



DARREN GOH

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*BUILT ON TRUST,
STRENGTHENED
BY COMMUNITY*



WHERE IT BEGAN: A DECISION GROUNDED IN TRUST

Darren's entry into real estate was not driven by grand ambition or industry glamour. Instead, it began with trust.

"When I first decided to join the industry, I joined a friend from junior college who was already doing well in PropNex," he shares.

What started as a leap of faith soon became something more enduring. Over the years, PropNex has grown significantly in size and scale, but for Darren, one thing has remained constant, the sense of belonging.

"It has always felt like a big family," he says.

That culture of support has shaped the way Darren approaches his work. Knowing that there is always a team and a company that has his back gives him the confidence to focus fully on serving his clients well.

"I love that I can always reach out to my team whenever I face issues," he explains. "That assurance helps me strive to do my best for my clients."

Beyond support, there is also genuine camaraderie. From showflats to resale appointments, Darren often finds himself crossing paths with fellow PropNexians, small moments that make the workday more enjoyable and remind him that he is part of something bigger than himself.



TURNING DATA INTO DECISIVE ADVANTAGE

In a fast-paced market where clients often expect answers on the spot, Darren relies heavily on PropNex's digital ecosystem to stay sharp and responsive.

"Investment Suites has been a game changer and a life saver for me," he says.

Whether it's an impromptu phone call or an unexpected discussion during a viewing, Darren is able to access critical information instantly. Transaction records, historical trends, and up-to-date market data allow him to guide clients with confidence, backed not by instinct alone, but by facts.

"I can look at trends over time and reference updated transactions to help clients make better-informed decisions," he explains.

The impact goes beyond advisory. Data has become a powerful tool in negotiations. For buyers, Darren uses it to anchor discussions and secure value-driven purchases. For sellers, it allows him to justify strong pricing with evidence, helping achieve record-breaking deals grounded in market reality.



A CULTURE THAT GROWS BY SHARING

Having spent the last seven years with PropNex, Darren has heard countless stories from fellow salespersons who joined from other agencies. A common theme always emerges.

"What I hear most often is how different PropNex's sharing culture is," he says.

Knowledge at PropNex is not siloed. Leaders conduct trainings openly for fellow salespersons, regardless of division or advisory affiliation. This selfless approach to sharing expertise creates a ripple effect, one that encourages others to give back when they are able.

"I can attest to that culture," Darren notes. "We often have trainings conducted by different leaders for all PropNexians."

Darren himself has conducted trainings, and the experience has been just as rewarding for him as it is for participants.

"When you share and exchange ideas, you also learn in the process," he reflects. "It goes both ways."

This open, collaborative environment has not only sharpened Darren's skills but also reinforced his belief that growth is strongest when it is shared.

MOVING FORWARD, TOGETHER

For Darren Goh, real estate has never been just about transactions. It is about trust, between colleagues, between advisors and clients, and within a company that believes in lifting one another up.

Supported by PropNex's culture, strengthened by technology, and grounded in teamwork, Darren continues to build a career defined not just by results, but by relationships

