

AMCCO

PROPERTIES

TWA AMINIKA

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issue
4





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FROM THE DIRECTOR

It has been 4 successful years of offering real estate solutions in the Kenyan market. I celebrate each and every client who believed in us. Honors to each and every client that has come back again to buy with us. Thank you to all those who have referred client to us.

We have been consistent with the kind of products we offer in the market and while at it have kept our word in delivering

Amcco Properties four years is just a snippet of the opportunities in the Kenyan real estate market. We have ensured our clients enjoy ROI's of between 40 to 60%.

In the 4 years we have managed to strengthen the company structures, which have enabled us circumvent hard business times, case in point, the floods and GEN Z protests in 2024. Our structures have ensured we remain on top.

At our 4th Year Amcco Properties has had to look at bigger opportunities within the real estate market. As a result, in 2024, Amcco will LAUNCH its Diaspora strategy, with an aim to grow our presence and **MARKET SHARE** within the Kenyans in Diaspora.

As we focus on our 5th year in 2025, Amcco's growth will be determined by our ability to continue serving existing clients and also embracing new markets.

Lastly, thank you to AMCCO PROPERTIES Staffs that work each and every day to ensure all our clients are Happy.



JAMES MUTURI
Managing Director

HR DEPARTMENT

2024 has been a great year for us as Amcco Properties Limited. We have witnessed some tremendous growth on all fronts. We have managed to keep our staff attrition rate below the acceptable market rate. Our retention rate is admirable in the industry. We pride ourselves to have retained our best staff members who have been with us since inception. This becomes our legacy. Our strategy in 2024 was to expand and grow our market share. We are grateful to God as we have achieved this remarkable milestone to be the market leader with the highest market share among our competitors in this locality. We have done this thanks to our dedicated staff members who have brought nothing but their best when it comes to handling our clients.

At the heart of our operations lie our people. We have sub-divided our staff members into Admin, Sales, Logistics, Digital and legal departments. The clear segmentation helps us to be able to serve you, our customer, in the best way we know how. We continue to grow and our growth is geared towards serving our already existing and anticipated customers in the best way we can.

This year, we took cognizance with the fact that our clients would wish to visit our sites daily. We rolled out having site visits on each and every day; including Sundays! The uptake from you, our clients, is admirable. Your feedback has assisted us to serve you better. We cannot thank our staff enough for this dedication. We yearn to be better daily.

This time round, we have come to appreciate our diaspora clients in a special manner. We understand the challenge they go through to ensure that due process has been followed while purchasing land. In keeping to the promise, we undertake a thorough process on their trusted emissaries so that their land ownership process is seamless and without drama. To this effect, we have recently launched a dedicated desk to handle all our diaspora clients' queries. This ensures that all questions are answered at the right time with respect to the different time zones we enjoy. Always feel free to reach out to us, anytime.

As the year draws to a close, we promise you the best. We have many upcoming projects all geared towards helping you fulfill your desire to own a home. You have believed in us, we ask you to continue the belief in us. We wish you a blessed festive season as you end 2024 on a high.

Ken Munyua
Human Resource Manager

BUSINESS DEVELOPMENT

At AMCCO Properties, we recognize the pivotal role land ownership plays in shaping Kenya's real estate landscape. Our journey has been driven by the commitment to offering prime, affordable plots with genuine title deeds, a commitment reinforced by our deep understanding of the market and unwavering dedication to customer satisfaction. The role of Business Development Department is pivotal in steering these efforts, driving growth, and shaping the future of sales in the business.

A Strategic Vision for Market Domination

Our approach to land selling is deeply rooted in strategic planning and market insight. By focusing on areas like Kikuyu, Ngong, Kamangu, Thigio, and Gikambura, we have effectively identified locations poised for growth. This strategic focus has allowed us to anticipate market trends and adapt our offerings to align with client needs, including providing ready-to-settle plots that suit both investors and first-time landowners. This means not just identifying lucrative markets but also recognizing emerging opportunities and evolving buyer preferences. Working closely with the Senior Management, we set ambitious yet achievable targets, using data-driven insights to guide our decisions and prioritize areas where we can gain a competitive edge in the industry.

