

LOYALLE CHIN

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*STEWADING
LEGACY THROUGH
COMMERCIAL AND
RESIDENTIAL'S #1
MEDIA-ENABLED TEAM*



BUILDING A PLATFORM FOR SALES LEGACY AND STEWARDSHIP

A 30-year-old second-generation business owner found herself wrestling with the fate of a shophouse handed down by her forefathers. Should she redevelop or cash out the asset, redeploy the capital into landed, or build a broader portfolio of investment condos? Concurrently, she had to consider family harmony, timing and responsibility. In her search for clarity and effective marketing, she turned to Steward Asia.

Steward Asia is the leading trusted team advising family business owners and high-net-worth individuals (HNWIs) across Singapore and South-East Asia. By God's grace, Steward Asia team has brokered more than \$1 billion worth of shophouses and commercial buildings, new launches and landed homes in recent years. Formerly known as ShophouseHuat, the team's refreshed identity reflects a focused mandate: It is about advising family business owners, HNWIs and families with greater clarity, discipline and a multi-generational lens.

For Loyalle, the work is about stewardship: helping families make wiser decisions with assets that will shape not only wealth, but relationships and legacy.

"We have seen our clients disunite because of poor asset management and the absence of leadership," Loyalle says. "So we begin with needs analysis, then advise from a multi-generational perspective."

Even the name Steward Asia carries an intentional meaning. Its Chinese character, "众", or "multitude", points to the coming together of people around a united vision.

In practical terms, Loyalle sees this expressed in value-add enhancements for strong footfall, vibrant activity and greater rentability within a real estate portfolio.

Steward Asia comprises of two synergistic pillars. The first is Steward Real Estate, which focuses on brokerage and advisory in shophouses, commercial buildings and other asset classes for family business owners, family offices and families across Singapore and the region.

The team has developed specialists across

District 1: Central Business District

District 7: Kampong Glam, Bugis

District 8: Jalan Besar

District 10: Holland Village

District 15: East Coast, Katong

Much of the work involves advising owners on asset positioning, tenant strategy, legacy planning and long-term value creation.

"Our 2026 goal is to transact another S\$300 million worth of shophouses and commercial real estate in Singapore." Over the years, the team was ranked one of the leading shophouse brokerages in Singapore.

The second is Steward Capital Partners, a private equity platform that connects deals with cornerstone investors seeking strategic opportunities in commercial real estate. Together, the two platforms allow Loyalle and his team of professionals to work across several layers of the ecosystem, from advisory and brokerage to longer-horizon investment partnerships.

He returns repeatedly to what he describes as a triple bottom line: Profits, Placemaking and Purpose-driven success. In his view, the best positioned properties do more than appreciate. They attract the right people, transform the precinct and serve a longer-term vision."



DATA-DRIVEN DISCIPLINE AND AGILITY AS A TEAM

Loyalle currently is helming 2 teams: a 20+ strong associates specialising in commercial, new homes and resale under Loyalle's personal mentoring, as well as managing the Salesforce in partnership with Christian and Jervis.

Ask Loyalle about some of the people who have sharpened him: "I am deeply grateful for Chairman Ismail Gafoor's exemplary standards and visionary leadership, as well as the invaluable guidance and care of bosses Alan Lim and Kelvin Fong."

That influence shows up not only in how Loyalle speaks about growth, but in how he thinks about responsibility. He credits the leadership culture within PropNex for sharpening his discipline in sales, decision-making and real estate investment.

Loyalle's role as a 3-time Champion Platinum Achiever, 9-time millionaire and facilitator in PropNex's signature Advanced Sales Techniques programme has also enabled him and his team to build relationships with capable salespersons across PropNex and beyond. Those networks for his team, he says, are valuable for co-brokers as for the exchange of field-tested insights, strategies and realism.

Loyalle speaks with unusual consistency for his team in learning, mentorship and shared growth.



BALANCING LEADERSHIP, FAMILY AND PERSONAL GROWTH AS A TEAM

Beyond just sales accolades, Loyalle develops growth-minded leaders and people around three pillars: character strength, emotional health and wise financial stewardship.

"Whoever can be trusted with very little can also be trusted with much."

Through disciplined habits in physical vitality and community, he is trying to build not only a productive life, but one that finishes well.

Family remains central to that effort.

"I treasure time with my wife and children, even as we build a strong foundation (for Steward Real Estate and Steward Capital Partners)."

Looking ahead, Loyalle is focused on improving team sales conversion through small teams coaching and the thoughtful integration of artificial intelligence, with the aim of making commercial and residential real estate sales process more structured, scalable and effective. Another is to grow the long-term capital value of his group's portfolio of shophouses and landed homes, reinforcing a commitment to patient stewardship.

He speaks, too, about culture. Inspired by Chairman Ismail's conviction that leaders must take care of their people, Loyalle wants to build a team defined by standards of excellence.

By developing and nurturing the next generation who are hungry, humble and coachable, he hopes to raise the standard of commercial and residential real estate advisory in Singapore and South-East Asia.

Through Steward Asia, Loyalle's team continues to advise families and family business owners on how to steward commercial and residential real estate with discipline, clarity and a longer view of legacy.

