

LINDA YANG

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HELPING CLIENTS DECIDE WHAT COMES NEXT



THE TURNING POINT: FROM TRANSACTIONS TO TRUE ADVISORY

In Singapore, owning property is often seen as the finish line.

You buy a home, service the mortgage, wait for appreciation, hoping you've made the "right" decision. Yet for many homeowners today, that milestone gives rise to a quieter, more complex question: What do you do next?

This is the question Linda Yang has been helping clients navigate for over 13 years.

Her real estate journey reached a pivotal turning point six years ago after joining PropNex. Prior to that, Linda had already spent years in the industry, but she began to realise that simply reacting to transactions was not sustainable, for her clients or herself.

"I don't see myself as a salesperson," Linda shares candidly. **"I listen first. When clients feel understood, they are the ones who ask, 'How do we move forward?'"**

That mindset shift changed everything. Linda moved away from transactional thinking and began treating property as part of a broader financial ecosystem. Every decision, she recognised, carried

emotional weight and long-term consequences, not just financial outcomes.

"Every client has a story, and every story has emotions tied to it."

Since making that shift, Linda has consistently achieved PropNex Millionaire Producer status while building and leading a team of over 40 high-performing associates. Her breakthrough was not about working faster, but about working with greater clarity, structure and intention.



TECHNOLOGY THAT ENABLES BETTER DECISIONS, NOT PRESSURE



In today's market, the challenge is rarely about whether opportunities exist. More often, it is about capital management, confidence and clarity.

Linda's advisory approach is built on helping clients see the full picture, using data and planning to replace assumptions and guesswork. This is where PropNex's digital ecosystem plays a critical role in her day-to-day work.

She leverages PropNex's tools to perform in-depth financial calculations, detailed timeline planning, and disciplined entry and exit strategies. These allow her to guide clients through complex considerations such as cash proceeds, CPF refunds, mortgage interest, taxes, maintenance costs, and capital reallocation.

For many clients, this clarity changes their entire outlook. Some homeowners who own multiple properties discover their capital is locked inefficiently. Others, especially first-time buyers, realise that the 25% down payment barrier is not as absolute as they once believed, once financing structures and progressive payment options are properly explained.

"It's like private banking," Linda explains, "but without the barriers to entry. The goal is to help clients move forward more efficiently, with greater awareness."

Technology, for Linda, is never about speeding up decisions. It is about supporting better ones, allowing clients to move with confidence rather than urgency.

LEADERSHIP MEASURED BY PEOPLE, NOT JUST PERFORMANCE



While Linda's results speak for themselves, what ultimately drives her is impact, on clients navigating life-changing decisions, and on salespersons finding their footing in a demanding industry.

Early in her career, she witnessed the emotional toll real estate could take: salespersons burning out, clients feeling overwhelmed, and decisions driven by pressure rather than understanding. Instead of becoming disillusioned, Linda chose to lead differently.

"I felt like I had to stop and do something, to help people avoid situations like this and create better practices in the industry."

Today, Linda finds her greatest fulfilment in leadership and mentorship. She believes that no two journeys are the same, and that success should never follow a single formula. Rather than directing salespersons on what to do, she focuses on helping them discover what works best for them, building confidence, resilience, and sustainable careers.

"The most fulfilling part is when I get to help them achieve what they once thought was unattainable."

For Linda Yang, success is no longer measured by awards alone, but by the trust she builds, the people she uplifts, and the clarity she brings to every decision, whether for a client planning their next chapter, or a salesperson shaping their future.

"Everyone's journey is different," she reflects. "We just have to keep searching."