Understanding the Market: A Data-Influenced Approach

Our philosophy to market research in Kikuyu and Ngong goes beyond conventional analysis. We delve into the details, scrutinizing demand patterns, competitive landscapes, and the factors driving growth in the different regions. By leveraging a combination of traditional market analysis from the local brokers and cutting-edge data analytics, we gain insights that inform every aspect of our sales strategy to meet the client's needs. This allows us to stay ahead of trends, adapt to shifts in the market, and identify opportunities that are best for our clients. Our online and offline client acquisition strategies are designed to attract the right buyers, and we go the extra mile to provide personalized solutions that meet their unique needs when it comes to structuring the payments.

By maintaining open lines of communication through our social media platforms and offering exceptional service, we ensure that our clients remain loyal partners, contributing to a steady pipeline of repeat business and referrals.

Leveraging Strategic Partnerships for Greater Reach

No business succeeds in isolation, and in the realm of the real estate industry, strategic partnerships are a crucial component of our success. We have cultivated relationships with key stakeholders across the real estate ecosystem, from local communities and land brokers to financial institutions including but not limited to Cooperative and NCBA Bank and service providers. During the course of the year, we have partnered with Kenya National Chamber of Commerce and Investment (KNCCI) as a member. These alliances have enabled us to expand our reach, enhance the value we offer, and create a network of resources that supports our clients throughout the sales process both locally and in the Diaspora. By working collaboratively with these partners, we not only drive sales but also foster a community of shared growth and mutual benefit.

Leading a High-Performance Team

A successful business development strategy requires more than just a vision; it requires a team capable of executing that vision with precision and dedication. At Amcco, our approach to team leadership is grounded in fostering a culture of excellence, where each member is encouraged and supported to reach their full potential. Our structure of dividing Sales people into various teams under a manager and an assistant manager has enabled us achieve this. In addition, through continuous training, clear goal setting, and a focus on results, we empower our team to exceed expectations. Collaboration is at the heart of our ethos, and we ensure that the business development team works closely with other departments, such as operations, accounting and legal, to provide a seamless experience for our clients.

Elevating Our Brand and Expanding Our Presence

The reputation of our company is a key asset in our industry, especially when it comes to the selling land, and our brand represents a promise of Professionalism, Integrity, Customer Focus, and Progressiveness - "Twa Aminika". We actively engage in brand development efforts, from representing the company at high-profile industry events to executing targeted marketing campaigns we have positioned ourselves as thought leaders in the real estate market in Kenya and Kiambu County, we elevate our brand and create a sense of value that extends beyond the properties we sell. This has been characterized by the various accolades and awards that the company has received in 2024 including but not limited to: A Triple Win for AMCCO Properties at Starbrands Awards 2024: Best Selling Company, CEO of the Year, and To Our Influencer Fastest Growing Brand

Navigating Risks with a Compliance-First Mindset

AMCCO prioritizes compliance and risk management, ensuring that every transaction adheres to the highest legal and ethical standards. Our dedication to issuing genuine title deeds and staying abreast of regulatory changes safeguards our clients' interests and enhances our credibility. When it comes to real estate, compliance is not an option but a necessity. By working closely with the legal team, we address potential issues before they escalate, safeguarding our clients and the company. Staying informed of changes in real estate regulations allows us to proactively adapt our strategies, ensuring that we remain compliant while seizing new opportunities.

Dennis Wandera
Business Development Manager



As a sales manager I have fostered a high-performing team. This involves training and mentoring my team members, resulting in improved individual performance and higher team morale. I have also managed to implement strong sales processes and systems that streamline performance ensuring efficiency and effectiveness in lead generation and follow-ups. All this efforts have yielded efforts.

I have also built strong relationships with clients; due to my excellent customer service it has led to repeat business and referrals. Furthermore, I have managed to analyse market trends and adapt strategies accordingly which has helped a lot in making sales both individually and as Team eagles.

