

UNVEILING OUR 2025

MILLIONAIRES



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SPECIAL MESSAGE

by CEO

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I am immensely proud to celebrate a truly historic milestone for PropNex, a **record-breaking 102 PropNex Millionaires in 2025**, comprising 43 first-time achievers and 59 multi-Millionaires.

Kelvin Fong
CEO, PropNex Realty

This achievement is not just about numbers. It is about people, individuals who have demonstrated exceptional discipline, resilience, consistency, and an unwavering commitment to excellence. Each of you represents what is possible when passion meets purpose, and when hard work is matched with the courage to push beyond limits.

What makes this milestone even more meaningful is the diversity of journeys behind it. Among you are those who have reached this pinnacle for the very first time, proving that breakthrough success is within reach. And among you are seasoned achievers who continue to raise the bar year after year, setting new standards of performance and professionalism for the entire industry.

Together, you embody the very best of the PropNex spirit.

To our network of over 14,000 salespersons, let this serve as a powerful reminder, **greatness is not reserved for a select few. It is built through daily discipline, a commitment to learning, and the willingness to persevere even when the journey is challenging.** The path to success is never easy, but it is always possible.

Behind every PropNex Millionaire is not just individual effort, but also a strong ecosystem, supportive leaders, a collaborative culture, robust training, and cutting-edge technology that empowers you to perform at your best. This is what sets PropNex apart, and what enables so many of you to achieve extraordinary results.

More importantly, your success goes beyond personal milestones. You are role models. You inspire your teams, uplift your peers, and show the next generation what can be achieved through integrity, professionalism, and service excellence. In doing so, you strengthen not just your own careers, but the entire PropNex community.

As we celebrate this remarkable achievement, I encourage every PropNexian to dream bigger, aim higher, and continue striving for excellence. Let these 102 Millionaires be a beacon of inspiration, proof that with the right mindset and the right environment, there is no limit to what you can achieve.

On behalf of the management team, I extend my heartfelt congratulations to all our Millionaires. Your success is well-deserved, and your journeys will continue to inspire many more in the years ahead.

Together, let us continue to scale new heights, as One PropNex Family.

AARON JEREMIAH

CEA NO: R040612D

“

*ADVISORY THAT
REDUCES NOISE*



THE POWER OF HAVING AN OPINION

In a competitive real estate landscape, where information is abundant but clarity is rare, Aaron Jeremiah Chan believes that what truly sets an advisor apart is the courage to have a well-informed opinion.

“For me, having an opinion means taking responsibility,” Aaron explains. **“It’s not about being loud or forceful. It’s about doing the extra work, checking the facts, validating assumptions, and organising solutions, so clients can move forward with confidence.”**

That additional layer of diligence defines how Aaron serves his clients. Every recommendation he makes is anchored in data, market understanding, and structured thinking. Rather than presenting options passively, he actively steers clients toward decisions that align with their goals and objectives.

This approach allows clients to cut through market noise and uncertainty. They are not just given information, they are guided. And in an industry where decisions carry long-term financial and personal implications, that guidance makes all the difference.





A CULTURE THAT LIFTS EVERYONE

Aaron credits much of his growth to the environment he operates in. For him, what sets PropNex apart is not a single initiative, but a culture that is deeply embedded at every level of the organisation.

“The first thing is leadership,” he says. “When you see our CEO pushing harder than anyone else, it sets the tone. It makes you ask yourself, how can I not give my best?”

But beyond leadership by example, Aaron points to something less visible yet equally powerful: the absence of barriers. Despite being a company of over 14,000 salespersons, PropNex operates with an uncommon sense of unity.

“There’s no invisible wall between divisions or advisory groups,” he shares. “When it comes to projects, we work as one. Leaders are accessible. Producers are just a phone call away.”

This selfless sharing culture, where knowledge and support flow freely, has become one of PropNex’s greatest strengths. It creates an environment where salespersons are not competing in silos, but growing together, aligned by purpose and professionalism.

THE 4Cs OF A BALANCED LIFE

Balancing leadership, family, and personal growth is never simple, but Aaron approaches it with a framework he calls the 4Cs: Communicate, Cherish, Calibrate, and Consistency.

Communication, he believes, is foundational. Clear conversations with family, colleagues, and friends ensure shared expectations and mutual respect. “Nobody likes last-minute changes or being left in the dark,” he says. “Support starts with honest, two-way communication.”

To cherish means to be fully present. Whether at work or at home, Aaron makes it a point to give 100% of his attention to the moment. **“When you’re with family, be there completely. When you’re at work, do the same. Presence is how people feel valued.”**

Calibration is his way of staying self-aware. By regularly reflecting on his actions and decisions, Aaron gains a third-person perspective on how he shows up in different roles. This allows him to stay aligned with how he wants to feel, and how he wants others to feel, in every interaction.

Finally, consistency ties everything together. Discipline in both work and family life creates stability, pride, and joy. “One cannot exist without the other,” he reflects. “It’s knowing what you’re fighting for, and how you’re fighting for it.”

A LEADER GROUNDED IN CLARITY

For Aaron Jeremiah Chan, success is not defined by volume or visibility, but by clarity of thought, of purpose, and of action. By pairing strong opinions with rigorous validation, and ambition with discipline, he continues to serve clients and lead others with confidence and conviction.

In a fast-moving industry, Aaron’s journey is a reminder that when clarity leads, balance follows, and when leadership is grounded in purpose, excellence becomes sustainable.



ADEE SALLEH

CEA NO: R065223J



*REAL JOURNEYS.
REAL ADVICE.
REAL CONFIDENCE
FOR THE NEXT
CHAPTER.*



ADVISING FROM EXPERIENCE, NOT ASSUMPTION

In a competitive real estate industry, what sets Adee Salleh apart is not just knowledge, but lived experience.

Within four years, Adee personally went through the full journey of upgrading from an HDB flat, navigating a private property decoupling, and eventually purchasing both a condominium and a landed home. It was a steep learning curve, one that demanded careful planning, emotional resilience, and constant recalibration.

As a mother of two, that experience shaped her deeply.

“Upgrading isn’t just about numbers,” Adee shares. “It’s about disruption, stress, and making decisions that affect your family’s future.”

Because she understands the realities of packing, shifting, school planning, cash flow concerns, and emotional fatigue, Adee never rushes her clients. Instead, she

walks alongside them, step by step, ensuring they feel safe, informed, and confident at every stage of the decision.

Her approach is grounded in honesty. Whether through social media videos or in-person consultations, Adee shows up as herself. That authenticity builds trust quickly, allowing clients, especially parents, to feel comfortable discussing their fears, constraints, and aspirations openly.

“My goal is never just to close a deal,” she explains. “It’s to help clients think beyond today’s transaction and focus on long-term asset progression.”

To support this, Adee and her team use simplified frameworks and Excel models to break down complex numbers and risks. By translating financial concepts into clear, practical steps, she helps families upgrade comfortably, without overstretching or second-guessing.



WHY PROPnex IS WHERE SALESPERSONS GROW WITH CONFIDENCE

For Adee, choosing the right platform mattered just as much as choosing the right strategy.

She believes PropNex stands out because it offers salespersons something many overlook: a proven system, not just motivation.

“From training to tools, everything is practical and applicable,” she says. “And even when you’re unsure how to apply it, leaders are always willing to support.”

What she values most is the collaborative culture. Rather than competition, PropNex encourages sharing, allowing salespersons to grow faster with collective support. Market insights are consistently provided, leadership is visible, and guidance is never far away.

As a leader herself, Adee is grateful for the strong ecosystem surrounding AdeeRealtyTeam, with

mentorship and support from Marcus Luah Advisory, Matt Lam, Clinton Lim Division, and HeroHomes.

This support proved especially crucial during challenging market periods. When the market slowed, PropNex did not panic. Instead, the focus shifted to strategy, data analysis, skills upgrading, and recalibration.

One turning point for Adee was attending the Advanced Sales Techniques (AST) course.

“It was a real eye-opener,” she reflects. “It forced me to self-reflect, rethink my practices, and immediately apply new techniques.”

Rather than pushing sales, trainings emphasised client value, advising on timing, holding power, and long-term planning. This allowed Adee to evolve from selling homes to truly advising clients through uncertainty.

LEADING WITH HEART: BALANCING FAMILY, TEAM & SELF

Balancing leadership, family, and personal growth is a constant journey, and Adee approaches it with clarity and compassion.

“I’ve learnt that balance isn’t about perfection,” she shares. **“It’s about priorities and seasons.”**

She sets clear boundaries and gives herself permission to be fully present, whether with her family, her team, or her clients. This intentional presence allows her to give her best without feeling torn between roles.

Adee also believes strongly in investing in systems and support, both at work and at home. Rather than trying to do everything alone, she builds structures that prevent burnout and sustain long-term growth.

“I’m truly grateful for my AdeeRealtyTeam,” she adds. “No one succeeds alone.”

Her advice to other women is empowering and unapologetic:

“Don’t shrink your ambitions, grow your capacity. You don’t have to choose between success and family. Build systems, ask for help, and give yourself grace. Be kind to yourself on both good and bad days.”

With a smile, she adds, “We got this, babes.”



ADRIAN KOH

CEA NO: R045184G



TRUE SUCCESS IS MEASURED BY THE LIVES WE UPLIFT.



SUCCESS THAT BUILDS ACCOUNTABILITY, NOT COMPLACENCY

For Adrian Koh, achieving millionaire status was never a signal to slow down. In fact, it did the opposite.

“It didn’t slow me down, it made me more accountable,” he shares.

Success, to Adrian, is not a reward to enjoy passively. It is a responsibility to his team, his clients, and most importantly, his family. His guiding principle is clear: to aspire to inspire.

Beyond personal success, Adrian focuses on building a platform where others can WIN. The #HereToWin movement is grounded in execution, discipline and accountability, a culture where results are engineered through action, not left to chance.

The next chapter of his journey at PropNex is centred on intentional expansion: growing the #HereToWin brand, building more districts under his leadership, and developing more millionaires and rising millionaires within the team, all while preserving a personal-touch culture and equipping everyone with the latest market direction to best serve clients.

“I’ve never believed my success came from being smarter,” Adrian reflects. **“It came from taking more action, staying consistent, and doing what others hesitate to do.”**

That mindset has shaped his leadership style. He leads by

example, sets the pace through discipline, and believes deeply in momentum built through consistent effort.

As his son Oliver entered Primary School, Adrian has become even more conscious of the value of time. Family has sharpened his sense of purpose, not just to win in business, but to win at life alongside the people who matter most.

“I’m grateful for my family, and I’m committed to winning more life goals with them and my #HereToWin family.”



HIGH-TECH EFFICIENCY, HIGH-TOUCH RELATIONSHIPS

Adrian firmly believes that PropNex's digital ecosystem is one of his strongest advantages, and he leverages it fully to raise the standard of service he delivers to clients.

"The tools and data we have today allow me to serve clients with speed, accuracy, and real-time insights," he says. **"That truly elevates the client experiences."**

From market data to digital platforms, technology allows Adrian to scale efficiently and stay sharp in a fast-moving environment. But he is equally clear about one thing: technology alone does not build trust. Relationships do.

For Adrian, the foundation of every successful transaction is personal connection, understanding clients' concerns, checking in at the right moments, and being fully present at each major decision point.

"It's high-tech and high-touch," he explains. "The tools help me scale efficiently. The personal connection makes clients feel understood and supported."

This balance has been a cornerstone of his consistent growth, and it is the same philosophy he instils in his #HereToWin team. Digital mastery creates efficiency, but empathy and presence create loyalty.



STAYING AHEAD IN EVERY MARKET CYCLE

In a constantly shifting market, Adrian's edge has his ability to stay ahead of change.

"The market is always shifting," he says. "But when you understand what's coming next, you can guide with clarity instead of noise."

He studies trends early, from land bids and price-to-rent movements, to supply pipelines and evolving buyer behaviour. Data gives him confidence, and that confidence translates into certainty for both clients and his team.

PropNex plays a crucial role in this process. The research reports, leadership guidance and real-time data provided at a national level allow Adrian to interpret market changes quickly and decisively.

"Whether the market is cooling, shifting or rebounding, I can lean on real-time data to give timely advice to clients and equip my team with the right strategies to stay relevant," he explains.

This combination of strong research, clear frameworks and consistent market direction allows Adrian to help clients buy with confidence, and helps his team grow with stability, regardless of the market cycle.

BUILDING PEOPLE, BRANDS AND A LEGACY

Adrian Koh's journey is one of intentional growth. He does not chase success for its own sake, he builds it with purpose, accountability and heart.

As he expands the #HereToWin brand, mentors the next generation of leaders, and balances ambition with family, Adrian remains grounded in the values that brought him here: consistency, action and responsibility.



ALAN NG

CEA NO: R066210G



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*DESIRE. REPETITION.
SACRIFICE.
THE THREE PILLARS
BEHIND A MILLIONAIRE
MINDSET.*



THE TURNING POINT THAT TRANSFORMED HIS CAREER



For Alan Ng, success didn't arrive suddenly, it was built slowly, deliberately, through a process he now defines with three pillars: desire, repetition and sacrifice.

“Desire gave me the hunger to grow beyond who I was. Repetition sharpened my skills through daily discipline. Sacrifice created the space for growth,” he reflects.

Early in his career, Alan realised that talent alone wouldn't bring consistency. He had to build a foundation that would hold up across every season of real estate, from peak markets to quiet cycles. That meant saying no to distractions, dedicating more hours to learning, improving communication and negotiation, and training himself to read the market with clarity.

These three pillars formed the turning point of his career. When Alan stopped chasing outcomes and focused instead on building systems and fundamentals, everything shifted. Conversations improved. Clients began to lean on him for logic and clarity. His momentum grew, not through speed, but through patience and consistency.

“Success is rarely sudden,” Alan explains. **“It's built through clarity, responsibility and consistency. When I stopped chasing outcomes and started building foundations, everything changed.”**

POWERED BY DATA: ELEVATING CLIENT CONFIDENCE THROUGH INVESTMENT SUITE



In a landscape where buyers are well-informed but often uncertain, Alan has found a powerful ally in PropNex's evolving digital ecosystem, especially Investment Suite, a tool that has completely transformed the way he consults.

"My role is to bring clarity, not just information," he says. "Investment Suite allows me to do that with precision."

With the ability to compare new launches with resale units, project breakeven timelines and illustrate future pricing pressures across OCR, RCR and CCR, Alan can clarify complex concepts in seconds. Clients don't just hear explanations, they see visual logic that helps them understand risk and opportunity clearly.

"The platform allows me to guide with precision and plan strategically. It elevates trust because decisions no longer rest on assumptions," Alan says. "They're supported by logic, evidence and mathematics."

The result? A higher level of client confidence and a consultation style grounded in strategic planning.

"Investment Suite has changed how I advise. It allows me to present with confidence and direction."



MENTORSHIP WITH HEART: BUILDING PEOPLE, NOT JUST PRODUCERS

Despite his achievements as a top producer, Alan finds equal, if not greater, fulfilment in mentorship. For him, the most rewarding part of leadership is watching transformation unfold. "Production numbers matter, but the growth in belief, confidence and mindset is far more meaningful," he shares.

He has witnessed associates who once second-guessed themselves begin to communicate with clarity, make decisions with conviction, and trust their own capabilities. These shifts, to him, are the true indicators of progress.

Alan brings playfulness and warmth into his mentorship style.

"I bring a playful energy into mentorship because lightness creates a safe space for learning," he says. "People grow faster when they feel understood instead of judged."

This atmosphere of humour and openness accelerates rapport, and rapport builds trust, the foundation of real growth. His approach transforms mentorship from a performance-driven environment into a place where people feel supported, valued and encouraged to stretch beyond their limits.

RAISING LEADERS, NOT FOLLOWERS

To Alan, mentorship is not about accumulating followers. It's about cultivating future leaders. His definition of success is measured by how many rise strong enough to lead alongside him.

"Mentorship is about helping someone step into their next level," he says. "Not just in results, but in identity."

He believes that transformation happens when mindset shifts, when confidence is rebuilt, and when a person begins to see their own potential through a clearer lens. His role is simply to guide, encourage and provide the frameworks that support their growth.

What makes Alan an exceptional leader is this combination of clarity and compassion. He leads with systems and logic, but mentors with empathy and intuition. He understands that becoming a top producer is not just about strategies, it is about becoming the person capable of executing them.

And every salesperson who grows under his mentorship becomes a reflection of the principles that built his own career, desire, repetition and sacrifice.

Alan's journey is far from over, but one thing is clear: he isn't just building a business.

He's building people, shaping futures, and raising the next generation of leaders who will carry PropNex forward.

ALEX GOH

CEA NO: R018225J



*TURNING
DETERMINATION
INTO DATA-DRIVEN
SUCCESS*



FROM UNCERTAIN BEGINNINGS TO PURPOSEFUL GROWTH

Before stepping into real estate, Alex Goh once imagined a very different future. Growing up, his dream was to become a chef. Cooking had always been something he loved deeply. But reality soon set in. Culinary school required resources he simply did not have.

At the time, his sister was working in real estate and encouraged him to give the industry a try. With little to lose, and freshly out of National Service, Alex decided to follow her lead.

The start was far from glamorous. For months, he earned nothing. Prospective clients would look at his youthful appearance and immediately question his credibility. The rejection was relentless. At one point, Alex came very close to walking away from the industry entirely. Then one client took a chance on him.

That first case became a defining moment in his career. The search for the right home was filled with setbacks and frustrations. At several points, the buyer nearly gave up. But they pressed on. Eventually, the deal was closed. That breakthrough did more than just secure his first commission. It restored his confidence.

“Suddenly, I wasn’t just the rookie anymore,” he says. “I was the person who could out-stubborn a problem.”

From that point forward, momentum began to build. What started as a fragile beginning gradually evolved into a career defined by persistence, learning, and growth.



TECHNOLOGY SUPPORTING RELATIONSHIPS

Today, Alex approaches real estate with a philosophy built on continuous learning.

“Gaining knowledge and developing new skill sets is what continues to drive me and my team,” he shares. “Everything we learn along the way helps not only our clients, but ourselves too.”

For Alex, effective advisory begins with a deep understanding of both the market and the financial considerations behind every property decision. Over time, numbers have become one of his greatest strengths.

“Clients don’t really care about market jargon,” he explains. “They care about their money.”

Rather than overwhelming clients with technical analysis, Alex focuses on translating complex data into simple, practical insights they can easily understand. This analytical approach has become one of his defining trademarks.

PropNex’s digital ecosystem further strengthens this approach. With access to real-time data and market insights, Alex is able to present accurate analysis quickly during consultations.

“PropNex’s digital tools allow us to see all the data clearly and easily,” he says. “Because the insights are backed by real numbers, clients trust our recommendations more.”

At the same time, maintaining strong relationships remains central to his business. To stay connected with past and existing clients, Alex leverages CRM systems that allow him to keep in regular contact long after a transaction is completed.

“I use CRM systems to stay in touch regularly with my clients,” he explains. “That way the relationship continues even after the transaction.”

The combination of strong client relationships and reliable data enables Alex to scale his business while maintaining the personalised service his clients value.



GROWTH THROUGH DISCOMFORT

Despite his achievements, Alex believes one principle continues to drive both his personal development and the growth of his team: the willingness to step outside one’s comfort zone.

“I believe in constantly trying new things, even when it feels uncomfortable.”

Markets evolve, policies change, and consumer behaviour shifts. For Alex, staying ahead requires a mindset that embraces learning rather than resisting it. PropNex’s forward-thinking culture reinforces this philosophy.

“PropNex is always moving ahead of market changes,” he says. “That pushes us as salespersons to keep adapting and improving.”

