

DESMOND LIEW

CEA NO: R060699I



WHEN SCALE DEMANDS RESPONSIBILITY, AND SUCCESS FINDS ITS PURPOSE



CARRYING A BRAND BIGGER THAN YOURSELF

What Desmond Liew enjoys most about being a real estate professional is not just the work itself, but the weight of responsibility that comes with it.

Representing PropNex, Singapore's largest real estate agency, means operating beyond the mindset of an individual salesperson. Every conversation, every recommendation, and every decision carries the credibility of a brand that sets industry standards.

"When you represent PropNex, you're not just representing yourself," Desmond shares. "You're carrying a brand that clients recognise and trust."

That awareness pushes him to operate with higher discipline, clearer ethics, and stronger accountability. Clients are not relying on personal promises alone, they are supported by systems, data, and the collective strength of an organisation built on scale and structure.

For Desmond, this translates into confidence on both sides of the table. Clients feel assured that their decisions are guided by more than instinct, while he remains grounded by the responsibility that comes with influence.



WHEN SUCCESS STOPS BEING ABOUT MONEY

Achieving millionaire status marked a significant milestone, but it also changed Desmond's definition of motivation.

"Money stopped being the main motivator once I achieved it. What drives me now is credibility earned through track records," he reflects.

Today, what drives him is the ability to use hard-earned track records to help others shortcut years of trial and error. The next chapter of his journey is no longer centred on personal sales alone, but on transforming lives through leadership.

Desmond sees his role at PropNex as one of translation, turning experience into impact, and success into something that multiplies beyond himself. Helping salespersons build sustainable careers, confidence, and self-belief has become central to his purpose.

"It's about taking what I've learnt and making it useful for someone else's journey," he explains.

For Desmond, leadership is not about titles or hierarchy. It is about credibility earned through results, and responsibility exercised through guidance.



SCALING WITH DATA, CONNECTING WITH JUDGMENT

In an increasingly digital industry, Desmond is clear about one thing: technology should enhance relationships, not replace them.

He uses PropNex's digital tools and data-driven insights to remove guesswork, understanding client behaviour, timing, and priorities so that every interaction is intentional and relevant. By streamlining processes and reducing manual work, he frees up time to focus on what truly matters.

"Technology helps me scale efficiently," he says. "But trust is still built through judgment, consistency, and personal accountability."

This balance allows Desmond to remain present where it counts, listening closely, advising thoughtfully, and guiding clients through decisions that can shape years of their lives.

Outside of work, he stays grounded by real life itself. Conversations beyond transactions, with friends, clients, and team members, remind him why the profession matters. Their struggles, breakthroughs, and quiet resilience shape how he leads and how he shows up.

"These aren't motivational stories," Desmond shares. "They're lived lessons."

He often reflects on these experiences and shares them with his team, not as speeches, but as reminders of purpose, humility, and the responsibility that comes with influence.

FROM SCALE TO SIGNIFICANCE

In an industry driven by numbers, Desmond Liew stands out for something deeper: a commitment to responsibility, leadership rooted in experience, and success measured by the lives uplifted along the way.

For Desmond, that is what it truly means to represent a brand and to lead within it.