Bringing my team to stability in terms of performance has been my greatest achievement so far. when we began, my team used to face significant challenges, including shifting market dynamics and increased competition, however through a strategic planning and a renewed focus, we have made remarkable progress. our sales figures have consistently improved each quarter.

As I focus ahead, my team and I are excited to build on this momentum, our focus will remain, ensuring that we not only meet but exceed our sales goals . I am proud of what we have accomplished together as a team and optimistic about the future.



Sharon Chepngetich
Sales Manager



Rosemary Wangui
Sales Manager

As we close another successful year, I am filled with immense pride and gratitude for the incredible journey we've shared at Amcco Properties Limited. As the Sales Manager, it's a privilege to reflect on our accomplishments and to set our sights on the exciting opportunities that lie ahead.

At Amcco, we are not just selling properties; we are helping people build their dreams, secure their investments, and find a place they can call home. That purpose drives everything we do. Whether it's a young family looking for their first home or an investor seeking a solid opportunity, our team has worked tirelessly to ensure we deliver quality, trust, and value in every deal.

This past year has been a testament to our collective resilience and adaptability. The market may have presented challenges, but we have continued to thrive, thanks to a clear focus on customer needs, leveraging cutting-edge technology, and nurturing long-standing relationships. Our approach is simple yet powerful: we put the customer first and ensure that every interaction they have with Amcco is a positive, memorable experience.

As we look to the year ahead, we remain committed to pushing boundaries and setting new standards in the industry. Our goal is to continue expanding our portfolio while enhancing the quality of service that has become synonymous with Amcco Properties. With an emphasis on sustainable development, smart technologies, and building stronger client relationships, we are poised for even greater achievements.

To our clients, thank you for trusting us with your dreams. We value each partnership and promise to keep exceeding your expectations.

And to my team: you are the backbone of our success. Together, we will continue to achieve remarkable things, growing stronger with every challenge and opportunity. Here's to another year of growth, success, and building dreams together!

Being part of this journey as both a salesperson and a Sales manager has allowed me to witness firsthand the immense growth and achievements we have collectively accomplished. At the start of the year, we set ambitious goals, including the launch of several high-potential projects and I am proud to say that our projects in Kikuyu and Ngong Suswa have been among the most successful ventures we've undertaken. These locations have proven to be ideal for investors, offering excellent opportunities for growth and development.

Our primary focus has always been our clients, and seeing investors find their perfect plots gives us great satisfaction. Through consistent communication, personalized consultations, and a deep understanding of their needs, we have helped them secure property that aligns with their financial goals and future dream. Whether it's a plot in Kikuyu for immediate development or land in Ngong Suswa for long-term investment, our clients' trust in us continues to grow, reflecting in the increased referrals and repeat business we have seen this year.

Our digital marketing team has been at the forefront - from targeted social media campaigns to email marketing, their work has significantly boosted our visibility in the market. One of our most significant achievements this year has been meeting and surpassing our sales targets. Thanks to the collective effort of our sales teams, we have managed to close more deals than ever before. This year, we focused on training and developing new sales members, ensuring they are equipped with the knowledge and skills to succeed. As we celebrate these milestones, we know that this is just the beginning. Our mission is to continue growing, learning, and achieving even greater heights.



Diana Chepkemoi
Sales Manager



Eliud Kahihu
Sales Manager

As we approach the close of another year, I want to take a moment to reflect on our journey as Amcco properties. This year has been filled with both challenges and successes, and together, we've navigated through them with resilience and determination. I'd want to acknowledge and celebrate the incredible wins we've achieved. From hitting our sales targets to settling so many Kenyans in the heart of Kikuyu and Ngong. Through this sales we will continue to drive growth in the years to come. We pledge to continue having good projects and issuing title deeds efficiently as we have been doing to ensure our esteemed clients have a smooth land ownership journey. Lastly, I want to thank each and every one of you for shopping with us and being part of the journey. Without your contributions, none of our successes would be possible. Let's make 2024 our best year yet!



