

Our dear members,

The months of July, August, September and October 2010 will go down the history of the real estate business in Uganda as a time when AREA scored great success in terms of promoting real estate agency as profession. With the signing of a Memorandum of Understanding between AREA- Uganda and RealtyServer East Africa Ltd, it is hoped that AREA will finally achieve their dream of a centralized database.

AREA got to offer the Real estate Brokerage Management and sales training in October as promised and 9 lucky participants will be getting their certificates during the Annual General Meeting.

The C.E.O, Vincent Agaba, had a successful trip to the Netherlands in a bid to create international networks and to explore great opportunities for AREA-Uganda. Details about this trip can be found at the secretariat.

We continue to enjoy our monthly meetings and this time we were hosted in July 2010 by Akright Projects Ltd. In September 2010, we hosted Andrea Procopio from Business Against Crime Uganda who educated members about how to be security conscience in this era of terrorist threats and in October we had an interesting topic 'Information Technology in real estate- MLS database.'

We also launched the sale of AREA T-Shirts. Among other activities; In October we participated in a number of activities most notably, the World Habitat day celebrations which took place in Entebbe Namate Ground on the 4<sup>th</sup> October 2010, 13<sup>th</sup>-14<sup>th</sup> October we participated in the Land and Property fair organised by Buganda Land Board and 14<sup>th</sup> -16<sup>th</sup> October we hosted a trainer all the way from USA to train AREA staff on how to run an association.

Besides all the above we were invited to a number of meetings for example; the COMESA,



The queen of Buganda inspects the AREA stall during the Land and Property fair 14<sup>th</sup> October 2010.

SADC and PRO-INVEST conference and the AFRES conference.

Details of all the above and much more is given below.

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**AREA-UGANDA CONTINUES TO EXPAND: NEW MEMBERS, LEADERSHIP and STAFF**

- AREA-Uganda **membership** continues to expand, and currently has 80 members (27 corporate members, 26 Individual Members, 11 Associate Members and 16 Student Members).
- AREA-Uganda recruited another **staff member** based in the USA. **Selma Scheewe** is volunteering on a part-time basis as Program development Assistant, and will be helping with some of the program development and communications work at the secretariat.



We happy to inform you that **Sabiti Bageine** is the new **Chairperson Education Committee** replacing Annette Lubega Ntulume . Sabiti Bageine is one the few real estate agents who are blessed with so many years of experience. He has been invited several times to give a lecture on the topic of valuation.

**The Executive Committee**

AREA is currently managed by:

- Nicholas Arinaitwe – President
- Judy Rugasira Kyanda – Vice President
- Judith Kugonza-Treasurer
- Andrew Mukiibi -Publicity
- Shirley Kongai -Secretary
- **Sabiti Bageine** -Education
- James Njoroge- Finance and Sponsorship chairperson
- Jerome Richard Mukasa- Discipline chairperson

**Membership**

AREA membership is still exclusively open to:

- Real estate agencies (corporate members)
- Real estate agents/ professionals,(Individual member)
- Organizations with interest in real estate business (Associate member)
- Students

We therefore encourage all those who are in these categories to join the Association. Come and be part of the change you want to see in the real estate business in Uganda.

**ANNUAL GENERAL MEETING**

The association is organizing the first ever Annual General Meeting since AREA-Uganda came into existence to take place in December 2010. Details of this will be communicated to the AREA members very soon. Watch the space.

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**International Trade facilitation exhibition held at Lugogo showground.**

The Private Sector Foundation of Uganda (PSFU) organized a two-day International Trade facilitation exhibition on the 27-28<sup>th</sup> July 2010 at the Lugogo UMA showground in the main exhibition hall. The event attracted so many associations from the different sectors of the economy and different ambassadors of trade from different countries.

Among others were the Minister for trade tourism and Industry, Executive Director of Uganda Investment Authority, The commissioner of Uganda Revenue Authority, The Chairman board of Directors Bank of Uganda, The executive director PSFU, and many other dignitaries from other countries.



The Administrator (Catherine Nanteza) talking to the Minister of Trade Tourism and Industry during the Trade show

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**SKILLS TRAINING FOR AREA STAFF AND MEMBERS**



Judith and Nicholas in the AREA-Uganda office during her visit 14<sup>th</sup> -15<sup>th</sup> October 2010 to conduct a staff training program of AREA members.



Real estate brokerage management and sales training participants pay close attention.

Judith Lindenau from IRPF, USA came to AREA-Uganda to conduct a skills training for staff of AREA. Judith inspired the AREA staff and board members with her 30years working experience on how to run a successful business association. Following this training, we should expect a lot of good changes next year once the knowledge acquired is put into actions.

The association also conducted for second time the Real Estate Brokerage Management and

Sales Training course at UMI 20<sup>th</sup> -22<sup>nd</sup> October 2010. The course was enriched to include 2 topics; property maintenance and management and basic finance and accounting for real estate. As we get more and more real estate practitioners trained soon you will need a certificate in real estate agency to practice. We advise all our members to undertake this refresher course as a means of promoting real estate agency as a profession.

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**AREA REPRESENTATION AT RECENT MEETINGS**

AREA-Uganda was invited to the launch of the Land Information System (LIS) at Imperial Resort Hotel Entebbe. The Land Information System aims at computerizing the information storage at the Ministry of Lands Housing and Urban development. On the 15<sup>th</sup> October we were invited to a Dinner by Buganda Land Board when they were launching their 5-year corporate plan. This is also targeted at computerising the land registry at Buganda Land Board. This will lead to automated IDs which look like ATMs as a simple and more advanced mechanism of storing information compared to the Land titles which get damaged with time if not stored well.

