

# YVONNE LAI

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“  
*FINDING HER  
 OWN VOICE, AND  
 THE CONFIDENCE  
 TO USE IT*”



## THE TURNING POINT: BECOMING HERSELF

Like many driven real estate professionals, Yvonne has always been eager to learn. She attended sharings, absorbed strategies, and studied how top producers worked. But somewhere along the way, learning turned into comparison.

“I kept thinking that I needed to become someone else,” she reflects. “If I could speak like this person, present like that person, then I would be better.”

Over time, she realised that while PropNex’s strong sharing culture was a gift, trying to replicate others was slowly pulling her away from herself. Clients could sense it. Conversations felt forced. And the more she tried to fit into different styles, the less authentic she became.

That was her turning point.

“I realised that clients can feel when you’re not being authentic,” Yvonne shares. “And the moment I stopped trying to be someone else and allowed myself to be me, everything changed.”

**Instead of chasing every method or mould, she focused on discovering her own strengths, how she connects, communicates, and serves. In doing so, she found clarity.**

“I realised I do have my own crowd. I don’t need to appeal to everyone. I just need to be Yvonne Lai.”

That acceptance became the foundation of her confidence, consistency, and long-term success.



## CONSULTANT GROUNDED IN FACTS, GUIDED BY DATA

While her style is authentic and personal, Yvonne's advisory approach is firmly anchored in facts and figures. She describes herself as someone who needs to understand the numbers before forming an opinion, and that's where PropNex's Investment Suite plays a central role.

"I use Investment Suite every day, everywhere I go," she says.

**Before giving advice, Yvonne takes time to study trends, pricing movements, rental data, and historical performance. She believes that sound recommendations must be backed by research, not assumptions.**

"I like to help my clients do proper research," she explains. "When I understand the data clearly, I'm confident in my advice, and my clients feel that confidence too."

Investment Suite allows her to analyse information quickly and clearly, enabling more meaningful conversations with clients. Rather than reacting to market noise, she helps clients understand what the numbers are truly saying, and what that means for their decisions.

For Yvonne, technology doesn't replace relationships, it strengthens them. With facts and figures in place, trust becomes easier to build.

## WHY PROPnex FEELS LIKE HOME

Yvonne did not start her career at PropNex. Having experienced another agency before joining, the contrast was immediately apparent.

"When I first came to PropNex, I didn't know anyone," she recalls. "But my boss brought me around, and I realised how open and inclusive everyone was."

What struck her most was the absence of hierarchy. Despite being Singapore's largest listed agency, the culture felt personal, approachable, and family-like.

"It didn't feel like an office. It felt like a family."

One of her earliest experiences was attending Bootcamp, where she met senior leaders in person, leaders who were not just figureheads, but active facilitators and sharers.

"That was when I understood why PropNex is built this way," she says. "Because the leaders themselves live the values."

The willingness of top producers to share openly left a lasting impression. Yvonne remembers reaching out for help in her early days, unsure of what to do, only to find senior salespersons willing to meet her for coffee, guide her patiently, and share sincerely.

"They didn't have to help me," she reflects. "But they did. And that meant a lot."

Today, after a decade in the industry, Yvonne remains deeply rooted at PropNex, not just because of the systems and training, but because of the people.

"I don't see this kind of culture everywhere," she says. "Here, people really want you to do well."