Since joining AMCCO Properties, I have witnessed incredible growth and a steadfast commitment to delivering value to our clients. Our focus on exceptional customer care has transformed how we connect with investors, ensuring they find their ideal plots effortlessly.

The capability of our team is a cornerstone of our success. Together, we have launched new projects every month, reflecting the demand and potential in the thriving areas of Kikuyu and Ngong. This ongoing growth has been recognized through several prestigious awards, making us proud to stand out in the industry. We were honored as the Best Land Selling Company and Best Value-Added Land Selling Company at the 2024 REAL ESTATE 100 Awards. Additionally, we received the title of Best Property Investment Company at the 2024 Pacesetter Awards. A special highlight was our Managing Director being named CEO of the Year, a testament to exceptional leadership and vision. These accolades reflect our dedication to excellence and the trust our clients place in us.

Being part of AMCCO Properties means embracing the principle of “Twa Aminika,” which reflects our commitment to building lasting relationships and a brighter future for all. Together, we are paving the way for success—one plot at a time!



Christine Sayia
Asst. Sales Manager



Joshua Kisilu
Asst. Sales Manager

As a Sales Assistant Manager, I am pleased to share an update on our progress since the beginning of the year. We commenced 2024 with a strong emphasis on enhancing our customer service and promoting our products, enabling investors to acquire their ideal plots of land. This commitment to customer satisfaction has played a crucial role in our significant sales growth.

One of the major changes this year has been our innovative training approach, designed to equip our sales staff with the knowledge and skills necessary to provide exceptional service. This initiative has had a profound impact on our team’s performance and our client relationships.

We have successfully launched new projects every month, driven by a remarkable increase in inquiries and interest in the thriving areas of Kikuyu and Ngong. Our digital team has been at the forefront, leveraging targeted online marketing, optimizing our social media presence, and utilizing data analytics to engage wider audiences and boost overall revenue. If you are considering an investment, don’t overlook the opportunities in Kikuyu! Looking ahead, we are excited to continue capitalizing on the ever-growing “Heart of Kikuyu.” As we prepare for a bustling holiday season filled with exciting promotions and new inventory, I am confident that the dedication of our sales team, combined with the innovative efforts of our digital team, will lead to even greater results by year-end. Together, we are well-positioned for continued success.



Elizabeth Njoki
Asst. Sales Manager

My name is Elizabeth Njoki, Assistant Manager Team Panthers. I represent management in the Amcco Academy Department. This department was formed to train the new sales people who join our team and ensure they become the best sales executives.

Throughout the year, I've witnessed continuous growth in the sales academy program. At the start, the sales interns are taught from scratch about sales in terms of real estates, how to handle clients, the challenges faced and the market flow in the areas we sell land.

The managers and assistant managers take turns in the training program and instill knowledge about the dos and don'ts in the real estates profession. The interns later join teams and this is where we qualify them to become sales executives.

The sales interns have been aggressive, hardworking and eager to learn more on the job. Results of this dedicated effort are evident as it shows through improved sales performance, increased confidence in terms of pitching, customer service, and being able to tackle the challenges that they face in sales.

It has been a joy serving the new sales people in the Amcco Academy, seeing them become better sales people and ensuring they catch up with the Amcco way of work.

At Amcco Properties Ltd, the close relationship between the administrative and operations teams is essential in maintaining seamless business processes. These two functions work hand in hand to manage several key areas:

Digital Marketing: In the real estate industry, our digital marketing efforts are crucial for reaching clients and promoting properties. The operations team at Amcco ensures the smooth execution of digital campaigns, overseeing the technology and tools needed to manage social media, websites, and online listings.

Logistics: Whether it's managing property visits or coordinating with sales executives, logistics plays a vital role in keeping Amcco's properties well-maintained.

General Office Management: Maintaining an organized and efficient office environment is essential to supporting Amcco's workforce. The admin team manages the office facilities, ensuring that supplies are in place and systems run smoothly, while operations streamline processes to keep daily activities moving forward without interruptions.



