

# ADEE SALLEH

CEA NO: R065223J



*REAL JOURNEYS.  
REAL ADVICE.  
REAL CONFIDENCE  
FOR THE NEXT  
CHAPTER.*



## ADVISING FROM EXPERIENCE, NOT ASSUMPTION

In a competitive real estate industry, what sets Adee Salleh apart is not just knowledge, but lived experience.

Within four years, Adee personally went through the full journey of upgrading from an HDB flat, navigating a private property decoupling, and eventually purchasing both a condominium and a landed home. It was a steep learning curve, one that demanded careful planning, emotional resilience, and constant recalibration.

As a mother of two, that experience shaped her deeply.

“Upgrading isn’t just about numbers,” Adee shares. “It’s about disruption, stress, and making decisions that affect your family’s future.”

Because she understands the realities of packing, shifting, school planning, cash flow concerns, and emotional fatigue, Adee never rushes her clients. Instead, she

walks alongside them, step by step, ensuring they feel safe, informed, and confident at every stage of the decision.

Her approach is grounded in honesty. Whether through social media videos or in-person consultations, Adee shows up as herself. That authenticity builds trust quickly, allowing clients, especially parents, to feel comfortable discussing their fears, constraints, and aspirations openly.

**“My goal is never just to close a deal,” she explains. “It’s to help clients think beyond today’s transaction and focus on long-term asset progression.”**

To support this, Adee and her team use simplified frameworks and Excel models to break down complex numbers and risks. By translating financial concepts into clear, practical steps, she helps families upgrade comfortably, without overstretching or second-guessing.



## WHY PROPnex IS WHERE SALESPERSONS GROW WITH CONFIDENCE

For Adee, choosing the right platform mattered just as much as choosing the right strategy.

She believes PropNex stands out because it offers salespersons something many overlook: a proven system, not just motivation.

“From training to tools, everything is practical and applicable,” she says. “And even when you’re unsure how to apply it, leaders are always willing to support.”

What she values most is the collaborative culture. Rather than competition, PropNex encourages sharing, allowing salespersons to grow faster with collective support. Market insights are consistently provided, leadership is visible, and guidance is never far away.

As a leader herself, Adee is grateful for the strong ecosystem surrounding AdeeRealtyTeam, with

mentorship and support from Marcus Luah Advisory, Matt Lam, Clinton Lim Division, and HeroHomes.

This support proved especially crucial during challenging market periods. When the market slowed, PropNex did not panic. Instead, the focus shifted to strategy, data analysis, skills upgrading, and recalibration.

One turning point for Adee was attending the Advanced Sales Techniques (AST) course.

“It was a real eye-opener,” she reflects. “It forced me to self-reflect, rethink my practices, and immediately apply new techniques.”

Rather than pushing sales, trainings emphasised client value, advising on timing, holding power, and long-term planning. This allowed Adee to evolve from selling homes to truly advising clients through uncertainty.

## LEADING WITH HEART: BALANCING FAMILY, TEAM & SELF

Balancing leadership, family, and personal growth is a constant journey, and Adee approaches it with clarity and compassion.

**“I’ve learnt that balance isn’t about perfection,”** she shares. **“It’s about priorities and seasons.”**

She sets clear boundaries and gives herself permission to be fully present, whether with her family, her team, or her clients. This intentional presence allows her to give her best without feeling torn between roles.

Adee also believes strongly in investing in systems and support, both at work and at home. Rather than trying to do everything alone, she builds structures that prevent burnout and sustain long-term growth.

“I’m truly grateful for my AdeeRealtyTeam,” she adds. “No one succeeds alone.”

Her advice to other women is empowering and unapologetic:

**“Don’t shrink your ambitions, grow your capacity. You don’t have to choose between success and family. Build systems, ask for help, and give yourself grace. Be kind to yourself on both good and bad days.”**

With a smile, she adds, “We got this, babes.”