Whether through new tools, evolving training programmes, or emerging strategies in the property market, the environment encourages salespersons to keep progressing.

This mindset has also shaped Alex’s leadership journey. What began as casual sharing of ideas gradually evolved into structured mentorship within his team.

“I never planned to lead a team,” he admits.

Early in his career, Alex openly shared his scripts, negotiation strategies, and spreadsheets with colleagues. Some questioned why he would give away knowledge so freely in such a competitive field. His response was simple.

“Knowledge isn’t something to keep as a trophy.”

By sharing openly, he created an environment where learning flows both ways. Today, his team spans multiple divisions, and even salespersons outside his immediate circle often reach out to him for advice.

Watching others grow has become one of the most rewarding parts of his journey. At the heart of it all remains a commitment to keep learning.

“You can work long hours every day,” Alex says, “but if you’re not learning and improving, you’re just running in place.”

For him, knowledge is more than a tool for success, it is the engine that keeps both his career and his team moving forward.





ALVIN CHIN

CEA NO: R055980Z

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*A LEADER WHO
BUILDS WEALTH
WITH HIS TEAM*



BEYOND PERSONAL SUCCESS: A VISION BUILT ON TOGETHERNESS

For Alvin Chin, achieving Millionaire status is not the pinnacle. It is the starting point of a bigger, more meaningful mission. While most people celebrate personal breakthroughs, Alvin's proudest milestone wasn't a commission statement or an award. It was the moment his team achieved something extraordinary together.

“One of my team-building goals was to purchase assets as a team,” Alvin shares. “We managed to do that, we bought a conservation shophouse together.”

This achievement reflects Alvin's deeper philosophy: success is sweeter when it is shared. He believes in building not just high-performing salespersons, but individuals who grow in financial literacy, investment awareness and long-term wealth planning.

And the journey doesn't stop here.

“The next goal is to help my guys achieve their financial goals first and then for all of us to co-invest in a hotel.”

It's an audacious vision. One that requires patience, skill, discipline and a strong foundation. But Alvin is the kind of leader who doesn't just dream; he charts a roadmap, aligns his team and pushes forward with relentless consistency.

For him, the next chapter at PropNex is about lifting his people, multiplying opportunities, and ensuring that no one succeeds alone.

WHERE DATA MEETS TRUST: SERVING CLIENTS WITH PRECISION

Behind Alvin's calm confidence is a deeply analytical mind. His clients trust him because he brings clarity and evidence into every consultation, breaking through market noise with data-backed insights.

He relies heavily on PropNex's Investment Suite, a tool he uses daily. It allows him to extract information swiftly and present complex concepts visually.

“I'm very data driven in my content. Investment Suite helps me extract data efficiently. I particularly like the tower view, surrounding transactions and profitability functions.”

These functions help Alvin assess developments with precision, compare units quickly, and illustrate potential gains or risks in real time. Whether he is guiding investors or homeowners, he uses the platform to help clients see what he sees, trends, gaps, opportunities in a way that is simple yet powerful.

His advisory is grounded not just in numbers, but in clarity and trust. He merges professionalism with sincerity, giving clients confidence that the decisions they make are well-founded and future-proof.

STAYING GROUNDED THROUGH THE DISCIPLINE OF FITNESS

Away from the showflats and investment discussions, Alvin finds grounding through fitness competitions like HYROX, known for their intense blend of endurance and strength.

“I enjoy the process of training and participating in HYROX. I get humbled by the tough training.” He says.

The sport embodies everything Alvin values: discipline, resilience, consistency and the willingness to push through discomfort. Training reminds him that growth is earned through effort, not convenience. Every session strengthens not only his body, but his mindset.

This mental toughness carries into his real estate journey, the ability to stay focused in uncertainty, remain steady under pressure, and model grit for his team.



The sport embodies everything Alvin values: discipline, resilience, consistency and the willingness to push through discomfort.

THE NEXT CHAPTER: LIFTING OTHERS TO THEIR POTENTIAL

Alvin’s journey reflects a leader who understands that success in real estate extends far beyond closing deals. It is about building wealth, building people and building futures.

It’s why Alvin invests so much time into personal mentorship, strategy sharing and elevating his team’s mindset. He sees potential in each of them and he intends to bring that potential to life.

The conservation shophouse was a milestone. The hotel will be the next.

But the real legacy Alvin is building is a community of salespersons who uplift one another, who dare to dream bigger, and who break ceilings collectively.



ALVIN LIM

CEA NO: R026934H

MAKING A DIFFERENCE WHEN IT MATTERS MOST

For Alvin Lim, real estate has never been just about property. It is about people, life transitions, and decisions that shape the future.

“What I enjoy most,” Alvin shares, “is being able to genuinely make a difference in people’s lives at very important moments.”

Property decisions are rarely just about price or timing. They are about security, family, retirement, and long-term aspirations. Being entrusted with that responsibility, often over months or even years, is something Alvin never takes lightly.

Every transaction represents a real story. Families upgrading for growing children. Investors planning for stability. Retirees reshaping the next chapter of life. Alvin finds fulfilment not in the

speed of a closing, but in the clarity he brings to each journey.

“I find fulfilment in guiding clients through these decisions with honesty, structure, and long-term perspective,” he explains. “Short-term wins don’t define real success.”

Representing the PropNex brand gives Alvin a strong platform to practise this philosophy responsibly. The values of integrity, transparency, and client-first advisory align closely with how he has always worked. Beyond transactions, he takes pride in educating buyers, mentoring salespersons, and contributing meaningfully to the wider community, whether through advising first-time homeowners or guiding families through asset progression strategies.

“
*GUIDING WITH
CLARITY, LEADING
WITH
RESPONSIBILITY*”



HIGH-TECH SYSTEMS, HIGH-TOUCH SERVICE



As the industry becomes increasingly data-driven, Alvin is clear about one thing: technology should support relationships, not replace them.

“At the heart of every transaction is a person making an important life decision,” he says. “No tool can replace being present, responsive, and genuinely invested in someone’s journey.”

Strong personal connections, in his view, are built on listening beyond numbers. It means understanding clients’ fears, motivations, and long-term goals, while remaining accessible even after the transaction is complete.

At the same time, Alvin recognises the power of structure. PropNex’s digital ecosystem and data-driven tools allow him to provide objective, timely advice with confidence. Accurate market analytics, research insights, and structured systems remove guesswork and elevate conversations.

By leveraging PropNex’s tools, Alvin is able to streamline research and operational processes, freeing up more time for meaningful dialogue. The result is a balance of precision and presence, where clients receive both analytical depth and personal care.

As a mentor and leader, Alvin also instils these same principles in his team. He emphasises disciplined frameworks, ethical advisory, and consistent standards of service, ensuring that as the business scales, professionalism remains uncompromised.

CALM LEADERSHIP THROUGH CHANGING CYCLES

The property market is constantly evolving, but Alvin’s approach remains grounded in discipline and fundamentals.

“I don’t chase headlines or short-term sentiment,” he shares. “I focus on policy shifts, supply-demand dynamics, and what’s really happening on the ground.”

Different market cycles test emotions, fear during slower markets and overconfidence during hot phases. Alvin sees his role as helping clients and salespersons filter out the noise.

“Decisions should still make sense years down the road, not just in the moment.”

That mindset shapes how he mentors his team. He spends significant time guiding salespersons to think objectively, communicate responsibly, and prioritise long-term client interests over short-term commissions.

Here, PropNex plays a critical role. Access to timely research reports, structured frameworks, and real-time market data allows Alvin to translate complexity into clarity, both for clients and for his associates.

“Markets will change,” he says. “But steady guidance and strong mentorship are what sustain trust.”

Through every cycle, his objective remains consistent: protect clients, uphold professional standards, and develop people who can serve with confidence and integrity.



ANDY EA

CEA NO: R066640H



“
*RISING WITH
RESILIENCE,
REINVENTION &
THE POWER OF
THE RIGHT
ENVIRONMENT*



FINDING HIS PLACE, DISCOVERING HIS POTENTIAL

Three years ago, when Andy Ea stepped into PropNex, he didn't yet know how transformative the decision would be. What began as a simple attraction, he jokes, "because I've always liked the colour blue", quickly evolved into a deep appreciation for the structure, leadership and culture that define Singapore's largest real estate agency.

"PropNex has the support and structure that salespersons like us need," he shares. "The leaders are very approachable such as Ismail, Kelvin Fong and many others. They inspire me in the way they lead and show up for us."

For Andy, the environment made all the difference. Surrounded by achievers and individuals who

consistently push one another, he found himself rising to new standards he hadn't imagined possible when he began. **The culture of open sharing, the energy of top producers, and the constant exposure to excellence made PropNex not just a workplace, but a catalyst for growth.**

He credits PropNex's consumer seminars as one of the biggest turning points. These platforms allowed him to reach out to clients with credibility, clarity and confidence, positioning him not just as a salesperson, but a trusted advisor in the eyes of consumers.

"In PropNex, we have everything we need to prove our credibility," Andy reflects. "The environment trains you to outdo yourself."



A TURNING POINT BUILT ON MINDSET, SYSTEMS & PERSONAL RESILIENCE

Every top producer has a breakthrough moment and for Andy, the turning point came when he realised he could no longer do everything alone.

“I decided to adopt a different approach. I started delegating more tasks to my backend team so I could focus on the things that truly matter.”

This shift allowed him to step into the role of a strategist rather than a multitasker. It freed up time, sharpened his performance, and allowed him to deliver greater value to clients where it counted most. But the biggest transformation was internal.

“It all came down to mindset, telling myself that anything is possible, challenging myself to outdo myself, and believing that I can be like the producers I see at the monthly awards.”

2025, however, tested him in ways no training or sales system ever could. Andy faced one of the most difficult experiences of his life, the loss of his mother. Grief can halt momentum, but Andy chose to honour her by continuing forward, staying focused and remaining consistent.

“The determination to remain focused and keep the momentum was key. We all experience disappointments and lost cases, but how we grow and move makes us better individuals.”

His resilience, paired with discipline and humility, became the invisible engine behind his milestones. That same discipline extends beyond his professional life. Andy upholds a consistent fitness regime, recognising the importance of physical strength and mental resilience in supporting both personal well-being and professional excellence. He also places strong emphasis on maintaining a balanced life, prioritising meaningful time with his family above all else, and remains unwavering in his commitment to never compromise on this.



WINNING CLIENTS WITH CLARITY: THE POWER OF PROPnex TECH

For Andy, PropNex’s technological ecosystem is not merely a tool, it is integral to his professionalism.

He uses Investment Suite and Business Suite every single day, often presenting live to clients with his iPad or touchscreen. The ability to show charts, comparisons and tower views in real time allows him to simplify complex decisions with ease.

“All the features are like my assistant during presentations. They help me break down information clearly and that gives clients confidence to choose us as their trusted advisors.”

The reports he generates provide clients with a deep understanding of valuation, surrounding transactions and market logic. This clarity strengthens trust, differentiates him from competitors and elevates the overall client experience.

“With these tools, we have an edge. Clients can see the data, not just hear us talk about it.”

CULTURE THAT RAISES STANDARDS & SPIRIT

What keeps Andy anchored at PropNex is not just the tools, it is the culture.

“The CES sessions allow clients to hear directly from our speakers, and that gives them affirmation and validation,” he says. “They walk away more confident and some even return ready to make decisions.”

PropNex’s leadership and top producers also act as a powerful source of motivation. Seeing colleagues close deals consistently inspires him to push harder, aim higher and refine his craft continually.

He also values PropNex training platforms such as AST courses, which break down methods, scripts and strategies into practical systems salespersons can follow.



I strongly believe I’m in the best agency in Singapore and I’m committed to working even harder in the years ahead.





ANDY LAW

CEA NO: R057779D

“
*DISCIPLINE
CREATES
OPPORTUNITY*”



TURNING ACTIVITY INTO ACHIEVEMENT

Sales, at its core, is a numbers game. But for Andy Law, behind the numbers lies something more deliberate: discipline.

“To achieve the results I aim for, I focus heavily on maintaining strong activity levels and meaningful client engagement,” Andy shares.

Rather than leaving outcomes to chance, he believes opportunities must be created consistently. That means staying disciplined with structured outreach, proactive follow-ups, and a steady pipeline built through intentional effort.

Andy understands that the sales journey is rarely smooth. Markets shift. Policies evolve. Sentiment swings between optimism and caution. During uncertain periods, activity alone is not enough.

“It’s about educating clients and providing clarity when there’s noise.”

Instead of reacting emotionally to market fluctuations, Andy positions himself as a steady source of information. He shares timely insights, explains trends in context, and helps clients understand how broader movements affect their individual portfolios.

By empowering clients with knowledge rather than pressure, he enables them to make informed and confident decisions that best suit their real estate portfolios.

This combination, disciplined activity, genuine engagement, and ongoing education, allows Andy to deliver results even in challenging conditions.

Because while markets may change, preparation and consistency remain within his control.

DATA THAT BUILDS CONFIDENCE

For Andy, clarity is built on credible information.

“PropNex Tech Tools is the most important tool in my business.”

Access to timely and well-organised data enables him to conduct accurate analysis and communicate insights with confidence. Instead of relying on fragmented information, he works with structured, professionally presented data that strengthens the quality of his advisory.

“When clients see reliable data presented clearly, it enhances their confidence.”

The presentation matters as much as the numbers themselves. Clear charts, organised comparisons, and up-to-date transaction records transform abstract market talk into tangible understanding.

This transparency reassures clients that recommendations are not based on opinion, but on credible research.

Over time, that consistency deepens trust. Clients feel secure knowing their decisions are guided by structured analysis rather than speculation.

For Andy, technology does not replace relationships. It reinforces them.



A CULTURE OF CONTINUOUS LEARNING

Beyond tools and activity, Andy attributes much of his growth to the depth of training within PropNex.

“PropNex provides in-depth and comprehensive training on a regular basis,” he shares. “Such frequency and depth are not commonly offered elsewhere.”

From timely market research updates to practical sales techniques, these sessions equip salespersons to remain sharp and relevant in a constantly evolving landscape. For Andy, the value goes beyond knowledge acquisition.

“I truly appreciate these opportunities because they sharpen both my knowledge and my skills.”

He also values the open sharing culture within the organisation. Insights from mentors and fellow top performers create a collaborative environment where real experiences, strategies, and lessons are exchanged meaningfully and refined collectively.

In a profession where change is constant, staying stagnant is not an option.

“These trainings allow me to serve my clients with confidence and relevance.”

By continuously upgrading his understanding of the market and refining his advisory approach, Andy ensures that he remains prepared, not just for today’s conditions, but for tomorrow’s shifts.



STEADY IN ANY SEASON

Through structured activity, credible analysis, and continuous development, Andy continues to grow his business with clarity and confidence.

Because in the end, while sales may be a numbers game, success belongs to those who prepare, educate, and execute with discipline every single day.

ANDY LIM

CEA NO: R058641F



*LEADING FROM
THE FRONT,
BUILDING WHAT
LASTS*



WHEN SUCCESS BECOMES A RESPONSIBILITY

For Andy Lim, achieving Millionaire status was never the destination. It was the beginning of a deeper responsibility.

“What continues to drive us isn’t the milestone,” Andy reflects. “It’s the mandate.”

As leaders in the marketplace, Andy and Joyce believe strongly in one principle: consistent production, regardless of market conditions. In their view, consistency does more than deliver results, it sets culture. When leaders continue to perform in both strong and challenging cycles, excellence becomes replicable, not mythical.

“There’s no room for a culture that normalises complacency,” Andy explains. “If leaders slow down, the team will follow. We choose to lead from the front so our people can see what’s possible.”

This philosophy has shaped how ANJOY operates. Success is not

framed as a peak moment, but as a standard sustained over time. Excuses are removed. Accountability becomes shared. And leadership is demonstrated daily, not declared.

Beyond performance, Andy sees leadership as stewardship, of clients, of people, and of standards. Every transaction, training session and client interaction is approached with discipline, integrity and intentional excellence.

As he looks ahead to 2026, Andy’s focus is clear: adapt aggressively, stay ahead of change, and equip people to operate at the highest level, using the full strength of the platform at PropNex, from research insights to digital capabilities.

“The next chapter isn’t about personal accolades,” he says. “It’s about building leaders, multiplying excellence, and raising the standard of the marketplace together.”





While leadership sets the tone, Andy believes trust is built in the details.

SCALING WITH SYSTEMS, SERVING WITH INTENT

PropNex's digital ecosystem plays a key role in helping him stay present where it matters most. Simple but meaningful reminders, rental renewals, birthdays, life milestones, allow him to check in intentionally, not mechanically. Over time, these moments turn professional relationships into genuine friendships that extend far beyond a single transaction.

On the advisory front, access to accurate, real-time market data allows Andy to guide clients with clarity and confidence. He walks them through the numbers, explains risks and opportunities, and ensures they understand the full picture before making decisions.

"Transparency builds trust," he shares. "Clients know they're acting on facts, not pressure."

What sets Andy apart is that this clarity doesn't stop with him. The same systems and insights are passed down to his people, empowering them to advise with the same confidence, care and responsibility.

"Systems help me stay organized. Data helps me stay objective," Andy says. "But relationships are what I treasure most, and what I'm committed to stewarding well."

In this balance of high-tech efficiency and high-touch care, Andy has found a model that scales without losing its soul.

LEGACY, GROUNDING & THE LONG VIEW

After the intensity of work, Andy finds his greatest grounding at home.

Spending intentional time with his family, especially his three children, keeps everything in perspective. Watching them grow and being present through each season of their lives matters more to him than any business milestone.

"Building a legacy is bigger than business," he reflects. "Being a role model at home is just as important as leading well at work."

This long-view mindset shapes how Andy approaches leadership, success and growth. He believes that a life well-built must be rooted in values, purpose and alignment, not just achievement.

Together with Joyce, Andy also leads a quarterly prayer group through ANJOY, creating a safe and supportive space for salespersons across the industry who may be seeking clarity, encouragement or connection. It is an extension of how he views leadership: building community, strengthening people, and running business with conviction.

At the core of this approach is a guiding principle drawn from Matthew 6:33, seeking first what truly matters, and trusting the outcomes to follow. While markets shift and cycles change, this anchor keeps Andy steady in how he leads, serves and builds.

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Building a legacy is bigger than business



ANTHEA YEO

CEA NO: R009549H



TWO DECADES OF EXCELLENCE. ONE HEART FOR CLIENTS. A LIFETIME OF GROWTH.



A CAREER BUILT ON HEART, SERVICE & CONSTANT LEARNING

After more than 20 years in real estate and bagging her 9th time millionaire awards, Anthea Yeo still wakes up excited for the career she has built. What she enjoys most is simple: helping clients achieve meaningful milestones: buying their dream home, achieving record-breaking sales, or securing reliable tenants who value a landlord's property as much as she does.

Every client comes with a different story, and Anthea sees it as a privilege to walk with them through these life chapters. Over time, many have become close friends, and it is through these relationships that she continues to grow stronger and more confident in her craft.

Her personal motto reflects her drive: **"Learning is like sailing against the current, if you do not advance, you will be pushed back"** (不进则退). This belief in constant learning shapes every year of her career, and as she looks toward 2026, Anthea is motivated by a simple desire, to surpass her past achievements and continue becoming better than she was yesterday.

PERSONAL CONNECTIONS, POWERED BY TECHNOLOGY

Despite her success, Anthea remains deeply hands-on. She chooses not to use a personal assistant because she treasures every client and wants to manage each relationship personally. Strong time management allows her to stay responsive, attentive and efficient, ensuring every task is handled promptly and professionally.

