



DIDI Z

CEA NO: R003478B

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HEART FIRST, HUSTLE ALWAYS. A DECADE OF GROWTH, GRATITUDE & GENUINE LEADERSHIP



DRAWN BY HEART, SHAPED BY THE JOURNEY



When Didi Z first joined PropNex, it wasn't the size of the company or the promise of accolades that caught his attention. It was something far simpler and far more powerful.

“Honestly, what drew me here was the heart of the company,” he shares. **“The culture felt real. The leaders were sincere. And somehow, I felt this was the place that would stretch me.”**

That instinct proved right.

Over the past ten years, Didi's journey has been one of steady growth, deep learning and quiet breakthroughs. From being “just a normal guy trying his best,” he rose to become a Millionaire Realtor in both 2024 and 2025, milestones that still surprise him.

“Still shocked actually,” he laughs. “But always grateful.”

What stands out in Didi's story is not just the success, but the humility that comes with it. He credits the environment around him, the culture, the leadership, the people, for supporting his growth beyond expectations. PropNex didn't just give him opportunities; it gave him belief, structure and the space to become better year after year.

TECHNOLOGY THAT FREES TIME FOR WHAT MATTERS MOST



Ask Didi about PropNex's digital ecosystem, and his response is immediate and candid.

"PropNex tech is seriously a lifesaver."

At the centre of his day-to-day work is the PA app, which he calls his constant companion. Presentations, financial calculations, market data, everything he needs is right there.

"I just need my phone and confidence," he says with a grin.

Beyond convenience, what Didi values most is how technology gives him time back. Digital processes reduce administrative load, allowing him to focus on what truly matters, serving clients well, having meaningful conversations, and closing deals with clarity.

"Less admin. More serving. More closing," he sums up simply.

In Didi's view, technology doesn't replace the human touch but it enhances it. It allows him to show up sharper, faster and more prepared, while still being fully present for the people he serves.

"Technology makes me look smarter than I actually am," he jokes, but the confidence his clients feel says otherwise.

LEADING BY WALKING BESIDE OTHERS

For Didi, leadership isn't about hierarchy or authority. It's about walking the journey together.

"The best part about leading others is seeing people grow," he says. "When they close that breakthrough deal or finally believe in themselves... wah, that feeling cannot buy one."

He doesn't lead from above. He walks beside his team, guiding, encouraging and celebrating every win, big or small. When someone under his care breaks through a barrier, Didi feels it as deeply as if it were his own success.

"Their win always feels like my win."

This approach reflects the PropNex culture he cherishes most, a culture of sharing, lifting and guiding one another.

