

JOYCE LYE

CEA NO: R055430A



*STRATEGY,
HEART & FAITH.
REDEFINING
REAL ESTATE
THROUGH ANJOY.*



STRATEGISING WEALTH, NOT JUST TRANSACTIONS

In a crowded industry where many focus on moving units, Joyce Lye and her husband, Andy, take a very different approach. Together, as ANJOY Real Estate, they don't just sell properties, they strategise wealth.

With more than a decade of experience and a track record of consistently selling units above valuation, the duo has built a reputation for precision, insight and exceptional outcomes. Their clients don't just receive service, they receive strategy.

Their advisory is powered by data-backed insights, personalised game plans and strong negotiation skills, the elements that have defined ANJOY Real Estate's success. Whether it's securing better prices, moving units faster or identifying the right progression pathway, Joyce ensures that every client receives clarity, structure and peace of mind from start to finish.

To Joyce, real estate is not just a career, it is a calling to steward people's assets with responsibility, wisdom and heart. And that commitment shows in every case they take on.



Our clients don't just get salespersons... they get a full team who treats their assets as seriously as our own





WHY PROPnex IS THE PLACE WHERE SALESPERSONS RISE

One of the biggest reasons Joyce continues to thrive is the environment PropNex provides, an ecosystem built for learning, sharing and constant elevation.

“At PropNex, with its sharing culture and strong pillars, every salesperson gets the opportunity to choose what they need. Whether it’s mindset, negotiation skills, or deeper understanding of asset progression,” she shares.

The company’s structure is designed to uplift both salespersons and clients. For salespersons, the trainings, mentorship and workshops shape them into sharper professionals. For clients, PropNex’s seminars and educational platforms offer transparency and clarity, empowering them to understand the logic behind wealth planning and property moves.

Joyce and Andy now serve as Chief Facilitators and committee members in AST (Advanced Sales Technique Masterclass), a role that has sharpened their abilities even further. Attending and running AST four times in 2025 alone gave them new frameworks, stronger communication tools and the ability to elevate their service with even more precision.

“AST has helped us serve our clients better than before. The more we grow, the more value we can give.”

For Joyce, PropNex is not just a brand, it is a nurturing ground for professional excellence and personal breakthroughs. It is the place where she learned, rose, and now pays it forward.

WOMAN, LEADER, MOTHER: LIVING WITH INTENTION

Balancing leadership, family and personal growth is one of the biggest challenges any modern woman faces, and Joyce approaches it with honesty, intention and grace.

“Balance isn’t about doing everything perfectly. It’s about knowing what matters.”

Faith grounds her. Family centers her. Systems support her. Some days she is a leader mentoring salespersons, negotiating deals and planning long-term strategies. Other days she is simply a mom trying to make sure everyone is fed and hugged. Both roles matter equally to her, and she honours each season for what it requires.

Joyce knows that the strength of a woman isn’t measured by how much she juggles, but by how intentionally she chooses her priorities. She embraces

the fact that she can be strong and soft at the same time, confident in her leadership, yet gentle with her family.

Her message to women striving to excel in many roles is deeply heartfelt:

“You don’t need to choose between being strong and being soft. You’re allowed to be both. Build your life with intention, ask for help when needed, and trust that God equips you for every season.”

This is the philosophy that guides her not only as a leader at PropNex, but as a mother, mentor and woman of purpose.



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