PropNex's digital tools play a crucial supporting role. Automated alerts help her stay ahead of lease expiries so she can reach out to landlords at the right time. Data-driven insights allow her to customise reports for her clients quickly, ensuring they receive timely, relevant and accurate information to support their decisions. These tools enhance her ability to provide swift, accurate guidance without sacrificing the warmth and sincerity she is known for.

Anthea's clients value the combination of her meticulous attention and PropNex's powerful digital ecosystem. A pairing that delivers both service and speed.



NAVIGATING MARKET CYCLES WITH CONFIDENCE & COMMUNITY

The property market is always moving, always shifting, and Anthea thrives by staying alert, informed and adaptable. She credits PropNex for consistently keeping its salesforce ahead of trends with timely updates, strong market leadership and a commitment to sharing knowledge.

“PropNex has always been the market leader and always keeps us updated with the latest trends,” she says. Whether it is a change in policies, market sentiment or overseas factors affecting local demand, PropNex’s research team ensures salespersons have clarity and direction.

Interestingly, Anthea’s clients also contribute to her staying informed. Many of her long-term clients send her news the moment they see it, sparking discussions about how evolving trends may influence their next move. This two-way partnership deepens trust and positions Anthea as their go-to advisor in every market cycle.

PropNex’s Consumer Seminars, which address different market conditions and investment strategies, have also become meaningful touchpoints for Anthea to reconnect with her clients. These sessions provide reassurance, education and an avenue for clients to explore opportunities with confidence.



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**PropNex has always
been the market
leader and always
keeps us updated
with the latest trends**

A FUTURE BUILT ON SERVICE, LEARNING & UNWAVERING DEDICATION

Across two decades, Anthea has built a reputation defined by sincerity, intuition and excellence. Her career is not powered by aggressive tactics, but by genuine care and a constant desire to improve. She builds relationships that last. She delivers service that resonates. And she continues learning so she can serve even better tomorrow.



**Her next chapter at
PropNex is clear: to
keep growing, to keep
elevating her craft and
to keep helping clients
move confidently at
every stage of life.**





ANTHONY CHUA

CEA NO: R020000C

“
*FROM
HARD WORK
TO SMART
STRUCTURE*



THE TURNING POINT: BUILDING BEYOND EFFORT

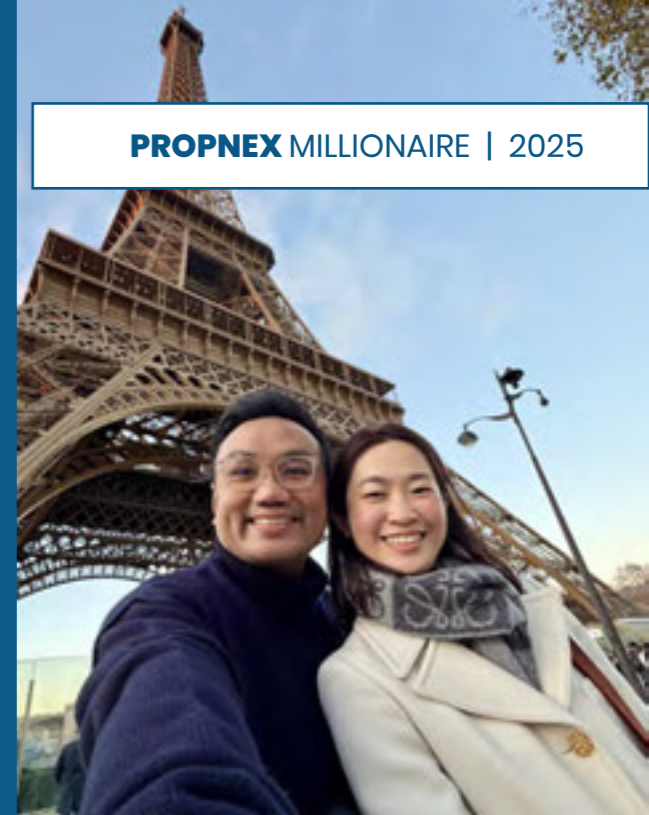
Early in his career, Anthony encountered the realities that every producer eventually faces, deals that fell through at the last minute, markets that slowed unexpectedly, and periods that tested both confidence and resilience.

“One of my biggest turning points was realizing that effort alone wouldn’t carry me forward,” he reflects. “I needed systems, structure, and the right people around me.”

Instead of pulling back during those difficult phases, Anthony chose to lean in. He doubled down on learning, refined how he worked, and became more intentional about the way he served clients. **Rather than reacting emotionally to setbacks, he began studying processes, observing leaders within PropNex, and applying guidance with discipline and consistency.**

“That mindset shift helped me break through my own limits,” he shares. “It changed the way I built my business, from something dependent on momentum, to something sustainable and scalable.”

Today, that foundation allows Anthony to operate with greater clarity and confidence, regardless of market conditions.



CLARITY THROUGH DATA AND TECHNOLOGY

In a fast-moving real estate landscape, Anthony believes that confidence comes from being well-informed. PropNex's digital ecosystem has played a crucial role in streamlining his daily work and sharpening his advisory approach.

Tools such as PropNex Investment Suite, particularly ProMap and Spot Project, are integral to how he analyses opportunities. By comparing pricing across projects, studying transaction trends, and understanding market movements in real time, Anthony is able to grasp opportunities quickly and decisively.

"Having reliable data allows me to advise clients with clarity," he explains. "Especially in a market where timing and accuracy matter."

Beyond efficiency, these tools give him the confidence to speak with authority. Clients are not guided by speculation, but by facts, helping them make informed decisions with greater assurance. Staying consistently up to date also gives Anthony a professional edge, ensuring his advice remains relevant and grounded.



WHY PROPnex MAKES THE DIFFERENCE

Anthony attributes much of his growth to the environment PropNex fosters, one built on structure, collaboration, and long-term thinking.

"What differentiates PropNex is the way training is structured and practical," he says. "It caters to salespersons at different stages of their careers, instead of taking a one-size-fits-all approach."

Equally important is the culture. Knowledge is shared openly, and leaders and peers exchange proven systems and best practices rather than competing internally. This collaborative spirit creates a space where salespersons grow together, rather than in isolation.

Anthony also values the accessibility of PropNex's leadership.

"Our leaders are approachable and always on the ground," he shares. "They're genuinely invested in our long-term growth, not just short-term results."

With a strong emphasis on professionalism, ethics, and sustainability, PropNex provides a framework that allows salespersons to build businesses that endure.

A SUSTAINABLE PATH FORWARD

Anthony Chua's journey is a reminder that growth in real estate is rarely linear. Breakthroughs often come not from doing more, but from doing things differently, by building systems, seeking guidance, and staying committed through uncertainty.

Anthony continues to refine a business designed for consistency rather than quick wins. And as markets evolve, his focus remains steady: to serve clients better, grow responsibly, and build something that lasts.



ASHLEY LEE

CEA NO: R051955G

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*TURNING SETBACKS
INTO
STEPPING STONES*



A TURNING POINT THAT TESTED HER RESOLVE

Success in real estate is often measured in numbers, transactions closed, awards earned, milestones achieved. But behind every consistent top performer lies something less visible: resilience.

For Ashley Lee, one of PropNex's standout Millionaires, her defining breakthrough did not come from her biggest win. It came from a deal that never materialised.

She had invested nearly two years helping a client sell his unit. Time, strategy, negotiations, marketing efforts, all poured into one case. When the deal eventually fell through, the disappointment was real.

“At that point, I felt discouraged,” Ashley recalls. “I questioned whether I was doing things the right way and what I could have done better.”

But instead of blaming the market or the client, she chose reflection over frustration.

“I realised that staying calm and patient, learning from the process, and picking myself up quickly

were more important than dwelling on a failed deal.”

That shift marked a turning point. She understood that real estate is not defined by a single outcome, but by consistency across many cycles. Wins and losses are both part of the journey.

Accepting that reality strengthened her.

From that experience, Ashley developed deeper resilience, the ability to remain steady regardless of external results. She became more measured in her approach, more confident in her systems, and more focused on long-term growth rather than short-term validation.

“Once I accepted that there will always be both successes and setbacks, I became more consistent,” she reflects.

What once felt like a discouraging chapter became a stepping stone. It sharpened her mindset and reinforced a truth she now carries into every case: progress is built through perseverance.



CONFIDENCE BACKED BY SYSTEMS

In today's fast-moving market, confidence must be supported by structure.

Ashley credits PropNex's evolving digital ecosystem as a key enabler in her growth. Platforms such as the PropNex Investment Suite, Business Suite, and Project Suite have significantly improved her efficiency and effectiveness.

"These tools have streamlined everything," she shares, from property research and financial calculations to client presentations and scenario planning.

On a daily basis, Ashley relies on data-driven insights to advise clients more clearly and confidently.

Whether evaluating pricing strategies, analysing market trends, or assessing investment potential, the availability of real-time analytics enhances her ability to respond quickly and accurately.

"It allows me to prepare better and respond faster to enquiries."

By reducing administrative friction, these systems free her to focus on what truly matters, understanding her clients' needs, building meaningful relationships, and delivering value with clarity.

"Technology gives me structure," she explains. "But it's how we use it that makes the difference."

With the backing of PropNex's digital tools, Ashley operates with greater consistency and assurance. Instead of feeling reactive, she approaches each case with preparation and precision.

GROWING PEOPLE, NOT JUST NUMBERS

While personal milestones are significant, Ashley finds her greatest fulfilment in leadership and mentorship.

"What I find most rewarding is seeing others gain confidence and grow in their journey."

She enjoys guiding associates through challenges, sharing lessons from her own experiences, and helping them navigate early doubts and uncertainties.

"It's not just about results," she says. "It's about seeing their mindset and attitude evolve."

Watching someone move from hesitation to clarity, from self-doubt to belief, is deeply meaningful to her. Even more rewarding is when those same individuals begin mentoring others in turn, a sign that growth has truly taken root.

"When they achieve success and start guiding others, that's when you know they've matured."

For Ashley, mentorship is not about control; it is about empowerment. She believes leadership multiplies impact. Success becomes more meaningful when it is shared, when achievements are celebrated collectively rather than individually.

"Ultimately, success feels more fulfilling when you can bring others up with you."



A STEADY PATH FORWARD

Ashley Lee's journey is shaped by resilience, structure, and shared growth.

A setback once tested her confidence. Instead of retreating, she refined her mindset. With the support of PropNex's digital ecosystem and a commitment to continuous improvement, she built consistency into her work.

Today, she moves forward with calm assurance, focused not only on personal performance, but on lifting those around her.



ATHALIA SOON

CEA NO: R059880E



*GROWING TOGETHER,
SERVING WITH HEART*



MORE THAN TRANSACTIONS



For Athalia, real estate has never been just about property.

“What I enjoy most is being able to journey with my clients through different stages of their lives.”

Every transaction represents a chapter, a young couple purchasing their first home, a growing family upgrading for space, or seasoned investors planning for retirement. Each decision carries weight, emotion, and long-term implications. Being entrusted to guide those moments is something Athalia does not take lightly.

“Some clients are starting out. Some are building wealth. Some are preparing for their next season. Being part of that journey is deeply meaningful.”

Representing the PropNex brand strengthens her ability to serve responsibly. The company’s strong systems, structured processes, and established credibility give clients assurance that they are supported not just by an individual salesperson, but by a professional platform.

“Clients know they are in good hands.”

Over the years, Athalia has found that her greatest satisfaction does not come from personal accolades alone, but from shared growth, seeing clients progress in their asset journey and watching her team mature alongside her.

“Real estate isn’t just about closing deals. It’s about building relationships and making a positive difference.”



HIGH TOUCH, HIGH TRUST

Even in a digital age, Athalia remains anchored in one belief: real estate is fundamentally a people business.

“Technology is important, but trust is built through connection.”

She stays intentional about maintaining genuine relationships with her clients through consistent follow-ups, honest conversations, and ongoing support even after transactions are completed.

Her approach is simple: **be present, be transparent, and remain accountable.**

At the same time, she leverages PropNex’s strong digital ecosystem and market data to enhance her advisory. Access to accurate analytics and structured tools allows her to provide clear insights, recommend suitable strategies, and respond confidently to market questions.

“The digital tools help me work more efficiently and give better advice.”

Efficiency, however, never replaces empathy. Instead, it frees up more time for meaningful conversations.

By combining data-driven clarity with heartfelt engagement, Athalia has been able to scale her business without losing the personal touch that clients value most.

“Technology helps me serve more clients, but relationships are what sustain them.”

LEARNING, LEADING, AND LIFTING OTHERS

In a constantly evolving market, Athalia believes adaptability is essential.

“The market will always change, so we must always be learning and staying adaptable.”

She stays updated through continuous training, market research, and on-the-ground experience.

Whether government policies shift, supply dynamics evolve, and buyer sentiment fluctuates, staying informed ensures she can guide clients with clarity rather than speculation.

PropNex has been instrumental in this journey. Regular training sessions, structured market briefings, and a strong leadership environment provide both direction and motivation.

“Being surrounded by driven leaders and teammates pushes me to improve.”

That collective growth bore fruit in 2025, when her team achieved two millionaires and five rising millionaires. For Athalia, these milestones represent more than numbers, they reflect shared discipline, teamwork, and belief.

“Seeing the team grow together is something I’m truly thankful for.”

GROWING FORWARD TOGETHER

Athalia’s journey reflects a simple yet powerful philosophy: **growth is more meaningful when it is shared.**

Looking ahead, her focus is on building more leaders, mentoring with intention, and strengthening the culture of excellence within her team.





AUDREY CHEW

CEA NO: R014855I



*SERVING WITH
INTEGRITY, LEADING
WITH FAITH*



VALUES THAT ANCHOR EVERY DECISION



In an industry defined by competition, speed, and shifting market conditions, Audrey Chew stands firm on a different foundation: integrity.

“In such a competitive real estate environment, what sets me apart is my commitment to sincerity and always going the extra mile for my clients,” Audrey shares.

For her, transactions are never just transactions. They represent trust, and trust must be honoured with responsibility. Audrey places her clients’ interests above all else, offering honest advice and clear guidance, even when that means advising them to wait or walk away from a deal.

“I would rather protect a client’s long-term interest than push for a short-term closing.”

Her approach is deeply shaped by her faith. One verse that guides her daily is Colossians 3:23: “And whatever you do, do it heartily, as to the Lord and not to men.”

That conviction influences not only her work ethic, but her mindset. She conducts her business with excellence, accountability, and genuine care, viewing every client relationship as a responsibility entrusted to her.

This faith-driven perspective allows Audrey to build lasting relationships grounded in trust. Many of her clients return not because of aggressive marketing or sales tactics, but because they know her advice is sincere.

EQUIPPED TO NAVIGATE ANY MARKET



While personal conviction shapes her advisory style, Audrey recognises that strong systems and support are equally vital.

“PropNex stands out in how it equips and supports its salespersons across all market conditions,” she explains.

As Singapore’s largest real estate agency, PropNex provides comprehensive training and best-in-class technology that empower salespersons to stay ahead of market changes. From regulatory updates to pricing trends, the platform ensures that salespersons operate with clarity rather than guesswork.

Among the many trainings she attended last year, one proved to be a key turning point, Advanced Sales Techniques (AST) by Alan Lim.

“The insights and practical strategies I learned gave me the confidence to navigate and close multiple complex deals.”

Beyond technical skills, AST sharpened her negotiation approach and deepened her understanding of positioning and objection management. It reinforced that preparation and mindset are just as important as market knowledge.

Equally significant is PropNex’s leadership culture. Audrey appreciates that leaders are approachable, grounded, and genuinely invested in the growth of their salespersons.

“Even during challenging market cycles, the support system here makes a big difference.”

With strong training frameworks, evolving technology, and accessible leadership, Audrey has been able to adapt her strategies confidently, refine her approach, and continue serving clients with assurance, regardless of external conditions.

ANCHORED IN FAITH, FOCUSED ON SERVICE

If Audrey could speak to herself on her very first day at PropNex, her message would be simple yet powerful:

“Stay grounded, stay faithful, and focus on serving, not selling.”

She understands that success in real estate does not arrive overnight. It is built through consistency, discipline, and a genuine heart for people.

“The sky is the limit,” she reflects. “But real growth takes time.”

She would remind her younger self to invest deeply in learning, trust the process, and never compromise values for short-term gains. Integrity, she believes, must remain non-negotiable.

Another verse that anchors her journey is Deuteronomy 8:18: “Remember the Lord your God. He is the one who gives you power to be successful.”

For Audrey, achievements are not self-made milestones to be celebrated in isolation. They are reminders of grace, responsibility, and purpose.

Guided by her faith in Jesus, she believes that when work is done with excellence and sincerity, results will follow in time.

“

Stay grounded, stay faithful, and focus on serving, not selling.



BENJI CHIA

CEA NO: R064155D



*DRIVEN BY
GROWTH. FUELED
BY PURPOSE.
GROUNDED IN
DISCIPLINE.*



THE HUNGER THAT BUILDS A MILLIONAIRE

For many, achieving Millionaire status is a defining moment, the pinnacle of success in the real estate profession. For Benji, it's a milestone he holds with gratitude, but never a finish line.

"Achieving Millionaire status is a huge milestone that I'm really grateful for, but it has never been the finish line for me," he shares. **"What keeps me going is the pursuit of growth, becoming better at what I do, pushing for new breakthroughs, and staying hungry for the next level."**

And that hunger is exactly what has shaped Benji's rise in PropNex. With a calm, grounded confidence and

a relentless drive for self-improvement, he represents the new generation of salespersons who combine discipline, digital fluency, and genuine client care to build sustainable long-term success.

Benji's next chapter at PropNex is clear: he's ready to build a team of his own.

"Recruitment is something I've been thinking about for a while. I feel ready to take that step, to guide others and grow together," he says.

For him, leadership isn't about titles. It's about impact and building a legacy through people.



THE HEART OF CONNECTION, POWERED BY TECHNOLOGY

In today's fast-paced market, real estate professionals need more than just market knowledge. They need the right tools to scale without losing the personalised touch that builds trust.

For Benji, PropNex's CRM system has been a game-changer.

"It keeps me on top of important milestones like lease renewals, and it also makes it easy to send personalised touches, whether it's a gift on a special occasion or a simple check-in message," he explains.

The CRM handles the reminders, delivers updates, and organises back-end processes seamlessly. This frees Benjamin to focus on what he does best, building real relationships. He never lets digital efficiency replace human warmth; instead, he uses technology to sharpen his service and enhance consistency.

"While the digital tools help me stay organised and stay top-of-mind, the personal connection still comes from me," he says with intention.

That balance of leveraging digital tools without losing authenticity, is what gives Benji his edge. It's also what keeps clients returning, referring, and trusting him with their biggest financial decisions.

“
While the digital tools help me stay organised and stay top-of-mind, the personal connection still comes from me



GROWTH THROUGH GRIT: FITNESS AS A WAY OF LIFE

Outside the world of showflats, negotiations, and client appointments, Benji's greatest source of discipline comes from a completely different arena; fitness, particularly his deep dive into HYROX competitions over the past year.

It's more than a workout routine; it's a philosophy that shapes his mindset.

"Every session stretches my limits but also strengthens my discipline and commitment," he shares. Competing both locally and overseas has taught him humility, focus, and the value of showing up even when motivation dips.

Training for HYROX has become a powerful metaphor for his life and career: growth comes through consistency, not comfort. Progress comes from pushing limits, not standing still. And success comes from being 1% better every day.

"Fitness keeps me grounded, focused, and always moving forward."

