



## Company Profile

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## Company Profile

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### Brief Background

**Roack Consult Limited** has been incorporated in Kenya under the **Companies Act Cap 486** of the Laws of Kenya since **1<sup>st</sup> November 2010**. The firm, through its directors/consultants, operates under the provisions of the **Valuers Act Cap 532** and the **Estate Agents Act Cap 533 of the Laws of Kenya**.

The firm, **Roack Consult Ltd (RCL)**, offers high-level consultancy services in the entire spectrum of real estate investment arena. At **RCL**, we believe that for an investment in real estate to meet its objectives, be they financial, social, political and cultural, it must be founded on a strong foundation (and hence our 'Roack') and must continuously grow positively. **RCL** is, therefore, the "rock" on which to anchor your investment in real estate.

The principal consultants are **Dr. W. Ojiambo Oundo PhD** and **Luke Okeyo Madende**.

- **Dr. W. Ojiambo Oundo** holds a PhD degree in Land Economics (with specialization in real estate investment analysis), M.A. (Land Development-specializing in property management) and B.A. (Land Economics), 1<sup>st</sup> Class Honors, all from the University of Nairobi. **Dr. Oundo** has over 20 years of real estate consultancy experience in the fields of valuation, land use resources evaluation, property management, facilities management, estate agency, feasibility studies, projects management and real estate investment portfolio analysis and restructuring gained in Kenya, Uganda, Rwanda and the rest of the East African region. He is a full member of the Institution of Surveyors of Kenya and a registered and practicing Valuer (Valuers Registration Board) and Estate Agent (Estate Agents Registration Board).
- **Luke Okeyo Madende** is a graduate of B.A. Land Economics from the University of Nairobi. He is a Full Member of the Institution of Surveyors of Kenya and a Registered Valuer (R.V.) by The Valuers Registration Board in accordance with the Valuers Act, Chapter 532 of the Laws of Kenya. He holds a current and valid Valuers Practising Certificate. He is also a Registered Estate Agent (R.E.A) by The Estate Agents Registration Board in conformity with the Estate Agents Act Cap 533 of the Laws of Kenya. **Mr. Madende** has gained wide ranging

experience in asset valuation, estate agency and property management spanning over a period of 17 years.

The principal consultants have relevant academic and professional qualifications gained from the many years of practice in real estate in diverse geopolitical and economic environments. They have acquired a wealth of data in real estate investment field and it is this body of knowledge that enables **Roack Consult Limited** to analyze market conditions rapidly in order to provide informed forecasts, analysis of trends in supply, demand, prices and rents as well as detailed reports on the myriad aspects of property investment to its various clients. This unique advantage allows us to effortlessly bring together those who have excess real estate capacity and those who do not have or have a shortage of the commodity. We also bring together those who facilitate real estate investment (such as financiers) and other stakeholders and those who desire to participate in this oldest industry. In few words, we provide the platform to bring the investment world together.

In order to meet our objectives of providing the **bedrock** on which investors can anchor their investment in real estate and ensure that it continuously grows, we are guided by a vision, a mission and a set of core values.

Our **vision** is *"To be the leading integrated professional real estate firm in the East African region"*

To achieve our vision, we intend *"To provide the most accurate, reliable and timely real estate professional solutions that enhance stakeholders' value"*.

#### Core Values

- **Professionalism**- ensuring that all our services meet the highest international professional standards and allowing our human capital achieve their highest professional potential.
- **Innovation and Technology** - Continuously search for the most innovate ways of offering real estate solutions and embracing the latest technology that enhances efficiency
- **Integrity and business ethics**- ensuring that we observe the highest standards of integrity, ethics and best and next business practices in the discharge of our various assignments.
- **Focus on Clients**- accepting that our clients are the only reason we are in practice, we ensure that our clients (investors, tenants, facilitators, contractors and other collaborating consultants) are fully satisfied with our services.

- **Corporate Social Responsibility** - acknowledging that the communities in which we operate have invested in an enabling environment; we ensure that we commit part of our income and time for community services.

### Scope of Services

**Roack Consult Limited** possesses the academic and professional qualifications and experience and the technology to handle any assignment in the real estate consultancy of whatever size, complexity and location.

