

Introduction

While most people associate real estate only with the purchase and sale of buildings, it also encompasses land and resources therein. For decades, real estate has been the path of choice for investors seeking high input and high output ventures. The fact that land is considered the sole asset which does not depreciate in value, many would-be investors have injected their money into the acquisition of parcels of land. Globally, the purchase of a home is one of the most taxing investments, and realtors as well as property owners seek to take advantage of this to tap into the lucrative market and make financial gains. This report will analyse the real estate sector in Kenya and use selected real estate firms to demonstrate the spread of the market. It will provide statistical information and relevant data to give an accurate depiction of the prevailing situation in Kenya. Finally, a conclusion summarizing the main points of the report will be provided.

Overview

Real estate in urban areas bears the highest returns, depending on the prominence of the urban area in question. Cities such as Monaco, New York and London are globally renowned, and therefore owning property in such cities whether for rental purposes or for resale is highly lucrative. Additionally, financial institutions have for decades accepted property certificates and titles as loan securities, allowing owners to take up loans and channel them towards other avenues. Among the most preferred units are apartments, town houses, maisonettes and villas. Real estate can also be categorized according to the intended use of property.

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