Lilian Mwangi
Asst. Manager Admin and Operations

INFLUENCERS

At Amcco Properties, our brand ambassadors embody the spirit of our mission – to make land ownership accessible and valuable for every Kenyan. Their dedication, passion, and trust in our vision help amplify our message and connect with future property owners. We are proud to have them represent us as we continue to grow and transform lives through land investment.



PROJECT UPDATES

It's impressive to see your company's growth and success in the Kikuyu and Ngong land market over the past four years. Here's some of our achievements in the regions in 2024



Fahari Gardens Thigio by Amcco



Sunset Ridge Kamangu by Amcco



Riftview Estate Thigio by Amcco



Royal Gardens Phase One by Amcco



Silver Crest Estate Thigio by Amcco



Ngong Spring Phase One by Amcco

PROJECT ON SALE



ROYAL GARDENS 3
LOCATION: KAMANGU
300M FROM TARMAC

1.4M

CASH DEAL



KAMANGU GREENS 4
LOCATION: KAMANGU
1.5KM FROM TARMAC

899K

CASH
DERAL



SILVER CREST ANNEX
LOCATION: THIGIO
TOUCHING TARMAC

1.8M

CASH DEAL



**NGONG SPRINGS 2
LOCATION:NGONG
-SUSWA RD.
TOUCHING TARMAC**

650K
CASH DEAL

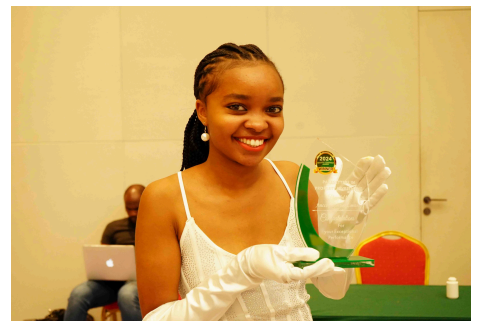
As we look back on 2024, Amcco Properties celebrates a year of remarkable achievements. This year has been a testament to our continued commitment to providing Kenyans with affordable and valuable land investment opportunities. The projects we've undertaken have reinforced our reputation as a trusted leader in the real estate market. The photos displayed above are just a small representation of the groundbreaking projects we've worked on this year. In total, we have successfully sold out 10 prime projects across various strategic locations. These projects have offered buyers not only affordability but also the opportunity to invest in serene, well-planned environments with long-term value. Currently, we have 5 ongoing projects that continue to attract new interest, further establishing Amcco's place as a key player in the industry.

At the core of our operations is the belief that every Kenyan deserves access to property that combines both value and quality. This philosophy has guided us as we navigate the ever-evolving real estate landscape, ensuring that our offerings meet the needs of aspiring homeowners and investors alike. Our portfolio features diverse land options, ranging from picturesque countryside plots to properties in rapidly growing urban areas, giving our clients an array of opportunities to choose from.

Amcco's trajectory is undeniably upward. Each new project builds on our legacy of excellence, reinforcing our commitment to developing sustainable communities and creating wealth for Kenyans. We continue to strive for innovation in land development, ensuring that every investment with us is sound and future-proof.

As we move forward, Amcco Properties remains dedicated to settling Kenyans in prime locations that promise both immediate benefits and long-term growth. Our goal is to make land ownership a reality for more Kenyans, offering them the chance to secure their futures through well-priced, strategically located plots. With every project we embark on, we reaffirm our dedication to providing quality, affordability, and value in the real estate market.

AWARDS



EVENTS AND UPDATES





TITLE DEEDS

At Amcco Properties, nothing is more rewarding than seeing our clients become proud landowners. The collage above showcases some of our most memorable moments in 2024, as we issued title deeds to our clients, fulfilling our promise of secure and valuable land ownership.

Each title deed represents trust, security, and a commitment to making land ownership a reality for more Kenyans. As we continue to grow, we remain dedicated to helping our clients invest confidently in their future.



AWARDS



Harmony Estate

PRIME RESIDENTIAL PLOTS

100M OFF TARMAC!

**BIG
SALE**



THIGIO, KIKUYU

2.2M
CASH OFFER



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