The key professional service lines are:

- Real estate investment advisory and feasibility studies;
- Real estate investment portfolio analysis and restructuring;
- Real estate investment projects management;
- **Valuation of land, buildings, plant, machinery, equipment and agricultural properties;**
- **Valuation of company assets for privatization, share floatation and financial reporting and collateral;**
- Acquisition of and disposal of properties by leasing and sale (estate agency);
- Acquisition of sites for telecommunication and related use;
- Management of commercial and residential properties, estates, common areas/facilities and industrial complexes;
- Facilities and asset management;
- Land management; and
- Market and performance research.

The above range of services is not exhaustive and **Roack Consult Ltd** will undertake any assignment in the landed and built environment, subject to agreeing on the terms of reference. In undertaking the above scope of services, we heavily rely on our core values to achieve our ultimate objective of being the strongest Rock on which to anchor your investment in real estate.

**Our offices are located as follows:**

**Nairobi**

Taj Tower, 5<sup>th</sup> Floor,  
Upper Hill Road (near Upper Hill School),  
P.O. Box 21800-00400,

**Nairobi**

Tel. +254-02-2712940/2712942  
Email: [info@roackconsult.com](mailto:info@roackconsult.com)

**Kisumu Branch**

Alpha House, Wing 'B', 3<sup>rd</sup> Floor,  
OgingaOdinga Street  
P.O. Box 628-40100

**Kisumu**

Tel. 0720350938/057-2020701  
[info@roackconsult.com](mailto:info@roackconsult.com)

**Migori Branch**

Cosade Building, 2<sup>nd</sup> Floor  
P.O. Box 522-40400

**Suna**

[info@roackconsult.com](mailto:info@roackconsult.com)

**Our Legal Advisors are:**

Mulondo, Oundo, Muriuki Company Advocates  
Finance House, 11<sup>th</sup> Floor  
Loita Street  
P.O. Box 24627 - 00100

**Nairobi**

At **RCL**, we believe in the ability of information technology to hasten decision making and allow for more reliable consultancy. As a result, we have invested and continue to invest in modern and progressive software that allows us to collect data, analyze data and disseminate information accurately and promptly.



## Organizational Structure

**Roack Consult Ltd** is an integrated real estate consultancy firm, operating within a dynamic and competitive environment. The firm has adopted a management structure that ensures that assignments/tasks are undertaken and executed promptly without much delay and to the highest quality that exceed typical professional standards. The organizational structure reflects our diverse fields of operations and geographical spread.

Our firm is currently organized and managed as shown on the next page:

The Board of Directors is composed of the technical directors and two independent directors. The “independent directors” are experienced and educated professionals in areas of relevance to our field of operations namely, finance, law, economics and business management. They act as the ‘peace-makers’ in the event that there is divergent views from the technical directors.

