satisfaction
- Long-term property value and insurance confidence

The financial equation is clear. Long-lasting, efficient roofing is a protective investment, not an expense.

Materials Driving Sustainable Change in Kenya

Momentum toward high-performance roofing and building envelope solutions is reshaping the industry. Innovations gaining ground include:

Stone-Coated and Advanced Asphalt Roofing

More reliable than conventional iron sheets, stone-coated sheets/mabati like the REXE Milele Mabati (RMM):

- Resists corrosion along coastal regions like Mombasa and Kilifi
- Manages thermal expansion in arid counties
- Offers superior wind uplift resistance
- Lasts significantly longer, reducing material replacement cycles

Longevity equals lower lifetime environmental impact and stronger ROI.

The Insulation Imperative

Insulated roofs are no longer optional in a warming Kenya. Insulation boards:

- Reduce heat gain in urban hotspots like Nairobi and Machakos





- Decrease cooling costs for commercial tenants
- Support green building certifications
- Create consistent indoor comfort year-round

With energy prices climbing, operational efficiency is a powerful selling point.

Waterproofing as Climate Defense

Given historic El Niño flooding and increasingly aggressive storms:

- Modern waterproofing systems prevent structural decay and asset devaluation
- Well-protected buildings avoid wasteful tear-outs and repairs
- Dry buildings maintain higher rental and resale value

Waterproofing preserves the embodied energy and initial investment of construction.

The Light Gauge Steel (LGS) Advantage

LGS is accelerating Kenya's shift toward sustainable and efficient building systems. Its benefits include:

- Precision manufacturing that reduces onsite waste
- Faster construction timelines that lower overall project costs
- Better fire, pest, and corrosion resistance
- High recyclability and reduced reliance on timber

Contractors also appreciate the predictability LGS brings to scheduling and labor allocation, which helps them remain competitive in tight economic cycles.

For ESG reporting, LGS offers quantifiable sustainability metrics that support investor-facing disclosures.

Stronger Returns Through Sustainability

Sustainable roofing and envelope technologies offer measurable business benefits:

- Higher property values due to better performance and compliance
- Reduced vacancy rates as corporate and retail tenants prioritize healthier spaces
- Lower lifecycle costs with fewer replacements and repairs
- Future-proofing against tightening regulations and climate risks

Forward-thinking developers are choosing total lifecycle value instead of short-term cost cuts. Early adopters are already avoiding expensive retrofits and earning investor confidence.

Kenya's Competitive Edge in the Region

As East Africa's business hub, Kenya has an opportunity to lead in climate-smart construction. With continuous infrastructure expansion and a growing demand for sustainable housing, the



market increasingly rewards innovation.

Our success will depend on:

- Partnership between manufacturers, contractors, and design teams
- Compliance with evolving sustainability standards
- Data-driven material selection aligned to real climate conditions
- Workforce training to ensure correct installation and durability

Companies providing certified and tested roofing solutions help Kenya build better and faster without compromise.

Conclusion: The Future of Construction Starts Above Our Heads

The roof, once treated as a basic architectural element, is now a strategic asset. It influences energy efficiency, climate resilience, and the financial strength of every building it protects.

The industry's call to action is clear:

- Prioritise lifecycle value, not commodity pricing
- Select materials that match Kenya's diverse and changing climate
- Incorporate insulation and waterproofing as standard, not upgrades
- Align every project with ESG principles to secure long-term participation in global capital markets
- Build with foresight to safeguard asset value for decades ahead

By embracing sustainable roofing from companies like REXE Roofing Products Ltd, we are not only

building shelters. We are constructing a resilient Kenyan future where buildings remain safe, efficient, and profitable in the face of climate uncertainty.

The future of real estate in Kenya is being shaped from the top down. And the decisions made today will define the strength of our built environment tomorrow.

Biography

Irene Wanjiku is the Managing Director of Rexe Roofing Ltd, a construction company specializing in roofing for almost 15 years. She has a degree in business administration and is studying project management. With over five years of experience before starting her business, she has gained technical and managerial expertise. Irene enhanced her skills through initiatives such as the Keroche Mentorship program, where she won, and the Win Manufacturing award from the Kenya Association of Manufacturers. She was also recognized as the Best Roofing Company with Homes Kenya. Her participation in programs at Columbia Business School, Goldman Sachs Women in Leadership, and Strathmore Business School demonstrates her commitment to excellence. She mentors the League of Young Professionals – Kenya, is president of Passion Profit, and has served on the A Women in Manufacturing committee, enriching her entrepreneurial portfolio. Irene is an impactful leader and experienced entrepreneur, earning her the title "The Roofing Queen," as crowned by Standard Media Newspaper on December 5th, 2014.

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Why Kenya's Multi-Billion Construction Sector Is Still Underperforming



Developers Can't Afford to Ignore Construction Management Platforms

From Nairobi to Mombasa, stalled projects share one issue: poor coordination. While most industries have embraced digital transformation, construction has lagged behind. That's changing fast. Platforms like ConRa are redefining how developers, contractors, and diaspora investors manage their projects. These systems bring visibility, accountability, and control to an industry long slowed by inefficiency.

"Kenya's construction industry contributes over 7% of GDP, yet inefficiencies continue to erode profits and public trust."

SMART TECHNOLOGY, REAL RESULTS

For developers managing several sites, ConRa provides a real-time snapshot of every project's health. Budgets, timelines, and progress are tracked from one dashboard — accessible anywhere.

Every photo taken on-site is geo-tagged and timestamped, letting project owners abroad verify progress instantly. If a task slips, the system alerts managers immediately, preventing cascading delays. Research shows such tools can reduce project delays by up to 30%, while cloud-based document management ensures teams always work from the latest approved version.

VISIBILITY THAT DRIVES OPPORTUNITY

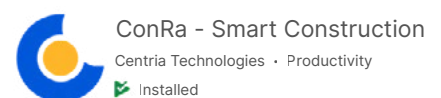
ConRa isn't just about management — it's also a discovery engine for Kenya's construction ecosystem. Its AI-powered search engine allows financiers, buyers, and developers to discover verified, active, and completed projects nationwide.

Each project is automatically tagged by location, budget range, and progress, making it easy for others to explore and engage.

For developers, this means greater exposure. For investors and the public, it builds trust through transparency.

THE FUTURE IS TRANSPARENT

Kenya's construction boom demands more than concrete — it demands clarity and accountability. Diaspora clients want proof, and financiers expect data. Technology isn't replacing people; it's amplifying performance. The firms that adopt smart platforms like ConRa will finish faster, communicate better, and build with confidence.



Visit www.conra.net to learn more.



Strategic Resilience in Kenya's Real Estate Reset: Evidence from the Field



Erastus Mwanjama Katani
Quantity Surveyor and Lecturer,
Technical University of Mombasa



Kenya's property sector stands at an inflection point. Developers are navigating a low-liquidity, high-inflation environment while contending with policy reforms, environmental constraints, and rapid technological change. The old growth logic: buy, build, and wait no longer guarantees stability. In its place, a new model is emerging, grounded in strategic discipline, institutional engagement, and adaptive learning.

