



# JOY SHI

CEA NO: R061023F

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*DATA-DRIVEN.  
 HEART-LED.  
 REDEFINING WHAT  
 A MILLIONAIRE  
 SALESPERSON  
 LOOKS LIKE*



## THE RISE OF A NEW-GEN MILLIONAIRE

In an industry defined by grit, precision, and the relentless pursuit of excellence, Joy Shi stands out not simply as a top producer, but as a leader shaped by purpose, data-driven clarity, and a deep sense of human connection.

2025 marks a defining milestone for Joy. Her first year achieving Millionaire status coinciding with another life-changing chapter of becoming a mother.

“It’s a milestone I’m incredibly grateful for,” she says.

Her journey represents the kind of modern real estate professional that PropNex is proud to champion, strategic, empathetic, well-equipped with data, and grounded in genuine relationships.

And this is only the beginning.

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**What I want now is to build on this success and hit it consistently. Not just for myself, but to show my team that it’s truly achievable.**

## DELIVERING REAL VALUE, POWERED BY PROPnex DATA

For Joy, the joy of real estate lies in one thing: delivering real value.

**“Being able to provide data-driven insights that help clients make confident decisions, that’s what I enjoy most,”** she shares. **“PropNex gives us access to extensive market intelligence, and that makes all the difference.”**

As Singapore’s largest listed real estate agency with over 13,000 salespersons, PropNex’s market coverage is unparalleled. With more than 60% market share in new launches, its ground intelligence is both timely and precise.

Joy leverages this ecosystem deeply. She studies real-time buyer demand trends and deciphers what buyers are gravitating towards based on actual ground activity. She analyses new-launch performance through accurate, data-backed insights, allowing her to understand transaction patterns and the shifts in buyer preferences across districts and product types. This creates a distinct competitive advantage for her clients, a level of clarity few salespersons in the market can provide.

“When clients see the numbers and understand the ‘why’ behind every recommendation, they feel empowered. That’s when trust is built,” she explains.

And trust is at the heart of her business.

# LEADING WITH HEART: BUILDING PEOPLE, NOT JUST PERFORMANCE



Behind her polished professionalism is a leader who cares deeply about the people she guides.

This year is not just about Joy's personal breakthrough, it marks the beginning of a new chapter in her leadership journey.

**"What drives me now is empowering my associates to reach their own breakthroughs,"** she says. **"To do that, I know I need stronger structure in our team trainings and systems so we can grow together as a unit."**

Her vision for the next phase at PropNex is centred on two key priorities. First, she aims to scale her own personal mastery. Achieving Millionaire status has given Joy clearer insight into the systems, mindset, and discipline needed to perform at the highest level, and her goal now is to build consistency with a blueprint she can refine, strengthen, and replicate year after year.

Second, she is committed to elevating her team to their next level. Joy hopes that her breakthrough will set a new benchmark for her associates, serving as a reminder that if she can achieve it, so can they. At the core of her leadership philosophy lies a simple but powerful belief: when one person grows, the entire team rises together.



# RELATIONSHIPS THAT LAST: THE JOY WAY

Even as she harnesses the full suite of PropNex digital tools and data-driven systems, Joy believes her true strength lies in something more grounded. Authentic human connection.

She laughs as she recalls how she used to create strict boundaries between work and personal life. "I used to draw a clear line. But I've since realised that when I'm genuine, clients can feel it and that's what truly builds lasting relationships."

Today, her business is built on friendships, not just transactions.

**"Even after a deal is closed, I continue to build the relationship. Many of my clients are people I still hang out with today,"** she shares with a warm smile.

From producer to Millionaire, from salesperson to leader, from professional to new mother. Each role strengthens the other, shaping a version of herself that is both grounded and ambitious. Her next chapter is defined not just by continued high performance, but by the people she will guide, inspire and elevate along the way.