

Affordable Housing Board Introduces Boma Yangu Staff Brand Ambassadors to Strengthen Public Access to Affordable Housing

The Affordable Housing Board (AHB) is launching an internal pilot initiative known as Boma Yangu Staff Brand Ambassadors, aimed at expanding awareness and strengthening public engagement with affordable housing opportunities available through the Boma Yangu platform.

The initiative will begin with members of staff serving as the first ambassadors of the Affordable Housing Programme, helping to promote the vision of making home ownership more accessible to Kenyans. Through their professional networks and community connections, participating staff will help share information about available housing opportunities and guide interested citizens through the registration process.

As Boma Yangu Staff Brand Ambassadors, participating staff will help to:

- Promote awareness of affordable housing opportunities
- Encourage eligible Kenyans to register on the Boma Yangu platform
- Guide prospective homeowners through the housing registration process
- Support interested buyers as they move from registration to deposit and allocation

To encourage participation, the pilot programme will include recognition and performance-based incentives for staff ambassadors who successfully support housing registrations and deposits. Top performers will receive certificates of recognition, acknowledgement from Board leadership, and opportunities to be featured as Affordable Housing Champions.

The pilot will also introduce digitally tracked referral systems to strengthen transparency and help the Board test new outreach approaches that improve conversion from registration to home ownership.

Lessons from the pilot will inform the next phase of the programme, where the citizen-led housing outreach model will expand to include interested citizens, SACCOs, employers, and community networks across the country.

Through the Boma Yangu Staff Brand Ambassadors initiative, the Affordable Housing Board aims to build a strong network of housing champions while accelerating access to safe, dignified, and affordable homes for Kenyans.

“This initiative allows our staff to become champions of the Affordable Housing Programme while helping more Kenyans understand and access the opportunities available through the Boma Yangu platform,” said the Affordable Housing Board.

Further communication will be shared with staff regarding participation and onboarding into the programme.

Members of staff interested in serving as Boma Yangu Staff Brand Ambassadors are encouraged to register their interest once the internal onboarding process is announced.