Strategic Formulation as a Performance Engine

Evidence from the field shows that strategy formulation is the strongest performance predictor among Kenyan real-estate developers. Data from eighty-eight corporate members of the Kenya Property Developers Association reveal that structured planning, goal alignment, and analytical review explain nearly seventy percent of performance variance. Regression results confirm the pattern: strategy formulation exerts

a statistically significant positive influence ($\beta = 0.412, p < .001$). Firms that integrate market research, stakeholder mapping, and risk appraisal into formal planning consistently report higher profitability, client satisfaction, and project timeliness. Strategic clarity turns turbulence into manageable uncertainty and provides an anchor when economic tides shift.

When Turbulence Tests the Plan

The study's moderation analysis examined how environmental dynamics: policy volatility, inflationary shocks, and shifting approvals affect the strategy-performance link. The interaction coefficient ($\beta = -0.203, p = .017$) shows that turbulence weakens but does not erase planning benefits. At low volatility, strategic clarity drives strong gains ($\beta = 0.486, p < .001$); under high turbulence, performance still improves, though modestly ($\beta = 0.241, p = .049$). The lesson is clear: structure must





pair with flexibility. Developers cannot rely on fixed plans; they must build rolling strategies that evolve with the market. Scenario planning, regular review cycles, and modular project design are no longer luxuries: they are survival tools.

Institutional Support and Strategic Awareness

Another pathway identified in the study is mediation through strategic awareness and institutional support. Firms with high managerial awareness and strong ties to professional and regulatory institutions translate strategy into tangible results more effectively. The indirect effect (0.186, 95 % CI [0.072, 0.314]) demonstrates that institutional anchoring amplifies strategic intent. This aligns with resource-based and institutional-theory perspectives: knowledge, legitimacy, and network capital convert planning into performance. Developers embedded in professional ecosystems through KPDA forums, standards committees, or joint research initiatives gain early policy intelligence and reputational advantage. Strategy succeeds where awareness meets alignment.

Engaging Institutions as Strategic Partners

Beyond mediation, institutional engagement itself exerts a direct positive effect on performance ($\beta = 0.337$, $p = .006$). Engagement means more

than compliance; it is an ongoing dialogue with regulators, financiers, and communities. Developers who treat institutions as partners gain access to information flows, approvals, and collaborative leverage that enhance

efficiency and investor confidence. This supports the concept of dynamic institutional entrepreneurship, where firms not only adapt to rules but help shape them. Kenya's developers can use institutional platforms to co-create sustainability standards, streamline permitting, and align investment incentives. Strategic engagement thus becomes a competitive advantage.

Quantitative Rigour behind the Insights

The study employed hierarchical multiple regression, moderated and mediated models using PROCESS v 4.3, and multivariate analysis of covariance (MANCOVA). These techniques confirmed the robustness of relationships across firm types, roles, and development focuses. The combined model ($\text{Adj } R^2 = .689$, $F(5, 82) = 36.32$, $p < .001$) shows that strategic and institutional factors jointly explain most observed performance variation. Diagnostic tests supported validity: VIF < 2 (no multicollinearity), Durbin-Watson ≈ 1.94 (independence), and Cook's Distance < 0.045 (no outliers). This analytical rigor ensures that findings



reflect genuine structural relationships rather than statistical artefacts.

From Numbers to Meaning

Viewed holistically, the quantitative and qualitative strands converge on a single insight: resilience in Kenya's real-estate sector is not accidental: it is engineered through systematic learning and institutional connectedness. Firms that plan deliberately, adapt continuously, and engage collaboratively outperform those that react episodically. Evidence from the field confirms that success depends on a balance of three interrelated disciplines. The first is strategic formulation, which provides direction and coherence. The second is adaptive learning, the capacity to revise plans in response to feedback and market shifts. The third is institutional engagement, through which firms align with regulatory frameworks while influencing governance. Together they form what the study terms the resilience triad: a pragmatic model for sustaining competitiveness and continuity in a disruptive economy.

Environmental, Social, and Governance (ESG) and the Future of Strategic Performance

Resilience today is inseparable from sustainability. Environmental, Social, and Governance (ESG) metrics are redefining investment criteria, procurement standards, and buyer preferences. Developers that embed energy efficiency,

inclusivity, and environmental stewardship into their strategies are better positioned for long-term returns. Integrating ESG within the planning framework aligns commercial goals with societal value, transforming sustainability from a compliance cost into a strategic differentiator that unlocks green financing and reputational capital. Data confirm that developers reporting formal ESG integration record higher mean performance scores ($M = 3.82$ vs. 3.44). Strategic foresight and sustainability now speak the same language.

Lessons for Practice

The findings point to several priorities for enhancing resilience and performance. Firms must institutionalize strategy by formalizing planning processes and linking written strategies directly to measurable indicators. Such discipline consistently correlates with stronger outcomes. Organizations should build adaptive capacity by embedding environmental scanning and flexible budgeting systems that absorb shocks without derailing goals. Developers need to strengthen institutional ties, engaging with professional associations, regulators, and financiers

through long-term collaboration that enhances information flow and policy influence. Firms must invest in strategic awareness, equipping managers with analytical skills to interpret economic, policy, and market signals with foresight. Finally, developers should prioritize





ESG integration, treating sustainability metrics as part of performance management rather than a peripheral duty. When sustainability, adaptability, and strategy converge within institutional frameworks, developers are best placed to achieve durable competitiveness in a volatile economy.

Implications for Policy and Collective Action

For policymakers, the findings highlight the need for predictable regulation and collaborative forums. Consistent zoning rules, transparent approval systems, and digitized permitting reduce transaction costs and spur innovation. For associations such as KPDA, the call is to deepen industry-policy dialogue and build a repository of shared intelligence. Collective data on project performance, financing trends, and regulatory bottlenecks would allow developers to benchmark and plan more effectively. The state and private sector share a common goal: institutionalizing resilience across the built-environment value chain.

Toward a Strategic Reset

Kenya's real-estate reset is more than a cyclical correction: it is structural renewal. Firms that internalize the principles of strategic resilience will lead this transformation. The empirical results remind us that performance is not random but patterned; those patterns are shaped by learning, engagement, and foresight. The developers most likely to thrive in this evolving landscape will be those who craft strategies rooted in evidence, adapt to turbulence without losing focus, and leverage institutions as allies in growth. Their success will stem from disciplined foresight rather than chance, combining structured planning with flexibility and collaboration. As one respondent observed during the study, "We can't control the economy, but we can control how intelligently we plan." That sentiment captures the essence of strategic resilience: the ability to turn uncertainty into design, and design into durability. Evidence from the field therefore points to a decisive conclusion: Kenya's real-estate resilience will not emerge from chance but from choice - strategic, informed, and collaborative choices that define the next era of development.

Author Bio

Erastus Mwanjama Katani is a Quantity Surveyor and Lecturer at the Technical University of Mombasa. His professional and research interests include strategy, innovation, and sustainability in construction and real-estate development. He is registered under the Board of Registration of Architects and Quantity Surveyors (BORAQS) and is an Associate Member of the Chartered Institute of Arbitrators (Kenya Branch).



