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“
*BUILDING
SYSTEMS THAT
EMPOWER
BETTER
DECISIONS*”



A FRAMEWORK BUILT FROM THE GROUND UP

In a profession shaped by conversations and constantly evolving market conditions, Matthew Lam believes that the greatest value a property advisor can offer is helping clients understand their decisions with confidence.

“What sets me apart is the conversion framework I’ve developed called The Essentials,” Matthew shares.

First introduced in 2017, the framework was not built overnight. It has been continually refined through countless real conversations with clients on the ground, with each interaction offering fresh insight into how people think, hesitate, and decide when it comes to property.

“Every day I meet different consumers, understand their thought process, and update the framework so it stays relevant to the market.”

At the same time, Matthew conducts daily one-to-one mentorship

sessions with salespersons in his team. These discussions often generate fresh perspectives and ideas, which further sharpen the framework’s relevance in a changing market.

The Essentials has evolved beyond a presentation tool. It has become a structured method for guiding clients through complex property decisions in a way that feels practical, logical, and grounded.

“Ultimately, everything we learn from the ground is distilled into this framework,” he explains. “It helps clients gain the clarity and empowerment to make confident property decisions.”

By simplifying complicated considerations into a clear thought process, Matthew ensures that clients are not overwhelmed by information. Instead, they are guided step by step through a structured evaluation of their options.



LEVERAGING TECHNOLOGY TO STRENGTHEN ADVISORY

While frameworks provide structure, Matthew believes one of PropNex's greatest advantages lies in its strong ecosystem that supports salespersons through both market upcycles and downcycles.

Within this ecosystem, PropNex's digital ecosystem, in his view, is one of the company's strongest advantages and play a critical role in strengthening how salespersons advise and serve their clients.

PropNex's digital platforms integrate market concepts with data analytics, allowing salespersons to present insights clearly and efficiently. Instead of relying solely on personal interpretation, they are able to support their analysis with real-time information.

One aspect Matthew particularly appreciates is that many of the technology leaders behind PropNex's tools are themselves active salespersons. Because of this, the platforms are designed with practicality in mind.

"The tech tools are intuitive and salesperson-centric because the people building them understand what we need on the ground."

Among the tools Matthew frequently uses is ProMap within the Investment Suite. He recalls a memorable experience while presenting a property at the development Elta.

During the discussion, a client raised a challenging question about future demand, specifically which HDB owners might potentially upgrade into the development.

"She asked me where I could get this data from."

Although the question caught him off guard, Matthew quickly turned to the Investment Suite. By opening ProMap, he was able to map out nearby HDB developments within a two-kilometre radius and identify those reaching their Minimum Occupation Period (MOP) between 2025 and 2032.

The visualised data provided a clear picture of the potential upgrader pool.

"It mapped everything out beautifully, and we were able to conclude the transaction" he recalls.

The client was impressed not just by the information itself, but by the speed and precision with which it was presented.

Moments like these demonstrate how technology can elevate advisory credibility. With accurate insights delivered in real time, clients gain greater confidence in both the analysis and the professional presenting it.

Beyond analytics, PropNex also continues introducing initiatives that encourage salespersons to stay proactive in building client relationships. Tools such as MyCRM help salespersons maintain multiple client touchpoints through automated engagement features such as PWR and gifting initiatives, with just a click of the button.

Together, these digital platforms create an ecosystem that supports salespersons not only in productivity but also in professionalism.

FROM QUICK WINS TO SUSTAINABLE SYSTEMS

Looking back at the early days of his career, Matthew believes one lesson stands above the rest.

"Focus less on quick wins and more on building systems that compound over time."

Many new salespersons enter the industry focused primarily on individual deals. While these wins are important, Matthew discovered that long-term success comes from building repeatable processes that drive sustainability.

That realisation was what eventually led to the creation of The Essentials framework. Through that process, Matthew also learned that fear often stems from uncertainty.

"Most of the time, fear actually comes from a lack of knowledge."

When salespersons do not fully understand the market or the decision-making process, hesitation naturally appears. But as knowledge accumulates and a clear framework emerges, confidence begins to replace uncertainty. For Matthew, The Essentials became that structure, simplifying complex property considerations into a logical thought process that both salespersons and clients could follow.

Over time, it became more than just a presentation framework. It evolved into a way of thinking about the market.

His advice for aspiring salespersons remains simple yet powerful: Keep learning, keep refining your framework, and stay connected to the ground with real clients.

"When understanding increases, confidence follows."

Ultimately, Matthew believes that growth in real estate is not measured solely by financial results.

"Focus on progression," he says. "The bigger your stage, the better you become."

While income may reflect achievement, it is character growth that truly sets you apart.

