

SOH LIANG LIANG

CEA NO: R067513Z



“

*STEWARDING
TRUST, BUILDING
LASTING IMPACT*



A MILESTONE ROOTED IN TRUST

Achieving Millionaire status in her third year as a real estate salesperson was both humbling and fulfilling for Soh Liang Liang. Yet for her, the achievement was never about individual glory.

“It was never a solo achievement,” she reflects. “It represents the trust my clients placed in me to steward some of their most important life decisions, the steadfast support from my family, and God’s unfailing favour.”

The clients’ trust extended beyond individual transactions. They referred their family members and close friends, a powerful affirmation that the advisory relationship was built on something deeper than results alone.

“What continues to drive me is that trust,” she shares.

Every client’s property journey is unique. Some clients are upgrading for growing families, others are planning for retirement security or restructuring assets for long-term growth. Walking alongside them through these transitions gives Liang Liang a deep sense of purpose.

“Helping clients gain clarity, security, and growth through property, and seeing their goals realised, reminds me why I chose this profession.”

Liang Liang has actively invested in property since her twenties, transacting more than ten properties over the years. These investments have grown her net worth, reflecting both discipline and strategic insight. She leads by example, walking the talk, and this authenticity gives clients confidence in her advice.

Looking ahead, Liang Liang envisions her next chapter at PropNex as one of stewardship, going beyond transactions to mentor her team of real estate advisors towards growth.

“Success should be rooted in purpose, sustainable, and shared,” she stresses.

Within PropNex’s forward-thinking and supportive environment, she hopes to nurture a team that thrives with purpose and consistency, developing confident, values-driven advisors who will one day achieve their own milestones.

HEART-LED, DATA-DRIVEN



Liang Liang believes that strong client relationships are built on genuine care and understanding.

“I take time to know my clients beyond property matters,” she explains. “Because they know I have their best interests at heart, the relationship naturally extends beyond the transactions.”

Many of her client relationships continue long after the completion of transactions. They become friends grounded in trust, mutual respect, and shared milestones.

At the same time, Liang Liang recognises the importance of guiding clients with structured, data-driven advice.

PropNex’s digital tools and market intelligence platforms empower her to serve clients with precision and clarity. Backed by strong research insights and management foresight, these systems help translate aspirations into well-informed decisions.

She describes these tools as 如虎添翼 (adding wings to the tiger).

“They help clients connect the heart to the head,” she explains. “I listen first, take what matters to the clients, and shape them into clear, data-supported strategies.”

By leveraging timely analytics, transaction data, and structured frameworks, Liang Liang is able to provide guidance that is both thoughtful and objective.

The result is a balanced approach: deeply personal yet professionally and efficiently grounded. Even as her business scales, every client experience remains attentive and intentional, no matter where they are in their property journey.

“Technology empowers my work,” she adds. “But relationships remain at the heart of it. **My clients know I work hard with a heart for them.**”

GROUNDING IN PURPOSE AND VALUES

Beyond professional achievements, Liang Liang is anchored by a strong sense of purpose.

“I recognise that I am in a privileged position,” she says. **“I get to help individuals and families achieve their goals, whether that is owning a home they love, progressing their assets, or securing a comfortable retirement.”**

She finds purpose in knowing that her work creates a positive lasting impact.

At home, that same sense of responsibility shapes her priorities. Together with her husband Chuck, Liang Liang is grateful to support her three daughters in their educational journeys, and to provide care for their immediate and extended families.

“Family is a blessing and a responsibility,” she reflects. “This is why I am passionate about supporting my clients in providing for their loved ones and leaving a lasting legacy.”

Her faith in God anchors her life and work. Serving in the church pastoral counselling ministry gives her the privilege to walk alongside individuals during pivotal moments, offering care, guidance, encouragement, and perspective.

“My fulfilment comes not just from work achievements, but from making a meaningful difference in the lives of others.”

In an industry often driven by targets, Liang Liang stands out, led by faith, devoted to family, and committed to her clients, stewarding their trust through integrity and excellent work.

