

ALEX GOH

CEA NO: R018225J



*TURNING
DETERMINATION
INTO DATA-DRIVEN
SUCCESS*



FROM UNCERTAIN BEGINNINGS TO PURPOSEFUL GROWTH

Before stepping into real estate, Alex Goh once imagined a very different future. Growing up, his dream was to become a chef. Cooking had always been something he loved deeply. But reality soon set in. Culinary school required resources he simply did not have.

At the time, his sister was working in real estate and encouraged him to give the industry a try. With little to lose, and freshly out of National Service, Alex decided to follow her lead.

The start was far from glamorous. For months, he earned nothing. Prospective clients would look at his youthful appearance and immediately question his credibility. The rejection was relentless. At one point, Alex came very close to walking away from the industry entirely. Then one client took a chance on him.

That first case became a defining moment in his career. The search for the right home was filled with setbacks and frustrations. At several points, the buyer nearly gave up. But they pressed on. Eventually, the deal was closed. That breakthrough did more than just secure his first commission. It restored his confidence.

“Suddenly, I wasn’t just the rookie anymore,” he says. “I was the person who could out-stubborn a problem.”

From that point forward, momentum began to build. What started as a fragile beginning gradually evolved into a career defined by persistence, learning, and growth.



TECHNOLOGY SUPPORTING RELATIONSHIPS

Today, Alex approaches real estate with a philosophy built on continuous learning.

“Gaining knowledge and developing new skill sets is what continues to drive me and my team,” he shares. “Everything we learn along the way helps not only our clients, but ourselves too.”

For Alex, effective advisory begins with a deep understanding of both the market and the financial considerations behind every property decision. Over time, numbers have become one of his greatest strengths.

“Clients don’t really care about market jargon,” he explains. “They care about their money.”

Rather than overwhelming clients with technical analysis, Alex focuses on translating complex data into simple, practical insights they can easily understand. This analytical approach has become one of his defining trademarks.

PropNex’s digital ecosystem further strengthens this approach. With access to real-time data and market insights, Alex is able to present accurate analysis quickly during consultations.

“PropNex’s digital tools allow us to see all the data clearly and easily,” he says. “Because the insights are backed by real numbers, clients trust our recommendations more.”

At the same time, maintaining strong relationships remains central to his business. To stay connected with past and existing clients, Alex leverages CRM systems that allow him to keep in regular contact long after a transaction is completed.

“I use CRM systems to stay in touch regularly with my clients,” he explains. “That way the relationship continues even after the transaction.”

The combination of strong client relationships and reliable data enables Alex to scale his business while maintaining the personalised service his clients value.



GROWTH THROUGH DISCOMFORT

Despite his achievements, Alex believes one principle continues to drive both his personal development and the growth of his team: the willingness to step outside one’s comfort zone.

“I believe in constantly trying new things, even when it feels uncomfortable.”

Markets evolve, policies change, and consumer behaviour shifts. For Alex, staying ahead requires a mindset that embraces learning rather than resisting it. PropNex’s forward-thinking culture reinforces this philosophy.

“PropNex is always moving ahead of market changes,” he says. “That pushes us as salespersons to keep adapting and improving.”

Whether through new tools, evolving training programmes, or emerging strategies in the property market, the environment encourages salespersons to keep progressing.

This mindset has also shaped Alex’s leadership journey. What began as casual sharing of ideas gradually evolved into structured mentorship within his team.

“I never planned to lead a team,” he admits.

Early in his career, Alex openly shared his scripts, negotiation strategies, and spreadsheets with colleagues. Some questioned why he would give away knowledge so freely in such a competitive field. His response was simple.

“Knowledge isn’t something to keep as a trophy.”

By sharing openly, he created an environment where learning flows both ways. Today, his team spans multiple divisions, and even salespersons outside his immediate circle often reach out to him for advice.

Watching others grow has become one of the most rewarding parts of his journey. At the heart of it all remains a commitment to keep learning.

“You can work long hours every day,” Alex says, “but if you’re not learning and improving, you’re just running in place.”

For him, knowledge is more than a tool for success, it is the engine that keeps both his career and his team moving forward.

