

YUKO QI

CEA NO: R056261D



*BUILDING
CREDIBILITY, ONE
STRATEGIC
PARTNERSHIP
AT A TIME*



REPRESENTING A BRAND THAT OPENS DOORS

For Yuko Qi, being a real estate professional has never been about chasing transactions. It is about representing credibility, access, and long-term value, especially in the commercial space, where decisions are complex and stakes are high.

As a commercial real estate specialist, what Yuko enjoys most is being part of PropNex's growing presence and credibility in the commercial market. In recent years, PropNex has become increasingly active in this space, including securing joint marketing agency appointments alongside global consultancies such as CBRE, JLL, and Cushman & Wakefield.

"That shift matters," Yuko explains. "It signals to clients and landlords

that PropNex is no longer just participating in the commercial market, we are being recognised as a credible partner within it."

Representing the PropNex brand allows her to offer clients broader market access, stronger landlord relationships, and assurance that they are backed by a large, established organisation with growing commercial capabilities. For corporate occupiers and investors alike, this translates into smoother negotiations, better positioning, and confidence in representation.

"In commercial real estate, credibility opens doors," she adds. "The PropNex brand helps me step into those conversations with authority."





STAYING AHEAD BY THINKING LIKE A BUSINESS PARTNER

In a market shaped by economic cycles, geopolitical shifts, and evolving industries, Yuko believes staying ahead requires more than tracking listings or rents. It requires thinking like a business partner, not just a broker.

“My focus has always been to understand my clients’ businesses first,” she shares. “Their operating models, industry pressures, growth plans, and decision drivers.”

This long-term, consultative mindset allows Yuko to advise clients beyond immediate space requirements. She pays close attention to broader economic indicators, policy developments, and global trends that influence demand for commercial real estate.

PropNex plays a critical role in supporting this approach. Through timely insights into both micro and macro trends, Yuko is able to interpret how global movements translate into local real estate decisions. This holistic perspective allows her to identify serious, well-aligned clients more efficiently and guide them with clarity.

Over the past few years, she has observed increasing demand from sectors such as fintech, renewable energy, and the shipping industry, trends that reflect broader shifts in the economy. With PropNex’s market intelligence and research support, she has been able to respond to these changes confidently and position her clients proactively rather than reactively.

“In commercial real estate, timing and alignment matter,” Yuko says. “Understanding where demand is coming from allows me to create better outcomes for both tenants and landlords.”

SCALING WITH CLARITY, WITHOUT LOSING THE HUMAN TOUCH



When it comes to maintaining strong client relationships, Yuko’s approach is deliberately personal.

“In commercial real estate, relationships are built over time,” she explains. “Clients value discretion, consistency, and someone who understands their business context deeply.”

While many PropNex digital tools are more residential-focused, Yuko leverages data, research, and structured information in a way that complements her advisory style. Rather than relying on templated tools, she draws on PropNex’s broader market insights, transaction intelligence, and internal knowledge-sharing to support her recommendations.

These resources help her scale her work thoughtfully, by allowing her to assess market movements more efficiently, shortlist opportunities with greater precision, and enter discussions with clients well-prepared and informed.

“Technology doesn’t replace relationships in my work,” she says. “It supports better conversations.”

By combining structured data with a high-touch advisory approach, Yuko ensures that clients feel both supported and understood. Decisions are made with confidence, backed by insight rather than pressure.

As PropNex continues to strengthen its position in the commercial market, Yuko is proud to be part of that evolution. By representing a brand that commands respect, staying ahead of industry shifts, and maintaining trusted client relationships, she has built a practice defined not by volume, but by value.

“In the commercial space,” Yuko reflects, **“success isn’t about how fast you move. It’s about how well you understand, and serve the people you work with.”**