

Happy New Year dear members,

November 2010, December 2010 and January 2011 were very exciting months for they brought to table a whole new aroma to the growth of AREA-Uganda. For the first time in history AREA-Uganda organised a cocktail event depending solely on her account, thanks to the core support for AREA from the International real Property Foundation (IRPF).

Three very crucial things happened to AREA-Uganda in this period, IRPF extended their contract with AREA-Uganda, the African Real Estate Society (AFRES) promised to facilitate an exchange program for the AREA-Uganda secretariat and AREA launched the Code of Conduct for AREA-Uganda members, which they will be swearing to very soon.

The Code of Conduct project was started on by Pamela Hedstrom of IFC World Bank under the Uganda Primary Mortgage Market Initiative (UPMMI) in 2009. In 2010, AREA-Uganda hired a law firm to finalize document and on the 17th December 2010 this Code of Conduct was launched by the Permanent secretary in the Ministry of Lands Housing and Urban Development.

We continue to improve the monthly meetings making them more educative and interesting. In November 2010, the Chief Guest was the Head of the Mortgage Department in Housing Finance Bank who is also the Chairman for the Mortgage Association of Uganda. The topic for discussion was Mortgages and Real estate. In December 2010 we changed venue for the monthly meeting and this time we went to the Chinese Fang Fang Hotel along Nakasero Road where we were given a special Chinese Cocktail party.

We opened the new year with the "Multiple Listing Service (MLS) Database training". Following on the earlier introductory session, this training was very hands on and those who participated will be given a password to access the database. The database is already up and running. For those who missed, there is another round coming soon.



C.E.O welcomes participants to the MLS training

The monthly meetings continue to attract more and more participants and have contributed a lot to the increase in AREA-Uganda's membership.

We also attended several high-level stakeholders meetings with the Ministry of Lands Housing and Urban Development and I am happy to inform you that the first draft form for registering agents at the Ministry of Lands Housing and Urban development is out. We also met the Executive Director of AFRES at our secretariat and there are so many good things expected from this meeting as will be explained below.

The East African Regional Real Estate Training Centre is ready to roll. Meetings are going on and soon it will be unleashed; just keep your ears to the ground. Details of all the above and much more can be found in this newsletter.

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MEMBERSHIP

AREA-Uganda now has 86 members (27 corporate members, 29 Individual Members, 11 Associate Members and 19 Student Members).

We are expecting an intern from the United States of American thanks to the tireless efforts

by one of our staff based in New York Ms. Selma Scheewe.

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.

AREA-Uganda STRATEGIC PLAN RETREAT

International Real Property Foundation with the support of USAID has offered to sponsor the Strategic plan retreat which is scheduled to take place **14th -16th March 2011** and will be moderated by a consultant from IRPF Ms. Judith Lindenau who is a professional realtor endowed with many years of experience in running associations. This event will be attended by the Executive Committee and the Secretariat. Please take note that during this period AREA-Office will be closed.

AREA-Uganda meets AFRES at AREA – Uganda office.

The Executive Director of African Real Estate Society (AFRES) met with the Secretariat and the President of AREA-Uganda on the 26th January 2010 at the AREA-Uganda office on Bombo Road. The meeting was more of getting to know how the two organizations can work together.

The major outcomes of this meetings are;

1. AREA-Uganda is to write a concept note on an exchange program in which the administrator will be visiting other real estate associations in West Africa and South Africa to see how other associations operate. This is more of a practical skills training for staff. AFRES Executive Director promised to facilitate this exchange program.



The Executive Director of AFRES poses with the AREA Administrator, The President and the C.E.O.

Details of this meeting can be found at the secretariat

2. A Memorandum of Understanding between AFRES and AREA-Uganda will be drafted to mark an official partnership between the two organizations.
3. The C.E.O of AREA-Uganda will be attending the AFRES board meeting in Kigali on 30th March 2011 as an observer after wards he is scheduled to meet with one the board members to discuss the Resource Centre.



The Executive Director of AFRES, hands over the first book as a contribution to the Resource Centre. Realty Server East Africa also gave AREA-Uganda 5 copies of the MLS manual. The Resource Centre is soon becoming a realty.

SKILLS TRAINING FOR AREA STAFF AND MEMBERS



Akin of AFRES, Nicholas (President AREA) and Catherine (Administrator) having lunch at Fang Fang Hotel.



Students of the Makerere University Adult Education and Community development pay attention during a public lecture by AREA-Uganda.

Members are informed that the next Real estate management and brokerage training will be taking place in March 2011. Booking for this training is to Start beginning of March 2011. AREA-Uganda staff training is also going on at Private Sector Foundation of Uganda (PSFU) every last Friday of the month starting in January 2011 to April 2011.

