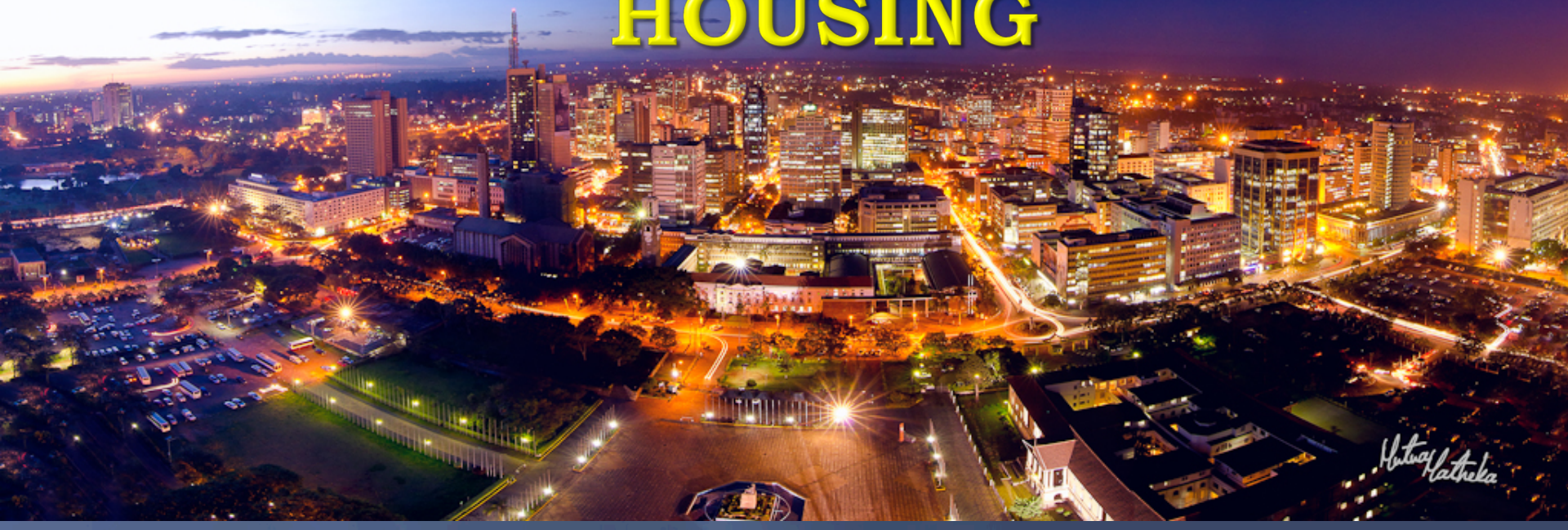


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**acorn**

# **THE ROLE OF PRIVATE SECTOR IN RENTAL HOUSING**



*Hatwa Hatheka*

# RESIDENTIAL - WALLET SHARE

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### 3. Mixed Use Retail and Rental Housing

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**Problem:** The demand for TO LET mixed commercial and residential units for floating Middle IS HUGE

**Definition:** Mid-sized commercial space in the form of bedsitters and small shops within the Nairobi Metropolitan that is conducive for growing small business

### 3. Mixed Use Retail and Residential

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**Opportunity:** To provide small commercial and offices for SME's and Informal sector together with rental residential for youth aged 21 -35



# THE OPPORTUNITY

## MIXED USE DEVELOPMENT OPPORTUNITY IN NAIROBI

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**Employed Population : 14 Million**

❖ **% Employed Population earning over Kshs. 50,000/= : 3.5 Million (25 %)**

❖ **% of the above Employed Population that are aged 21 – 35 years i.e. youth (70%) : 2.45 Million**



# THE OPPORTUNITY

## MIXED USE DEVELOPMENT OPPORTUNITY IN NAIROBI

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- ❖ **% of the above Employed Youth (mostly single living in Nairobi Metropolitan area (60%)) : Kshs. 1.47 Million  
Say 1.5 Million**
- ❖ **Average rent paid by this Group : Kshs. 20,000**
- ❖ **Average Total Monthly rent paid by this Group : Kshs. 30 Billion**



# THE OPPORTUNITY

## MIXED USED DEVELOPMENT OPPORTUNITY IN NAIROBI

- ❖ **10% Market Share Capture ( Acorn Target) : Kshs. 3 Billion**  
**Annual Rent from market share : Kshs. 36 Billion**
- ❖ **Total Asset Value at 10% Cap for this market : Kshs.360 Billion (Asset under Management)**



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**THANK  
YOU**