This mindset flows into his client work, his goals, and his future plans at PropNex. It is also the foundation upon which he hopes to build his future team, people who value discipline, growth, and excellence in everything they do.



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Fitness keeps me grounded, focused, and always moving forward

THE NEXT CHAPTER: LEADING WITH PURPOSE

Benji's story is not just about personal success, it's about potential. He has reached a significant milestone, but his eyes are set on something bigger: developing others, elevating his impact, and shaping a new generation of leaders within PropNex.

He envisions a team built on shared values, discipline, data-driven excellence, and the same hunger that fuelled his rise. With his blend of digital mastery, client-centricity, and mental toughness forged through fitness, he is poised to not only achieve more, but to help others achieve alongside him.

Benji's journey is a reminder that the real estate business, at its core, is about people: the clients we serve, the teammates we grow, and the person we continually choose to become.

And for Benji, the journey has only just begun, with more breakthroughs ahead, and a new era of leadership on the horizon.



BERNARD NG

CEA NO: R062382F

“
**FOCUSED
 EXPERTISE IN AN
 EVOLVING
 MARKET**”



THE POWER OF SPECIALISATION

Amid an industry defined by constant competition and shifting opportunities, Bernard Ng believes the key to success is clarity of focus.

Rather than attempting to cover every segment of the market, Bernard made a deliberate decision early in his career to specialise and deepen his expertise within a specific space. By narrowing his focus, he was able to study his niche more closely, understand its nuances, and develop insights that go beyond surface-level market knowledge.

“I’m able to provide my clients with sharper insights and more strategic advice.”

This approach allows him to guide clients with sharper analysis and more strategic recommendations. Instead of offering generic advice, Bernard is able to provide perspectives grounded in experience, data, and careful observation of his specialised market segment.

But expertise alone is not enough in today’s landscape.

Real estate, Bernard observes, has evolved significantly in the digital

age. Success no longer relies solely on transactions and personal networks; it also depends on visibility and how effectively properties are positioned in the market.

“Real estate today is not just about transactions,” he explains. **“It’s about visibility, positioning, and storytelling.”**

Recognising this shift, Bernard and his team place strong emphasis on digital marketing and social media strategy. By leveraging these platforms, they ensure that their clients’ properties receive maximum exposure in an increasingly online-driven marketplace.

Ultimately, Bernard sees leadership in the industry as a commitment to continuous improvement.

“Leadership means constantly evolving and raising the standard of service.”

By combining specialised expertise with innovative marketing strategies, he aims to provide clients with the best possible outcomes for their property journey.

THRIVING THROUGH KNOWLEDGE AND SUPPORT

Bernard credits much of his professional growth to the strong ecosystem provided by PropNex.

“What sets PropNex apart is its commitment to staying ahead of the industry through strong research, leadership, and a culture of sharing knowledge.”

The company has consistently invested in research and development, ensuring that salespersons are equipped with up-to-date market intelligence, insights, and tools to serve clients effectively.

This support becomes especially valuable during periods of uncertainty, when economic shifts, policy changes, or government measures can quickly influence market sentiment. During such moments, Bernard notes that PropNex’s leadership and research teams respond swiftly.

During such moments, Bernard notes that the leadership and

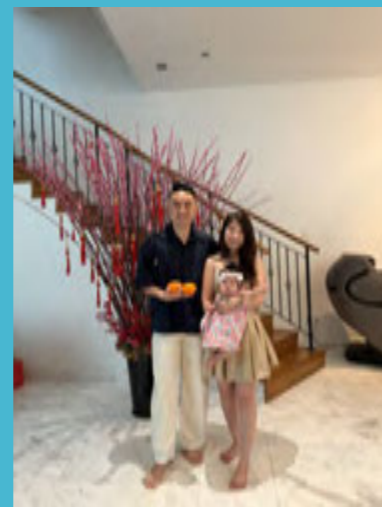
research teams at PropNex respond swiftly.

“When there are market shifts or new policies, the leadership team and research department move very quickly to analyse the impact.”

By translating complex regulatory or market developments into clear guidance, salespersons are able to understand the implications immediately and communicate confidently with their clients.

For Bernard, this responsiveness allows salespersons to stay ahead of market developments rather than simply reacting to them. More importantly, it ensures that clients receive informed advice even during uncertain times.

With the right knowledge and institutional support, salespersons can continue guiding their clients with professionalism and confidence, regardless of changing market conditions.



ADVICE TO THE YOUNGER SELF

Reflecting on the early days of his career, Bernard’s advice to his younger self is simple yet meaningful.

“Stay committed, because this is worth pursuing.”

Like many professionals entering the real estate industry, the beginning of the journey can feel uncertain. Results are rarely immediate, and building credibility takes time. But Bernard believes that persistence, coupled with continuous learning, eventually leads to meaningful growth.

Every conversation with a client, every negotiation, and every transaction adds another layer of experience. Over time, these experiences compound. They shape judgment, strengthen expertise, and build the confidence required to guide clients through increasingly complex decisions.

For Bernard, real estate is ultimately a profession that rewards patience and long-term thinking. Success may not appear overnight, but for those who remain dedicated and continue improving, the journey becomes both rewarding and worthwhile.



BOBBY SNG

CEA NO: R009657E



*STAYING HUNGRY,
STAYING IN
MOTION*



A PROFESSION THAT NEVER STANDS STILL

For Bobby Sng, one of the greatest joys of being a real estate professional lies in the constant movement and evolution that the industry offers.

“The real estate profession is an ever-changing industry,” he says. “I enjoy staying on the move, learning new things, and taking on new challenges.”

Naturally driven and forward-looking, Bobby sees each new skill acquired and every goal achieved as more than just a professional accomplishment. Each step forward represents personal growth as well.

Representing the PropNex brand adds another dimension to that journey. Bobby takes pride in being part of an organisation he believes continues to lead the industry through innovation, strong

leadership and a clear vision for the future.

“I am confident that PropNex is constantly moving forward as a market leader,” he shares.

For him, that assurance is important not only for his own career but also for the clients who place their trust in him. When clients engage a salesperson, they are not only evaluating the individual but also the strength of the organisation supporting them.

“As an individual, there is only so much I can accomplish,” Bobby reflects. “But when you are part of a forward-thinking company with visionary leadership and strong execution, the people who journey with you benefit as well.”

A proud PropNexian, this belief continues to fuel his commitment to the profession.



STAYING CONNECTED IN A DATA-DRIVEN WORLD

While technology has transformed many aspects of the property industry, Bobby believes that strong client relationships remain at the heart of a successful real estate career. To maintain those connections while scaling his business, he relies on several systems and platforms within the PropNex ecosystem.

The first is the Property Wealth Report (PWR).

“This is a property report that we subscribe to and share with our clients regularly,” he explains.

The report keeps clients updated on market trends and developments throughout the year. Even when they are not actively transacting, they continue receiving relevant insights that help them stay informed about the market.

“It keeps clients engaged and ensures that we stay relevant to them and at the top of their minds.”

Another key touchpoint comes through PropNex Consumer Seminars, which Bobby views as a valuable platform for education and engagement.

“I’m always very proud when I speak about our consumer seminars,” he says.

While there are many property seminars in the market, some of which charge significant fees, PropNex seminars are designed to be both accessible and insightful. More importantly, they help consumers gain a clearer understanding of their investment objectives.

“Many buyers are simply sitting on the fence because they are unsure of their next move. Our seminars help them discover their purpose and direction.”

The third pillar supporting Bobby’s advisory work is PropNex’s technology platforms and business suites.

While market data is widely available today, organising and interpreting that information in a way that is tailored to each client’s needs requires substantial resources and investment. Bobby believes PropNex’s proprietary technology provides a significant advantage in this area.

“PropNex is the only company whose proprietary apps have won numerous awards in Singapore,” he notes. “That speaks volumes about our commitment to innovation and excellence.”

DRIVEN BY THE NEXT GOAL



Despite his years of experience in the industry, Bobby’s mindset remains firmly focused on progress.

“I have never stopped moving,” he says.

For him, completing a task or achieving a goal is never the end of the journey. Instead, it simply becomes the starting point for the next milestone.

“Once a goal is achieved, I immediately start planning for the next one.”

Continuous learning has become an integral part of who he is. Bobby believes growth must remain constant, especially in an industry that is constantly evolving.

“I cannot see myself doing the same thing over and over again without growth.”

Having spent years in the industry, he understands that staying ahead requires a willingness to evolve. New market conditions, new tools, and new strategies demand ongoing learning and adaptation. At times, that constant pursuit of growth can be tiring. Yet for Bobby, that very challenge becomes a source of energy.

“That challenge is what keeps me energised,” he reflects. “It pushes me forward rather than letting me sit back and simply enjoy the fruits of what I have built over the years.”

One principle continues to guide his journey:

“I would rather stay hungry and keep moving forward than be comfortable and become complacent.”

That mindset continues to define both his career and his approach to life, always learning, always striving, and always ready for the next challenge ahead.

BRYAN TAN

CEA NO: R042945J

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*CLARITY, DISCIPLINE
& LEADERSHIP —
A JOURNEY BUILT
ON CONSISTENCY
AND PURPOSE.*



THE TURNING POINT: FROM CONSISTENCY STRUGGLES TO PERSONAL ACCOUNTABILITY

For Bryan Tan, the greatest challenge in real estate wasn't learning scripts, generating leads, or closing deals, it was mastering something far more fundamental: consistency.

“Every realtor's biggest challenge is being consistent,” he reflects. “Being organised helps a lot.”

He realised early that without structure, it was easy to lose control of priorities. So he built a system, organising leads visually, reviewing them daily, and prioritising the hottest cases. This sharpened his focus and gave him the clarity he needed to stay consistent.

But the real breakthrough came from something deeper.

“Accountability, that's the biggest challenge most

salespersons face. My turning point was accepting responsibility for myself.”

Bryan realised that true consistency was impossible without first taking ownership of his life. He began taking better care of his health, his time, and his habits. This shift from external pressures to internal responsibility, transformed everything.

“Through that process of acceptance, I gained clarity. I showed up differently. And I became accountable not just to myself, but to my salespersons and my clients.”

From that moment on, he rose with renewed discipline, sharper focus and a sense of purpose that allowed him to lead with conviction.

DATA-DRIVEN ADVISORY THAT CUTS THROUGH THE NOISE



As Bryan grew as an advisor, PropNex's digital ecosystem became a powerful extension of his capabilities. His work today is deeply anchored in data, structure and visual clarity, and Investment Suite is the tool that drives it.

"I use Investment Suite daily. I present live in front of clients, from price movements to the pen tool — it lets them see beyond the noise and focus on our plan."

One case stands out: A family who had sold their house and were house-hunting with several salespersons. Despite seeing many options, they remained unsure, until they consulted Bryan.

Using ProMap and key comparison tools within the Investment Suite, Bryan highlighted the pricing safety net of a specific new launch compared to surrounding resale transactions. The logic became clear, the risks made sense, and the path forward emerged instantly.

"They bought through us with full assurance because the data gave them confidence."

For Bryan, technology isn't about replacing expertise. It's about reinforcing trust, making decisions clearer, and giving clients the transparency they deserve.

The combination of human touch and data-driven clarity has become his hallmark, a service standard that clients rely on deeply.

LEADING WITH HEART: THE JOY OF WATCHING OTHERS RISE

While Bryan is a strong producer, his greatest fulfillment comes from something beyond numbers, it's about seeing people grow.

"Seeing our salespersons grow in sales and in character, that is the most rewarding."

He remembers his early days vividly. He joined in 2012 with just a handful of salespersons. His only goal then was simple: make sure every salesperson could earn enough to support themselves.

But leadership evolves as leaders evolve. What began as financial guidance has now become a mission to shape people into advisors, leaders, and role models.

"The goal has grown. Now, I want to see them establish themselves as trusted advisors, as leaders in their homes, and as role models to their teams."

Watching someone transform from an unsure to confident, from struggling to stable, from follower to leader, is to Bryan, the greatest reward of mentorship.

His leadership philosophy is grounded in clarity, accountability and empathy. He leads by example, teaching through action more than instruction. And as his team grows, so does his sense of purpose.

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This is what leadership means to me now, growing leaders, and being a continuous inspiration to many.



CHAN JIE LING DAPHNE

CEA NO: R053670B

“
*CLARITY.
CONVICTION.
COMPOUNDING
DISCIPLINE.*



TURNING INTENTION INTO STRATEGY

Real estate begins with clarity.

“What I enjoy most is bringing clarity and confidence to my clients in what is often one of the biggest decisions of their lives.”

Many buyers start with a simple statement: “I want to buy a house.” But Daphne knows that beneath that statement lies something deeper, legacy planning, capital growth, lifestyle progression, or long-term portfolio positioning.

Her work begins by uncovering that deeper intention.

“I take the time to truly understand what they’re trying to achieve, then guide them with facts, figures, and strategic insights.”

As a full-time tagger at PropNex, Daphne operates at the intersection of data and vision. She is proud to represent a brand that provides both credibility and capability. The structured systems and digital platforms enable her to ground every recommendation in strong analysis rather than emotion.

“It gives my clients trust, and it gives me confidence.”

Beyond numbers, she finds fulfilment in showcasing the positioning and potential of premium developments. Translating architectural beauty, location advantages, and future upside into a clear investment narrative is a craft she deeply enjoys.

“Representing PropNex means I’m not just selling homes, I’m delivering strategy and long-term impact.”



THE BELIEF THAT ANYTHING IS POSSIBLE

Daphne's journey to millionaire status was not marked by sudden breakthroughs. It was built on quiet consistency.

"There was a time when achieving millionaire status felt like a distant dream."

Rather than fixating on the outcome, she focused on effort, showing up daily, staying disciplined, and giving her best in every opportunity. Over time, those small actions compounded.

"I just kept my head down and stayed consistent. The results followed."

Today, her drive extends beyond personal achievement. She is committed to supporting the ICBs and teammates who place their trust in her.

"I want to build a culture where we grow together, win together, and raise our standards together."

More importantly, she hopes her journey serves as encouragement.

"Success is not reserved for a select few. It's achievable for anyone willing to stay committed through the process."

Her story reflects a simple but powerful principle: consistency compounds.

PRECISION POWERED BY TECHNOLOGY

As a full-time tagger, Daphne leverages PropNex's digital ecosystem extensively to ensure efficiency and accuracy.

The Investment Suite, along with Pro Trend, Pro Map, and Business Suite, forms the backbone of her advisory process. With these tools, she can access live transaction data, compare projects instantly, analyse unit rarity, and construct structured financial timelines with precision.

"Clients can see the numbers clearly, surrounding developments, price movements, required funds at each stage, all customised to their specific needs."

This real-time transparency shortens preparation time while increasing client confidence. Rather than relying on opinion, her presentations are supported by structured, visualised data.

"Clients appreciate seeing real-time analysis instead of just hearing explanations."

Technology, in her hands, becomes a trust-building tool. It enables sharper decision-making and reinforces her role as a strategic adviser.

DISCIPLINE THAT COMPOUNDS

Outside of work, strength training at the gym plays an important role in Daphne's life.

"Like many people, there are days I don't feel like going."

But she has learned to shift her mindset, from "I have to work out" to "I get to work out."

That subtle change transforms obligation into gratitude.

She applies the same principle to her career.

"Instead of saying 'I have an appointment,' I remind myself, 'I get to go for an appointment.' I get to serve. I get to present. I get to create opportunities."

This mindset sustains her during challenging seasons. Discipline in the gym mirrors discipline in business, showing up consistently, even when motivation fluctuates.

Over time, that consistent discipline compounds into long-term impact.



CHARLES CHUA

CEA NO: R067408D

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*HONOUR FIRST,
RESULTS
FOLLOW*



INTEGRITY OVER IMPULSE

In a competitive real estate industry where speed often dominates strategy, Charles Chua has chosen a different anchor: honour.

“What sets me apart,” Charles shares, “is my commitment to integrity, even if it means turning down a short-term deal.”

For him, real estate has never been about chasing transactions. It is about understanding the deeper motivations behind each decision. Whether a client is focused on wealth preservation, upgrading for lifestyle, or building a long-term investment portfolio, Charles believes that clarity must precede action.

“I spend time understanding what they truly want,” he explains. “Only then can I give advice that is strategic, honest, and tailored.”

This approach sometimes requires difficult conversations. There are moments when the right move is to hold, wait, or even walk away. Charles is prepared to say so, because trust matters more than speed.

That philosophy has shaped his career and his reputation. Clients

know that when Charles recommends a move, it is grounded in thoughtful analysis rather than urgency.

Last year, Charles personally upgraded to a landed property and went through the entire Addition & Alteration (A&A) process. Navigating planning approvals, renovation timelines, budgeting, and contractor coordination gave him first-hand experience of the emotional and financial layers involved.

“I’ve walked the journey myself,” he says. “So when clients are considering upgrading or rebuilding, I understand both the excitement and the stress.”

That lived experience adds depth to his advisory work. Clients are not just guided by theory, they are supported by someone who has experienced the complexities personally.

The result is not just smoother transactions, but deeper relationships.

“Peace of mind is very important,” Charles reflects. “Clients should feel confident knowing their decisions are guided by someone who genuinely puts their interests first.”

DATA THAT CUTS THROUGH NOISE

In today's market, clarity requires more than good intentions. It requires strong data.

Charles credits PropNex's data-driven ecosystem as a key enabler in helping him serve clients effectively regardless of market conditions.

"PropNex equips us with the right tools to advise with confidence," he explains. "Especially when markets feel uncertain."

The PropNex Investment Suites allow Charles to conduct deep-dive analysis efficiently, turning complex data sets into structured insights clients can understand. From price trend analysis to holding power assessments and opportunity cost comparisons, he uses data not to overwhelm, but to empower.

In one recent case, a client was considering right-sizing from their landed home. Rather than making an emotional decision based on headlines or anecdotal advice, Charles carefully broke down the numbers by analysing historical price trends, capital appreciation patterns, holding power, alternative investment projections, and the opportunity cost of retaining versus reallocating the asset.

"Once we mapped everything out clearly, the decision became obvious," Charles recalls. "They moved forward with confidence because it was backed by facts, not fear."

Beyond technology, consistent company-wide training ensures Charles remains sharp and updated on policy changes, market shifts, and strategic positioning. That continuous upgrading keeps his advisory standards high.

"In an ever-changing landscape, staying relevant is critical," he says. "PropNex gives us that platform."



PRESENCE AS LEADERSHIP

For Charles, professional growth and personal growth are deeply intertwined.

Recently becoming a father has reshaped his perspective on leadership.

"Being a strong leader starts with being fully present," he shares.

Presence, to him, means more than physical availability. It means mental clarity, emotional attentiveness, and intentional engagement, whether with clients, team members, or family.

At home, the support of his wife, Joanne, has been foundational. Her encouragement and partnership allow Charles to remain grounded, even during demanding seasons.

"When your home is strong, your leadership becomes stronger," he reflects.

Balancing leadership, family, and personal development requires structure and discipline. Charles prioritises quality over quantity, scheduling focused time rather than stretching himself thin.

"I'm intentional with my time and energy," he explains. "When I'm with my family, I'm fully there. When I'm with my team, I'm present. When I'm with clients, I'm focused."

This clarity strengthens his leadership style. His team sees consistency between his words and actions. His clients experience steadiness rather than distraction.

His advice to others striving for balance is straightforward:

"Lead with purpose and discipline. When you are present, decisive, and values-driven, you become a better leader in every area of life."

BUILDING FOR THE LONG TERM

Charles Chua's journey reflects a simple but powerful principle: **long-term success is built on honour.**

By prioritising integrity over impulse, clarity over noise, and presence over distraction, he has built a career anchored in trust.