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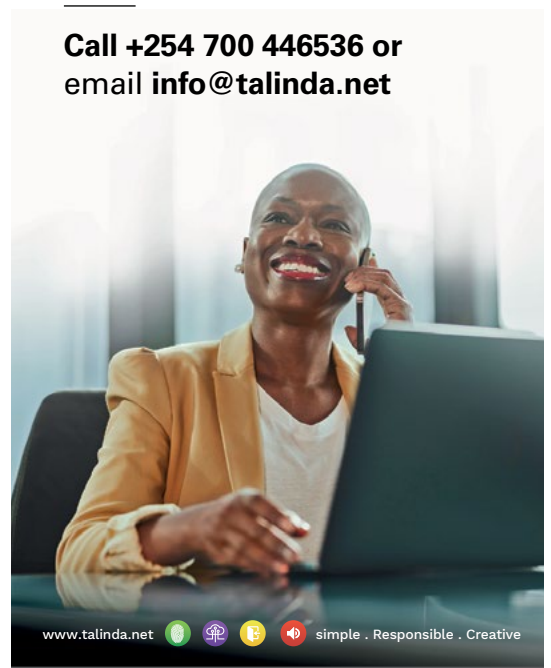
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Real Estate Reset: Rethinking Growth in a Disruptive Economy



Irene Kinganjui
 Manager, Marketing and Business
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The global economy is in a perpetual state of flux, constantly reshaped by technological leaps, shifting demographics, and unprecedented events. For the real estate sector, these disruptions are not just headwinds; they are catalysts for a fundamental reset. Traditional models of property development, management, and transactions are being challenged, forcing firms to reassess their growth strategies. In this rapidly evolving landscape, the imperative to adopt digitization is no longer a competitive advantage – it is a cornerstone of survival and future prosperity. This reset demands an embrace of innovative tools, particularly virtual tours and architectural visualization (ArchViz), which are proving to be game changers for engaging both local and international investors and markets.

The Unavoidable Imperative of Digitization

For decades, real estate operated on physical site visits and paper-heavy processes. The digital revolution, while transforming other industries, was slower to fully integrate into real estate, largely due to its asset-heavy, localized, and historically conservative nature. However, recent disruptions – from global pandemics that restricted physical movement to the accelerated demand for efficiency and transparency – have made full-scale digitization an unavoidable necessity.

Digitization in real estate encompasses a broad spectrum of technologies, from CRM systems and blockchain-powered transactions to AI-driven analytics and smart building management. At its





core, it's about leveraging data and technology to create more efficient, transparent, and user-centric experiences. For real estate firms, this means moving beyond merely having a website to truly embedding digital processes into every facet of their operations, from lead generation and client engagement to project management and asset optimization.

The benefits are multi-faceted:

- **Enhanced Efficiency:** Automating repetitive tasks, streamlining workflows, and reducing reliance on manual processes.
- **Improved Decision-Making:** Leveraging data analytics to identify market trends, forecast property values, and make informed investment choices.
- **Greater Transparency:** Providing stakeholders with real-time access to information, fostering trust and accountability.
- **Expanded Reach:** Breaking down geographical barriers to connect with a broader pool of clients and investors.
- **Superior Client Experience:** Offering personalized, seamless, and engaging

interactions that meet modern consumer expectations.

Firms that resist this digital transformation risk becoming obsolete, unable to compete with agile, tech-enabled competitors that offer faster, more accessible, and more compelling services.

The Power Duo: Virtual Tours and Architectural Visualization

Among the array of digital tools, virtual tours and architectural visualization stand out as particularly transformative for real estate marketing and sales. They are no longer just “nice-to-haves”; they are critical components for engaging today’s discerning buyers and investors, both locally and internationally.

Architectural Visualization (ArchViz): Turning Vision into Reality

Architectural Visualization is the process of creating photorealistic images, animations, and interactive models of architectural designs before construction begins. It transforms blueprints and

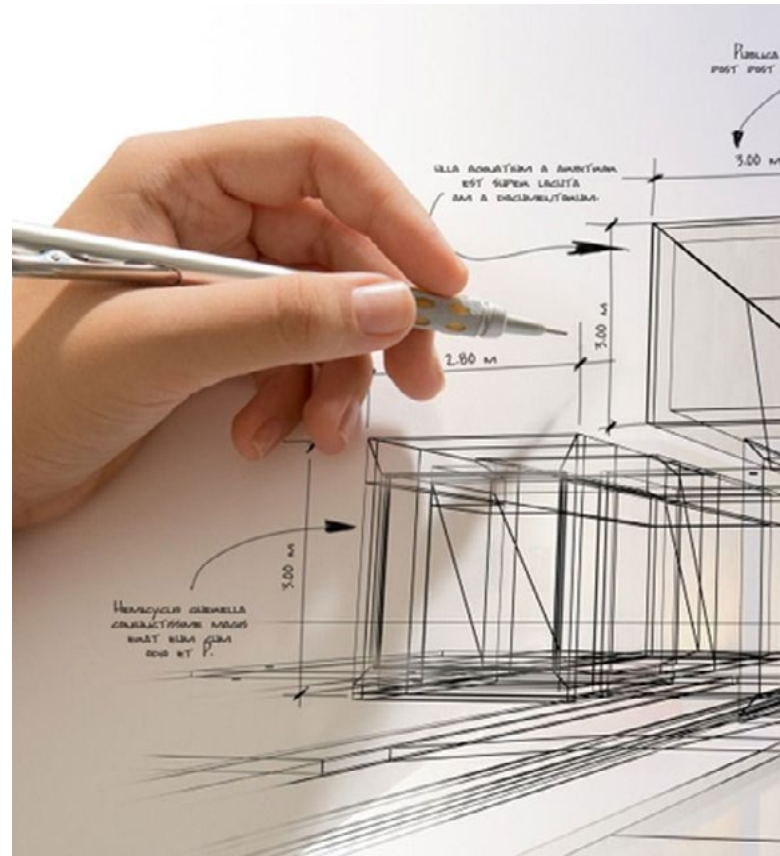
abstract concepts into tangible, immersive visual experiences.

How it Works:

1. **3D Modeling:** Digital models of the structure are built using specialized software.
2. **Texturing & Lighting:** Materials (wood, glass, concrete) are applied, and lighting is set to mimic real-world conditions.
3. **Rendering:** The 3D model is processed into high-quality images or animations.
4. **Post-Production:** Final touches are added (e.g., people, landscaping, atmospheric effects) to enhance realism.

Impact on Local and International Investors/ Markets:

- **Early-Stage Engagement & Pre-Sales:** For off-plan developments, ArchViz is indispensable. It allows developers to showcase the finished product with stunning realism, driving early investor interest and pre-sales even before ground is broken. Local buyers can visualize their future homes, while international investors gain confidence in the project's potential without needing a physical presence.
- **Design Communication & Alignment:** ArchViz acts as a universal language. It enables architects, designers, developers, and clients to clearly communicate and agree upon design aesthetics, functionality, and spatial relationships. This minimizes misunderstandings, reduces costly design revisions, and speeds up decision-making, crucial for international projects where stakeholders are geographically dispersed.
- **Marketing & Branding:** High-quality ArchViz elevates marketing collateral. It creates aspirational imagery for brochures, websites, and social media campaigns, effectively selling a lifestyle rather than just a structure. For international markets, these visuals convey luxury, modernity, and investment potential that transcends language barriers.
- **Investment Appraisal:** For investors, ArchViz provides a clear understanding of the proposed asset. They can better assess the project's market appeal, tenant potential, and overall investment viability, leading to more informed and confident decisions.



