THE PROPERTY BOUTIQUE

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INTRODUCTION

Joint Venture is a business agreement where two or more parties (usually companies) agree to pool resources for a specific project or purpose where each business retains its individual identity but shares risks, ownerships and rewards of the venture. Joint ventures explain how companies collaborate to enter into new markets. develop products or expand their reach without merging entirely.

WHY JVS

They are often formed to combine expertise, access new markets or to share costs of large-scale projects

TYPES OF JVS

Equity JVs
This is whereby each party contributes capital and resources in exchange for equity shares in the new entity. Both companies own a portion of JV and share in the profit and losses

Contractual JVS
Companies collaborate without forming a separate legal entity they work together based on their roles responsibilities and profit-sharing arrangements.

HOW DO JVS WORK

JVs involve a formal agreement where the parties define terms, roles and responsibilities of each participant

- **Establishing the purpose and goals**
- **Defining the structure and ownership** i.e. how much each party will invest and what percentage of ownership each will hold on equity JVs
- **Allocating resources and expertise** e.g.- financial investment, technology, intellectual property and human resource
- **Establishing governance and policy making processes -** this includes establishing a board of directors and management team to assist in decision making thus helping to handle conflicts and offer clear directions to both parties
- **Managing financials and profit distribution**- it requires clear agreements on how profit and losses will be shared, clearly this are distributed in proportion according to each party's equity stake. Operational costs eg salaries, marketing and production
- **Handling risks and Exit strategies**- The parties need to establish risk management strategies and contingency plans incase the venture encounters operational or financial difficulties. Clear Exit strategies are essential in dissolving the partnership if necessary

- **Performance Monitoring Adjustments** – Both parties need to monitor its performance to ensure its meeting its objectives and to see any adjustments needed in case of underperformance sometimes brought about due to shifting consumer preferences or other issues.

BENEFITS OF JVS

For companies looking to grow or expand this is an opportunity to:
Access to new markets - e.g. foreign market partnering with local firms that understand local and regional regulations, culture and business landscape
Shared costs and risks - large projects often come with huge costs and risks, pulling resources to share financial burden
Combining expertise - this creates synergies that would be difficult to achieve individually

CHALLENGES OF JVS

1. **Conflict of interests**- this comes due to parties having different strategic goals or priorities leading to disagreements. Best way to mitigate this is having effective communication and clear governance structure are essential to mitigate the risks
2. **Cultural differences** – different countries or industries that do JVS have different management style, decision making policies and business practices hence leading to differences and misunderstanding bridging the gap is essential for the venture to succeed
3. **Shared control and decision-making-** challenges this bring about delays and disagreements

Real Estate Investment Trends in Kenya & Our Value Proposition

Kenya's real estate sector continues to attract strong interest from local, regional and international investors, driven by urbanization, infrastructure expansion and a growing middle class. Investors are increasingly seeking **structured, transparent, and end-to-end solutions** that reduce risk and simplify market entry.

Key trends shaping investor demand include:

Integrated real estate services
Investors prefer platforms that combine sourcing, due diligence, advisory, and transaction support under one roof, rather than engaging multiple service providers.
Joint ventures and development partnerships
There is rising interest in land-owner–developer and investor–developer partnerships, particularly for residential, mixed-use and commercial developments in high-growth locations.
Demand for credible market intelligence and due diligence
Foreign and diaspora investors, in particular, value professional guidance on land tenure, zoning, feasibility and regulatory compliance before committing capital.
Focus on yield, scalability, and exit strategy
Investors are prioritizing assets with clear income potential, strong fundamentals and defined exit options, supported by professional structuring and advisory.

Positioning as a One-Stop Investment Partner

As a property boutique, we position ourselves as a **strategic link between investors and real estate opportunities in Kenya**, offering a seamless, end-to-end experience. Our role goes beyond brokerage to include:

- Identification and curation of vetted investment opportunities
- Market entry advisory and investment structuring
- Due diligence coordination and risk assessment
- Facilitation of joint ventures and investor–developer partnerships
- Liaison with professionals, regulators, and key stakeholders

- The existence of multifaceted departments ensures efficiency, coordination, accountability and optimal use of resource management for our valued clients

By consolidating these services, we simplify the investment journey, reduce execution risk and provide investors with a trusted local partner from entry through growth and exit.

Service	Description
Strategic Marketing	Promote your property to targeted investor audiences.
Initial Due Diligence	Verify land ownership and key documentation.
Investor Facilitation	Connect you to potential investors through curated listings.
JV Advisory	Support deal structuring and investor engagement for joint ventures.

The fees listed here below cover marketing, due diligence, facilitation, and JV advisory services, providing a transparent and value-driven approach to linking landowners with investors.

Land Size	Fee (KES)
0.05 – 2 acres	1,000
3 – 5 acres	1,500
5 – 10 acres	3,000
10 acres and above	5,000