PARTNER PACK | 2026

The Real Estate Room

Where the real conversations happen.

Honest conversations with the people shaping Kenya's built environment. Hosted by Sally Rugano, Managing Director of Newpoint Properties.

Watch the season trailer →

https://youtu.be/9x6T4fpT0v0?si=y_5kLrVDDMWRhZKA

realestateroom.co.ke

ABOUT THE SHOW

The conversations that usually happen behind closed doors, brought into the open.

The most important conversations in Kenyan real estate happen in boardrooms, over private lunches and inside WhatsApp groups. The Real Estate Room puts them on the record. Each episode, host Sally Rugano is joined by one practitioner who is actually shaping the market: developers, investors, landlords, lawyers, tax advisors, bankers and the corporate occupiers signing the leases.

FORMAT

One expert. One topic. A long-form video conversation of around 40 minutes.

FREQUENCY

A new full episode every two weeks, plus short-form reels from every conversation.

WHERE IT LIVES

YouTube, Spotify, TikTok, Instagram, Facebook, LinkedIn and X.

WHO HOSTS

Sally Rugano, Managing Director of Newpoint Properties, with close to two decades in Kenyan property.

WHO PRODUCES

Newpoint Properties, a full-service property management, leasing and advisory firm in Nairobi.

Editorial promise. Partners can propose topics and questions. The host keeps the final editorial say, and every figure, rate and product name read on air is confirmed in writing before the shoot. That is what keeps the room credible, and credibility is what partners are buying.

BUILT FOR PARTNERS IN

- Construction and materials
- Insurance
- Residential development
- Solar, water and green building
- Office fit-out and furniture
- Law and tax advisory

AUDIENCE AND REACH

Reach the people who decide.

The audience is property owners, buyers, landlords, developers, investors and corporate occupiers making real decisions about real assets. The show is five months old and growing every week.

226K+
views across 12 long-form videos

61K+
views on the most watched episode

72K+
views on the season trailer

6,000+
YouTube subscribers

9,000+
TikTok followers

1,500+
Facebook followers

Partners who share, win. The three most watched episodes were each shared by the sponsor or the guest's organisation. Every partner receives a share pack, with three clips, captions and the episode link, so their own audience joins the room too.

WHO IS WATCHING

- Homeowners and first-time buyers weighing a mortgage or a plot
- Landlords and developers making build, retrofit and leasing decisions
- Corporate occupiers and tenants reviewing leases and office moves
- Investors comparing retail, office and residential returns
- Kenyans in the diaspora buying and managing property back home

Figures from public platform pages, 26 and 27 October 2026. View counts include views from partner promotion. A per-episode breakdown is available on request.

SEASON ONE

Who has been in the room.

01	**Ruth Mwiti** Tax Advisor	What KRA Knows About Your Rental Income
02	**Jackson Awele** Property Law Expert	Your Land is Not as Safe as You Think
03	**Winnie Gachagua** Occupier Services Professional	Is Your Search for Office Guided?
04	**Dr. Antony Ngatia** AI Integration Specialist	How AI is Reshaping Real Estate
05	**Dianah Mureithi** Estate Planning	Estate Planning in Kenya
06	**Cleophas Bor** Property and Facilities Management Expert	Your Building. Your Money. Are You Really in Control?
07	**John Kabuye** Sustainability Expert	Green Buildings Explained
08	**Joe Obuya and Wilson Afunzi** Retail Leasing and Retail Property Management, Newpoint	Everything You Need to Know Before You Build or Lease a Retail Centre
09	**Patrick Macharia** Head of Mortgage, I&M Bank	The Future of Home Ownership in Kenya
10	**Patrick Macharia** Head of Mortgage, I&M Bank	The Future of Home Ownership in Kenya, Part 2
11	**Evans Brown** Group Head of Products, I&M Group	Building Generational Wealth Through Property

THE PARTNERSHIP MENU

Build the partnership you need, one episode at a time.

Partnerships are built from four deliverables, priced per episode. Pick one or combine all four. Every partner also receives the episode link and ready-to-post captions when it airs.

01

Host mention with logo

Sally names your brand on air, with your logo on screen. Simple, credible visibility in the conversation itself.

02

B-roll integration

Your projects, products, spaces or people woven into the episode footage, so the audience sees your work, not just your name.

03

30 second ad placement

A 30 second ad inside the episode, supplied by you or read by the host from a script you approve.

04

BEST PLACE TO START

Guest appearance with 3 reels

Your leader in the chair for a full expert conversation, plus three short reels cut from it for social distribution.

Rates are shared on request and quoted per episode, exclusive of VAT. Guest appearances are subject to topic fit and the host's editorial approval.

WAYS TO PARTNER

Three levels of commitment.

Episode Partner

SINGLE-EPISODE INTEGRATION

One episode, any mix of the four deliverables. The right start for a launch, an anniversary or a product moment that needs one strong conversation.

Industry Partner

PREMIUM POSITIONING ACROSS EPISODES

A run of episodes built around your sector, with your brand recurring across the season and your experts returning to go deeper.

Industry Lead Partner

EXCLUSIVE CATEGORY SPONSORSHIP

Everything in Industry Partner, plus category exclusivity: no competing brand in your category appears on the show while the partnership runs.

IN PRACTICE

I&M Bank partnered on three consecutive episodes on mortgages, home ownership and generational wealth, featuring its Head of Mortgage and its Group Head of Products, with its Miliki Nyumba mortgage carried through a mid-roll ad and episode links. Backed by I&M's own promotion, the two home ownership episodes reached 61K and 38K views, the two most watched on the channel.

HOW IT WORKS

From first call to live episode.

1 **Conversation**
Agree goals, the deliverable mix and who appears as guest. Book at least four weeks before the shoot date.

2 **Confirm**
Signed agreement or LPO secures the shoot date. The invoice is issued on signing.

3 **Brief**
Guest brief, topics and proposed questions, logo files and the ad or ad script are in two weeks before the shoot.

4 **Ready**
Cleared payment, an approved guest introduction and an approved ad are all in place seven days before the shoot.

5 **Shoot**
Recorded in studio with Sally Rugano. Guests arrive 45 minutes early for set-up.

6 **Air**
The episode goes live two to four weeks after the shoot. You receive the link, ready-to-post captions and your reels.

The shoot date is protected. If a deadline is missed, the slot moves to the next available date rather than going ahead unprepared.

Be in the room.

If your business depends on reaching Kenya's property decision makers with credibility, start with a conversation. Rates and available shoot dates are shared on request.

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PARTNERSHIPS

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