CHRIS PANG

CEA NO: R023965A

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PURPOSE-DRIVEN LEADERSHIP. RELENTLESS GROWTH. A TEAM THAT RISES TOGETHER.



A YEAR OF BREAKTHROUGHS, BUILT ON GRATITUDE & GRIT

2025 has been an amazing year for Chris Pang. A year filled with breakthroughs, milestones and deep gratitude. Achieving Millionaire status stands out as a proud milestone, but for Chris, it represents far more than personal success. It reflects the trust of his clients, the strength of his team, and the purpose that guides the work he does every day.

“To me, purpose means adding real value to the lives of people who trust me such as my clients and my team. Their growth is my fulfilment. Their wins are my happiness. When they do well, I know I’m living my purpose.”

This belief shapes the way he shows up, from advising clients with clarity to mentoring his team with conviction. The growth of others fuels him more deeply than any number ever could. Yet 2025 became more than just a year of personal achievements. It

marked a turning point in Chris’ evolution as a leader.

“At the beginning of 2024, I set out to build a strong team. Today, Chris Pang & Partners has grown to 60 driven, committed people. I call them ‘partners’ because I truly believe in teamwork, we grow together and we push each other to be our best.”

Chris believes in taking charge, setting clear goals, owning them fully, and shutting out the noise until breakthrough happens. Failure doesn’t shake him. It strengthens him. His driving force is captured in a mantra he lives by: “I am the master of my fate; I am the captain of my soul. Every setback is a lesson. I simply learn, improve and rise.”

This unshakable mindset became the fuel behind CPP’s explosive growth and the foundation of a team culture built on resilience, clarity and purpose.



A LEADER'S PHILOSOPHY: TASK. TEAM. SELF.



Much of Chris' leadership DNA comes from his experience as an XBC facilitator, where he internalised a powerful principle: **Task. Team. Self.**

It's a mindset that shapes every part of CPP's culture today, focusing on the mission, uplifting the team, and maintaining personal mastery.

"Self-mastery and self-accountability are the foundations of success. When we take full ownership of our growth, our mindset and our actions, we chart a future we can be proud of."

Chris leads with belief — belief in his people, belief in their potential, and belief that with the right support, anyone can rise. He hears their dreams, their ambitions, and their desire for a better life for their families. And he takes on the responsibility of helping them get there.

To elevate his team further, Chris is sharpening trainings, strengthening branding, and refining both lead-generation and conversion systems. He is also developing a stronger team identity, "Upgrade With Us" — a brand rooted in sincerity, professionalism and trusted advisory.

At the core of CPP's growth are its Vision and Mission statements, serving as their compass:

Vision

To be Singapore's most trusted property advisors — real in our approach, professional in our preparation, and effective in adding value at every stage of our clients' journeys.

Mission

To help clients build wealth, create legacies, and empower their next generation to thrive.

With this clarity, Chris is confident: CPP won't just survive in a crowded marketplace — they will stand out and dominate with purpose.

TECH-ENABLED RELATIONSHIPS: SERVING WITH HEART & DATA

For Chris, the secret to scaling sustainably is simple: **strong relationships supported by powerful digital systems.**

"Realtors juggle so much daily, both work and personal commitments. Time is a scarce resource. PropNex's digital tools help us stay efficient, consistent and connected."

He uses the Property Wealth Report to reconnect with clients by updating them on market shifts, opportunities and long-term planning insights, positioning himself as their go-to advisor when they are ready to act.

The CRM Marketplace allows him to send gifts or personalised touches with just one click, ensuring he stays top-of-mind while maintaining authentic relationships.

And on a daily basis, Chris depends on Investment Suite and Business Suite for research, analysis and client presentations.

"I would be lost without these tools," he says, laughing. But behind that lightheartedness lies a serious truth: these platforms allow him to deliver clarity and structure at scale, without losing the human touch that defines him.

This combination of heart-led service and data-driven precision is what anchors his reputation as a trusted advisor.

STAYING AHEAD IN A CHANGING MARKET

In a market as dynamic as real estate, staying ahead requires sharpness, curiosity and a strong ecosystem — and Chris is grateful to be guided by some of the industry's most respected leaders.

"I keep abreast of property news, but what truly helps is how Kelvin, Ismail and the PropNex research team keep their pulse on the market."

Regular Consumer Empowering Seminars (CES), training boosters, and Power Project Sharing (PPS) sessions ensure he always has the latest insights to advise clients with confidence — from policy impacts to buyer behaviour shifts to emerging investment angles.

Chris is deeply appreciative of the leaders who shaped his journey:

AVP Marcus Luah
CAO Eddie Lim
Co-founder Alan Lim
CEO Kelvin Fong
Executive Chairman Ismail Gafoor

Their trust, opportunities and mentorship have helped him step up, stretch his abilities and grow his influence.

Armed with these insights and supported by PropNex's powerful ecosystem, Chris enters every market cycle with clarity, ready to guide his clients through uncertainty and position them for long-term security.

For him, rising is not optional.

It is who he is.

CHRISTIAN OH

CEA NO: R061141J



*FROM PAIN TO
PURPOSE:
BUILDING
CONVICTION IN A
RESULTS-DRIVEN
INDUSTRY*



WHEN REAL ESTATE BECAME PERSONAL

For Christian Oh, real estate was never just a profession. It became deeply personal long before it became successful.

His biggest turning point came not from a missed deal or a difficult market cycle, but from witnessing his own family go through severe financial distress and eventual bankruptcy. The cause was not recklessness, but poor investment decisions and ill-advised guidance from a “hit-and-run” salesperson.

“That experience changed me,” Christian shares. “I saw first-hand how real estate, when done wrongly, can devastate a household. But when done wisely, it can also restore one.”

That painful chapter reshaped how Christian viewed property. It was no longer about transactions

or returns, it was about people, families, and futures.

Years later, Christian would go on to build a personal portfolio of nine properties in Singapore, generating close to \$50,000 in monthly passive rental income. But for him, the achievement was never the true turning point.

“The real shift wasn’t financial,” he reflects. “It was internal.”

Christian stopped trying to “perform his way” to security and instead rebuilt his business on conviction. He chose integrity over speed, process over hype, and rest over relentless fatigue, recognising that tired decisions often lead to costly mistakes.

That conviction became the anchor of his practice and the foundation of everything he would later build.

STRUCTURE, SYSTEMS, AND STEWARDSHIP



Christian's response to past pain was not avoidance, but responsibility.

Determined to protect clients from the mistakes his family once endured, he became deeply data-driven and systems-oriented, not to impress, but to bring clarity. Every recommendation is designed to reduce blind risk, surface long-term implications, and support responsible decision-making.

At PropNex, Christian found a platform that allowed him to operate not just as a salesperson, but as a trusted investment advisor.

Day to day, he relies on PropNex's digital ecosystem to support this philosophy. CRM and client management tools ensure investment rationale is documented clearly and client journeys are tracked with accountability. Investment Suites and internal market intelligence platforms keep advice grounded in accurate data, regulatory awareness, and real market dynamics.

Digital marketing and content tools also allow his team to scale education, through webinars and social platforms, without compromising consistency or quality.

"To me, technology isn't about doing more deals," Christian explains. **"It's about doing better deals, consistently."**

This disciplined approach defines the culture of the JNA Investment Team, where values such as accountability, integrity, stewardship, and excellence are lived out daily. Christian believes that faithfulness in process ultimately produces sustainable outcomes, not shortcuts.

LEADERSHIP THAT MULTIPLIES IMPACT

What Christian finds most rewarding today is not performance, but transformation.

When he mentors others, his goal goes beyond teaching deal-making skills. He wants his team to understand what he learned through lived experience, that disciplined, responsible real estate investing can change lives, restore families, and create generational impact.

Some of his most meaningful moments come from watching team members move from fear to clarity, choose integrity even when it costs them income, experience their first genuine investment breakthrough, or begin advising clients with confidence and responsibility.

"That's when I know we're building something that lasts," he says.

Christian is not interested in building followers. His focus is on developing stewards, people who treat every dollar as entrusted, not owned, and who will carry that responsibility forward long after awards and titles fade.

The mission of the JNA Investment Team reflects this long view: enabling investors to use real estate as a tool for life transformation, not financial regret.



CIJAY TEW

CEA NO: R009627C



FROM CHASING SALES TO GUIDING DECISIONS



THE TURNING POINT IN SALES

Early in his real estate career, Cijay Tew believed that success in sales meant convincing people to move forward with a purchase. Over time, he realised something far more powerful.

“Stop chasing. Stop trying to convince. In Singapore, real estate isn’t about convincing people to buy. It’s about helping them decide.” Cijay explains.

That shift in mindset changed everything. Instead of focusing on persuasion, Cijay began focusing on clarity. He started approaching every consultation with one guiding question: Does this property truly make sense for the client?

If the numbers did not align, if the timeline was unsuitable, or if the risk appetite did not match the client’s

financial situation, the answer was simple, the client should not buy.

By removing the pressure to close deals and replacing it with genuine advisory, his conversations with clients became more meaningful. Instead of chasing transactions, he focuses on value creation, combining market insights, detailed analysis, and clear explanations to guide clients toward confident decisions.

When the right property genuinely solved a client’s problem or supported their aspirations, the decision became natural.

That shift in mindset not only transformed his results, but also deepened the trust clients place in him.

EMPOWERING CLIENTS THROUGH TECHNOLOGY

As the property landscape evolves, technology has become an important ally in Cijay's advisory process. PropNex's digital ecosystem, particularly ProMap, plays a central role in how he works.

"Our PropTech is marvelous," he shares. "ProMap allows me to become an expert even in estates that I may not be deeply familiar with."

Through ProMap's comparative market analysis (CMA) features and data filters, he can quickly analyse properties across different sectors and developments. Clients gain a clearer understanding of market positioning, pricing benchmarks, and potential opportunities.

This level of insight creates a more productive advisory process. Rather than spending time presenting properties that may not suit a client's needs, the technology helps narrow down options efficiently.

"It helps clients filter what they truly want, quickly and seamlessly."

By presenting structured data and comparisons, clients are able to visualise the bigger picture and understand why a particular option may make sense for them, resulting in a more transparent decision-making process.



BUILDING PEOPLE, NOT JUST PRODUCTION



Beyond personal achievements, one of Cijay's greatest passions lies in developing others. Leading and mentoring his teammates, whether in project sales or team-building, has become a central part of his journey.

"It's never just about chasing numbers," he says. "It's about helping people shift their mindset, sharpen their skills, and break through their own limits."

Many new salespersons enter the industry with uncertainty, self-doubt, or unrealistic expectations. Through mentorship, training, and consistent guidance, Cijay works to build confidence and capability within those he mentors.

Watching these transformations unfold is deeply fulfilling.

"There's nothing more satisfying than seeing someone close their first big deal, hit a new sales milestone, or step into leadership with confidence."

Each breakthrough reinforces the belief that success is rarely a solo pursuit. It is built on encouragement, consistency, and a supportive environment.

For Cijay, the most rewarding moments are not measured solely in production figures.

"They are measured in the confidence and character that people develop along the way."

Seeing teammates grow, not just financially, but personally, is what makes leadership meaningful.

Supported by PropNex's digital ecosystem and strengthened by a commitment to mentorship, Cijay continues to build a practice rooted in clarity, integrity, and growth.

CINDIOR HO

CEA NO: R014320D



GUIDING PROPERTY DECISIONS WITH STRATEGY AND PURPOSE



BEYOND TRANSACTIONS: A STRATEGIC APPROACH

In today's fast-moving property landscape, Cindior Ho believes the most valuable role a property advisor can play is helping clients see the bigger picture.

"What sets us apart is that we don't see property as a one-time transaction," she explains. "We see it as part of a long-term decision system."

This philosophy forms the foundation of what she calls the REI Method, a structured approach that guides clients through different stages of their property journey. Rather than focusing solely on the next purchase, the framework encourages clients to think about their decisions over time: when to enter the market, how to accumulate assets strategically, and when to reposition their portfolio.

The shift in perspective is subtle but powerful.

Instead of asking "Which project should I buy?" the conversation becomes "What move makes sense for your next phase of life?"

For many clients, this approach provides welcome relief.

In an environment where information is abundant and opinions are everywhere, property buyers often find themselves overwhelmed by conflicting advice

and market noise. Cindior's role, she says, is to simplify the process by grounding every decision in clear strategy, data, and timing.

"When clients understand the 'why' behind a move, they become much more confident." She explains.

Once that clarity is established, the entire decision-making process becomes calmer and more purposeful.

Over time, this advisory approach has expanded beyond individual purchases. Increasingly, conversations with clients have begun to touch on a broader concept she describes as family legacy launch planning.

"Parents today are thinking more carefully about how the property decisions they make today can give their children a structured head start tomorrow."

These conversations reflect a shift in how many families view real estate, not merely as a home or an investment, but as part of a longer-term strategy that supports family stability and future opportunities.

Ultimately, Cindior believes clients value something deeper than the outcome of a transaction. What they appreciate most is the guidance they receive along the journey.

THRIVING THROUGH KNOWLEDGE AND COLLABORATION

Cindior credits much of her professional growth to the supportive ecosystem within PropNex.

“One of the biggest strengths of PropNex is its culture of knowledge sharing and resilience.”

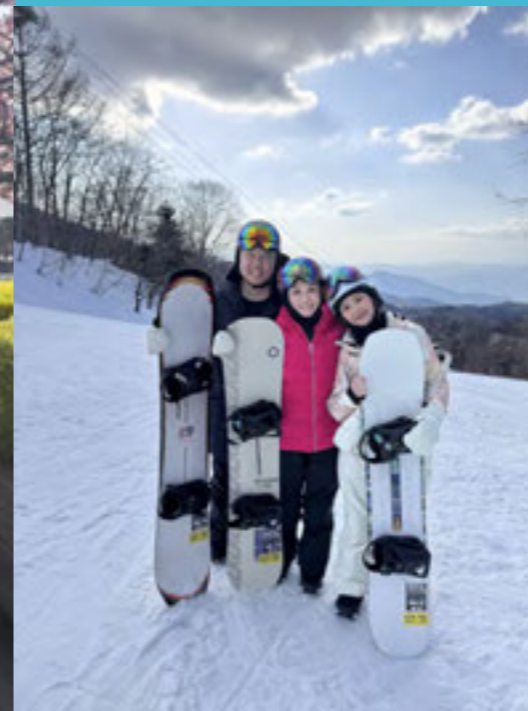
Real estate markets move in cycles. Periods of strong demand are often followed by phases of uncertainty, and the ability to adapt during these shifts is essential for long-term success. Within PropNex, salespersons are supported by a platform that emphasises training, collaboration, and leadership guidance. Through leadership briefings, training programmes, and peer learning, they are encouraged to deepen their knowledge, refine their advisory approach, and remain relevant regardless of market conditions.

During periods when buyers become more cautious or sentiment shifts, the role of a salesperson naturally evolves. Instead of simply presenting projects, advisors must spend more time helping clients understand broader market dynamics, explaining policy changes, economic trends, and the implications of different timing decisions.

For Cindior, this continuous exchange of insights ensures that salespersons remain confident even when the market environment changes.

“Continuous learning allows us to keep evolving,” she says.

And when salespersons evolve, the quality of guidance offered to clients improves as well.



ALIGNING CAREER, FAMILY, AND GROWTH

Balancing professional responsibilities with personal life is a challenge faced by many in the real estate industry. For Cindior, however, balance is less about perfectly dividing time equally and more about understanding priorities.

“Balance isn’t about splitting time perfectly,” she reflects. “It’s about being clear about priorities in different seasons of life.”

Real estate can be demanding, but it also offers the flexibility to design one’s schedule intentionally. Rather than allowing the business to dictate every moment, Cindior and her family are deliberate about carving out time for reflection, planning, and meaningful experiences together.

This intentionality helps ensure that family life remains anchored even as professional responsibilities grow.

At the same time, continuous learning remains a central value within her household. Together with her husband, Cindior regularly invests time in studying market trends, refining systems, and exploring new ways to guide their clients more effectively. This commitment to learning keeps their work purposeful rather than overwhelming.

“My advice to others is to build your career around clarity and long-term thinking.”

In an industry where activity can sometimes overshadow strategy, Cindior believes the most sustainable approach is to stay anchored to one’s purpose and values.

When those foundations are clear, the various aspects of life, leadership, family, and personal growth, tend to align more naturally.

CLINTON LIM

CEA NO: R015176B



GROWTH THAT STARTS FROM WITHIN



LEADING BY EXAMPLE, GROWING WITH PURPOSE

For Clinton Lim, success has never been a solo pursuit. After close to 16 years in the real estate industry, what continues to drive him is not just personal achievement, but the collective growth of the people around him.

“What constantly drives me is really two things,” Clinton shares. “My own self-growth, and the growth of my team.”

As a leader, he believes that influence begins with example. Clinton challenges himself to maintain high standards in his own discipline, mindset, and work ethic, knowing that his actions often set the pace for others.

“I want my team to see what’s possible,” he explains. “When they start improving themselves, performing better, and seeing positive changes in their lives, that gives me tremendous satisfaction.”

That sense of fulfilment has shaped the way Clinton leads. Instead of pushing from the front with pressure, he leads from within, modelling consistency, resilience, and a long-term perspective that allows his team to grow sustainably, not just chase short-term wins.

LOVING THE WORK, SERVING THE PEOPLE

On a personal level, Clinton attributes his longevity in the industry to a simple truth: he genuinely loves what he does.

“They say you’re not really working if you love your job,” he reflects. “Even after 16 years, there isn’t a day I don’t enjoy what I do, aside from the occasional stressful period, of course.”

What keeps that passion alive is people. Clinton thrives on meeting new individuals, understanding their goals, and helping them grow their wealth through property. Each interaction brings fresh perspectives, new challenges, and meaningful opportunities to add value.

“I enjoy helping clients understand how property fits into their bigger picture,” he says. “When you see them progress financially and feel more secure because of the decisions they made, that’s incredibly rewarding.”

STAYING CONNECTED THROUGH CLARITY AND DATA

In today's fast-moving market, Clinton believes that maintaining strong client relationships requires more than intuition, it requires timely, accurate information.

"Very often, we need real-time data and trends to help clients understand context from a numbers perspective," he explains.

This is where PropNex's digital tools play a critical role. By closing the gap between market complexity and client understanding, these platforms allow Clinton to communicate clearly, efficiently, and credibly.

"PropNex tools make it much easier to keep clients updated on what's really happening in the market," he says. "And that's crucial in maintaining trust and connection."

With access to up-to-date insights, Clinton is able to ground conversations in facts rather than speculation, helping clients make informed decisions with confidence. The result is stronger engagement, clearer expectations, and smoother decision-making throughout the journey.



KEEPING THE MIND STRONG

While real estate may not always be physically demanding, Clinton is candid about its mental toll.

"This job isn't always physically tough," he shares. "But it can be very mentally exhausting, and that's often the bigger challenge."

To address this, Clinton is intentional about building balance into both his life and his team culture. One initiative close to his heart is organising simple bi-weekly workout sessions for his team.

"It's a reminder that life is more than just work," he says. "It helps everyone reset."

On a personal level, exercise is Clinton's anchor. Whether it's tennis, pickleball, gym sessions, or swimming, staying active helps him clear his mind, manage stress, and maintain focus.

"That's what's kept me sane for the longest time," he laughs. "You should try."



BUILDING A CAREER THAT LASTS

Clinton Lim's journey is defined by steady growth, deep relationships, and intentional leadership. By focusing on self-improvement, uplifting his team, staying connected through clarity, and prioritising mental well-being, he has built a career that continues to thrive, not just in numbers, but in impact.