Virtual Tours: Bringing the Experience Home

Virtual tours, powered by 360-degree photography or rendered ArchViz, offer an interactive, immersive walkthrough of a property. They give users control over their viewing experience, allowing them to navigate through spaces as if they were physically present.

Impact on Local and International Investors/ Markets:

- **Global Accessibility, Local Convenience:** For international investors, virtual tours are a game-changer, eliminating the need for expensive and time-consuming physical travel. They can scout properties from thousands of miles away, efficiently shortlisting candidates. For local buyers, this offers unparalleled convenience, allowing them to explore multiple properties on their own schedule without logistical constraints.
- **Enhanced Engagement & Qualification:** Virtual tours significantly increase user engagement time on property listings. The interactive nature keeps prospects interested longer. Moreover, they act as a powerful pre-qualification tool;



only genuinely interested buyers, who have already virtually toured and liked the property, are likely to request a physical visit, saving agents time and resources.

- **Showcasing Amenities and Surroundings:** Beyond the interior, advanced virtual tours can integrate views of building amenities (gyms, pools, residents' lounges) and even the surrounding neighborhood, offering a holistic understanding of the living or working environment. This is crucial for selling the lifestyle associated with a property.
- **Competitive Edge:** Firms offering high-quality virtual tours differentiate themselves in a crowded market. They demonstrate technological prowess and a commitment to transparency, appealing to a digitally-native client base.

Rethinking Growth: A Digital-First Strategy

To thrive in this disruptive economy, real estate firms must fundamentally rethink their growth strategies, placing digitization at the core.

1. **Invest in PropTech Infrastructure:** This means not just adopting tools but integrating them

into a seamless ecosystem. From advanced CRM platforms that track client interactions to project management software that leverages 3D models and virtual walkthroughs, the entire operational backbone needs to be digitally robust.

2. **Cultivate a Digital Mindset:** It's not just about the tools; it's about the people. Firms must invest in training their staff – from agents to property managers – in digital literacy and the effective use of these technologies. A culture that embraces innovation and data-driven decision-making is paramount.
3. **Targeted Marketing via Data:** Use analytics from different interactions to grasp buyer preferences, improve marketing budgets, and customize outreach. This data-driven strategy makes marketing efforts more effective and efficient, reaching the right local and global audiences with personalized messages.
4. **Build Strategic Partnerships:** Collaborate with PropTech startups, 3D rendering studios, and VR developers to access cutting-edge solutions without needing to build everything in-house. This allows firms to remain agile and adopt new technologies quickly.
5. **Focus on Value Beyond Physicality:** In a digital world, value is increasingly defined by experience and efficiency. Real estate firms must market convenience, the smart features, the energy savings, and the seamless user journey enabled by technology, alongside the traditional physical attributes of a property.

The “Real Estate Reset” is not a temporary adjustment; it's a permanent shift towards a more digital, efficient, and client-centric industry. For real estate firms, embracing this change means moving beyond the blueprint and into the immersive, data-driven world of virtual tours and architectural visualization. These technologies are not just tools for presentation; they are powerful engines for growth, enabling firms to unlock value, expand their reach to both local and international markets, and secure their position as leaders in the disruptive economy of tomorrow. The future of real estate is digital, and those who lead this charge will define the next era of growth.

Irene Kinyanjui is a Marketing and Communications professional.

Compliance, Taxation, and Contract Management in Kenya's Changing Real Estate Market in Kenya



Ken Ashimosi
Managing Partner, Mak & Partners
Advocates LLP



Kenya's real estate sector continues to evolve, driven by urbanization, infrastructure expansion, and shifting investment trends. As the market matures, professionals must navigate increasingly complex legal, financial, and contractual landscapes. It is important to understand the critical compliance checks, tax obligations, and contract management principles either if you are an investor, developer or legal practitioner structuring such deals.

Compliance Checks: Legal Due Diligence.

Kenyan courts are so loud on the importance of due diligence. It goes without saying that due diligence of the root of the title is mandatory. Therefore, any real estate transactions in Kenya **MUST** begin with rigorous due diligence to avoid fraud, disputes, or regulatory breaches. The following compliance checks are essential:

1. Title Verification and Ownership

Under the Land Registration Act, 2012 (No. 3 of 2012):

- Section 26 affirms that a registered title is prima facie evidence of ownership unless obtained through fraud or misrepresentation.
- Conduct an official search via the Ardhisasa platform to verify ownership, encumbrances, and land status.

2. Land Use and Zoning

The Physical and Land Use Planning Act, 2019:

- Section 72 mandates development permission from the County Executive Committee Member before any land development.
- Confirm zoning regulations with the county government to ensure the land is suitable for your intended use (residential, commercial, agricultural).

3. Survey and Boundary Confirmation

Engage a licensed surveyor to:

- Verify beacons and boundaries.
- Match the physical land with the registry map and title deed.

4. Land Rates and Rent

Ensure all dues are paid:

- Land rates to the county government.
- Annual rent to the Ministry of Lands (for leasehold property).

5. Land restriction Approvals

Constitution of Kenya

- Article 65 (1) of the Constitution of Kenya provides that:
“A person who is not a citizen may hold land on the basis of leasehold tenure only, and any such lease however granted shall not exceed a term of ninety-nine years”
- Article 65 (3)(a) of the Constitution of Kenya provides that:
“a body corporate shall be regarded as a citizen only if the body corporate is wholly owned by one or more citizens”
- Section 9(1)(c) of the Land Control Act

provides as follows:

- In deciding whether to grant or refuse consent in respect of a controlled transaction, a land control board shall-
- refuse consent in any case in which the land or share is to be disposed of by way of sale, transfer, lease, exchange or partition to a person who is not-
- a private company or co-operative society all whose members are citizens of Kenya

Under the Land Act, 2012 (No. 6 of 2012):

- Section 45 requires environmental and social impact assessments for developments likely to affect the environment.
- Section 38 mandates Land Control Board consent for agricultural land transactions.

Taxation: Navigating Kenya's Real Estate Levies

Taxation in real estate is governed primarily by the Income Tax Act (Cap 470), Stamp Duty Act (Cap 480), and recent amendments under the Finance Acts of 2023 and 2025.

1. Stamp Duty

- Section 5 of the Stamp Duty Act imposes stamp duty at:
 - o 4% of property value for urban land.
 - o 2% for agricultural or outside municipality rural land.
- Payable during registration of transfer.

2. Capital Gains Tax (CGT)

- 15% on the gain (profit) less allowable deductions as provided by regulations under the Finance Act, 2025.





