

The IRPF Connection

AUG/SEPT 2012

AREA-UGANDA & IRPF WILL HOST CONFERENCE IN UGANDA

EMPOWERING WOMEN
IN UGANDA REAL ESTATE
CONFERENCE
KAMPALA, UGANDA | NOVEMBER 30, 2012

The Association of Real Estate Agents-Uganda and IRPF will host the "Empowering Women in Uganda Real Estate" Conference in Kampala, Uganda this November. The official launch of AREA-Uganda's Women's Committee will take place at the conference as will numerous presentations, training, and networking opportunities. Presentations will cover the following issues:

- Real Estate Development
- Property Management and Agency
- Mortgage
- Valuation
- Women Land Rights
- Challenges faced by Women Realtors in Uganda
- Women's Role in Real Estate by the Women's Council of Realtors USA
- International Real Estate Markets by IRPF
- The significance of Real Estate Index by the Uganda Central Bank

The Women's Council of REALTORS®, a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders, will co-sponsor the conference, lending their expertise and allowing women in Uganda to connect with their network of professionals.

AREA-Uganda has long identified the important role women play in the real property arena; therefore, it has created a Women's Committee to become the voice of women's real property issues. The committee will work towards promoting training on women's land issues, including a future land certification program, and offering leadership roles for women interested in becoming a voice in the industry and supporting women's entrance to the real estate market.

The official launch of the Women's Committee at the conference will not only celebrate women's potential in and significance to the industry, but also provide relevant knowledge and networking opportunities. The conference comes at an appropriate time in Uganda's economic development as the real estate and land sector in Uganda is still an emerging market, which is currently in its infancy in terms of development and gender representation.

"IT IS NOT BY COINCIDENCE THAT DURING THE HOME PURCHASING PROCESS A WOMAN MAKES OVER 80% OF THE DECISIONS ON WHETHER TO BUY OR NOT. THIS IS EVIDENCE THAT WOMEN DETERMINE REAL ESTATE TRANSACTIONS BOTH AS USERS AND INVESTORS, AND THEY SHOULD BE RECOGNIZED AS SUCH IF THE OVERALL REAL ESTATE INDUSTRY IS TO THRIVE ."

- VINCENT AGABA
CEO OF AREA-UGANDA



AREA-Uganda and IRPF seek additional sponsors.

Here are the top 5 reasons your organization should become a sponsor:

1. **Expand your brand**
2. **Develop relationships**
3. **Position your organization as a leader in gender empowerment**
4. **Help establish the premier professional development event for female real estate professionals in Uganda**
5. **Help make the dream of home ownership for every Ugandan a reality**