

Own It, Lease It Or Share It

5 acres in Embu, peri-urban, edge of town, priced six ways as at 11 October 2026. Not everything has to be a sale. The same ground can be bought outright, leased for 99, 50 or 15 years, or brought in for a share of the revenue or as a public-interest grant of use. Each route changes what the project has to raise on day one and what it pays every year after. Priced here from the county's own economy, side by side, so the cheapest way in is visible.

Embu — KSh 2,692,800 an acre (county index 0.732)

Route	Day one	Rent a year	Cheapest over 15 years	Share of freehold
Freehold purchase You buy it. No rent, no reversion, the highest price.	KSh 13,464,000	No rent	KSh 13,464,000	100.0%
99-year lease The standard long lease for a serious build. Effectively ownership for the life of the facility.	KSh 12,386,880	KSh 875,160	KSh 12,386,880	92.0%
50-year lease Long enough to fund a stadium or an academy and pay it back twice.	KSh 10,501,920	KSh 875,160	KSh 10,501,920	78.0%
15-year lease The minimum we will build anything permanent on. Below this, capital cannot be recovered.	KSh 5,116,320	KSh 875,160	KSh 5,116,320	38.0%
Revenue share, no rent The owner takes an agreed share of gate, hire and sponsorship instead of rent.	Nothing	No rent	Nothing	0.0%
Donated or public-interest grant of use County, school or community land granted for the purpose, with no rent and a use covenant.	Nothing	No rent	Nothing	0.0%

Cheapest paid route over 15 years in Embu: **15-year lease**. Routes with no land cost at all: revenue share, no rent, donated or public-interest grant of use.

Method

Every column starts from KSh 4,800,000 an acre for serviced peri-urban land, moved by the county's own cost index raised to 1.85 and by the location factor. Ground rent is the commercial ground yield for that location. A lease premium is the Kenyan convention for the term — 92.0% of freehold at 99 years, 78.0% at 50, 38.0% at 15 — cross-checked by capitalising the rent at 9.0%. A lease is paid either as the premium or as the annual rent, never both, so the 15-year column shows whichever of the two costs less.

— A planning estimate from public county data, not a valuation. A registered valuer's report, a search at the land registry and the county's own rates replace it before anything is signed.

KickStartKenyaFootball trading as KickStartKenyaFootball · company · media@kickstartkenyafootball.com. A planning estimate, not a valuation.