



SHERWIN HUANG

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ADVISING FROM EXPERIENCE, NOT THEORY



EARNING TRUST IN A HIGH-STAKES GAME

For Sherwin Huang, real estate has always been more than transactions and timelines. His core focus has long been serving property investors, clients who make complex, high-value decisions where the margin for error is slim and trust is non-negotiable.

Early in his career, that reality presented his biggest challenge.

“When you advise investors, especially seasoned ones, credibility matters,” Sherwin shares. “Clients aren’t just looking for opinions. They want to know that you truly understand what’s at stake.”

The turning point came when Sherwin made a conscious decision to stop relying solely on theory and market commentary, and instead lead with lived experience.

He began investing in real estate at just 21 years old, steadily building his own portfolio over the years. Today, that portfolio includes three residential condominiums in Singapore, one commercial unit, and two overseas properties, spanning multiple asset classes, financing structures, and market cycles. Through disciplined planning and long-term positioning, his investments have appreciated by approximately S\$2 million in net asset value over time.

More importantly, those experiences shaped how he advises.

“Sharing my own journey helped clients see that I’ve navigated the same uncertainties they’re facing,” he explains. “I’ve experienced the opportunities, the risks, and the trade-offs firsthand.”

That transparency changed the dynamic of his client relationships. Conversations shifted from persuasion to partnership, from short-term discussions to long-term planning. Clients no longer saw Sherwin as just an salesperson, but as a trusted advisor who approaches every recommendation with the same care he applies to his own investments.



Started Investing at 21
Now owner of Five Properties

- 3 Singapore Residential Condos
- 2 Overseas Properties
- 1 Singapore Commercial Unit



CLARITY THROUGH DATA, CONFIDENCE THROUGH STRUCTURE

While experience forms the foundation of Sherwin's advisory approach, data is what gives it structure and precision.

Among all the tools available to him, PropNex's Investment Suite has been the most impactful in shaping his day-to-day work.

"It's a platform I rely on daily," Sherwin says. "Not just for my clients, but also to actively monitor and evaluate my own properties."

The Investment Suite allows him to analyse pricing trends, compare developments, assess market movements, and model different investment scenarios efficiently. What once required hours of manual research can now be distilled into clear, objective insights, without compromising accuracy.

For clients, this translates into clarity.

Rather than relying on speculation or hype, Sherwin is able to present investment opportunities with data-backed reasoning, visual comparisons, and structured analysis. Complex scenarios are broken down into digestible insights, enabling clients to understand not just what to buy, but why it makes sense within their broader wealth strategy.



A CULTURE THAT BUILDS CONFIDENCE

Beyond tools and technology, Sherwin credits much of his growth to the culture and leadership within PropNex.

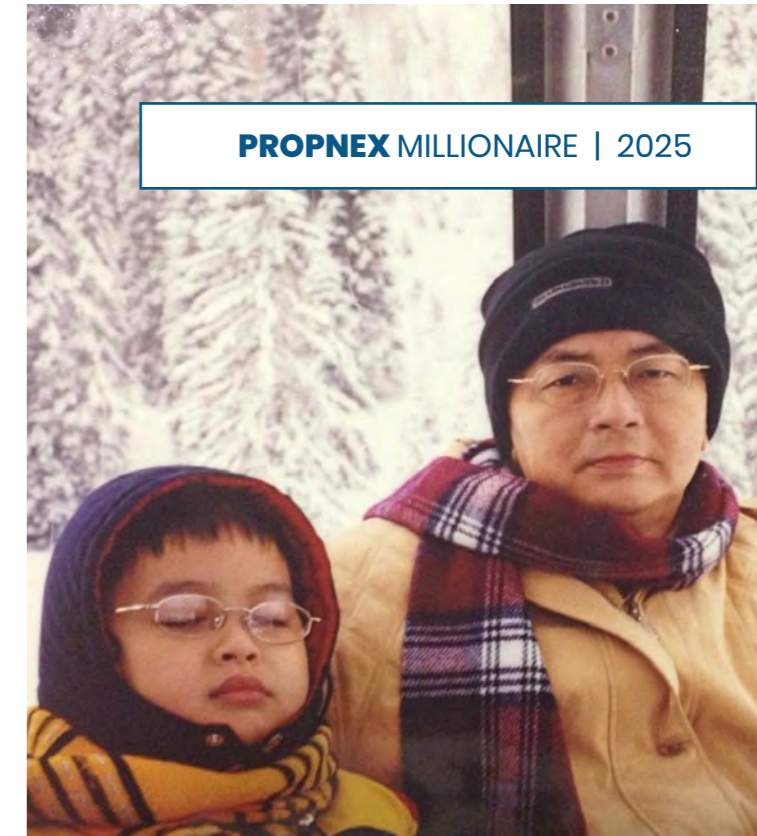
"What truly sets PropNex apart is its leadership mindset," he shares. "The leaders here are genuinely invested in the success of their people."

Rather than operating in silos, PropNex fosters a collaborative environment where sharing, mentorship, and collective growth are encouraged. Training programmes are forward-looking, designed not just to address current market conditions, but to prepare salespersons for what lies ahead.

This emphasis on foresight and adaptability has been especially valuable during periods of market volatility.

"The training equips us with strategic thinking, not just technical knowledge," Sherwin explains. "It helps us stay relevant, confident, and composed, even when the market landscape is changing."

For Sherwin, this strong foundation allows him to serve clients with consistency and integrity, regardless of market cycles. Supported by a robust training ecosystem and aligned leadership, he is able to focus on what matters most: delivering thoughtful advice, building long-term trust, and helping clients grow their portfolios responsibly.



PARTNERSHIP OVER TIME

Sherwin Huang's journey underscores a simple truth in real estate investing: trust is built over time, through experience, transparency, and disciplined execution.

By combining his personal investment journey with PropNex's data-driven platforms and a culture of excellence, Sherwin has carved out a clear role as a long-term partner to investors, one who understands both the opportunities and responsibilities that come with building wealth through property.

"In the end, it's not about chasing deals," Sherwin reflects. **"It's about making the right decisions, consistently, over the long run."**

And for the clients who walk that journey with him, that clarity makes all the difference.