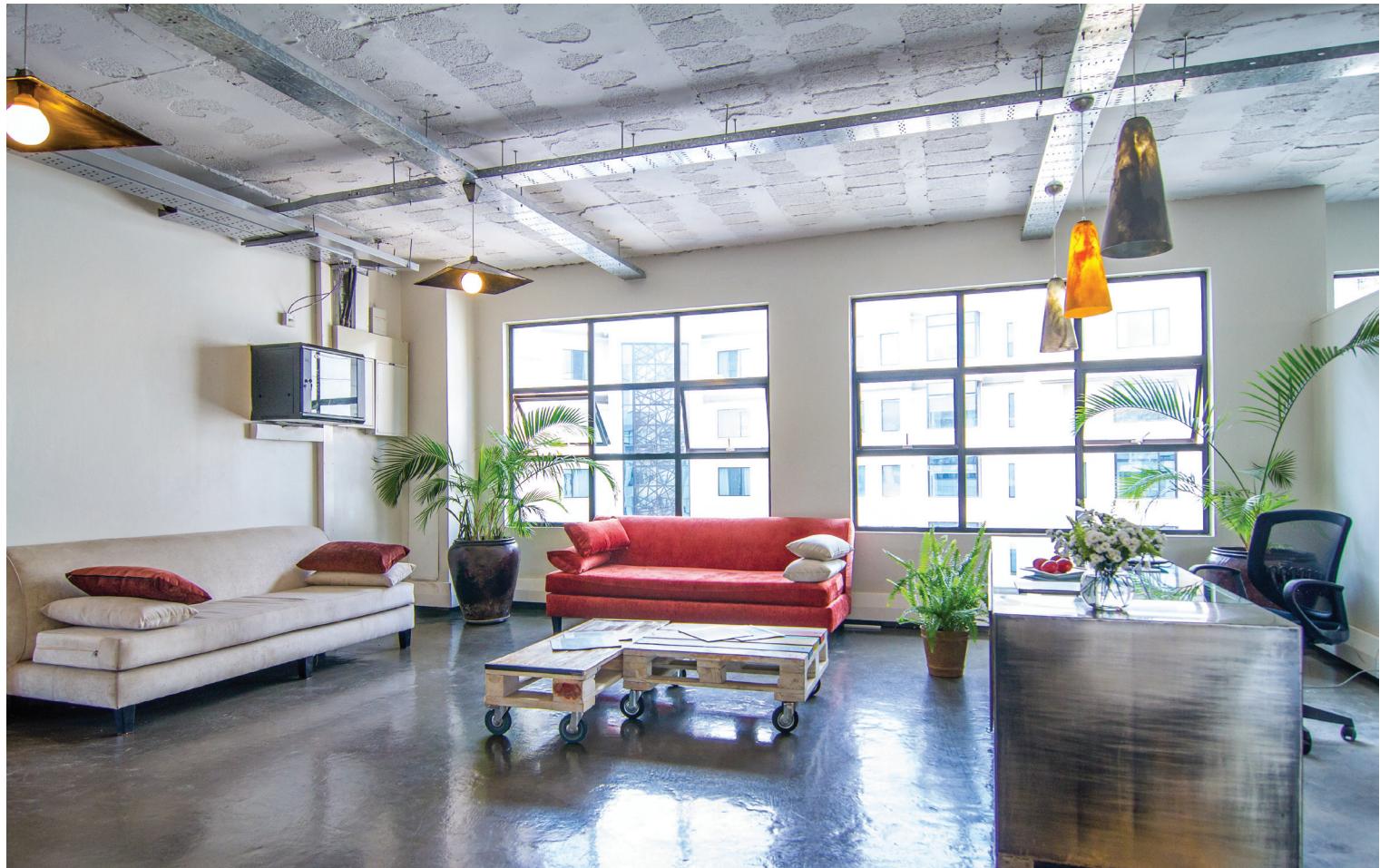




at work



WORDS
**NIK
JACKSON**

IMAGES
**GEOFFERY
MWANGI**

LEFT
RECEPTION

RIGHT
**THE SALES TEAM
THE KITCHEN**

At Play with BRK

Inside BuyRentKenya



BuyRentKenya, known affectionately as BRK, was set up and officially launched in July 2012 by co-founders Jamie Pujara and an old university friend, Nicholas Adamjee. The idea to create an online buy/rent portal came about at the beginning of 2011 when Nicholas was visiting Nairobi and wanted to know about investing in property in Kenya.

Jamie offered a helping hand in compiling the research, but quickly found himself having to shop around to multiple newspaper articles and magazines; it occurred to him that if they were able to move the search online, they would create a much more efficient and transparent platform that would benefit both the seller and buyer. That's where the idea of BRK came in.

The basic premise of BuyRentKenya is to get all the properties for sale and rent online in one central place, meaning that if you are a property seeker you can visit the site and easily - and effortlessly - see what is available in different sectors across Kenya. As a property seller you are easily able to upload your property so that you can reach a targeted audience of property buyers. "In short, BuyRentKenya is an online property market place where we provide a platform for property developers, real estate agents and managers to

