

JOSHUA SOH

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*GROWING
THROUGH
GRATITUDE AND
SHARED SUCCESS*



SUCCESS BUILT ON THE PEOPLE AROUND HIM

Joshua Soh believes that success in real estate is never a solo achievement.

“I believe I’m here today because of the people around me,” he reflects. “My mentors, my clients, my team, and my family have all played a big part in shaping my journey.”

From the beginning of his career, Joshua was fortunate to be guided by mentors who did more than teach him about the market. They helped him understand the values that underpin a meaningful and sustainable career.

Through their guidance, he learned that professionalism is not just about closing deals. It is about responsibility, integrity, and putting clients’ interests first.

Over the years, his clients have also become some of his greatest teachers.

Every transaction presents a new learning experience, a deeper understanding of how families

make decisions, what concerns they carry, and how property choices impact their long-term plans.

“Every transaction is a chance for me to better understand my clients and tailor my services to meet their unique needs, ensuring a more effective and personalised experience.”

Instead of approaching transactions as isolated events, Joshua views each experience as part of an ongoing process of growth. Each conversation, negotiation, and decision strengthen his ability to guide future clients with greater clarity and empathy.

Behind the scenes, his team and family provide a solid foundation that keeps him grounded and focused on his goals.

“With their support, I’m able to stay focused on doing the right thing for my clients and giving them the best service I can.”





THRIVING THROUGH SUPPORT AND STRUCTURE

Joshua believes one of PropNex's greatest strengths lies in the culture of support and continuous development within the company.

"The strong training culture at PropNex really sets it apart."

From structured programmes to regular sharing sessions, the company consistently invests in equipping its salespersons with knowledge, tools, and mentorship.

These resources help salespersons remain well-prepared in a fast-evolving market environment.

What stands out to Joshua is how the company responds during more challenging periods in the property market. Rather than slowing down, PropNex intensifies its support.

"For example, during more difficult market periods, the company actually increased training and sharing sessions."

Through timely market updates, research insights, and collaborative sharing among leaders and peers, salespersons are empowered with the clarity needed to navigate shifting conditions, adapt their strategies, and continue guiding clients responsibly.

Because of this strong ecosystem, Joshua notes that salespersons never feel isolated in their work.

"There's always guidance, resources, and people willing to share."

This environment not only strengthens individual salespersons but also raises the professional standards of the entire organisation. For Joshua, it reinforces the belief that success is built not just on individual effort, but on the strength of a supportive community.

LEARNING TO BALANCE LEADERSHIP AND LIFE

Balancing leadership responsibilities, personal growth, and family life is an ongoing journey, one that Joshua approaches with humility.

"To be honest, I'm still learning and trying my best to balance all these areas."

He acknowledges that achieving perfect balance is rarely possible. Instead, he focuses on staying disciplined with his time and prioritising what matters most each day.

This means remaining committed to both professional development and personal responsibilities, while continuously striving to improve.

Joshua credits much of his ability to stay grounded to the support of the people around him.

"I'm very grateful for my family, my team, and everyone who has supported me along the way."

Their encouragement provides perspective during demanding periods and reminds him that success should never come at the expense of meaningful relationships.

At the same time, **he believes growth requires a willingness to keep learning. The property market evolves constantly, and staying relevant means remaining curious, adaptable, and open to new insights.**

"My goal is simply to keep improving, both as a professional and as a person."

When asked what advice he would offer to others navigating similar demands, Joshua keeps his answer simple.

"Stay humble. Be grateful for the people supporting you, and remember that success is not achieved alone. It's a journey we share with others."

