

JASMINE CHENG

CEA NO: R026791D



“

*FOCUS, BALANCE,
AND THE
CONFIDENCE TO
STAY TRUE*



FINDING THE RIGHT PLATFORM, AND THE RIGHT DIRECTION

When Jasmine Cheng joined PropNex, it was the company's culture that stood out first.

“What drew me in was the sharing culture,” she recalls. “Information wasn't siloed. Market updates, policy changes, and insights were shared quickly and openly.”

In an industry where timing and accuracy matter, Jasmine appreciated how PropNex stayed ahead of market movements, from cooling measures to global developments, while ensuring salespersons were consistently equipped with up-to-date training. Compared to other agencies she had experienced, PropNex's investment in technology and training was clearly ahead of the curve.

This ecosystem gave Jasmine something invaluable: confidence. With access to timely insights, recorded training sessions, and practical tools, she could stay current and prepared, ready to speak to clients with clarity and relevance, even as the market evolved.

But having the right platform was only part of the journey. Jasmine soon realised that to perform consistently, she also needed focus.



THE POWER OF CHOOSING A NICHE

Like many salespersons, Jasmine initially tried to do everything. New launches, resale, commercial, sales, rentals, each segment offered opportunity, and she wanted to capture it all.

Instead, she found herself stretched thin.

“I was drained and all over the place,” she admits.

Her turning point came when she made a deliberate decision to focus on resale, an area where she had the deepest expertise and strongest understanding of the ground. That clarity changed everything.

By concentrating her efforts, Jasmine was able to refine her advisory

approach, deepen her market knowledge, and deliver more consistent results. The focus brought alignment, between her skills, her clients’ needs, and her own expectations.

“Once I committed to my niche, consistency followed,” she shares. “And that allowed me to achieve the targets I set for myself.”

Supporting this focus is her daily use of PropNex’s Investment Suite. Jasmine relies on its data, graphs, and analytical tools to evaluate pricing and market trends accurately. By curating customised reports for individual clients, she helps them understand the market clearly and make informed decisions with confidence.



SUCCESS THAT MAKES ROOM FOR LIFE



With nearly two decades in the industry and as a mother of two daughters, Jasmine’s definition of success has always included balance.

“Work-life balance is not optional for me,” she says. “It’s a priority.”

This philosophy shapes how she leads and mentors others. **Jasmine is always willing to share her experience and practical insights with her team, showing them that it is possible to excel in real estate while still being present for family.**

What she finds most rewarding is watching her team grow, not just in sales, but in confidence, skills, and quality of life. Seeing them achieve breakthroughs while learning to manage their time well affirms her belief that success does not have to come at the expense of personal fulfilment.

Looking ahead, Jasmine hopes to build a larger team of like-minded individuals, people who value professionalism, consistency, and balance, and who want to grow sustainably in the industry.