

Shanel Liew

CEA NO: R024647Z



*PRECISION.
CARE.
LEADERSHIP,
REDEFINED.*



GOING BEYOND THE TRANSACTION

In a competitive real estate industry, Shanel Liew stands out for one defining reason: she refuses to do the bare minimum. For her, real estate is not simply about closing deals, it is about orchestrating an experience so seamless that clients feel fully supported, from the first conversation to the final handover.

“The market is definitely competitive,” she shares. **“To be successful, we have to be on the ball, listen closely to what clients need, and guide them through their transitions in the most seamless way.”**

Shanel believes that true service begins where most salespersons stop. She manages details others would turn away from: renovations, contractor

coordination, tenant issues, defect checks, and last-minute problems that arise during a transaction.

She recalls a recent case involving a client who bought a unit at J Gateway as an investment. When the outgoing tenant returned the property in poor condition, Shanel stepped in immediately. She arranged contractors, managed repairs, polished the floors, replaced curtains, cleaned the unit, and handed it over in pristine condition to the new tenant.

Her client never had to lift a finger.

“It’s always about giving my clients a hassle-free experience. They should feel that everything has been taken care of, especially investors who want strong rental returns without the stress.”





I treat every client personally. They are precious to me, so I don't outsource the relationship. I want them to feel cared for, not by a system, but by me



TECH-ENABLED SERVICE, HUMAN-LED IMPACT

Behind Shanel's warmth and attentiveness is a highly structured, tech-enabled approach powered by PropNex's digital ecosystem. She uses tools such as Property Analysis and Investment Suite daily to guide clients with clarity and confidence.

"The app I use every day is Property Analysis," she says. "Consumers want to see basic information such as rental, sales transactions, market data and the app lets me pull that up instantly."

For buyers comparing resale and new-launch options, she uses real-time profitability projections to show potential gains. For landlords evaluating rental adjustments, she pulls up surrounding transactions instantly. For HDB sellers, she checks ethnic quota restrictions with speed and accuracy.

"These tools help me provide clear, factual advice. Clients don't just hear my recommendations, they see the logic with their own eyes."

PropNex's technology gives her efficiency, but her personal touch is what elevates the experience. She remains hands-on with all her clients, believing that strong relationships are built through responsiveness, sincerity and presence.

WHY PROPnex IS THE BEST PLACE TO GROW

Shanel attributes much of her professional growth to PropNex's supportive environment. To her, the company is more than a brand, it is a community where salespersons learn, share and rise together.

"As a new RES, what you need is guidance — and at PropNex, anyone can become your teacher, mentor, or leader."

She appreciates PropNex's strong leadership, industry-leading tech, and comprehensive training framework. Bootcamps, workshops, consumer seminars, project briefings and division-led trainings ensure that salespersons stay sharp through every market cycle.

The company's scale also creates a competitive yet uplifting environment.

"Being in a competitive environment sharpens you and sets you apart from the rest of the other salespersons in the market," she says.

In her words, PropNex doesn't just teach salespersons to survive, it positions them to thrive.



Time management is everything. I plan my days by the hour, not by morning, afternoon and evening. That helps me fit more into my day.

LEADING AS A WOMAN: BALANCE, DISCIPLINE & BOUNDARIES

Beyond her sales success, Shanel is also a leader, a mentor and a mother. Balancing these roles is not easy but she has mastered it with structure, intention and humility.

Her schedule flows with discipline: morning exercise, team trainings, client meetings, salesperson support and family time. She is clear about priorities and honest about limits.

What keeps her grounded is the understanding that she cannot, and should not, do it all alone.

"Offload as much as you can to trusted allies," she advises. "Get a PA to handle team events or training slides. Delegate duties to free up time for what truly matters, your family and your mental well-being."

Still, even the best plans must sometimes bend. When urgent matters come up, Shanel adapts by handling what's most important first and shifting the rest. Flexibility, she believes, is as essential as discipline.