

Longonot Gates developers unveil new marketing unit

BY JOHN GACHIRI

The developers of Longonot Gates resort have launched a new company which will market all its future projects.

Resorts & Cities Ltd will be the holding company for the Naivasha-based Longonot Gates, and any hotels, golf courses and apartments that the firm will set up.

Resorts & Cities Ltd chairman Lee Karuri said that the developers want to benefit from creating a recognisable brand in the real estate industry that would in turn make it easier to market their property products.

“What we are putting in place is a brand association strategy; every real estate project we develop will have a distinct mark of quality and excellence associated with the Resort & Cities brand,” said Mr Karuri in a statement.

The developers have been putting up the Longonot Gates resort on a 2,400-acre site in Naivasha, Nakuru County.

The company said that it is looking at developing gated communities in the counties where there are large swathes of land that were previously used for farming.

“Kenyans are increasingly seeking new opportunities that offer a more diverse and secure lifestyle for holiday homes, retirement and leisure away from the urban areas. Our clientele is not only looking for homes in the serene countryside but also seeking to generate revenue through offering their homes for short



Resorts & Cities managing director Consolata Gituto. FILE

stay guests,” said Resorts & Cities managing director Consolata Gituto.

The company will next move to Murang’a County where it plans to develop a resort that will cater for the east, central and northern Kenya catchment areas.

Other resorts that are coming up include Leleshwa Homes and the Aberdare Hills Golf Resort, both of which are in Naivasha.

Leleshwa Homes, which was launched this year, will have 500 houses, a club house, a leisure park and commercial buildings on 100 acres.