

BOBBY SNG

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“
*STAYING HUNGRY,
STAYING IN
MOTION*”



A PROFESSION THAT NEVER STANDS STILL

For Bobby Sng, one of the greatest joys of being a real estate professional lies in the constant movement and evolution that the industry offers.

“The real estate profession is an ever-changing industry,” he says. “I enjoy staying on the move, learning new things, and taking on new challenges.”

Naturally driven and forward-looking, Bobby sees each new skill acquired and every goal achieved as more than just a professional accomplishment. Each step forward represents personal growth as well.

Representing the PropNex brand adds another dimension to that journey. Bobby takes pride in being part of an organisation he believes continues to lead the industry through innovation, strong

leadership and a clear vision for the future.

“I am confident that PropNex is constantly moving forward as a market leader,” he shares.

For him, that assurance is important not only for his own career but also for the clients who place their trust in him. When clients engage a salesperson, they are not only evaluating the individual but also the strength of the organisation supporting them.

“As an individual, there is only so much I can accomplish,” Bobby reflects. “But when you are part of a forward-thinking company with visionary leadership and strong execution, the people who journey with you benefit as well.”

A proud PropNexian, this belief continues to fuel his commitment to the profession.



STAYING CONNECTED IN A DATA-DRIVEN WORLD

While technology has transformed many aspects of the property industry, Bobby believes that strong client relationships remain at the heart of a successful real estate career. To maintain those connections while scaling his business, he relies on several systems and platforms within the PropNex ecosystem.

The first is the Property Wealth Report (PWR).

“This is a property report that we subscribe to and share with our clients regularly,” he explains.

The report keeps clients updated on market trends and developments throughout the year. Even when they are not actively transacting, they continue receiving relevant insights that help them stay informed about the market.

“It keeps clients engaged and ensures that we stay relevant to them and at the top of their minds.”

Another key touchpoint comes through PropNex Consumer Seminars, which Bobby views as a valuable platform for education and engagement.

“I’m always very proud when I speak about our consumer seminars,” he says.

While there are many property seminars in the market, some of which charge significant fees, PropNex seminars are designed to be both accessible and insightful. More importantly, they help consumers gain a clearer understanding of their investment objectives.

“Many buyers are simply sitting on the fence because they are unsure of their next move. Our seminars help them discover their purpose and direction.”

The third pillar supporting Bobby’s advisory work is PropNex’s technology platforms and business suites.

While market data is widely available today, organising and interpreting that information in a way that is tailored to each client’s needs requires substantial resources and investment. Bobby believes PropNex’s proprietary technology provides a significant advantage in this area.

“PropNex is the only company whose proprietary apps have won numerous awards in Singapore,” he notes. “That speaks volumes about our commitment to innovation and excellence.”

DRIVEN BY THE NEXT GOAL



Despite his years of experience in the industry, Bobby’s mindset remains firmly focused on progress.

“I have never stopped moving,” he says.

For him, completing a task or achieving a goal is never the end of the journey. Instead, it simply becomes the starting point for the next milestone.

“Once a goal is achieved, I immediately start planning for the next one.”

Continuous learning has become an integral part of who he is. Bobby believes growth must remain constant, especially in an industry that is constantly evolving.

“I cannot see myself doing the same thing over and over again without growth.”

Having spent years in the industry, he understands that staying ahead requires a willingness to evolve. New market conditions, new tools, and new strategies demand ongoing learning and adaptation. At times, that constant pursuit of growth can be tiring. Yet for Bobby, that very challenge becomes a source of energy.

“That challenge is what keeps me energised,” he reflects. “It pushes me forward rather than letting me sit back and simply enjoy the fruits of what I have built over the years.”

One principle continues to guide his journey:

“I would rather stay hungry and keep moving forward than be comfortable and become complacent.”

That mindset continues to define both his career and his approach to life, always learning, always striving, and always ready for the next challenge ahead.