CRUZ PHUA

CEA NO: R024893F



*FINDING
OPPORTUNITY IN
UNCERTAINTY*



THE RESET THAT CHANGED EVERYTHING

Every career reaches a moment when comfort quietly asks a question: Is this truly your full potential?

For Cruz Phua, that question surfaced during one of the most disruptive periods in recent history.

When the Covid-19 pandemic brought the world to a halt, the property market slowed and daily routines were suddenly disrupted. For the first time in many years, Cruz found himself with the rare gift of time and reflection.

Ten years into his real estate career at that point, he had already built a stable business. Much of his work came through referrals, a testament to the trust he had cultivated with clients. Alongside his realtor career, he had also made rewarding property investments that strengthened his financial foundation.

On the surface, things were comfortable. But comfort, he realised, can sometimes conceal untapped potential.

“I had never really asked myself how far I could go if I gave this profession my full focus.”

That quiet awareness lingered during the months of uncertainty. While the market slowed, it also revealed something important: crises often expose opportunity.

“When uncertainty rises, people look for clarity. And clarity is the new found purpose for me, both for me as the advisor to gain clarity in situations, and to empower my clients to see it.”

One experience during that period left a lasting impression. Cruz was marketing a bungalow at a time when rental

demand had softened. Lockdown restrictions had closed condominium facilities across Singapore, and many expatriate tenants were struggling to access recreational spaces.

Instead of accepting a sluggish market, Cruz looked deeper into what people actually needed.

Eventually, he identified a creative solution, renting out the bungalow’s swimming pool and outdoor area to an expatriate family whose condominium amenities had been shut during the lockdown.

The arrangement worked well for both tenant and landlord. What began as an unconventional idea soon attracted media attention and was later featured in a property editorial.

But for Cruz, the real significance was not the publicity.

“That moment reminded me why I entered this profession in the first place.”

Real estate, he realised, is not simply about transactions. It is about understanding people, recognising possibilities, and creating solutions. It is all about gaining clarity to every market change, every new situation that arises, or any complex cases we are working on.

That experience became his turning point.

The pandemic period became a reset, a moment to reimagine how he approached his work. He began shifting his mindset from activity to strategy, from simply servicing transactions to providing deeper advisory, leading to greater results.

PRECISION ENGINEERING FOR REAL ESTATE

As the property landscape continues to evolve, Cruz believes that modern advisory requires both human understanding and technological precision.

PropNex's digital ecosystem has played a meaningful role in enhancing how he serves his clients on a daily basis.

For new launches, tools such as SPOT Projects and SPOT Units within the Business Suite have been particularly impactful. These platforms allow him to quickly identify developments and specific unit types that align closely with a client's requirements.

"The structured overview brings clarity, not just for me, but for my clients as well."

Instead of navigating overwhelming options, clients are able to move from broad exploration to confident decision-making with greater assurance.

For resale advisory work, Cruz relies heavily on the Investment Suite.

Features such as Property Analysis and ProTrend provide immediate access to transaction data, pricing movements, and broader market trends. When combined with ProMap's curated recommendations, the result is a powerful advisory toolkit.

"It allows me to have conversations backed by data rather than relying purely on instinct alone."

In a market where conditions shift quickly, having access to real-time insights allows Cruz to guide his clients with clarity and confidence. For him, technology is not simply about efficiency. It is about responsibility. The right tools empower advisors to protect their clients' interests and deliver thoughtful guidance.

"And for salespersons who are serious about raising their advisory standards, having the right platform makes growth not just possible, but sustainable."



WALKING ALONGSIDE OTHERS

Beyond personal achievements, Cruz finds deep meaning in leadership and mentorship. What he values most in mentoring is not the results. It is the relationship.

Truly regarding his team as family, he has a genuine desire to see everyone succeed and exceed their potential. When team members approach him to share their struggles, whether facing doubts about their abilities or challenges with a difficult transaction, Cruz sees that trust as something deeply meaningful.

Sometimes they are not even searching for immediate answers.

"They just need reassurance, perspective, or someone who understands what they're going through."

That responsibility, he believes, should never be taken lightly.

Cruz firmly believes that many individuals possess far greater potential than they realise. Often, what they need most is someone who believes in them before they fully believe in themselves.

Watching someone break through their own mental barriers, closing a deal they once thought impossible, or growing into a more confident professional, is profoundly fulfilling.

For Cruz, mentoring is not about production metrics. "It is about growth in character, resilience, and self-belief."

What humbles him most is that mentorship is never one-sided. As the people around him grow, he grows as well. Their questions sharpen his thinking. Their challenges deepen his perspective.

In many ways, mentorship becomes a shared journey.

"We walk alongside one another, lifting each other."

And when one person rises, the entire community rises with them.



A JOURNEY STILL UNFOLDING

Looking back, Cruz Phua's turning point was not a dramatic breakthrough. It was a quiet decision made during a moment of global uncertainty, a decision to move beyond comfort and pursue excellence with renewed intention.

Since then, his journey reflects how real estate is not just about property, but about people, possibilities, and the relationships that grow along the way.



DARREN GOH

CEA NO: R060121J



*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





DEEPTI MALIK

CEA NO: R009426B



*RELEARNING,
REBUILDING, AND
RISING WITH
PURPOSE*



THE TURNING POINT THAT CHANGED EVERYTHING



Every top producer faces challenges, but for Deepti Malik, the biggest turning point was not external, it was internal.

Coming from a different country, Deepti entered the real estate industry surrounded by unfamiliar market dynamics and deeply ingrained mindsets about sales and investment, both from others and from her own prior assumptions. Early on, she realised that succeeding in Singapore's real estate landscape would require more than technical knowledge. It would demand a complete reconditioning of how she thought, learned, and acted.

"I had to consciously unlearn what I thought I knew," she reflects. "That was the hardest part."

Breaking that mental barrier meant observing more deeply, reorganising her approach to learning, and most importantly, moving beyond theory into consistent action. Deepti began learning actively from people who were local, experienced, and already succeeding in the market, studying not just what they did, but how they thought and executed.

This period of adaptation became her greatest growth catalyst. By blending structured learning with disciplined execution, Deepti reshaped her approach and steadily built momentum.

Looking back, she sees this phase not just as a challenge, but as her most valuable learning curve. Through the most testing periods over the last three to four years, one thing remained constant, she never gave up.

"That persistence made all the difference," she shares.



EVOLVING WITH A DATA-DRIVEN MARKET

Having been with PropNex for nearly 16 years, Deepti has witnessed firsthand how dramatically the industry has evolved. The shift has been profound, from an era heavily reliant on personal relationships and anecdotal advice to one that is increasingly analytical, transparent, and validated by real market data.

For Deepti, this evolution has strengthened her advisory work.

PropNex's Investment Tools and Business Suite have had the most significant impact on her day-to-day practice. These platforms allow her to analyse real transaction data, pricing trends, and demand patterns, ensuring that every recommendation is grounded in facts rather than opinion.

"Clients today are more informed," she explains. "They want clarity, logic, and confidence."

Practically, this has transformed how she works. Deepti is able to evaluate opportunities more quickly, structure clearer strategies, and respond with accuracy and assurance. The tools not only improve efficiency but also elevate professionalism allowing her to serve clients faster without compromising quality or trust.

In a market that continues to grow more sophisticated, this data-driven approach has become essential, and Deepti embraces it as a core part of how she adds value.

A CULTURE THAT LIFTS PEOPLE TOGETHER

When asked what truly differentiates PropNex from other agencies, Deepti speaks less about systems, and more about people.

While she has not spent extensive time outside PropNex, one aspect stands out clearly to her: the collaborative culture and positive working environment. Across divisions and teams, there is a strong sense of camaraderie, often described as a brotherhood and sisterhood, where salespersons support one another and work collectively toward shared goals.

"There's a genuine mindset of helping one another succeed," she says.

This culture is reinforced by leadership that consistently sets high standards while fostering unity. Regardless of individual roles or teams, there is alignment in serving clients well and strengthening the organisation as a whole.

Deepti believes this collective spirit is one of the key reasons PropNex has become a benchmark in the industry, often looked to by other agencies as a standard to aspire toward.



DENISE TAN

CEA NO: R046772G



*GUIDING FAMILIES
TO PLAN FOR
THEIR CHILDREN'S
FUTURE*



TURNING PRIMARY 1 STRATEGY INTO A WEALTH-BUILDING BLUEPRINT

In a crowded marketplace where many chase volume, Denise Tan chose depth.

Her work does not begin with listings. It begins with life stages.

“In a highly competitive industry, what sets me apart is my very clear focus and depth of specialisation,” Denise shares. “I work almost exclusively with young parents planning ahead for their children’s Primary 1 entry, particularly those targeting top schools.”

While many salespersons treat property as a standalone transaction, Denise approaches it as part of a broader, long-term Primary School Property Strategy. Timelines, affordability progression, resale potential, and school admission criteria are examined together, not separately.

The result? Nearly a 99% success rate in helping families secure access to their targeted schools, including Tao Nan, Ai Tong, Nan Hua, SCGS, and ACS, while still achieving strong capital appreciation and upgrade flexibility.

But the outcomes go far beyond school placements.

Clients have moved from a \$1.3 million EC to a \$10 million asset.

From a 5-room HDB flat to two properties, a landed home and a separate investment asset.

Some have recorded gains ranging from \$500,000 to over \$5 million through structured progression.

“The Primary 1 move is not just about education,” Denise explains. “It can be strategic in building a strong nest for retirement.”

For her clients, the greatest relief is clarity. They are not forced to choose between their child’s education and their financial future. They can plan for both.

Every decision is grounded in data, timing, and a clear understanding of trade-offs. There is no rushing. No reacting to fear-based narratives. Just structured, forward-looking strategy.

Because of this, Denise’s role often extends far beyond a single transaction. Families return to her as their children grow, to upgrade, restructure portfolios, or plan their next chapter.

She is not just facilitating moves. She is stewarding journeys.



BUILDING STABILITY IN UNCERTAIN TIMES

Denise credits much of her ability to serve with depth and confidence to the ecosystem around her.

“What sets PropNex apart is its strong emphasis on professionalism, advisory depth, and long-term sustainability, especially during challenging periods.”

In uncertain markets, parents are naturally anxious. Concerns are not limited to price movements. There are questions about timing mistakes, regulatory changes, and school admission windows.

PropNex’s structured training, market research, and compliance support allow Denise to guide families with responsibility rather than speculation.

Timely leadership briefings and research updates enable her to interpret complex policies clearly, an essential advantage in a niche where decisions are both time-sensitive and emotionally charged.

Technology has further strengthened her advisory precision.

“The Investment Suite has been a game changer,” she shares. “I’m able to show live analysis of trends, charts, and listings on ProMap.”

Business Suite’s HeatMap function allows her to identify oversubscribed units early, helping clients strategise ahead of balloting.

This real-time capability transforms conversations. Clients do not rely on opinion. They see the numbers. They understand the rationale. They feel prepared.

Training programmes like AST have also shaped her advisory mindset. Rather than pursuing deals, salespersons are encouraged to think like long-term strategists.

Denise has since stepped forward as an AST facilitator herself, paying forward the culture of structured growth that supported her.

“I want to help fellow friends grow,” she says simply.

FROM HUMBLE BEGINNINGS TO PURPOSEFUL SPECIALISATION

Denise’s journey did not begin with million-dollar transactions.

Her first deal was a \$250 room rental.

“When I first joined, I didn’t even have a car,” she recalls. There were days she stood at the office door asking if anyone could give her a lift because she did not have the money for a \$50 taxi fare. One colleague agreed to drop her off since he was headed the same way, a small kindness she has never forgotten.

The early years were humbling, especially after leaving a high-flying HR career. She was shouted at by clients, chased out of the houses and even faced nasty clients who threatened her on many occasions.

“I know what it feels like to start from the bottom, without resources, without confidence, and without knowing when the breakthrough will come.”

Many peers who began the journey alongside her eventually returned to

the private sector in search of stability. She stayed, patiently persevering through continuous hard work.

It was only in 2019 that Denise made a defining decision to fully commit to specialising in helping young parents plan strategically for Primary 1.

Looking back, she sees clearly what changed everything. That true differentiation comes from mastering a niche and serving it exceptionally well.

She stopped chasing every opportunity. She focused on building trust and serving one segment deeply.

Her operating principles became clear:

Integrity over quick commission. Discipline over motivation. Long-term relationships over short-term deals.

“When clients trust you, the business compounds.”

She also learned not to fear quiet seasons. Those phases became periods of refinement, strengthening systems, sharpening knowledge, and learning how to communicate complex ideas simply.

Success in real estate, she realised, is rarely linear. But consistency compounds.

If she could speak to her younger self, her message would be simple:

Be patient. Be kind to yourself. You will touch many lives one day.

And above all, leverage the ecosystem around you. Strong leadership, structured training, and a culture of shared learning accelerate growth far beyond what anyone can achieve alone.

SUCCESS WITH SUBSTANCE

Today, Denise Tan stands not just as a Millionaire producer, but as a strategist who has carved out a distinctive advisory niche in one of the most emotionally complex property segments.

Her work blends education planning with asset progression. Emotion with analysis. Family dreams with financial foresight.

In doing so, she has proven something powerful: Property decisions do not have to be trade-offs.

With clarity, structure, and the right guidance, families can build both opportunity and security, for their children and for themselves.



DESMOND LIEW

CEA NO: R060699I



WHEN SCALE DEMANDS RESPONSIBILITY, AND SUCCESS FINDS ITS PURPOSE



CARRYING A BRAND BIGGER THAN YOURSELF

What Desmond Liew enjoys most about being a real estate professional is not just the work itself, but the weight of responsibility that comes with it.

Representing PropNex, Singapore's largest real estate agency, means operating beyond the mindset of an individual salesperson. Every conversation, every recommendation, and every decision carries the credibility of a brand that sets industry standards.

"When you represent PropNex, you're not just representing yourself," Desmond shares. "You're carrying a brand that clients recognise and trust."

That awareness pushes him to operate with higher discipline, clearer ethics, and stronger accountability. Clients are not relying on personal promises alone, they are supported by systems, data, and the collective strength of an organisation built on scale and structure.

For Desmond, this translates into confidence on both sides of the table. Clients feel assured that their decisions are guided by more than instinct, while he remains grounded by the responsibility that comes with influence.



WHEN SUCCESS STOPS BEING ABOUT MONEY

Achieving millionaire status marked a significant milestone, but it also changed Desmond's definition of motivation.

"Money stopped being the main motivator once I achieved it. What drives me now is credibility earned through track records," he reflects.

Today, what drives him is the ability to use hard-earned track records to help others shortcut years of trial and error. The next chapter of his journey is no longer centred on personal sales alone, but on transforming lives through leadership.

Desmond sees his role at PropNex as one of translation, turning experience into impact, and success into something that multiplies beyond himself. Helping salespersons build sustainable careers, confidence, and self-belief has become central to his purpose.

"It's about taking what I've learnt and making it useful for someone else's journey," he explains.

For Desmond, leadership is not about titles or hierarchy. It is about credibility earned through results, and responsibility exercised through guidance.



SCALING WITH DATA, CONNECTING WITH JUDGMENT

In an increasingly digital industry, Desmond is clear about one thing: technology should enhance relationships, not replace them.

He uses PropNex's digital tools and data-driven insights to remove guesswork, understanding client behaviour, timing, and priorities so that every interaction is intentional and relevant. By streamlining processes and reducing manual work, he frees up time to focus on what truly matters.

"Technology helps me scale efficiently," he says. "But trust is still built through judgment, consistency, and personal accountability."

This balance allows Desmond to remain present where it counts, listening closely, advising thoughtfully, and guiding clients through decisions that can shape years of their lives.

Outside of work, he stays grounded by real life itself. Conversations beyond transactions, with friends, clients, and team members, remind him why the profession matters. Their struggles, breakthroughs, and quiet resilience shape how he leads and how he shows up.

"These aren't motivational stories," Desmond shares. "They're lived lessons."

He often reflects on these experiences and shares them with his team, not as speeches, but as reminders of purpose, humility, and the responsibility that comes with influence.

FROM SCALE TO SIGNIFICANCE

In an industry driven by numbers, Desmond Liew stands out for something deeper: a commitment to responsibility, leadership rooted in experience, and success measured by the lives uplifted along the way.

For Desmond, that is what it truly means to represent a brand and to lead within it.





DIDI Z

CEA NO: R003478B



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.



DOMINIC LEE

CEA NO: R010497G

“

*MASTERY,
MULTIPLICATION,
AND THE DISCIPLINE
TO ENDURE*



BEYOND THE MILESTONE: A COMMITMENT TO MASTERY

For Dominic Lee, achieving millionaire status is significant, but never definitive. Rather than marking an endpoint, it represents a new baseline from which higher standards are set.

“What continues to drive me is the pursuit of mastery,” Dominic shares. “Sharpening my craft, raising the quality of advice I give, and creating value that lasts beyond a single transaction.”

At this stage of his journey, success is no longer measured solely by personal performance. It is about building platforms that endure, cultivating people who think independently, and delivering outcomes that remain sound across market cycles. At PropNex, Dominic has found the scale and ecosystem to do exactly that.

Looking ahead, his next chapter involves expanding deeper into complex, institutional-grade transactions, while continuing to strengthen his expertise in luxury and investment sales. For those he leads, the focus is clear: mentorship, structure, and culture.

“I want to help advisors think more strategically,” he explains. “Not just how to close deals, but how to build resilient businesses that can adapt and grow over time.”

What gives Dominic the greatest fulfillment is knowing that his own growth can become a multiplier for others. That belief now anchors the way he leads and the standards he sets.



PRECISION AT SCALE: HIGH-TOUCH, DATA-DRIVEN ADVISORY

At the heart of Dominic's business is a simple principle: relationships always come first. Technology, in his view, should never replace personal connection, it should strengthen it.

"Digital tools don't remove the human element," he says. "They allow me to understand clients more deeply and offer advice that is timely, relevant, and precise."

PropNex's digital platforms and market intelligence enable Dominic to operate with consistency and clarity as his business scales. With access to real-time data and trend analysis, he is able to assess opportunities quickly, articulate risks clearly, and guide clients through complex decisions with confidence.

Yet, for Dominic, trust is built through presence. Being accessible, listening attentively, and remaining engaged well beyond the transaction are non-negotiables.

By combining high-touch relationships with data-driven insights, he has created a model that scales without losing its personal core, one where clients feel both understood and well-advised.



LEADERSHIP THAT BUILDS FORWARD

Leadership, to Dominic, is not about authority, it is about responsibility. As his scope of work has expanded, so has his commitment to building people, not just performance.

At PropNex, he focuses on equipping the next generation of advisors with clarity of thinking and disciplined execution. This means helping them understand market cycles, manage complexity, and operate with confidence even when conditions are uncertain.

"Structure creates freedom," Dominic notes. "When people have clarity, they make better decisions for themselves and for their clients."

His approach to mentorship emphasises long-term capability over short-term results. By instilling strong foundations and thoughtful habits, Dominic believes advisors can grow sustainably, and avoid the volatility that often defines the industry.



When people have clarity, they make better decisions for themselves and for their clients

LIVING FULLY, NOT POSTPONING LIFE

Outside of work, Dominic has become increasingly mindful of time. While grateful for good health, he no longer believes in postponing life experiences for a future that may never arrive.

"I don't want to wait for 'someday'," he reflects. "I want to live fully in the present."

In the coming years, he hopes to travel to new destinations annually, experiencing more of the world while he has the energy to enjoy it fully. He is also making a conscious effort to reclaim time for himself, returning to pursuits like golf, which he set aside during an exceptionally demanding year.

