

GILLIAN CHEE

CEA NO: R064313E

“
*REINVENTING
SUCCESS, ONE
BRAVE STEP
AT A TIME*”



A MID-CAREER LEAP INTO THE UNKNOWN

When Gillian Chee joined PropNex three years ago, it was not part of a carefully mapped plan.

It was the height of the Covid pandemic. After nearly 30 years as a senior executive in asset management, Gillian made the decision to step out on her own, entering real estate as a mid-career switch at a time when uncertainty was the norm.

“The journey has been humbling, but deeply rewarding,” she reflects.

Her biggest challenge, however, was not the market. It was overcoming self-limiting beliefs. Having never aspired to a career in sales, Gillian initially intended to “park” her licence while exploring other business opportunities. She even told her upline, Kevin Feng, that she preferred to work quietly behind the scenes, and seek his assistance with advertisements.

A major concern was opportunity cost. If she could not make a living in sales, she did not want to put potential recruits at risk. As a result, friends who expressed interest in joining her were often directed to more established leaders.

That cautious mindset shifted dramatically when Gillian stepped into commercial project launches for the first time as a tagger.



DISCOVERING AN ALTERNATIVE PATH TO LEADERSHIP



Gillian's first major breakthrough came when she was appointed Project IC at One Sophia, and later selected as Lead IC at Solitaire, Cecil Place and VisionCrest.

For her, managing a new project launch felt like organising a mini National Day Parade, intense coordination, operational precision, teamwork and publicity all coming together under tight timelines.

One of the most challenging aspects was recruitment. Unlike corporate hiring, where salaries are offered, project leadership required Gillian to recruit core team members who made a conscious decision and financial commitment, to join her.

The experience proved transformative.

Under her leadership, PropNex teams emerged as the leading agency, outperforming other Joint Marketing Agencies (JMAs) to achieve first closures and, in many cases, the largest market share. Because many PropNexians were new to the commercial segment, Gillian and her fellow ICs conducted extensive training to bring the teams up to speed.

The result was deeply fulfilling.

"I was thrilled beyond expectation," she shares, "to emerge as the top commercial tagger in PropNex by helping fellow ICBs close their very first commercial deals."

Through this journey, Gillian discovered an alternative pathway to a meaningful and sustainable career, one built on mentorship, teamwork and leadership, rather than traditional sales archetypes.

Company awards and recognition affirmed her growth, and for the first time, she found the courage to build her own team.

BUILDING CONFIDENCE THROUGH SYSTEMS, LEARNING AND PURPOSE

Today, Gillian draws inspiration from senior leaders who lead by example, serving others humbly, driven to excel, and generous in sharing knowledge. She is equally inspired by younger achievers who have charted formidable agency careers and built strong presences on social media.

For those exploring a mid-career switch or entrepreneurial path, Gillian believes PropNex offers a less daunting entry point than starting from scratch.

The company's technologically advanced platforms, AI-driven analytics, structured sales training and strong support teams provide a robust foundation. Tools such as Agent Suite help her track transactions and support recruitment, while Investment Suite enables her to generate comprehensive property reports within minutes, strengthening client trust and confidence.

As Singapore's largest listed real estate agency, PropNex also gives clients assurance. "There's a proven system and track record in place," Gillian notes, "which makes my clients more comfortable granting exclusive appointments."

Looking ahead, her immediate focus is mentorship. Many of her new team members are rookies, and Gillian is determined to help them leapfrog the learning curve, avoiding the paralysis of procrastination and the pitfalls she once faced herself.

Her longer-term aspiration is to build a team that is not only passionate about property, but united by purpose, leaders in their craft who enjoy working together to serve something beyond financial profit.

NEVER TOO LATE TO GROW

As markets evolve, Gillian stays ahead by remaining curious and engaged. She reads the press daily, follows international market developments, and participates in professional bodies and interest groups. A member of SISV and an adjunct professor at SMU Lee Kong Chian Business School, she embodies lifelong learning.

Her perspective is grounded yet optimistic.

"In agency, you can navigate market cycles more defensively than many businesses," she reflects. "When times are difficult, a kind and dependable salesperson truly shines."

Gillian Chee's story is a powerful reminder that reinvention is possible at any stage. With courage, structure and an openness to learn, success can be redefined, and rebuilt with purpose.

As she puts it simply: You have one life to make the most of and we are never too old to learn or change for the better.