- Applies to profits from the sale of land or buildings.

3. Rental Income Tax

- Section 3(2)(a) of the Income Tax Act defines rental income as taxable.
- Residential landlords earning below Kshs 15 million annually are subject to a 7.5% turnover tax.
- Commercial property owners are taxed under corporate income tax rates.
- Section 15(2)(e) allows deduction of expenses incurred in generating rental income.

4. Withholding Tax

- Section 35(1)(c) requires withholding tax on rent paid to non-resident landlords.

5. VAT on Commercial Property

- VAT applies to sales of commercial units and serviced apartments.
- Developers must register for VAT and issue compliant tax invoices.

Tax has become a thorny issue especially at the point of paying CGT and Rental Income Tax. It is important to consider involving a competent tax advisor to structure deals efficiently to avoid careless exposures.

Contract Management: Structuring Joint Ventures

Joint ventures (JVs) are increasingly popular in Kenya's real estate, especially between landowners and developers. However, poorly drafted contracts can lead to costly disputes and unnecessary tax exposures. Below are key clauses and legal considerations:

1. Ownership and Capital Contributions

- Define whether the JV is structured as a company, partnership, or contractual alliance.
- Contributions may include land, capital, approvals, or technical expertise.
- Clearly stipulate if the contributions are



equity or debt.

- Governed by the Partnership Act (Cap 29) or Companies Act, 2015 depending on structure.

2. Profit Sharing and Exit Strategy

- Clearly outline how profits (or losses) will be distributed.
- Include terms for termination, buyouts, or sale of interest.
- Align with principles under the Law of Contract Act (Cap 23).
- Consider a clear tax structure for exiting to minimise tax exposure on either the developer or landowner.

3. Dispute Resolution

- Prefer arbitration or mediation to avoid lengthy litigation.
- Use the Arbitration Act, Laws of Kenya to define procedures and appoint arbitrators.





Conclusion

Kenya's real estate market offers immense potential but only to those who navigate it with legal, financial, and strategic clarity. Whether buying land, developing property, or entering a joint venture, due diligence, compliance checks, tax planning, and airtight contracts are non-negotiable.

Author Bio:

Ken is the Founder and Managing Partner of MAK & Partners Advocates LLP. Before establishing MAK & Partners Advocates LLP in 2020, Ken was a Partner at the Premier firm of Ashitiva Advocates LLP where he was the Head of Conveyancing and Commercial Law for ten (10) years.

Ken is a seasoned legal practitioner with vast experience in Real Estate Finance and Conveyancing law, Commercial law, and Estate Planning and Wealth Management areas of practice. Ken has made notable and valuable contributions to the legal profession and was recognized among the Top 100 Real Estate and Finance Lawyers in Kenya in 2023 by The Lawyer Africa. Ken serves as a committee member in the LSK and LSK Nairobi Branch Lands Liaison Committees.

In the past, Ken served as a committee member of the inaugural Ardhi Sasa Technical Committee (2023) representing the Law Society of Kenya for the improvement of National Land Integrated Management System (NLIMS) commonly known as Ardhi Sasa. Ken also served as a member of the Cabinet Secretary Ministry of Lands' Technical Committee (2021) involved in drafting the Conversion Manual for conversion and replacement of title deeds from the old regime of registration to the current regime under Land Registration Act, 2012 and Land Registration (Registration Units) Order 2017.

Ken is well known for his apt leadership skills and his extensive experience. He has represented clients across diverse sectors, including banking and finance, real estate, energy, and consumer markets. Known for his strategic thinking and client focused approach, Ken continues to drive innovative solutions while maintaining the Firm's strong reputation in the legal landscape.

4. Transfer Restrictions

- Prevent unauthorized sale or transfer of interest to third parties.
- Include right of first refusal or approval clauses.

5. Development Timeline and Milestones

- Set clear project phases and deadlines.
- Include penalties for delays or non-performance.

6. Intellectual Property and Branding

- Clarify rights over project names, designs, and marketing materials.

7. Competition Law Compliance

Under the Competition Act (Cap 504):

- Section 21(1)(b) prohibits agreements that prevent, distort, or restrict competition.
- JV agreements must not create monopolistic or anti-competitive practices.



The ESG Advantage: Why Sustainable Buildings Outperform in a Shifting Market



Christine Nkatha
Consultant, Viva Africa Consulting LLP



The global real estate landscape is in transition. After years of steady expansion and predictable growth cycles, the sector now faces a complex mix of economic volatility, shifting investor sentiment, changing demographics and rapid technological advancement. The result is not merely a slowdown, but a structural reset, one that compels every stakeholder to reassess the fundamentals of value creation, resilience and long-term relevance.

With the industry rethinking its growth trajectory, sustainability and Environmental, Social and Governance (ESG) integration have emerged as

central levers of adaptation, offering a pathway to future-ready assets that balance profitability with responsibility.

Sustainability & ESG

As sustainability and ESG considerations continue to shape industries worldwide, the real estate sector is no exception. This sector continues to face growing climate risks and increasing regulatory expectations, making sustainability and ESG fundamental to long-term performance in real estate assets. This article explores two key pillars of sustainability and ESG in real estate: green



building and ESG integration, highlighting their role in risk mitigation, value preservation and portfolio enhancement.

Green Building: Driving Efficiency and Value

A decade ago, sustainable design was a forward-thinking choice. Today, it is the baseline for survival in a real estate landscape being redefined by climate pressures, rising energy costs and evolving regulatory expectations. Green building practices now form the foundation of a sustainable real estate strategy. What was once a niche concept has become a core principle shaping the future of real estate, redefining how buildings are designed, constructed and operated, to reduce environmental impact, improve occupant well-being and enhance long-term operational savings.

Green building practices commonly include the use of high-performance heating, ventilation, and air conditioning (HVAC) systems that optimize energy use, low-flow water fixtures to reduce water consumption and solar panels to generate clean, renewable energy onsite. Developers also prioritize recycled or sustainably sourced materials such as reclaimed wood, recycled steel, or low-VOC (volatile organic compounds) paints, to reduce negative effects on the environment.

Additional features include efficient insulation and glazing to improve thermal performance, smart lighting systems that reduce electricity use, rainwater harvesting systems for conservation and waste management strategies during construction to minimise negative environmental impact. Together, these practices help reduce operating costs, lower carbon footprints and create healthier, more comfortable environments for occupants.

Leading green building certifications such as Leadership in Energy and Environmental Design (LEED), Building Research Establishment Environmental Assessment Method (BREEAM), WELL Building Standard (WELL) and the National Australian Built Environment Rating System (NABERS) offer a standardised framework for assessing and benchmarking building sustainability. In Kenya, organizations such as the Kenya Green Building Society (KGBS) are at the forefront of promoting sustainable building practices, driving the industry toward a greener



future.

For investors, green building represents an opportunity to enhance both financial returns and long-term asset value by aligning with emerging market demands and regulatory trends. Investing in green building means benefiting from reduced operating costs, increased asset resilience, higher tenant attraction and retention, access to ESG-focused capital, improved regulatory compliance and a positive brand.