These moments away from work help him reset, regain perspective, and return with greater clarity and focus.

Ultimately, Dominic's journey is defined not just by growth, but by intention. By pursuing mastery, multiplying impact, and staying present in life beyond work, he continues to build a career, and a life, designed to endure.

EDWIN ONG

CEA NO: R061558J



*RESILIENCE,
RELEVANCE, AND
THE DISCIPLINE
TO MOVE FORWARD*



LEARNING TO RIDE THE CYCLES

For Edwin Ong, a long and sustainable career in real estate begins with accepting one simple truth: volatility is part of the journey.

“In sales, ups and downs are unavoidable,” Edwin shares. “Even the most certain deals can fall through at the last minute, plans change, buyers hesitate, or another salesperson undercuts you. At the same time, some of the smoothest deals come when you least expect them.”

Early in his career, Edwin learned that the difference between those who last and those who burn out is not talent alone, but emotional discipline. His biggest turning point came when he stopped overreacting to individual

wins and losses and instead trusted the law of averages.

“I allow myself one day to moan and be in despair,” he says with a smile. “Then I dust off and move on.”

This mindset became a personal rule. By limiting how long he dwells on disappointment, Edwin protects his energy and focus, ensuring that setbacks never derail momentum. Over time, this resilience has allowed him to stay consistent, grounded, and mentally prepared for the next opportunity.

“With every low comes a new high,” he reflects. “You just have to keep going.”



STAYING RELEVANT IN A DATA-DRIVEN WORLD



As the industry evolved, Edwin recognised that resilience alone was not enough. To remain relevant, salespersons had to adapt how they communicated value, especially in an era where clients are more informed and discerning than ever.

PropNex's PropTech tools became an essential part of Edwin's daily workflow.

"In the past, we relied heavily on pre-prepared slides," he explains. "But data changes constantly. Updating decks repeatedly is inefficient and, frankly, impractical."

With PropNex's digital platforms, Edwin is able to draw live data instantly during discussions and presentations. The intuitive UI and UX allow him to present information clearly, accurately, and in real time, without relying on selectively curated figures.

This transparency has transformed how clients engage.

"When clients see live data, their guard comes down," he shares. "They no longer feel like you're painting a rosy picture. Instead, they feel involved."

Rather than presenting conclusions, Edwin uses these tools to co-create insights with clients, allowing them to explore scenarios together. This interactive approach strengthens trust, sharpens decision-making, and significantly boosts the credibility of every recommendation.



A CAREER BUILT ON CONSISTENCY AND CONTRIBUTION

Edwin Ong's journey is defined not by dramatic peaks, but by steady progress, guided by resilience, adaptability, and generosity. **By embracing market cycles, leveraging technology with transparency, and giving back through mentorship, he has built a career that continues to grow in both relevance and impact.**

In an industry that never stands still, Edwin's philosophy remains clear: keep moving forward, stay grounded in reality, and always leave others better equipped than you found them.



GIVING BACK THROUGH SHARING AND MENTORSHIP

PropNex has been Edwin's first and only agency, and its culture of leadership-by-example has deeply shaped how he approaches mentorship.

"Seeing leaders wear their hearts on their sleeves makes it easy to do the same," he says.

Inspired by this environment, Edwin believes strongly in contributing back to the ecosystem. As a trainer, he finds immense fulfilment in sharing not just strategies, but lived experiences, from his journey of overcoming obstacles to mastering long-term planning through Singapore's masterplans.

"I enjoy sharing real stories," he explains. "From rags to riches, from setbacks to breakthroughs, those are the lessons people remember."

For Edwin, teaching is not about spotlighting success, but about empowering others with knowledge, confidence, and perspective. Watching someone gain clarity, apply what they've learned, and achieve their own breakthrough is deeply rewarding.

"As we share, much more will be added to us," he reflects. "That's always been my personal mandate."



ERIC YEO

CEA NO: R009735J

“
*LEADERSHIP WITH PURPOSE.
SERVICE WITH HEART. A LEGACY BUILT ON PEOPLE.*



BEYOND MILLIONAIRE STATUS: THE DRIVE TO CREATE IMPACT

For Eric Yeo, achieving Millionaire status was a meaningful milestone, but it was never his finish line. Today, what drives him is not recognition, but impact. His mission extends far beyond personal results. It is about lifting the people around him, clients, teammates, and the associates who form the Eric Yeo District.

“What drives me today is impact. I want to build more success stories—not just for clients, but for my associates. Seeing them grow, close difficult deals, overcome personal barriers and transform their careers gives me more fulfilment than any award.”

Every breakthrough from his team fuels him. Every moment of confidence gained, every mindset

shift, every newly achieved milestone reinforces his purpose as a leader. Instead of chasing accolades, Eric now seeks to multiply success through others.

The next chapter of his journey is focused on scaling leadership with structure, training programs, systems and digital mastery that can empower his associates at every level. He envisions building a team of strong advisors equipped with:

- deep market knowledge
- cutting-edge digital tools
- confidence to serve with excellence
- a mindset of continuous growth

“My mission is to build a culture where success is shared, possibilities are expanded, and we uplift the PropNex brand together.”





HIGH-TECH ADVISORY WITH A HIGH-TOUCH EXPERIENCE

In an increasingly digital landscape, Eric blends technology with human connection in a way that elevates the entire client journey.

“Technology enhances connection, it doesn’t replace it.”

PropNex’s digital ecosystem, market dashboards, analytics, and data platforms, allows him to deliver clarity, structure and precise advice. Whether it’s illustrating trends, evaluating entry points, or guiding long-term asset planning, he uses technology to help clients see the strategy behind every decision.

But he never loses sight of what truly matters: people.

Eric stays proactive and present. He sends personalised updates, checks in during key milestones, records WhatsApp video explanations, and accompanies clients for on-site walkthroughs when a human eye and human assurance matter most.

“By combining high-tech tools with high-touch service, clients feel seen, supported and empowered—not just during the transaction, but long after.”

This blend of digital strength and heartfelt connection has built a foundation of long-term trust, one that continues to grow with every relationship he nurtures.

WHAT GROUNDS HIM: FAMILY, TEAM & GROWTH

Outside of real estate, Eric’s biggest joy comes from spending time with his loved ones and his team. Whether it’s a casual gathering, exploring new places, or simply unwinding with the people he cares for, these moments remind him of the “why” behind all his hard work.

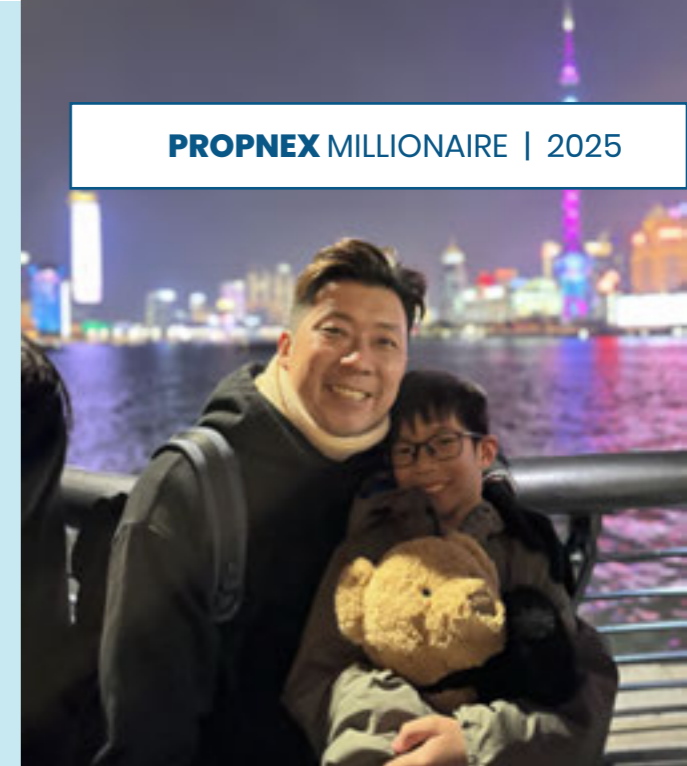
He also gravitates toward activities that push him, physically, mentally or creatively. Challenges keep his mind sharp, his energy balanced, and his spirit grounded.

But above all, Eric values reflection.

Leadership demands presence, clarity and resilience, and those qualities are shaped during quiet moments away from the rush of the industry.

“Leadership is a journey. Time away helps me reset, stay grateful and return with more clarity and purpose.”

These pauses allow him to show up as the best version of himself: a leader who guides with authenticity, a professional who advises with integrity, and a person who remains deeply connected to the people who matter.





GARY SEAH

CEA NO: R009795D



*LESS NOISE.
BETTER DECISIONS.*



WHAT SETS HIM APART: A FRAMEWORK BEFORE THE FORECAST

For Gary, standing out has less to do with talking louder, and more to do with thinking clearly.

“In a noisy market, the difference isn’t who talks the most,” Gary reflects. “It’s who brings the most clarity.”

But clarity is not about having more information. It’s about knowing what to do next.

That belief has shaped the way he serves clients, leads his team, and builds a business designed not just to perform in good times, but to endure through challenging ones.

Rather than jumping straight into listings or opportunities, he focuses first on helping clients clarify what they are truly trying to achieve. Conversations begin with goals, timelines, and constraints, not transactions.

“We slow things down at the start,” he explains. “Before discussing transactions, we get clear on what clients are actually trying to achieve.”

Before any recommendation, we clarify three things: what they want, what they can afford, and what they must avoid.

From there, Gary lays out the available options, stress-tests affordability, and examines downside risks before working backwards into a clear plan. This structured approach helps clients see what lies ahead and understand why they are making certain decisions.

Most options look good on the surface. The real work is understanding which one can go wrong.

“When there’s a plan, people make better decisions,” he says. “They’re less emotional, less reactive. They know what’s coming next, and why they’re doing it.”

Without a clear plan, even good opportunities can turn into the wrong decision.

This structured approach creates a calmer, more grounded experience for clients. Instead of feeling pressured or overwhelmed, they feel supported and informed. The focus shifts away from short-term noise and towards intentional, long-term outcomes.

“It’s not hype-driven,” Gary adds. “It’s very deliberate.”





WHY PROPnex WORKS, ESPECIALLY WHEN THE MARKET DOESN'T

Gary sees PropNex not just as a company, but as an ecosystem, one built on structure, consistency, and discipline.

“There’s structure everywhere,” he explains. “From training and practical frameworks, to leadership support and systems that help salespersons stay grounded even when things get uncomfortable.”

That structure allows for consistent decision-making, not just consistent activity.

In strong markets, that structure allows salespersons to grow without chaos. Clear processes help manage pipelines, prospect effectively, and scale in an organised way.

But Gary believes the real value of the ecosystem becomes most evident during tougher cycles.

“When the market slowed and buyers became more cautious, PropNex didn’t go quiet,” he recalls. “Training became more practical. Role-plays focused on real objections. Salespersons were guided on how to communicate honestly and realistically with clients.”

Instead of waiting for conditions to improve, salespersons were equipped to adapt. Those who stayed within the system continued moving forward, closing deals, adjusting strategies, and maintaining momentum, while many others simply paused and hoped for the market to “come back”.

“That consistency, regardless of the market, is what makes the ecosystem work,” Gary says.



LEADERSHIP, FAMILY, AND GROWTH, BY SEASONS, NOT PERFECTION



When it comes to balance, Gary is pragmatic.

“I don’t believe in balancing everything perfectly every day,” he says. “That’s just not realistic.”

Instead, he manages life in seasons, anchored by a few clear non-negotiables.

In leadership, he focuses on leverage, setting standards, building simple systems, and developing people so the team does not rely on one individual for every decision. This creates sustainability and allows others to grow into confident decision-makers.

This creates consistency not just in activity, but in how decisions are made across the team.

With family, Gary prioritises presence over hours.

“When it’s family time, I’m fully there,” he shares. “Phone down, mind present. That’s how relationships stay strong even when work gets demanding.”

Personal growth, on the other hand, is treated like training rather than motivation. Learning and reflection are scheduled intentionally, not left to chance.

“If I wait until I’m ‘free’, it never happens,” he admits.

His advice to others striving to juggle leadership, family, and growth is refreshingly clear:

“Stop chasing perfect balance. Pick two or three non-negotiables and schedule those first. Let everything else fight for what’s left.”

He also emphasises the importance of building systems early, delegating sooner than feels comfortable, and regularly reviewing what is working, and what is quietly draining energy.



GAVIN NEO

CEA NO: R046518Z

“

*SEEING THE
BIGGER PICTURE
BEFORE THE
MARKET DOES*



CONNECTING THE DOTS OTHERS MISS

Since 2012, Gavin Neo has been tracking the market relentlessly.

Cooling measures. URA policy changes. Private and public housing price trends. Overseas property movements. Transaction volumes. Land bids. Rental cycles.

To most people, these are separate streams of information.

To Gavin, they are connected.

“All these updates come from different angles,” he explains. **“But when you put them together and understand how they affect one another, you start to see the bigger picture.”**

That ability to connect the dots is what sets him apart.

For many buyers, a headline price such as \$3,000 per square foot in Queenstown, may seem inflated or hype-driven. But to Gavin, such numbers are not random spikes. They are outcomes of evolving land costs, policy direction, supply pipelines, and long-term demand shifts.

“It’s not hype,” he says calmly. “It’s a correct price point when you

understand the context.”

Over the years, Gavin has created detailed presentation slides for the GavinNeo District, distilling complex data into structured, easy-to-understand frameworks. His clients do not just hear opinions; they see cause-and-effect relationships laid out clearly.

“Many clients don’t understand at first,” he admits. “But once I explain the full picture, they immediately see the logic.”

That clarity builds trust.

Rather than reacting emotionally to price movements, his clients make decisions grounded in understanding. They are not buying into trends blindly, they are buying with conviction.

In a competitive industry, knowledge alone is not enough. It is interpretation that creates value.

Gavin’s edge lies in transforming fragmented information into a coherent narrative, one that empowers clients to act confidently.

DATA IS GOLD IF YOU KNOW HOW TO USE IT



With more than 14,000 salespersons and still growing, PropNex represents one of the largest real-time property information ecosystems in Singapore.

“To me, data is gold,” Gavin says. “And speed matters.”

In today’s market, what differentiates one salesperson from another is not access to an app, it is access to updated, accurate, meaningful data, and the ability to interpret it faster than the rest.

“There are many apps across agencies,” he notes. “But an app without data is useless.”

PropNex’s scale enables faster data capture across districts, property types, and transaction categories. This depth of information gives Gavin a decisive advantage.

But raw numbers alone are not enough.

“The key is understanding the data and recreating it in layman’s terms,” he explains.

Gavin takes complex datasets and translates them into simple explanations clients can grasp immediately. Instead of overwhelming them with charts, he helps them see patterns, risks, and opportunities clearly.

When information is timely and contextualised, uncertainty shrinks.

“I believe when you have the latest data and truly understand it, there is no such thing as good or challenging times,” he says confidently.

Markets may fluctuate. Policies may tighten. Sentiment may shift. But when armed with clarity, clients can still move strategically.

Data reduces fear. Insight creates advantage.

THE ORDER OF PRIORITIES

Behind Gavin’s performance lies a disciplined structure, not just in how he analyses property, but in how he manages his life.

“There are three things I manage daily,” he shares. “Family, my own sales, and my team.”

His order is intentional. Family first. Own sales second. Team third. Why this sequence?

“Family is my main motivation,” Gavin explains. “Providing the best I can as a husband and a father, is my main duty. I take this responsibility very seriously.”

That responsibility drives everything else.

Strong personal production comes next, because income sustains the family and credibility sustains leadership.

Gavin completes nearly 100 transactions each year. That volume is not merely about numbers; it generates real-time market exposure and first-hand negotiation experience.

“Each transaction gives me information,” he says. “It creates insight.”

That insight then flows into his leadership. “I believe you don’t want a manager who only knows how to motivate but doesn’t have a decent sales record.”

For Gavin, leadership must be grounded in results. His team benefits not just from encouragement, but from practical, up-to-date market intelligence derived from active deal-making.

When his own sales are strong, he shares current strategies, pricing observations, and negotiation tactics with his colleagues. The team grows not from theory, but from applied experience.



BEYOND TRANSACTIONS

At its core, Gavin’s philosophy is simple:

Understand deeply. Explain clearly. Lead responsibly.

He does not chase hype cycles or short-term narratives. He studies the market patiently, builds structured frameworks, and helps clients see what others overlook.

By connecting policy changes, land economics, transaction data, and buyer psychology, he equips his clients and his team, with perspective.

And perspective, in a volatile market, is power.

As Singapore’s property landscape continues to evolve, Gavin remains committed to what has guided him since 2012: disciplined analysis, responsible leadership, and a clear sense of priorities.

Because in the end, success is not about reacting fastest.

It is about understanding first and guiding others with clarity.

GILLIAN CHEE

CEA NO: R064313E

“
*REINVENTING
SUCCESS, ONE
BRAVE STEP
AT A TIME*”



A MID-CAREER LEAP INTO THE UNKNOWN

When Gillian Chee joined PropNex three years ago, it was not part of a carefully mapped plan.

It was the height of the Covid pandemic. After nearly 30 years as a senior executive in asset management, Gillian made the decision to step out on her own, entering real estate as a mid-career switch at a time when uncertainty was the norm.

“The journey has been humbling, but deeply rewarding,” she reflects.

Her biggest challenge, however, was not the market. It was overcoming self-limiting beliefs. Having never aspired to a career in sales, Gillian initially intended to “park” her licence while exploring other business opportunities. She even told her upline, Kevin Feng, that she preferred to work quietly behind the scenes, and seek his assistance with advertisements.

A major concern was opportunity cost. If she could not make a living in sales, she did not want to put potential recruits at risk. As a result, friends who expressed interest in joining her were often directed to more established leaders.

That cautious mindset shifted dramatically when Gillian stepped into commercial project launches for the first time as a tagger.



DISCOVERING AN ALTERNATIVE PATH TO LEADERSHIP



Gillian's first major breakthrough came when she was appointed Project IC at One Sophia, and later selected as Lead IC at Solitaire, Cecil Place and VisionCrest.

For her, managing a new project launch felt like organising a mini National Day Parade, intense coordination, operational precision, teamwork and publicity all coming together under tight timelines.

One of the most challenging aspects was recruitment. Unlike corporate hiring, where salaries are offered, project leadership required Gillian to recruit core team members who made a conscious decision and financial commitment, to join her.

The experience proved transformative.

Under her leadership, PropNex teams emerged as the leading agency, outperforming other Joint Marketing Agencies (JMAs) to achieve first closures and, in many cases, the largest market share. Because many PropNexians were new to the commercial segment, Gillian and her fellow ICs conducted extensive training to bring the teams up to speed.

The result was deeply fulfilling.

"I was thrilled beyond expectation," she shares, "to emerge as the top commercial tagger in PropNex by helping fellow ICBs close their very first commercial deals."

Through this journey, Gillian discovered an alternative pathway to a meaningful and sustainable career, one built on mentorship, teamwork and leadership, rather than traditional sales archetypes.

Company awards and recognition affirmed her growth, and for the first time, she found the courage to build her own team.

BUILDING CONFIDENCE THROUGH SYSTEMS, LEARNING AND PURPOSE

Today, Gillian draws inspiration from senior leaders who lead by example, serving others humbly, driven to excel, and generous in sharing knowledge. She is equally inspired by younger achievers who have charted formidable agency careers and built strong presences on social media.

For those exploring a mid-career switch or entrepreneurial path, Gillian believes PropNex offers a less daunting entry point than starting from scratch.

