

CIJAY TEW

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FROM CHASING SALES TO GUIDING DECISIONS



THE TURNING POINT IN SALES

Early in his real estate career, Cijay Tew believed that success in sales meant convincing people to move forward with a purchase. Over time, he realised something far more powerful.

“Stop chasing. Stop trying to convince. In Singapore, real estate isn’t about convincing people to buy. It’s about helping them decide.” Cijay explains.

That shift in mindset changed everything. Instead of focusing on persuasion, Cijay began focusing on clarity. He started approaching every consultation with one guiding question: Does this property truly make sense for the client?

If the numbers did not align, if the timeline was unsuitable, or if the risk appetite did not match the client’s

financial situation, the answer was simple, the client should not buy.

By removing the pressure to close deals and replacing it with genuine advisory, his conversations with clients became more meaningful. Instead of chasing transactions, he focuses on value creation, combining market insights, detailed analysis, and clear explanations to guide clients toward confident decisions.

When the right property genuinely solved a client’s problem or supported their aspirations, the decision became natural.

That shift in mindset not only transformed his results, but also deepened the trust clients place in him.

EMPOWERING CLIENTS THROUGH TECHNOLOGY

As the property landscape evolves, technology has become an important ally in Cijay's advisory process. PropNex's digital ecosystem, particularly ProMap, plays a central role in how he works.

"Our PropTech is marvelous," he shares. "ProMap allows me to become an expert even in estates that I may not be deeply familiar with."

Through ProMap's comparative market analysis (CMA) features and data filters, he can quickly analyse properties across different sectors and developments. Clients gain a clearer understanding of market positioning, pricing benchmarks, and potential opportunities.

This level of insight creates a more productive advisory process. Rather than spending time presenting properties that may not suit a client's needs, the technology helps narrow down options efficiently.

"It helps clients filter what they truly want, quickly and seamlessly."

By presenting structured data and comparisons, clients are able to visualise the bigger picture and understand why a particular option may make sense for them, resulting in a more transparent decision-making process.



BUILDING PEOPLE, NOT JUST PRODUCTION



Beyond personal achievements, one of Cijay's greatest passions lies in developing others. Leading and mentoring his teammates, whether in project sales or team-building, has become a central part of his journey.

"It's never just about chasing numbers," he says. "It's about helping people shift their mindset, sharpen their skills, and break through their own limits."

Many new salespersons enter the industry with uncertainty, self-doubt, or unrealistic expectations. Through mentorship, training, and consistent guidance, Cijay works to build confidence and capability within those he mentors.

Watching these transformations unfold is deeply fulfilling.

"There's nothing more satisfying than seeing someone close their first big deal, hit a new sales milestone, or step into leadership with confidence."

Each breakthrough reinforces the belief that success is rarely a solo pursuit. It is built on encouragement, consistency, and a supportive environment.

For Cijay, the most rewarding moments are not measured solely in production figures.

"They are measured in the confidence and character that people develop along the way."

Seeing teammates grow, not just financially, but personally, is what makes leadership meaningful.

Supported by PropNex's digital ecosystem and strengthened by a commitment to mentorship, Cijay continues to build a practice rooted in clarity, integrity, and growth.