We also invited to the African Real Society (AFRES) conference 26<sup>th</sup> -28<sup>th</sup> October in Naivasha and Rachael Mirembe a member of the Education Committee represented AREA. She was in the company of 4 other members of AREA. Then 28<sup>th</sup> -29<sup>th</sup> October the President of AREA-Uganda represented AREA at the COMESA, SADC, EAC Tripartite Infrastructure development conference in Nairobi.

Members of AREA were also invited by Uganda Investment Authority to meet aspiring investors from Mauritius. The 4man delegation from Mauritius was here to gather information on possible investment areas and real estate was one of the major areas they were looking at.

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**AREA-UGANDA PARTICIPATES IN THE WORLD HABITAT DAY CELEBRATIONS AT NAMATTE GARDENS, ENTEBBE AND THE LAND AND PROPERTY FAIR AT BULANGE MENGO**

AREA-Uganda administrator talks to the Chief guest Hon. Michael Werikhe and other special guests during the event.

AREA-Uganda was one of the stakeholders in the world habitat day celebrations that was sponsored by UN-Habitat and the Ministry of Landa Housing and urban development. The event was officiated by the Minister of state for Lands housing and Urban development and the theme was “ Better City Better Life” with major emphasis on low cost housing.



**THE LAND PROPERTY FAIR 13<sup>TH</sup> -15<sup>TH</sup> OCTOBER 2010**



Special Guests pose for a Photo at the opening of the Land Property fair on 13<sup>th</sup> October 2010 at Bulange Mengo.

AREA-Uganda also participated in the Land and Property Fair organized by Buganda Land Board and Ministry of lands Housing and Urban Development. This has been so far the most successful real estate expo in Uganda.

**AREA T-SHIRTS ON SALE**

In a bid to increase funds for running the secretariat AREA-Uganda made T-shirts which are very good quality sold at 25,000Uganda shillings only. Each member and well wisher is encouraged to buy one as a way of supporting the cause of the association.



**THE MULTIPLE LISTING (MLS) DATABASE MOU SIGNED**

The MLS is soon becoming realty, World Bank IFC has in principle shown interest in sponsoring this project and we signed a Memorandum of Understanding between AREA-Uganda and RealtyServer East Africa Ltd, to begin the technical work related to the MLS. On the 10<sup>th</sup> September 2010, at Speke Hotel, RealtyServer East Africa Ltd and AREA-Uganda signed a

Memorandum Of Understanding which will lead to the long awaited MLS becoming a realty.

The Director of RealtyServer East Africa Ltd (Wayne Berth) and the C.E.O of AREA-Uganda (Vincent Agaba) after signing the MOU as the Publicity Secretary witnesses



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**MONTHLY MEETINGS**



Alex Kamukama (in a black suit) tells the interesting myth about the "Eve tree" during the July monthly meeting at Kakungulu Estate.

**Akright Projects Ltd sponsors the July monthly meeting at Kakungulu Estates**

The July monthly meeting took place at the Kakungulu Estate owned by Akright Projects Ltd who were the sponsors of this meeting. Members were welcomed by the Finance Director of Akright Projects Ltd Mr. Alex Kamukama. It was an educative, informative, entertaining and relaxing moment for all members who participated. We took a tour of the huge Kakungulu Estates, the most exciting part was the hunt for the eve tree and the bus ride. Members were treated a barbecue and lots of drinks at Bwebajja hotel after.

The September monthly meeting had a special guest from Business Against Crime Uganda who also launched the sale of AREA T-shirts. In October monthly meeting we had an interesting topic: Information technology in Real estate- MLS database. The turn up these days has increased to over 50people attending every meeting. This is because meetings are interactive, educative and entertaining. We normally have some new and interesting every month.

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**SPONSORS NEEDED!**

AREA is calling upon banks, interior decorators, insurance companies and any other companies with an interest in real estate to come and sponsor our events which include trainings, educative talks and monthly meetings. These meetings attract between 30-50 agents and agencies who are a channel to clients for the group mentioned above. At AREA we make sure one benefits from sponsoring our events.

**ADVANTAGES FOR SPONSORSHIP**

- Promote professionalism of real estate agents/brokers as a marketing tool for your products
- Maximize brand visibility by displaying your marketing materials during our trainings
- Place your banners at the venue during any of the above events that one is sponsoring
- Network with institutions and companies present
- Media privileges to promote your involvement with the AREA- UMI training
- Include your company on the list of our partners
- Give a brief presentation during the training and the handover cocktail

The packages of sponsorship include;

1. Trainings; AREA intends to carry out 6 trainings this year. The package of sponsorship for this event is; Gold = 4,000,000/= per training, this has other added benefits that the sponsor enjoys throughout the year. Silver =
2. 3,000,000/= per training and Bronze = 2,000,000/= per training. If one wants to sponsor more than 3 trainings the price is negotiable. These sponsors have exclusive advertising rights during the months of the training.
3. Monthly meetings and educative Talks; this is a quarterly package that can be extended upon request by the sponsor. Gold = 2,000,000/- per month this too comes with extra benefits. Silver = 1,000,000/= per month and Bronze is 800,000/-

### **Call to Action!**

For details and any other inquiries feel free to visit our office at ESAMI Building, plot 52 Bombo road, ground floor or contact the office administrator at [info@areauganda.org](mailto:info@areauganda.org) or call +256 312 114277/ +256 772 637525

All real estate practitioners are hereby warmly invited to join AREA as we struggle to professionalize the real estate business in

Uganda. The ball is in your hands you can change the image of real estate agency in Uganda by joining the association is professionalizing the real estate business. Together we can paint a better image for the betterment of all Ugandans.

**Please pass this newsletter to your colleagues.**