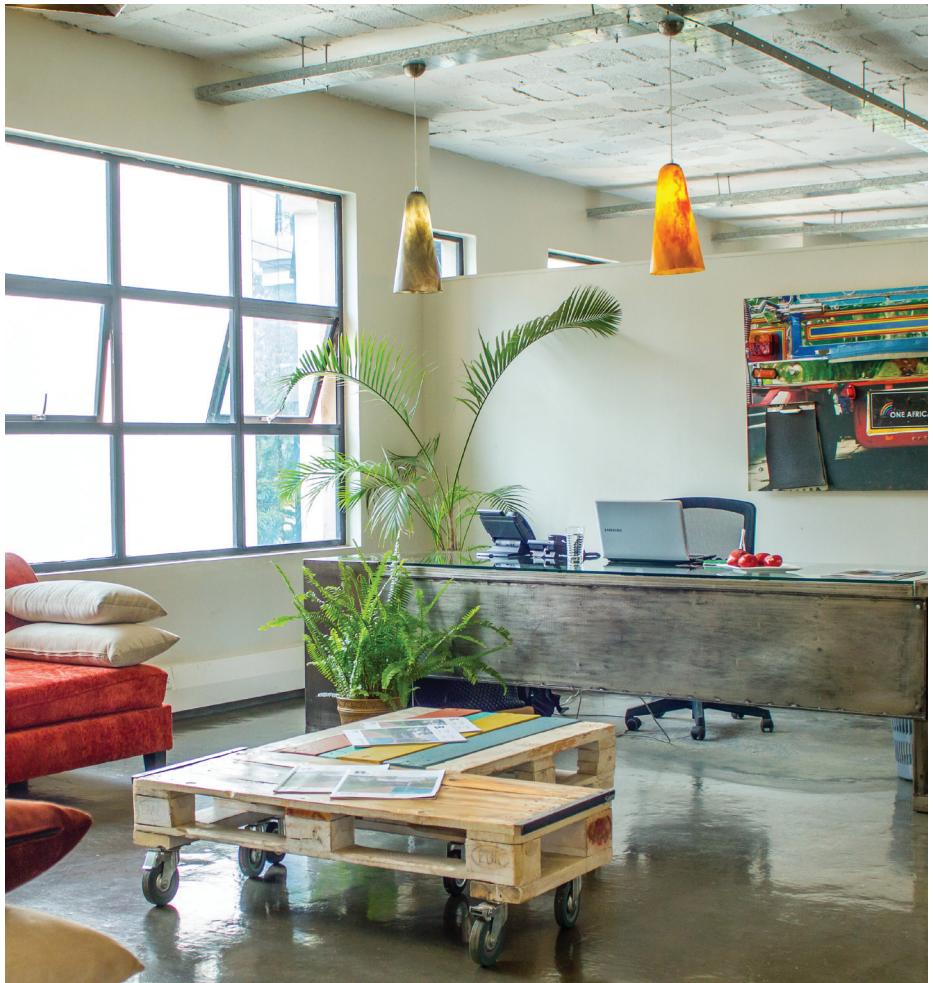
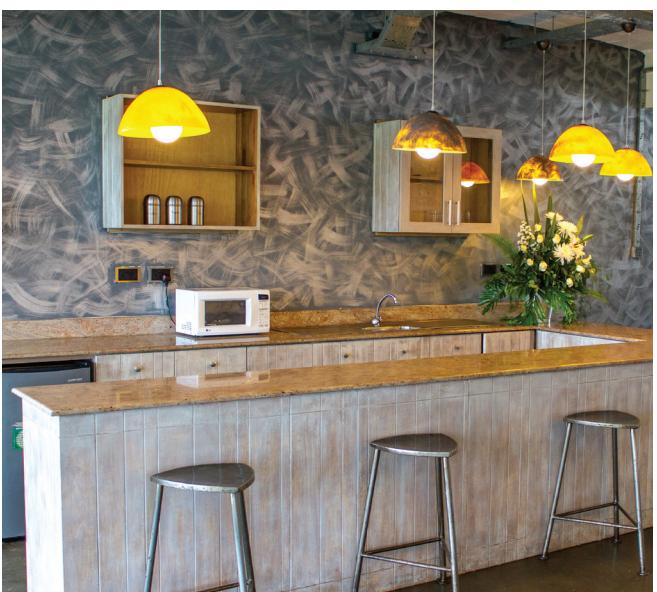




B. AT WORK | **AT PLAY**

CLOCKWISE FROM
LEFT

JAMIE PUJARA
ARTWORK
THE KITCHEN
COLLINS NALIMAE
THE RECEPTION





B. AT WORK | AT PLAY

interact with property seekers and ultimately trade."

BRK work as a pay to advertise model, meaning one pays to put their listing on its platform, but BRK don't take any commissions in the sale or rental. The highly experienced sales and field team intricately examine each of the properties submitted to the platform, ensuring full transparency on both client and customer sides.

With headquarters located on the 5th Floor of the Grosvenor Building, 14 Riverside, The B. Magazine team got an exclusive look at the BRK offices this month.

Designed by interior architect Francesca Vianello Modola, (*see our exclusive feature with Francesca on pg. 18*), the look and feel of the office blends playful furniture and art pieces with a very modern and sophisticated look, mirroring the warehouse and lofted stylings of London and New York. A distinctly local feeling is brought in through the funky 'street' themed artwork adorning the walls and floors of the space.

This relaxed environment very much mirrors the ethos of BRK. Jamie and the management team, Lizzie Costabir (Marketing Director), Alex Van Praag (General Manager) and Collins Nalimae (Sales Director) foster an environment that allows for a relaxed, enjoyable yet productive work day that encourages positive results. And it seems to be working. The five main teams are Sales, Business Development, Business Intelligence, Marketing and IT. And with a growing team year on year, Jamie and Nicholas are creating a truly dynamic enterprise.

"With new developments coming up, BuyRentKenya hope to be a ground breaker in the Kenya property market," says Jamie. "We know that as the real estate market in Kenya grows, property will be advertised and transacted online. We need to be at the forefront of that movement."

"We want to consolidate the Kenyan market and then branch out to other growing African markets, including plans to move into Uganda, Tanzania, Rwanda, Zambia."

For more about BRK, visit www.buyrentkenya.com

CLOCKWISE FROM RIGHT

ALEX VAN PRAAG

LIZZIE COSTABIR

THE RECEPTION