Ultimately, green building is not just a responsible choice, it is a strategy imperative for sustainable growth and competitive advantage in today's real estate market.

ESG Integration

The trajectory of real estate is increasingly shaped by the adoption of ESG principles throughout the entire lifecycle of buildings, from design to operation. For developers, investors, and asset managers, embedding ESG principles into real estate operations is essential not only to meet



regulatory demands and stakeholder expectations but to also position themselves for resilience, profitability, and leadership in a rapidly evolving real estate landscape.

Environmental stewardship in real estate goes beyond energy-efficient design and resource conservation. It involves a comprehensive approach to minimizing carbon emissions, managing water use, selecting sustainable materials and enhancing buildings' adaptability to climate risks. This proactive environmental focus reduces operating costs, mitigates regulatory risks and safeguards assets against the physical impacts of climate change.

The social dimension of ESG centres on people: tenants, communities and the workforce alike. Prioritizing occupant health through improved indoor air quality, access to natural light and safe inclusive spaces translates to higher tenant satisfaction and retention. Socially responsible developments contribute to community well-being by addressing affordable housing needs, promoting diversity and inclusion and fostering local economic growth. These efforts build goodwill from end-consumers and enhance overall brand credibility.

Effective governance ensures that ESG ambitions are translated into actionable policies, transparent reporting and ethical management practices. Good

governance mitigates risks related to compliance, corruption and operational inefficiencies while building investor confidence through accountability and consistent performance tracking.

Integrating ESG in real estate is no longer an optional add-on. It is a strategic imperative that drives financial performance and risk management. Properties that meet ESG standards attract a growing pool of conscious investors, command premium valuations and maintain competitive advantages in increasingly stringent regulatory environments.

Conclusion: The Future of Sustainability and ESG in Real Estate

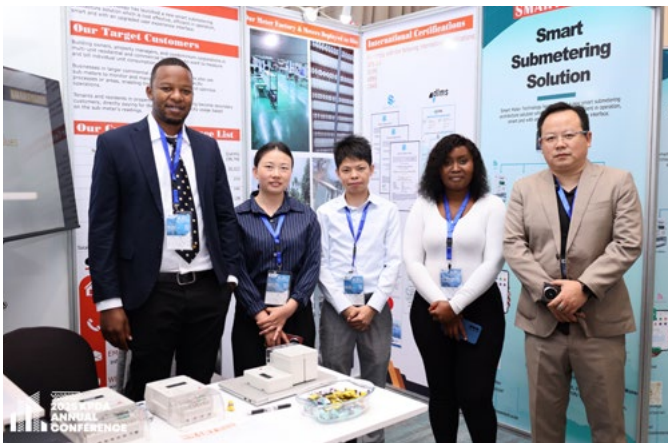
Sustainability and ESG considerations are fundamentally transforming the real estate sector, with properties that demonstrate strong sustainability performance poised to attract premium valuations. Conversely, assets that fail to evolve risk losing value in a market where environmental and social outcomes are increasingly weighed alongside financial returns.

The leading real estate developers and investors will be those that view sustainability and ESG not merely as a regulatory requirement, but as a strategic advantage to drive innovation, mitigate risks and unlock new avenues for long-term value creation.



2025 KPDA Annual Conference at Hyatt Regency Westlands on 25th September 2025









KPDA at the Sustainability as a Lifestyle Trend event by Kohler on 15th October 2025 at Villa Rosa Kempinski-Westlands, Nairobi



KPDA CEO Breakfast Forum on 15th July 2025 at Movenpick Hotel-Westlands, Nairobi





KPDA Mid-Year Corporate Networking Koroga Event at Barrels & Stools on 9th May 2025





KPDA & KNCCI MoU Signing Ceremony 2nd September 2025



KPDA at KNCCI National Governing Council Meeting 2nd October 2025



KPDA Meeting with Directorate of Occupational Safety and Health Services 26th August 2025



2025 KPDA Directory of Members as at November 2025

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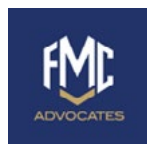
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AUDIT FIRMS & TAX ADVISORY CONSULTANTS




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ARCHITECTURAL FIRMS



BOOGERTMAN AND PARTNERS ARCHITECTS LTD
Allianz Plaza, 96 Riverside Drive, Nairobi
P.O. Box 2047 - 00606, NAIROBI.
Tel: 020 440 8990 / 0736 399 361
Website: www.boogertmanandpartners.com

ENGINEERING FIRMS



MULTISCOPE CONSULTING ENGINEERS LTD
809 Appplewood Adams Building, Ngong Rd
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RECON ENGINEERING INTERNATIONAL
Madonna House, Westlands, Nairobi.
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COULSON HARNEY LLP
5th Floor, ICEA Lion Centre, West Wing,
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Website: www.bowmanslaw.com



DENTONS (HAMILTON HARRISON & MATHEWS)
1st Floor, Delta Office Suites,
Waiyaki Way,
P.O. Box 30333-00100, NAIROBI.
Tel: +254 703 068000
Website: www.dentonshhm.com

CONTRACTOR FIRMS

TOWN PLANNING, URBAN DESIGN & LAND DEVELOPMENT



Questworks

QUESTWORKS
Questworks Place, Makueni Road & Vihiga
Road, Junction, Kileleshwa
P. O. Box 25520 - 00603, NAIROBI.
Tel: 0724 583 351
Website: www.questworks.co.ke



SALUTE SPATIAL SOLUTIONS

SALUTE SPATIAL SOLUTIONS
Salute@Greenpark Office Suite,
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W: www.salutegroup.co.ke

PROJECT MANAGERS

HEALTH & SAFETY SERVICE PROVIDERS



GLOBAL PROPERTY ADVICE
St Petersburg
P. O. Box 42882 - 00100, NAIROBI.
Tel: 0718 920 995
Website: www.globalpropertyadvice.com



MERHABA AFRICA LTD
7th Fl Pinetree Plaza
Kaburu Drive, Kilimani
P.O.Box 59493-00200, NAIROBI
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GIMARA INTERNATIONAL
KMA Apartment, Upperhill
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INTERIOR DESIGNERS



CLASSIC MOULDINGS LTD
Kellicoo Complex, Mombasa Road
P. O. Box 3936 - 00506, NAIROBI.
Tel: 0721 123 123
Website: www.classic-mouldings.com



SAJ CERAMICS LTD
Mombasa Road, Opp Doshi Hardware
P. O. Box 45244 - 00100, NAIROBI.
Tel: 020 3587001/2/3/4
Website: www.sajceramics.com



ZAYMAR INTERIORS
Mombasa Road, Nairobi - Kenya
E: info@zaymarinteriors.com
C: +254 713 444 434

**FURNITURE
MANUFACTURER**



PG BISON
Kampala road, Industrial area
P.O Box 45221-00100 Nairobi, Kenya
Cell: 0709427000
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**ALUMINIUM
FORMWORK SUPPLIER**



KUMKANG KIND EAST AFRICA LTD
The Mirage, Office 15A,
Chiromo Road, Westlands
P. O. Box 51034 – 00200, NAIROBI.
Tel: 020 - 250082/0714 078 661/0721 335 749
Website: kumkangkind.com

