



SOFIAN ROSLAN

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*GUIDING
FAMILIES WITH
TRUST AND
RESPONSIBILITY*



A PROFESSION BUILT ON TRUST

For Sofian Roslan, real estate is not simply a profession, it is a responsibility.

“What I enjoy most is the trust that comes with this work,” he shares. “Real estate isn’t just about transactions. It’s about guiding families through some of the biggest financial decisions of their lives.”

Being invited into those decisions is something Sofian does not take lightly.

“Each move represents a new beginning for the families I serve. Being part of that journey is something I truly honour.”

That sense of responsibility shapes how he approaches every client relationship. Instead of focusing purely on deals, Sofian emphasises on understanding the family’s

goals, their concerns, and the bigger picture behind their decision.

Representing the PropNex brand further strengthens that commitment.

The company’s strong systems, market research, and advisory framework give him the confidence to serve clients at a higher level. Clients are not relying solely on an individual salesperson; they are supported by a broader ecosystem of intelligence, training, and structured processes.

“Clients know they are backed by more than just one person. They’re supported by the strength of the entire platform.”

This credibility allows Sofian to focus on what matters most, guiding families with clarity, honesty, and professionalism.



TECHNOLOGY THAT SUPPORTS RELATIONSHIPS

In today's fast-moving property landscape, Sofian believes technology plays a critical role in delivering effective advisory.

PropNex's digital tools, market analytics, and research platforms provide real-time insights that help him present accurate recommendations to his clients. From pricing trends to market positioning, data allows him to explain complex situations with clarity.

"Technology gives my clients confidence because the advice is supported by facts and analysis."

These tools also enable him to operate more efficiently. Administrative processes that once required hours are streamlined through structured digital systems. This efficiency allows him to scale his business responsibly without compromising service quality.

Yet Sofian remains clear about one important principle. Real estate is, and will always remain, a people business.

While technology provides structure and speed, relationships require sincerity. Sofian takes the time to understand each client's motivations, concerns, and long-term goals before offering recommendations.

"I believe the balance is simple: systems for efficiency, sincerity for relationships."

When both elements work together, clients receive more than just service. They receive assurance and confidence in the decisions they make.

FINDING BALANCE BEYOND BUSINESS

Outside of work, Sofian finds grounding in the quiet rhythm of the sea. Fishing is one of his favourite pastimes, especially when shared with his son, who has developed the same enthusiasm for it.

"He's just as crazy about fishing as I am," Sofian laughs.

Being out at sea offers a rare opportunity to step away from the demands of daily work. The calm surroundings provide space to think, reflect, and reset.

Fishing, he notes, carries lessons that extend beyond recreation.

"It teaches patience, strategy, and resilience."

Sometimes the wait is long, conditions change unexpectedly, and success requires persistence, qualities that mirror the realities of business and life.

Family travel is another source of inspiration for him. Sofian particularly enjoys nature-focused holidays, where mountains, open landscapes, or the ocean provide a refreshing contrast to the pace of city life.

These trips create opportunities for meaningful connection, moments where the family can slow down, reconnect, and appreciate time together.

"Those moments help me recharge and return with renewed energy."



SERVING WITH PURPOSE

Sofian Roslan approaches his career with a quiet but steady philosophy. Real estate is not about speed or volume. It is about trust.

It is about guiding families responsibly through decisions that shape their future.

Supported by PropNex's systems and strengthened by his commitment to sincerity, Sofian continues to build relationships that extend far beyond individual transactions.

