

# MICHAEL CHEN

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*BUILT ON STRONG FOUNDATIONS*



## CHOOSING THE RIGHT PLATFORM FROM DAY ONE

For Michael Chen, joining PropNex was never a complicated decision. From the very beginning, he was clear about the environment he wanted to build his career in.

“It was honestly an easy choice,” he shares. “PropNex is the biggest estate agency in Singapore, with the strongest systems and support structures in place.”

What drew him in was not just the scale, but the structure. In an industry where many salespersons operate independently, Michael was intentional about anchoring himself within an organisation that offered stability, training, and leadership that truly led from the front.

“I wanted to be somewhere that didn’t just talk about excellence, but practised it consistently.”

Over the years, PropNex’s culture of synergy and collaboration has reinforced that decision. The openness across divisions, the willingness of leaders to share, and the constant drive to upgrade have shaped his professional growth.

Programmes such as Advanced Sales Techniques (AST) and XBC became pivotal milestones in his journey.

“These programmes don’t just teach theory,” Michael explains. “They stretch you, refine your thinking, and sharpen your execution.”

**For him, growth has never been accidental. It has been deliberate, supported by an ecosystem designed to elevate salespersons who are willing to step up.**



## EMPOWERED BY AN INTEGRATED ECOSYSTEM

As the real estate landscape becomes increasingly data-driven, efficiency and accuracy are no longer optional, they are expected.

For Michael, two tools stand out as game changers: Business Suite and Investment Suite.

“Business Suite for its calculators and AI functions, and Investment Suite for data analysis,” he says without hesitation.

Previously, salespersons often had to rely on multiple external applications, many of which came with subscription costs. Today, much of that functionality has been integrated directly into PropNex’s proprietary platforms.

“We used to pay for several external apps just to piece everything together,” he recalls. “Now, most of those functions are built into our PropNex tools, and I’ve never looked back.”

On a daily basis, Business Suite helps streamline workflows, automate calculations, and enhance productivity. The built-in calculators allow Michael to walk clients through financial breakdowns with clarity, while AI-supported features improve efficiency behind the scenes.

Meanwhile, Investment Suite plays a central role in client advisory.

“Data empowers clients,” he explains. “When they can see the numbers clearly, trends, comparables, projections, they make decisions with confidence.”

Rather than relying on persuasion, Michael anchors his recommendations in evidence. Whether evaluating market movements or comparing transaction histories, the platform allows him to present insights that are transparent and credible.

The result is a smoother, more informed decision-making process, one where clients feel guided, not pressured.

## LEADING FROM THE FRONT

Beyond personal production, leadership has become a defining chapter of Michael’s journey.

“I find it imperative to lead from the front,” he says firmly. “Leaders need to be working hard on their cases and producing numbers as well.”

For him, credibility is built through action. A leader who continues to perform sets the tone for discipline, standards, and accountability within the team.

Today, Michael leads a team of 25 salespersons, each at different stages of their careers. Mentorship, in his view, goes beyond motivation speeches. It involves walking alongside them through real challenges.

“It’s heartening to witness them overcome tough negotiations or complex client scenarios,” he shares. “Sometimes, just one piece of advice at the right time makes a big difference.”

The true reward comes in watching transformation unfold. Salespersons who once hesitated in negotiations begin to speak with conviction. Those unsure about strategy start handling

progressively tougher cases with confidence.

“Seeing them grow from strength to strength is incredibly fulfilling,” Michael reflects.

He understands that growth is rarely linear. There will be difficult cases, market shifts, and unexpected setbacks. But with the right guidance, structure, and mindset, breakthroughs become inevitable.

And in those moments, when a team member successfully closes a challenging case or navigates a difficult situation independently, Michael sees the multiplication of effort.

“That’s when you know leadership matters.”

## GROWTH THAT MULTIPLIES

For Michael Chen, success has always been anchored in fundamentals: choosing the right platform, leveraging the right tools, and maintaining the right standards.

From Day One at PropNex, he committed himself to continuous upgrading, not just in skills, but in mindset.

With the support of a strong organisational ecosystem, advanced digital platforms, and a collaborative culture, he has built a business that is both scalable and sustainable.

Today, his focus extends beyond personal achievements. It is about multiplying growth, helping others sharpen their craft, overcome obstacles, and step confidently into bigger roles.

“In this industry, you don’t just build transactions,” he says. “You build people.”

