



DEEPTI MALIK

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*RELEARNING,
REBUILDING, AND
RISING WITH
PURPOSE*



THE TURNING POINT THAT CHANGED EVERYTHING



Every top producer faces challenges, but for Deepti Malik, the biggest turning point was not external, it was internal.

Coming from a different country, Deepti entered the real estate industry surrounded by unfamiliar market dynamics and deeply ingrained mindsets about sales and investment, both from others and from her own prior assumptions. Early on, she realised that succeeding in Singapore’s real estate landscape would require more than technical knowledge. It would demand a complete reconditioning of how she thought, learned, and acted.

“I had to consciously unlearn what I thought I knew,” she reflects. “That was the hardest part.”

Breaking that mental barrier meant observing more deeply, reorganising her approach to learning, and most importantly, moving beyond theory into consistent action. Deepti began learning actively from people who were local, experienced, and already succeeding in the market, studying not just what they did, but how they thought and executed.

This period of adaptation became her greatest growth catalyst. By blending structured learning with disciplined execution, Deepti reshaped her approach and steadily built momentum.

Looking back, she sees this phase not just as a challenge, but as her most valuable learning curve. Through the most testing periods over the last three to four years, one thing remained constant, she never gave up.

“That persistence made all the difference,” she shares.



EVOLVING WITH A DATA-DRIVEN MARKET

Having been with PropNex for nearly 16 years, Deepti has witnessed firsthand how dramatically the industry has evolved. The shift has been profound, from an era heavily reliant on personal relationships and anecdotal advice to one that is increasingly analytical, transparent, and validated by real market data.

For Deepti, this evolution has strengthened her advisory work.

PropNex's Investment Tools and Business Suite have had the most significant impact on her day-to-day practice. These platforms allow her to analyse real transaction data, pricing trends, and demand patterns, ensuring that every recommendation is grounded in facts rather than opinion.

"Clients today are more informed," she explains. "They want clarity, logic, and confidence."

Practically, this has transformed how she works. Deepti is able to evaluate opportunities more quickly, structure clearer strategies, and respond with accuracy and assurance. The tools not only improve efficiency but also elevate professionalism allowing her to serve clients faster without compromising quality or trust.

In a market that continues to grow more sophisticated, this data-driven approach has become essential, and Deepti embraces it as a core part of how she adds value.

A CULTURE THAT LIFTS PEOPLE TOGETHER

When asked what truly differentiates PropNex from other agencies, Deepti speaks less about systems, and more about people.

While she has not spent extensive time outside PropNex, one aspect stands out clearly to her: the collaborative culture and positive working environment. Across divisions and teams, there is a strong sense of camaraderie, often described as a brotherhood and sisterhood, where salespersons support one another and work collectively toward shared goals.

"There's a genuine mindset of helping one another succeed," she says.

This culture is reinforced by leadership that consistently sets high standards while fostering unity. Regardless of individual roles or teams, there is alignment in serving clients well and strengthening the organisation as a whole.

Deepti believes this collective spirit is one of the key reasons PropNex has become a benchmark in the industry, often looked to by other agencies as a standard to aspire toward.

