

# NYERI REAL ESTATE INVESTOR MEMORANDUM (WORD FORMAT)

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## NYERI REAL ESTATE INVESTMENT MEMORANDUM

Confidential Investor Document

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### 1. PROJECT OVERVIEW

This document presents a structured residential rental development opportunity located in Nyeri, Kenya, with a strategic focus on high-growth suburban corridors such as Narumoru and surrounding expansion zones.

The project responds to increasing housing demand driven by population growth, urban decentralisation, and rising commuter movement between Nyeri town and its surrounding settlements.

The development is designed as a long-term income-generating rental asset rather than a speculative property flip, ensuring stable and predictable cash-flow potential for equity partners.

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### 2. INVESTMENT CONCEPT

The core concept is a **mixed-unit rental development model**, comprising:

- Bedsitters
- One-bedroom units
- Two-bedroom units

These units are designed to serve:

- Working professionals
- Small families
- Students and trainees
- Commuters working in Nyeri town and surrounding hubs

The model prioritises **affordable, high-occupancy rental housing**, targeting consistent demand rather than luxury segmentation.

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### **3. STRATEGIC LOCATION FOCUS (NYERI OUTSKIRTS MODEL)**

The investment is strategically positioned in Nyeri outskirts rather than central town due to:

- Lower land acquisition costs
- Higher scalability potential
- Emerging housing demand corridors
- Expansion of commuter residential zones

Areas such as Narumoru and adjacent growth corridors are experiencing gradual but consistent demand pressure due to population redistribution and infrastructure-linked settlement expansion.

This creates a **first-mover advantage in emerging rental clusters**.

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### **4. PROJECT STRUCTURE (SPV MODEL)**

The project is structured under a **Special Purpose Vehicle (SPV)** framework.

Key characteristics:

- Equity-based participation only
- Transparent governance structure
- Defined investor roles and contribution levels
- Ring-fenced project risk within SPV entity
- No unsecured lending or informal financing arrangements

This ensures professional investment handling and protects all participating stakeholders.

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### **5. DEVELOPMENT ROADMAP**

The project will be executed in structured phases:

#### **Phase 1: Land Acquisition**

Identification and securing of suitable land within targeted growth corridors.

#### **Phase 2: Planning & Approvals**

Architectural planning, regulatory approvals, and compliance processing.

### **Phase 3: Construction Execution**

Phased construction of rental units based on demand-aligned rollout.

### **Phase 4: Occupancy & Rental Activation**

Tenant onboarding, rental structuring, and income stabilisation.

### **Phase 5: Expansion / Reinvestment**

Reinvestment of returns into additional units or adjacent developments.

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## **6. PARTNERSHIP MODEL**

The project seeks **strategic equity partners** to participate in:

- Land acquisition funding
- Development capital injection
- Structured joint venture participation

Returns are expected through:

- Rental income distribution
- Capital appreciation of assets
- Potential expansion-driven equity growth

All participation is governed by formal agreements under SPV structure.

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## **7. RISK MANAGEMENT & GOVERNANCE**

The project incorporates structured risk management principles:

- Controlled phased capital deployment
- Market-aligned rental pricing strategy
- Location diversification within Nyeri outskirts
- Governance under SPV legal framework
- Transparent reporting to equity partners

This reduces exposure while maintaining scalable upside potential.

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## **8. MARKET OPPORTUNITY**

Nyeri and its surrounding corridors are experiencing:

- Increasing demand for affordable rental housing
- Limited supply of structured mid-income units
- Rising commuter-based residential expansion
- Growth in education and small business migration

This creates a sustainable rental demand environment suitable for long-term investment.

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## **9. CONFIDENTIALITY NOTICE**

This document is strictly confidential and intended for qualified investors only.

It does not constitute a public offering or solicitation of funds. Distribution is limited to selected investment discussions under private negotiation frameworks.

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## **10. CONTACT INFORMATION**

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