**CONSTRUCTION
COMPANIES**



MAPEI EAST AFRICA
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E: info@pgbison.co.ke

ROOFING MATERIAL SUPPLIERS



MABATI ROLLING MILLS
Mabati Rolling Mills Premises, Athi River,
Mombasa Road, Machakos, Kenya
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shop.mrm@safalgroup.com



REXE ROOFING PRODUCTS LTD
Taranaki Court, off Chania Avenue,
Kilimani - Nairobi, Kenya
C: +254 704 646664
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**CONSULTANTS-
ELEVATORS &
ESCALATORS**



PRITAK CONSULTANTS
Suite 1, Lange Court, Milimani Road,
P.O Box No 51647, 00100, Nairobi

ELEVATORS & ESCALATORS, PARKING SYSTEMS SOLUTIONS, SANITARY PRODUCTS MANUFACTURERS



ELITE TOOLS
3 Bamburi Road, Industrial Area,
Nairobi, Kenya
Tel: 0788 600500
Email: industrial@elitekenya.com ,
elevators@elitekenya.com



KONE EAST AFRICA LTD
Crowne Plaza Annexe, 13th Floor
Along Kenya Road
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Tel: +254 709823000
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THORN ELECTRICALS LTD
Haji Issa Complex, Kuguru Loop Rd, Nairobi
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Website: www.maxipark.africa



GEBERIT
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E: alex.henderson@geberit.com
Website: www.geberit-global.com



KOHLER EAST AFRICA CORPORATION LTD
Ikigai Westlands, General Mathenge Drive,
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contact.africa@kohler.com
Website: www.africa.kohler.com

SECURITY COMPANIES



SSL SECURITY LTD
NITF - ASK Showground Off Ngong Rd
E: info@sslsecurity.co.ke
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SHOPPING MALLS



THE VILLAGE MARKET
Village Market, Limuru Rd, Nairobi
C: 0207122488
E: admin@villagemarket-kenya.com

ASSOCIATIONS



REITS ASSOCIATION OF KENYA (RAK)
 55 Westlands Road
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Institution of Surveyors of Kenya

INSTITUTION OF SURVEYORS KENYA
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 Email: info@isk.or.ke

FINANCIAL INSTITUTIONS/MORTGAGE BANKS, INSTITUTIONAL INVESTORS, ASSET & FUND MANAGERS



Centre for Affordable Housing Finance in Africa

CENTRE FOR AFFORDABLE HOUSING FINANCE IN AFRICA
 P.O Box 72624-2122
 Parkview, South Africa
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 Email: info@housingfinanceafrica.org
 Website: www.housingfinanceafrica.org



FSD KENYA
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 Riverside, Riverside Drive
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 Website: www.fsdkenya.org



HOUSING FINANCE CORPORATION
 Rehani House-Koinange St, Nairobi.
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 Website: www.hfgroup.co.ke



ILAM FAHARI I-REIT
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 Chiromo Road, Westlands
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INTERNATIONAL HOUSING SOLUTIONS (IHS-KENYA) LTD
 Eldama Park, Tsavo Block, 3rd Floor.
 Eldama Ravine Road, Westlands
 NAIROBI
 Tel: +254 719 44 77 77
 Website: www.ihsinvestments.co.za



KCB BANK KENYA LTD
 18th Floor, Lonrho House
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 Website: www.kcbbankgroup.com

KPDA Individual Members

1.	Peter Kibugi	Developer
2.	Manmit Jabbal	Architect
3.	Rotimi Rilwan	Professional Services
4.	Mercy Mugure	Engineer
5.	Stephanie Notter	Real Estate Agent
6.	Henry Musangi	Architect
7.	Kirk Katwa	Quantity Surveyor
8.	Lloyd Crosby	ICT Professional
9.	Eugene Okinyi	Project manager
10.	Luis Wahome	Lawyer

11.	Banice Gikonyo	Property manager
12.	Phoebe Obara	Lawyer
13.	Purity Maina	Lawyer
14.	Larry Siboe	Architect
15.	Dennis Moroga	Lawyer
16.	Lucy Mwangi	Waste Management Specialist
17.	Erastus Katani	Quantity Surveyor
18.	Edinnah Arati	Lawyer
19.	Franklin Opil	Project Manager

Event Schedule

2 0 2 5

20TH
NOV 2025
7:00AM TO 10:30AM

CEO'S BREAKFAST

VILLA ROSA KEMPINSKI - WESTLANDS, NAIROBI

5th
December
2025
Sigona Golf Club

KPDA **Golf** Tournament and End of Year **Barbeque**

Full Circle: Conversations, Connections and
Celebration in Good Company

The background is a collage of three images: a close-up of a latte with intricate latte art on the left, a golfer in mid-swing on a green golf course in the center, and a blurred wooden interior on the right.

SPONSORSHIP BROCHURE

2025 KPDA Golf Tournament and End of Year Barbeque

Platinum Partner

KES 650,000 (1 slot) (VAT Excl.)

Premier partner with maximum visibility and strategic association with KPDA's leadership events.

Value Highlights:

- Recognized as Official Platinum Partner across all three events.
- Opportunity to deliver a 10-minute address at the CEO Breakfast Forum.
- Prominent logo placement on all event collateral (backdrops, banners, invitations, social media, press releases).
- Dedicated branding zone (stand/booth) at the CEO Breakfast and Golf event.
- Recognition in all press and post-event communication.
- 6 complimentary invitations to the CEO Breakfast Forum.
- 12 complimentary playing slots at the Golf Tournament.
- 4 complimentary invitations to the Koroga Networking Evening.
- Option to provide branded merchandise for VIP guests.
- Mention during opening and closing remarks at each event.
- Company profile featured on KPDA's website and newsletter for one month.
- Complementary full-page advertising on the next issue of the KPDA Developers Digest magazine
- 1 min marketing video of your organization's products and/or services in all three events and on KPDA social media platforms.



Gold Partner

KES 500,000 (2 slots)
(VAT Excl.)

Prominent exposure + access to top-level decision-makers.

Value Highlights:

- Recognized as Gold Partner for the CEO Breakfast Forum and Golf Tournament.
- Logo inclusion on event backdrops, program, invitations, and all social media posts.
- 4 complimentary invitations to the CEO Breakfast Forum.
- 8 playing slots at the Golf Tournament.
- 3 complimentary invitations to the Koroga Networking Evening.
- Branding opportunity at the Golf tee box area.
- Option to distribute promotional materials at all events.
- Recognition in event press coverage and post-event thank-you note.
- Complementary half-page advertising on the next issue of the KPDA Developers Digest magazine
- 1 min marketing video of your organization's products and/or services in all three events and on KPDA social media platforms.



Merchandise Sponsor

Kshs. 500,000 (VAT Excl)
(Golf Event Exclusive)

Positioning: Lifestyle-focused exposure and brand recall through experience.

Benefits:

- Branding on player kits, T-shirts, caps, wrist bands or goodie bags.
- Recognition as Official Merchandise Sponsor for the Golf event.
- Opportunity for a 5-minute presentation during awarding ceremony
- Logo on golf banners and acknowledgment during prize-giving.
- 5 complementary invitations to the Koroga Networking Evening.



