

JERVIS KOH

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*WHEN CLARITY
BECOMES THE
COMPETITIVE
EDGE*



VALUE OVER VOLUME



In an industry often defined by speed, persuasion, and volume, Jervis Koh has built his career on a different belief: that real success in real estate comes from clarity, structure, and decisions that continue to make sense long after the transaction is completed.

For Jervis, property is not about hype or closing faster. It is about helping clients make choices they will never regret, years after the transaction is done.

“What sets me apart is a relentless focus on value, not volume,” Jervis shares.

Early in his career, he discovered that clients were not lacking information, they were overwhelmed by it. Market noise, conflicting opinions, and emotional pressure often clouded judgment, especially when the stakes were high.

Through years of trial and refinement, Jervis developed a disciplined, data-driven advisory approach anchored in his team’s The Real Matters (TRM) Framework. At its core is a simple principle: let data lead before emotion.

“There is no one-size-fits-all solution in property,” he explains. **“Every client comes with different goals, constraints, and life priorities. My role is to listen deeply, understand what truly matters to them, and design strategies that solve real problems rather than simply complete transactions.”**

This philosophy has reshaped how his clients experience real estate. Instead of pressure, they receive perspective. Instead of urgency, they gain confidence. And instead of short-term wins, they move forward with long-term clarity.

“Better service begins with clarity. When clients clearly understand their options, risks, and outcomes, they gain confidence.”

WHY PROPnex MAKES THE DIFFERENCE

Jervis credits much of his growth to the ecosystem he operates within.

“What truly sets PropNex apart is the genuine care and sense of ownership the management has for its salespersons,” he says.

In both strong and challenging markets, PropNex’s leadership takes ownership of its people. When cooling measures or policy changes are announced, salespersons are not left scrambling. Timely briefings, structured talks, and clear guidance equip them to advise clients calmly and confidently, even amid uncertainty.

Equally transformative is PropNex’s suite of technology tools. Advanced digital tools have streamlined research, analysis, and proposal-building, removing friction from manual work.

“When friction is removed, salespersons are freed to think strategically,” Jervis notes. “That’s where real value is created.” Beyond tools, PropNex invests heavily in structured development programmes such as Advanced Sales Techniques (AST), Property Wealth System (PWS), and PropNexperience. Jervis and his wife have served as facilitators and committee members for several of these initiatives, witnessing firsthand the depth of thought behind each programme.

“There is a genuine desire to ensure every training is practical, relevant, and impactful, not theoretical.”

He also speaks highly of the accessibility of senior leadership, including Eddie Lim, Kelvin Fong, Ismail Gafoor, and Alan Lim. Their openness and mentorship, he says, have played a meaningful role in shaping both his professional journey and leadership approach.

“It’s the blend of strong systems, heartfelt leadership, and forward-looking technology that allows PropNex salespersons to thrive, regardless of market cycles.”



A SEASON THAT REDEFINED BALANCE

2025 marked one of the most demanding and defining chapters of Jervis’s life as he balanced leadership, family, and personal growth.

While leading a fast-growing team, he was also pursuing further studies at Singapore Management University, planning his wedding, navigating his first property purchase, and preparing for fatherhood, with his first child expected in 2026.

“Many people asked why I chose to continue studying,” he recalls. “My answer was simple: the best investment anyone can make is in themselves.”

The pace was relentless. Days often flowed from client appointments straight into lectures. Yet amid the intensity, the season proved deeply fulfilling. Professionally, the team more than doubled in size. Personally, life milestones unfolded one after another.

What anchored him through it all was clarity. Clarity on what truly moves the needle allowed him to stay effective without burning out, and present in the areas of life that mattered most.

“In a world with a hundred demands pulling at you, I learned to focus deliberately on the five to ten things that truly mattered, to my realtors, my clients, and by extension, to the business itself.”

This focus shaped how he led. With strong pillars within the team, systems were refined and the TRM Plug-and-Play Framework was strengthened, making the business more scalable and sustainable. Guidance from mentors like Andy and Joyce further grounded him, both professionally and personally.

Above all, Jervis credits his wife as his anchor.

“She supports both the backend of our business and our home. Her partnership gives me the clarity and confidence to lead.”

Today, Jervis views success differently from when he first started. It is no longer measured purely by transactions or milestones, but by the quality of decisions made, the people grown, and the lives impacted along the way.

“My advice to anyone striving to balance leadership, family, and growth is simple,” he says. “Stay clear on your priorities. Use the flexibility of self-employment intentionally. Focus on what truly matters, and be present with the people who walk the journey with you.”

For Jervis Koh, success is most meaningful when it is shared.