

# MARCUS LUAH

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*TRANSPARENCY,  
SYSTEMS AND  
STAYING THE  
COURSE*



## WALKING THE TALK

In a profession where trust is everything, Marcus Luah believes credibility begins with living the same principles he shares with his clients.

“The strategies I share are the same ones I use to build my own portfolio,” he says simply.

Rather than positioning himself purely as an advisor, Marcus approaches his work as someone who actively applies the same investment discipline in his own journey. For his clients, that alignment provides a sense of assurance, the strategies discussed are not just theories, but approaches he personally believes in and practices.

Transparency is a cornerstone of this philosophy. Over the past three years, Marcus has built a substantial library of more than 100 long-form YouTube videos, openly sharing insights, analysis and perspectives on property decisions. The platform has become an important bridge between Marcus and the people he serves.

“Many clients already feel they know me before we even meet,” he shares. “The videos allow them to understand my thinking and approach.”

This open sharing creates a foundation of trust long before the first consultation begins. By the time clients engage him directly, they already have a clear sense of his values, communication style and advisory philosophy.

For Marcus, that level of openness reflects a deeper belief about the profession itself.

**Real estate advisory, he believes, should be grounded in honesty and accountability. When clients see consistency between what an advisor teaches publicly and how they operate personally, confidence naturally follows.**

The result is a service experience built not just on expertise, but on authenticity.



## THRIVING THROUGH INNOVATION AND COLLABORATION

Marcus also credits much of his professional growth to the ecosystem provided by PropNex.

“What sets PropNex apart is the combination of technology, collaboration and constant innovation,” he explains.

The company’s commitment to developing digital tools and data-driven platforms enables salespersons to operate with a higher level of insight and efficiency. Real-time data suites provide quick access to market intelligence, allowing salespersons to analyse opportunities and guide clients with greater confidence.

But beyond technology, Marcus believes the culture of collaboration within PropNex is equally important.

Rather than operating in isolation, salespersons benefit from a community where knowledge and experiences are shared openly. This collective environment helps individuals learn faster while keeping the entire organisation aligned with evolving market conditions.

A clear example of this adaptability emerged during the COVID-19 pandemic.

While many industries struggled to adjust, PropNex quickly pivoted to virtual webinars and digital outreach, allowing salespersons to continue engaging clients and sharing market insights even during periods of restricted movement.

“That ability to move quickly showed how proactive the organisation is,” Marcus reflects.

By combining technological innovation with a collaborative culture, PropNex enables its salespersons to stay ahead regardless of market cycles.

Whether conditions are strong or uncertain, the tools and support systems remain in place to help salespersons adapt and continue serving their clients effectively.



## SYSTEMS THAT SUSTAIN MOMENTUM

For Marcus, long-term success is built less on motivation and more on structure.

“Motivation fades,” he says. “But systems can always be scaled.”

Balancing the many responsibilities of life, as a full-time salesperson, team leader, husband, father and son, requires clear routines and disciplined habits. Without a structured approach, it becomes easy for one area of life to overshadow the others.

Many professionals experience inconsistent momentum because they prioritise one area at the expense of another. Marcus believes systems are the key to avoiding that imbalance.

By maintaining clear routines and processes, he is able to manage the demands of business, leadership and family life in a sustainable way.

“I stick to the routines and systems I’ve set so I can perform well across all areas.”

At the heart of this philosophy lies a deeply personal principle.

“Never earn success at the expense of your family or personal well-being.”

For Marcus, financial achievement alone is not the measure of a meaningful career. True success must also include the ability to remain present for the people who matter most.

Because while professional milestones can bring satisfaction, the most meaningful rewards often lie beyond the numbers.