Networking Evening Sponsor

(Cocktail Sponsor) – KES
400,000 (VAT Excl)

For brands that thrive where deals meet celebration — the ultimate after-hours visibility.

Value Highlights:

- Exclusive branding of the End-of-Year Networking Evening.
- Naming rights: “KPDA End-of-Year Networking Evening, powered by your Brand.
- Option to co-curate the experience — from décor to branded cocktails or a thematic activation.
- Logo on digital invitations, backdrops, and the event’s photo wall.
- Special mention during the CEO Breakfast Forum and Golf Tournament as the Networking Partner.
- Opportunity for a short address or toast during the evening.
- Dedicated sponsor spotlight post and media mention.
- Two complimentary invitations to the CEO Breakfast Forum and Golf Tournament.



Silver Partner

KES 300,000 (VAT Excl.)
(2 slots)

Consistent visibility + quality networking.

Value Highlights:

- Recognized as Silver Partner across the events.
- Logo featured on event materials and KPDA social media posts.
- 2 complimentary invitations to the CEO Breakfast Forum.
- 2 playing slots at the Golf Tournament.
- 2 complimentary invitations to the Corporate Networking Evening.
- Acknowledgment during event openings and closings.
- Option to include branded giveaways for attendees.



Bronze Partner

KES 150,000 (VAT Excl)
(Open)

Affordable visibility + quality engagement.

Value Highlights:

- Recognized as Bronze Partner across the two events.
- Logo inclusion on event banners and digital materials.
- 2 complementary invitations to the CEO Breakfast Forum.
- 1 playing slot at the Golf Tournament.
- 2 complementary invitations to the Koroga Networking Evening.
- Acknowledgment during closing remarks.



Hole in One Sponsor

KES 150,000 (VAT Excl)
per hole (Golf Event
Exclusive)

Targeted brand exposure on the course.

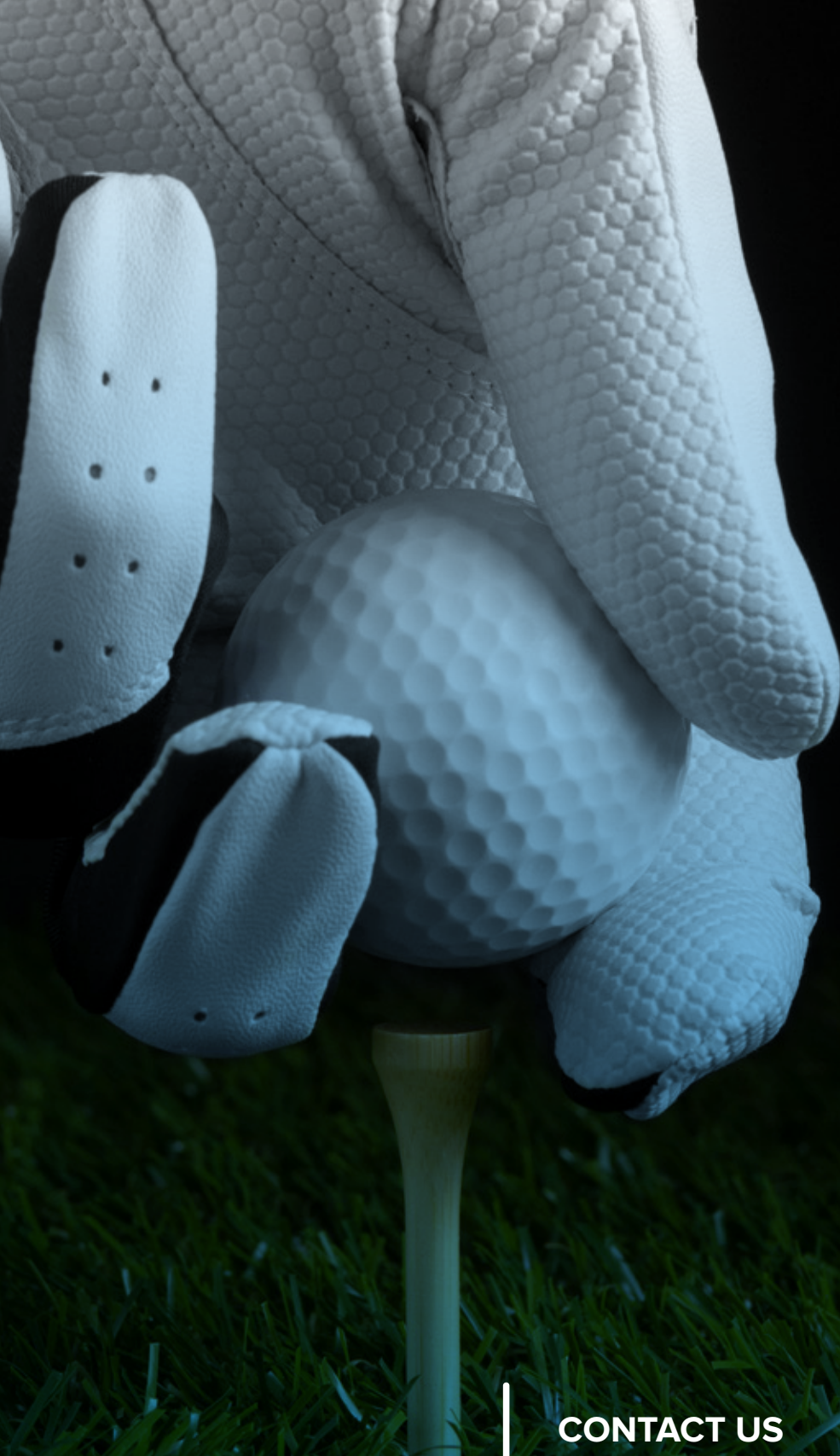
Value Highlights:

- Branding at one golf hole (flag, signage, banner).
- Recognition as Fairway Sponsor during prize-giving ceremony.
- 1 playing slot at the Golf Tournament.
- 5 complementary invitations to the Koroga Networking Evening



Differentiation Snapshot

Tier	Visibility	Engagement	Speaking Role	Complimentary Passes	Golf slots	Exclusive Perks
Platinum (650K)	Maximum – all events + digital	Direct (keynote/panel)	☑	6 CEO, 4 Golf, 4 Koroga	4 ball	Branding zone, video feature
Gold (500K)	High – all materials	Partial (Q&A participation)	☑	4 CEO, 3 Golf, 3 Koroga	4 ball	Tee box branding
Silver (300K)	Moderate	Networking only	✗	3 CEO, 2 Golf, 2 Koroga	2 ball	Giveaway option
Bronze (150K)	Entry-level	Networking	✗	2 CEO, 1 Golf, 2 Koroga	1 ball	Recognition only
Merchandise Sponsor (500k)	Golf-only	Branding on kits	✗	0 CEO, 0 Golf, 1 Koroga	4 ball	Merch branding



CONTACT US

For sponsorship, partnership, or attendance inquiries, please get in touch with us:

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