

ATHALIA SOON

CEA NO: R059880E



*GROWING TOGETHER,
SERVING WITH HEART*



MORE THAN TRANSACTIONS



For Athalia, real estate has never been just about property.

“What I enjoy most is being able to journey with my clients through different stages of their lives.”

Every transaction represents a chapter, a young couple purchasing their first home, a growing family upgrading for space, or seasoned investors planning for retirement. Each decision carries weight, emotion, and long-term implications. Being entrusted to guide those moments is something Athalia does not take lightly.

“Some clients are starting out. Some are building wealth. Some are preparing for their next season. Being part of that journey is deeply meaningful.”

Representing the PropNex brand strengthens her ability to serve responsibly. The company’s strong systems, structured processes, and established credibility give clients assurance that they are supported not just by an individual salesperson, but by a professional platform.

“Clients know they are in good hands.”

Over the years, Athalia has found that her greatest satisfaction does not come from personal accolades alone, but from shared growth, seeing clients progress in their asset journey and watching her team mature alongside her.

“Real estate isn’t just about closing deals. It’s about building relationships and making a positive difference.”



HIGH TOUCH, HIGH TRUST

Even in a digital age, Athalia remains anchored in one belief: real estate is fundamentally a people business.

“Technology is important, but trust is built through connection.”

She stays intentional about maintaining genuine relationships with her clients through consistent follow-ups, honest conversations, and ongoing support even after transactions are completed.

Her approach is simple: **be present, be transparent, and remain accountable.**

At the same time, she leverages PropNex’s strong digital ecosystem and market data to enhance her advisory. Access to accurate analytics and structured tools allows her to provide clear insights, recommend suitable strategies, and respond confidently to market questions.

“The digital tools help me work more efficiently and give better advice.”

Efficiency, however, never replaces empathy. Instead, it frees up more time for meaningful conversations.

By combining data-driven clarity with heartfelt engagement, Athalia has been able to scale her business without losing the personal touch that clients value most.

“Technology helps me serve more clients, but relationships are what sustain them.”

LEARNING, LEADING, AND LIFTING OTHERS

In a constantly evolving market, Athalia believes adaptability is essential.

“The market will always change, so we must always be learning and staying adaptable.”

She stays updated through continuous training, market research, and on-the-ground experience.

Whether government policies shift, supply dynamics evolve, and buyer sentiment fluctuates, staying informed ensures she can guide clients with clarity rather than speculation.

PropNex has been instrumental in this journey. Regular training sessions, structured market briefings, and a strong leadership environment provide both direction and motivation.

“Being surrounded by driven leaders and teammates pushes me to improve.”

That collective growth bore fruit in 2025, when her team achieved two millionaires and five rising millionaires. For Athalia, these milestones represent more than numbers, they reflect shared discipline, teamwork, and belief.

“Seeing the team grow together is something I’m truly thankful for.”

GROWING FORWARD TOGETHER

Athalia’s journey reflects a simple yet powerful philosophy: **growth is more meaningful when it is shared.**

Looking ahead, her focus is on building more leaders, mentoring with intention, and strengthening the culture of excellence within her team.

