

EDWIN ONG

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*RESILIENCE,
RELEVANCE, AND
THE DISCIPLINE
TO MOVE FORWARD*



LEARNING TO RIDE THE CYCLES

For Edwin Ong, a long and sustainable career in real estate begins with accepting one simple truth: volatility is part of the journey.

“In sales, ups and downs are unavoidable,” Edwin shares. “Even the most certain deals can fall through at the last minute, plans change, buyers hesitate, or another salesperson undercuts you. At the same time, some of the smoothest deals come when you least expect them.”

Early in his career, Edwin learned that the difference between those who last and those who burn out is not talent alone, but emotional discipline. His biggest turning point came when he stopped overreacting to individual

wins and losses and instead trusted the law of averages.

“I allow myself one day to moan and be in despair,” he says with a smile. “Then I dust off and move on.”

This mindset became a personal rule. By limiting how long he dwells on disappointment, Edwin protects his energy and focus, ensuring that setbacks never derail momentum. Over time, this resilience has allowed him to stay consistent, grounded, and mentally prepared for the next opportunity.

“With every low comes a new high,” he reflects. “You just have to keep going.”



STAYING RELEVANT IN A DATA-DRIVEN WORLD



As the industry evolved, Edwin recognised that resilience alone was not enough. To remain relevant, salespersons had to adapt how they communicated value, especially in an era where clients are more informed and discerning than ever.

PropNex's PropTech tools became an essential part of Edwin's daily workflow.

"In the past, we relied heavily on pre-prepared slides," he explains. "But data changes constantly. Updating decks repeatedly is inefficient and, frankly, impractical."

With PropNex's digital platforms, Edwin is able to draw live data instantly during discussions and presentations. The intuitive UI and UX allow him to present information clearly, accurately, and in real time, without relying on selectively curated figures.

This transparency has transformed how clients engage.

"When clients see live data, their guard comes down," he shares. "They no longer feel like you're painting a rosy picture. Instead, they feel involved."

Rather than presenting conclusions, Edwin uses these tools to co-create insights with clients, allowing them to explore scenarios together. This interactive approach strengthens trust, sharpens decision-making, and significantly boosts the credibility of every recommendation.



A CAREER BUILT ON CONSISTENCY AND CONTRIBUTION

Edwin Ong's journey is defined not by dramatic peaks, but by steady progress, guided by resilience, adaptability, and generosity. **By embracing market cycles, leveraging technology with transparency, and giving back through mentorship, he has built a career that continues to grow in both relevance and impact.**

In an industry that never stands still, Edwin's philosophy remains clear: keep moving forward, stay grounded in reality, and always leave others better equipped than you found them.



GIVING BACK THROUGH SHARING AND MENTORSHIP

PropNex has been Edwin's first and only agency, and its culture of leadership-by-example has deeply shaped how he approaches mentorship.

"Seeing leaders wear their hearts on their sleeves makes it easy to do the same," he says.

Inspired by this environment, Edwin believes strongly in contributing back to the ecosystem. As a trainer, he finds immense fulfilment in sharing not just strategies, but lived experiences, from his journey of overcoming obstacles to mastering long-term planning through Singapore's masterplans.

"I enjoy sharing real stories," he explains. "From rags to riches, from setbacks to breakthroughs, those are the lessons people remember."

For Edwin, teaching is not about spotlighting success, but about empowering others with knowledge, confidence, and perspective. Watching someone gain clarity, apply what they've learned, and achieve their own breakthrough is deeply rewarding.

"As we share, much more will be added to us," he reflects. "That's always been my personal mandate."