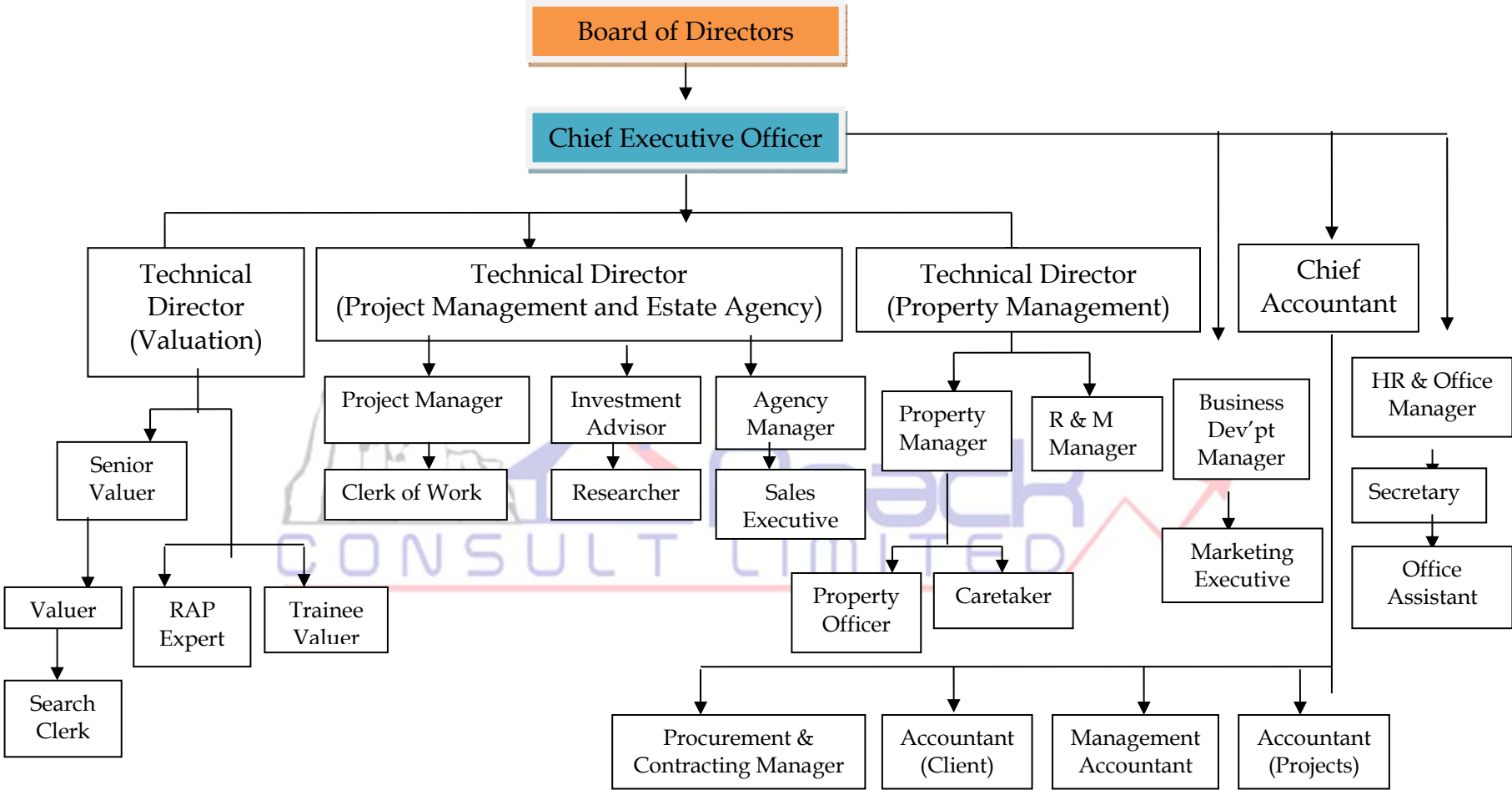
The Board of Directors generates the ideas and strategies that guide the operations of the firm. It is the apex of the management team that is responsible to allocate resources to the various business units, setting and overseeing quality control as dictated by professional code of ethics and regularly evaluating performance against overall objectives. It is the organ that contracts and interacts with the clients and the general public.

The Valuation Department is a core division of **RCL**. The firm, due to the academic and professional training of the directors and key staff, is hugely dependent on valuation assignments. The Department is headed by a Technical Director who is expected to be a full member of ISK, a registered valuer by Valuers Registration Board (VRB) with a minimum of 10 years of continuous professional practice.

The Department is currently headed by **Mr. Luke Madende** with adequate support from **Dr. Ojiambo Oundo PhD**. The Department has other valuers at different stages of professional qualifications and experience. The generational mix allows for seamless incorporation of new and old ideas and it is a succession strategy as well.

The Department is built on the concept of information exchange. In this regard, the Department routinely holds a ‘valuation court’ where all valuations are ruthlessly interrogated and subjected to rigorous peer-review. This process ensures that our valuation reports are of unmatched quality in the profession.

The other layers of the firm have adequate delegated authority to make professional decisions subject to the overall vision, mission, core values and standard operating procedures. The specific professional/business teams regularly meet and interact to set targets and devise rules and procedures of achieving the said targets within the broad framework and strategy.





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## Members of Staff

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In this increasingly sophisticated and brain-based economy, the best assets of any organization, especially a consultancy firm, are the people who are engaged to provide the services. General Collin Powell (former Chief of Staff of US Armed Forces) said that “organizations, on their own, do not accomplish anything.....Endeavors succeed or fail because of the people involved. Only attracting the best people will *an organization* accomplish great deeds”.

At **Roack Consult Ltd**, we believe that the legal entity is a shell that has no value and meaning, it is us the professional team that give it life, value and meaning. As far as human capital is concerned, we:

- Pride ourselves at having the best brains in real estate consultancy in Kenya and the entire East African region;
- Attract the best graduates in the built-environment, investment analysis and marketing from the universities;
- Provide the best apprenticeship in the profession, supported with solid academic qualifications and practical experience of the principals/directors;
- Allocate assignments that match the qualifications, experience and passion of each member of the professional team;
- Assemble and retain a multi-cultural, gender and age diverse team that reflects the face of Kenya and East Africa;
- Instill leadership skills in our professional team to enable them offer more to the clients and the entire society.