

TRICIA ONG

CEA NO: R052450Z



“

*WHERE STRATEGY
MEETS INTUITION
AND LEADERSHIP
MEETS HEART.*



A RARE BALANCE OF STRATEGY, INTUITION & HUMAN CONNECTION

In a highly competitive real estate industry, Tricia Ong differentiates herself through something simple yet profound: she understands people. She listens not just to what clients say, but to the stories they carry, the fears beneath their questions, the hopes behind their goals, the season of life they are navigating.

“Decisions about a home are deeply personal,” she says. “My clients feel that I honour that.”

Tricia’s strength lies in her uncommon ability to blend strong analytical thinking with instinctive emotional insight. She reads market movements with confidence and accuracy, yet she also senses what a family truly needs, even before they fully put it

into words. This balance gives her clients steady, grounded guidance at every step.

Over the years, she has built systems, frameworks and mental models that allow her to see both risk and opportunity at a glance. She thinks deeply about each client’s long-term plans helping them understand how today’s choices shape tomorrow’s options. Clients trust her because she is decisive when it matters most, yet gentle and empathetic when the moment calls for care.

“Ultimately, I combine a strong analytical approach with a very human touch. This is how I help clients make confident and meaningful decisions for their future.”



A COMPANY THAT STOOD STRONG WHEN THE WORLD STOOD STILL



For Tricia, PropNex's strength is evident not only in thriving markets, but especially in the challenging seasons. She experienced this firsthand during one of the most uncertain periods of the decade, the Covid-19 pandemic.

"Showflats were closed, viewings stopped overnight, and many salespersons wondered how they would continue serving clients," she recalls. "But PropNex leadership did not disappear. They doubled down on training and support."

Almost immediately, the company transformed its operations. Trainings shifted online. Leaders stepped in with stronger guidance. Tools and insights were updated at unprecedented speed. And the iconic in-person consumer empowerment seminars? They went digital, full-scale events on Zoom, attended by thousands, helping the public stay educated and salespersons stay connected.

"That period could have broken many of us, but PropNex helped us adapt and stay relevant."

What she values most is the company's ethos, that PropNex doesn't simply help salespersons make sales. It helps them build stable careers, strong professional identities, and resilience across every market cycle.

"PropNex puts people at the centre. In good times, they give us the structure to grow. In challenging times, they give us the support to move forward with confidence."

It is this unwavering ecosystem of leadership, community, and continuous learning that allows salespersons like Tricia to thrive, not just survive, through every shift.

BALANCING LEADERSHIP, FAMILY & SELF: THE FOUR PILLARS OF "GOOD SUCCESS"

Tricia's life is a tapestry of roles, advisor, leader, mother, and a woman committed to personal growth. But if there's one lesson she has learned, it is that balance doesn't mean doing everything perfectly. Rather, it means knowing what matters most in each season, and giving herself grace to be fully present where she is needed.

"Some days I am leading my team through important decisions. Some days I am simply a mother putting my child to bed. Both roles matter equally to me."

Motherhood reshaped her. Leadership honed her. And personal growth anchors her. She pours into her clients and her team, but she has learned that she must also pour into herself. She reads, reflects, challenges her own limits, and embraces the evolution that comes with each new chapter.

Her advice to women navigating the same multidimensional life is deeply heartfelt:

"Release the pressure to be everything at once. You will have moments of triumph and moments of quiet struggle. Both are part of the journey."

Instead of measuring success by output or targets, Tricia grounds herself in what she calls the four pillars of "good success". How deeply she loves her family, how well she cares for herself, how she continues to grow in her career, and how anchored she remains spiritually.

And on the days when life feels overwhelming, she reminds herself, and other women, to lean on their village, ask for help without guilt, and honour rest as much as effort.



"When women stop trying to be perfect and allow themselves to be supported, something incredible happens. We rise higher than we ever imagined."