SHOREBANK INTERNATIONAL MEETS AREA-UGANDA

AREA-Uganda met with Anna Fogel a Business Analyst and Zaigham Rizvi a Senior Consultant of Shorebank International who are in Uganda doing a research for Shelter Afrique on the concern of low cost housing in Uganda. These two had heard about AREA-Uganda through Pamela Hedstrom who helped support AREA-Uganda in its early stages when she was still working with IFC World Bank. Anna and Zaigham wanted to know more about AREA-Uganda and the real estate business in Uganda. More about this meeting can be got from the AREA-Uganda secretariat. Anna and Zaigham praised the association for their tremendous growth and success in such a few months. We keep our fingers crossed as regards what good can come out this meeting.

AREA-UGANDA LAUNCHES THE MEMBERS' CODE OF CONDUCT

On 17th December 2010, the long awaited Code of Conduct for AREA-Uganda Members was launched by the Permanent Secretary in The Ministry of Lands Housing and Urban Development.

For those who have not renewed their subscription you better do it now and for those who have not joined the association as members this is the time!

An Intern at work during an AREA-Uganda event

What is left now is the Real estate Agency Law but in the meantime the draft forms for registration of agents at the Ministry of Lands Housing and Urban Development is out. AREA-Uganda is reviewing a draft Memorandum of Understanding with the Ministry of Lands Housing and Urban Development. **Soon it will be only members of AREA-Uganda who have undertaken the course and are fully paid up that will be transacting business as agents in the ministry.**



AREA-Uganda Visits Makerere University Kampala



We held a public lecture at Makerere University Institute of Adult and continuing education in November 2010 which was facilitated by the C.E.O of AREA-Uganda Mr. Vincent Agaba who was accompanied by a member of the executive committee Mr. James Njoroge and the administrator of AREA Ms Catherine Nanteza. The first Public lecture took place at Makerere University Business School, where we met students of Bachelor of real estate management. This is another form of publicizing AREA-Uganda.

Members of the Guild Council of Makerere University pays close attention during the Public Lecture by AREA Uganda.

AREA T-SHIRTS ON SALE

The sale of AREA-Uganda T-Shirts continues. Please hurry and get yourself another one if you have bought one already. The T-Shirt still goes for 25,000shs. Each member and well-wisher is encouraged to buy one as a way of supporting the cause of the association.

The chairperson Finance and sponsorship committee happily donates a T-Shirt to the Chairman Institute of Adult and Continuing Education



THE MULTIPLE LISTING (MLS) DATABASE TRAINING ON 28TH JANUARY 2011



On the 28th January 2011, the first MLS training took place at Fairway Hotel for 2 hours. The MLS, which is already up and running, is the first of its kind here in Uganda. All you need to access it is a password. So those who missed the training missed out on how to use this MLS. Over 50 people were trained on how the database works, how to use it, and what the benefits of this technology are for the user. The Director of Realty Server East Africa Ltd Mr. Wayne has also met some of the AREA-Uganda members in December to in a bid to understand the market.

Some of the participants during the MLS training are working hard to figure out how to best use this new technology.

MONTHLY MEETINGS



In **December 2010**, there was no monthly meeting rather we had an **end of year cocktail at Fang Fang Hotel** which attracted close to 110 participants. The chief guest was the Permanent Secretary in the Ministry of Housing Land and Urban Development Mr. Gabindadde who was accompanied by the Commissioner for Estates, Arch. Kyeyune Sewajjwa and the Director for Housing Mr. Walaaga William and other staff from the Ministry of Land Housing and Urban Development. We launched the Code of ethics and also handed over certificates to the graduates of the October 2010 Real estate and broker management class.

Members pay close attention during the monthly meeting.

AREA-Uganda Monthly Meetings Become more and more educative.

The **November 2010** monthly meeting took place at Fairway Hotel, the topic for discussion was **Mortgages and Real estate** facilitated by the Head of Mortgages Housing Finance Bank who happens to be the Chairman Mortgage Association of Uganda Mr. David Dansor. Participants asked so many questions about this topic and Mr. Dansor answered all of them. Participants noticed that 2 hours was not enough for such an exciting topic, therefore they requested AREA-Uganda organizes another mortgage training in 2011 which we promised to think about.

In **January 2011** we had the first **MLS training** for the users of the MLS which is already up and running and after the trainings we will be launching it soon. Members of AREA need a password to access the MLS. 50 participants were trained on 28th January 2010 at Fairway Hotel.

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 = 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.
2. **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 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.