The company's technologically advanced platforms, AI-driven analytics, structured sales training and strong support teams provide a robust foundation. Tools such as Agent Suite help her track transactions and support recruitment, while Investment Suite enables her to generate comprehensive property reports within minutes, strengthening client trust and confidence.

As Singapore's largest listed real estate agency, PropNex also gives clients assurance. "There's a proven system and track record in place," Gillian notes, "which makes my clients more comfortable granting exclusive appointments."

Looking ahead, her immediate focus is mentorship. Many of her new team members are rookies, and Gillian is determined to help them leapfrog the learning curve, avoiding the paralysis of procrastination and the pitfalls she once faced herself.

Her longer-term aspiration is to build a team that is not only passionate about property, but united by purpose, leaders in their craft who enjoy working together to serve something beyond financial profit.

NEVER TOO LATE TO GROW

As markets evolve, Gillian stays ahead by remaining curious and engaged. She reads the press daily, follows international market developments, and participates in professional bodies and interest groups. A member of SISV and an adjunct professor at SMU Lee Kong Chian Business School, she embodies lifelong learning.

Her perspective is grounded yet optimistic.

"In agency, you can navigate market cycles more defensively than many businesses," she reflects. "When times are difficult, a kind and dependable salesperson truly shines."

Gillian Chee's story is a powerful reminder that reinvention is possible at any stage. With courage, structure and an openness to learn, success can be redefined, and rebuilt with purpose.

As she puts it simply: You have one life to make the most of and we are never too old to learn or change for the better.

HUANG HAN

CEA NO: R064770C



*RESPONSIBILITY
BEYOND
RESULTS*



WHEN SUCCESS BECOMES STEWARDSHIP

Achieving Millionaire status marked a significant milestone, but for Huang Han, it also marked a shift in perspective.

“What drives me even more now is a deeper sense of responsibility, especially towards my clients.”

Earlier in his career, the focus was straightforward: learn quickly, improve performance, and close transactions. Over time, however, the meaning of the work evolved. Real estate, he realised, is rarely just about property. For most families, it represents one of the largest financial commitments they will ever make.

Because of that, responsibility carries weight.

“I don’t want my clients to buy a property simply because it looks attractive or because of short-term market sentiment. I want them to understand why they’re buying, what risks exist, and how it supports their plans over the next five to ten years.”

That long-term lens shapes every conversation. Decisions are evaluated not only on potential upside, but on sustainability and alignment with broader financial goals.

A significant portion of Huang Han’s clientele consists of new citizens and new immigrants. For many of them, purchasing a property in Singapore represents far more than a transaction. It signifies stability, belonging, and a true sense of settlement.

“Very often, the first home they buy here marks the moment they feel rooted in this country.”

Guiding clients through that transition, from uncertainty to confidence, gives him deep meaning. He wants their first home to be more than an asset on paper. It should be a place of comfort, identity, and security. That responsibility continues to push him to improve.



BUILDING A TEAM THAT THINKS LONG-TERM

Looking ahead, Huang Han's ambitions extend beyond personal production.

"This industry moves quickly. Staying curious and continuously learning is essential."

On a personal level, he aims to maintain his passion year after year, sharpening his market knowledge to remain relevant in an evolving landscape.

As a leader, his focus has shifted toward building a data-driven team anchored in strong culture and clear values.

"I want my team to do more than close deals. They need to analyse markets, evaluate risks, and advise responsibly."

To him, leadership is no longer defined by personal performance alone. It is about setting standards and shaping a culture that prioritises integrity and sustainability. Success, in his view, is not measured by commissions earned, but by advice that stands the test of time.

"When clients look back years later, they should feel they made the right decision."

That is the benchmark he sets, for himself and for those under his guidance.

HIGH-TECH, HIGH-TOUCH

In a data-driven era, Huang Han leverages PropNex's digital ecosystem extensively, but with clear boundaries.

"I use the tools to work smarter, but I never let technology replace human connection."

Real-time data, analytics, and structured systems enable accurate pricing strategies and informed recommendations. Technology enhances efficiency and reduces administrative workload.

But the relationship remains central.

"The tech handles the efficiency. I focus on the relationship."

By streamlining processes, he gains more time for conversations, explaining scenarios in simple terms, addressing concerns patiently, and staying connected long after transactions conclude.

Scaling his business does not mean sacrificing authenticity. Growth, to him, means building trust with more people in a genuine and consistent way.

THE DISCIPLINE OF COMPETITION

Outside of work, competitive sports play a defining role in Huang Han's life.

"I've always been drawn to the intensity, structure, and challenges that come with competition."

Training demands consistency. Improvement requires discipline. Results are earned, not assumed.

Sports have shaped his mindset. They have taught him to stay composed under pressure, prepare strategically, and recover quickly from setbacks.

"Competition isn't just about winning. It's about showing up and raising your own standards."

That philosophy carries directly into his professional life. Whether navigating market cycles or advising clients through complex decisions, the principles remain the same, preparation, resilience, and steady execution.

What inspires him most is the constant pursuit of growth.

"There's always another level to reach, another skill to refine, another challenge to overcome."

That hunger to refine, improve, and push boundaries fuels both his athletic pursuits and his career.

Because while performance may open doors, it is discipline and responsibility that sustains long-term success.

IVAN SEAH

CEA NO: R045857D



*WALKING BY FAITH,
GROWING WITH
PURPOSE, AND
RISING THROUGH THE
RIGHT PLATFORM*



A STEP OF FAITH THAT BECAME A TURNING POINT

Ivan Seah's journey to PropNex began not with strategy, but with faith.

Before joining the company, Ivan had spent a couple of years with boutique agencies. His move to PropNex was unplanned, and unlike many others, he did not pore over rankings, numbers, or leadership profiles. Instead, his decision was guided by a simple yet deeply personal criterion, whether his leaders shared the same church community.

"I've always been someone who walks by faith," Ivan shares.

Yet not long after stepping into PropNex, he found himself asking a different question: Why didn't I come earlier?

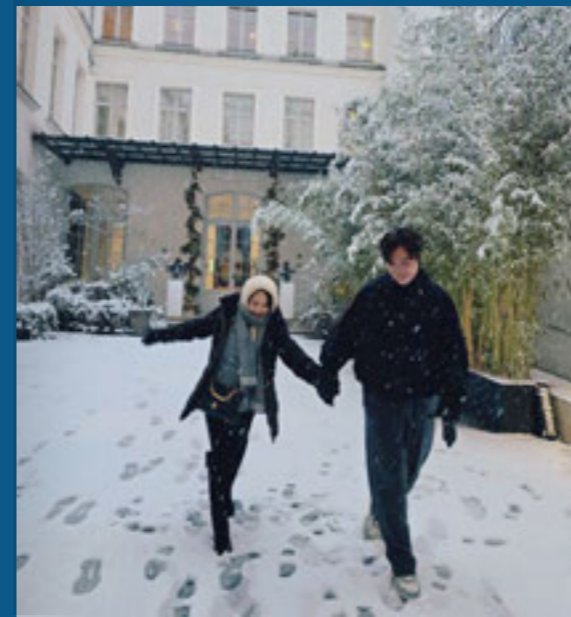
Yet soon after joining, he found himself wondering why he hadn't made the move earlier. What stood

out immediately was the clarity from management, the strong sharing culture across divisions, the quality of training, and the humility of leaders. There was a sense of unity and purpose that made growth feel natural rather than forced.

"I knew right away that this was a place where I could truly build something meaningful."

As a project tagger and later a project lead-in-charge, Ivan began to experience breakthroughs that felt anything but accidental. Looking back, he sees how the right people and the right opportunities appeared at pivotal moments, reminders that his journey was being guided step by step.

"PropNex didn't just teach me skills. It shaped my mindset, gave me confidence, and supported me as I reached new milestones."



CONVICTION THROUGH CLARITY: LEVERAGING DATA WITH CONFIDENCE

For Ivan, confidence in advisory comes from clarity, and PropNex's Investment Suite has been an integral part of that.

As a project tagger, ProTrends equips him daily with real-time data and market movements, allowing him to present insights clearly and accurately.

When he took on the role of Project Lead for Hillock Green, ProMap enabled him to analyse demand, supply, and surrounding CMAs effortlessly, helping him craft stronger, fact-based sales strategies.

These tools strengthened not only his presentations, but also his personal conviction, allowing clients to make informed decisions with assurance rather than guesswork.

Ivan is also deeply appreciative of the tech team behind the scenes, whose continuous development and training support ensure salespersons are well-equipped to serve clients effectively. "We are truly blessed with a capable and supportive tech team," Ivan adds.



AN INSPIRING CULTURE BUILT ON UNITY, HUMILITY & CALLING



If Ivan had to describe PropNex's training, culture, and leadership support in one word, it would be inspiring.

From his very first sharing session, he was struck by the depth of thought, generosity of knowledge, and sincerity behind every speaker. That inspiration continued through each milestone, his first consumer seminar, first training, first bootcamp, and first Advanced Sales Technique (AST) course.

What makes the difference, Ivan believes, is the culture.

"There's unity here. People are willing to share openly, guide patiently, and lead with humility."

PropNex leaders, in his experience, do not lead from a distance. They guide with wisdom, remain approachable, and consistently create space for others to grow. Time and again, Ivan has seen the right mentors appear at the right time, affirming his belief that he is exactly where he is meant to be.

More than just equipping salespersons with skills, PropNex entrusts them with something deeper: the responsibility to inspire others.

"That's what makes this place special," Ivan reflects. "You're not just growing for yourself, you're growing so that you can lift others too."

JARED TAN

CEA NO: R063425I

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*FROM HUSTLE
TO FRAMEWORK:
BUILDING
DECISIONS
THAT LAST*”



WHEN HUSTLE WASN'T ENOUGH

Every top producer eventually confronts a moment of reckoning, a point where effort alone stops being the answer.

That moment came early in Jared Tan's career.

He was producing results. Deals were closing. Momentum was building. But beneath the surface, he noticed something troubling: success built purely on hustle was fragile.

"I realised that without systems, clarity, and long-term thinking, both clients and salespersons eventually plateau," Jared reflects.

Speed could win short-term victories. But sustainability required structure.

That realisation marked a turning point.

Instead of doubling down on activity, Jared shifted toward intentional frameworks. He began focusing on structured decision-making, asset progression planning, and

sustainable execution. Conversations moved beyond "What should I buy?" to "How does this fit into your next decade?"

"I wanted to help families make decisions they could stand by for the next ten years, not just the next transaction."

The shift deepened his advisory role. Rather than operating as a reactive negotiator, Jared became a strategic planner, guiding families, upgraders, and investors through long-term positioning.

That change not only stabilised his growth but aligned his work with his values as a husband and father.

"Property decisions impact real lives. They shape schooling choices, family expansion, financial security. They're not just numbers."

By grounding his business in structured frameworks rather than hustle alone, Jared built consistency, not just in production, but in purpose.





PRECISION THAT BUILDS TRUST

In a market defined by information overload, clarity becomes currency.

For Jared, PropNex's digital ecosystem has been instrumental in delivering that clarity with precision.

"I use Investment Suite daily," he shares. "For pricing analysis, market comparisons, and identifying opportunities across different life stages."

The ability to access real-time transaction data, evaluate trends, and compare scenarios ensures his recommendations are objective and timely. Instead of speculative advice, clients receive structured insights grounded in real market conditions.

But to Jared, technology serves a larger purpose.

By leveraging analytics tools for research and validation, he frees up time for the conversations that matter most, understanding family needs, school planning considerations, risk appetite, and long-term wealth positioning.

Technology handles the heavy lifting of analysis. He handles the human dimension.

"In my business, technology enhances trust because every client receives consistent, well-researched guidance."

This balance between analytical precision and personal advisory defines his approach. Clients are not overwhelmed with spreadsheets; they are guided through structured frameworks that connect numbers to life decisions.

LEADERSHIP AS STEWARDSHIP

Beyond production, Jared finds his greatest fulfilment in mentorship.

"What's most rewarding is witnessing clarity take shape," he says.

Whether guiding a salesperson to think beyond commissions or helping a client understand how one property fits into a broader asset progression strategy, those moments of understanding matter.

"I believe leadership is stewardship," he explains. "It's about equipping people with frameworks that help them make confident, responsible decisions."

For salespersons under his guidance, that means learning to operate beyond transaction thinking, understanding positioning, timing, and sustainability. For clients, it means seeing property not as isolated purchases, but as part of a deliberate progression plan.

He measures leadership not by control or volume, but by independence.

"Real leadership is measured by the quality of decisions people make after working with you."

When clients feel confident navigating their next move, or when associates replicate structured frameworks successfully, he knows the impact has extended beyond a single deal.



A PERSONAL ANCHOR

As a husband and father, Jared understands first-hand that property decisions rarely exist in isolation.

School zones, commuting patterns, risk management, retirement horizons, these factors shape strategies just as much as price trends.

"Life stage matters," he says. "Numbers alone don't tell the full story."

His advisory blends analytical depth with practical life considerations. It is this integration, financial clarity and family sensitivity, that distinguishes his approach.

Rather than chasing short-term momentum, he remains focused on sustainable positioning.

Today, Jared Tan is recognised not only for performance, but for intention.

His journey from hustle-driven beginnings to structured advisory reflects a deeper evolution, one that prioritises stewardship over speed, and sustainability over spectacle.

JASMINE CHENG

CEA NO: R026791D



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*FOCUS, BALANCE,
AND THE
CONFIDENCE TO
STAY TRUE*



FINDING THE RIGHT PLATFORM, AND THE RIGHT DIRECTION

When Jasmine Cheng joined PropNex, it was the company's culture that stood out first.

"What drew me in was the sharing culture," she recalls. "Information wasn't siloed. Market updates, policy changes, and insights were shared quickly and openly."

In an industry where timing and accuracy matter, Jasmine appreciated how PropNex stayed ahead of market movements, from cooling measures to global developments, while ensuring salespersons were consistently equipped with up-to-date training. Compared to other agencies she had experienced, PropNex's investment in technology and training was clearly ahead of the curve.

This ecosystem gave Jasmine something invaluable: confidence. With access to timely insights, recorded training sessions, and practical tools, she could stay current and prepared, ready to speak to clients with clarity and relevance, even as the market evolved.

But having the right platform was only part of the journey. Jasmine soon realised that to perform consistently, she also needed focus.



THE POWER OF CHOOSING A NICHE

Like many salespersons, Jasmine initially tried to do everything. New launches, resale, commercial, sales, rentals, each segment offered opportunity, and she wanted to capture it all.

Instead, she found herself stretched thin.

“I was drained and all over the place,” she admits.

Her turning point came when she made a deliberate decision to focus on resale, an area where she had the deepest expertise and strongest understanding of the ground. That clarity changed everything.

By concentrating her efforts, Jasmine was able to refine her advisory

approach, deepen her market knowledge, and deliver more consistent results. The focus brought alignment, between her skills, her clients’ needs, and her own expectations.

“Once I committed to my niche, consistency followed,” she shares. “And that allowed me to achieve the targets I set for myself.”

Supporting this focus is her daily use of PropNex’s Investment Suite. Jasmine relies on its data, graphs, and analytical tools to evaluate pricing and market trends accurately. By curating customised reports for individual clients, she helps them understand the market clearly and make informed decisions with confidence.



SUCCESS THAT MAKES ROOM FOR LIFE



With nearly two decades in the industry and as a mother of two daughters, Jasmine’s definition of success has always included balance.

“Work-life balance is not optional for me,” she says. “It’s a priority.”

This philosophy shapes how she leads and mentors others. **Jasmine is always willing to share her experience and practical insights with her team, showing them that it is possible to excel in real estate while still being present for family.**

What she finds most rewarding is watching her team grow, not just in sales, but in confidence, skills, and quality of life. Seeing them achieve breakthroughs while learning to manage their time well affirms her belief that success does not have to come at the expense of personal fulfilment.

Looking ahead, Jasmine hopes to build a larger team of like-minded individuals, people who value professionalism, consistency, and balance, and who want to grow sustainably in the industry.

JASON HO

CEA NO: R029409A

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*PLAYING THE
LONG GAME IN A
SHORT-TERM
WORLD*



BUILT TO LAST, NOT TO SHINE

In a competitive real estate industry where speed and visibility often take centre stage, Jason Ho takes a different approach. He doesn't aim to outshine others. He aims to outlast.

From the outset, Jason has built his practice around patience, discipline, and structure. Rather than rushing to offer advice, he spends time understanding each client's goals, constraints, and risk tolerance before proposing a strategy. **Decisions are guided by data, experience, and repeatable systems, not guesswork or pressure.**

This approach gives clients something increasingly rare in today's market: calm.

By helping clients see the bigger picture, Jason ensures they make better-timed decisions, negotiate from positions of strength, and move forward with confidence rather than anxiety. Clients feel supported not just during transactions, but throughout the entire journey, before, during, and after key decisions are made.

“When clients win first,” Jason says simply, “everything else follows.”





WHY SYSTEMS AND SUPPORT MATTER

Jason believes that sustainable success is never accidental, it is built on strong foundations. For him, one of PropNex's biggest differentiators is how seriously management takes salesperson success.

"What truly sets PropNex apart is the intention behind the systems," he explains. "They're not just rolled out, they're tested, refined, and continuously improved to ensure they actually work on the ground."

From robust sales frameworks and advanced technology tools to comprehensive market training and ongoing Consumer Empowerment Seminars (CES), PropNex equips salespersons with resources that evolve alongside the market. This constant recalibration gives Jason confidence that he is always operating with relevant strategies, even as market conditions shift.

More importantly, the leadership philosophy behind these systems resonates deeply with him.

"When you combine servant leadership with proven systems and a genuine commitment to salesperson growth, success becomes not just possible, but repeatable."

Rather than leaving salespersons to figure things out on their own, PropNex creates an environment where clarity, support, and accountability are built into the process. For Jason, this structure allows him to focus on execution and client outcomes, knowing the platform behind him is stable and forward-looking.

ADVICE FOR THE LONG ROAD AHEAD

If Jason could speak to himself on his very first day in real estate, his advice would be direct and unglamorous, but honest.

"Get comfortable being uncomfortable. And stay longer than you think you should."

He would remind himself to say yes to challenges before feeling fully ready, to learn faster than he speaks, and not to rush early wins. In his experience, the real estate industry doesn't reward speed at the

beginning, it rewards those who remain curious, adaptable, and committed long enough for effort to compound.

"The real breakthrough comes after the phase most people quit," Jason reflects.

That belief continues to shape how he works today. Rather than chasing trends or quick results, Jason focuses on consistency, steady improvement, and doing the right things repeatedly, even when progress feels slow.





JAVIEN LEE

CEA NO: R066384F

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GROWING FORWARD, LEADING WITH PURPOSE



BEYOND THE MILESTONE

Achieving Millionaire status was never the destination for Javien Lee. It was a meaningful milestone, yes, but not defining.

“What truly drives me now is the desire to keep growing and evolving,” Javien reflects.

For him, sustained relevance matters more than singular achievement. Markets evolve, policies shift, and technology advances rapidly. To remain effective, he believes an advisor must constantly refine strategies, stay ahead of trends, and embrace tools that allow smarter execution to serve clients better.

The next chapter of his journey at PropNex is centred on building something bigger than personal production. Javien envisions a forward-thinking team that performs at a high level while remaining grounded in integrity and professionalism.

“It’s about building a team that supports one another, adapts quickly, and sets new benchmarks.”

For Javien, leadership is not about control, it is about alignment. He aims to cultivate a culture where excellence is expected, accountability is normal, and collaboration is genuine.



HIGH-TECH, HIGH-TRUST



Despite scaling his business, Javien remains clear on one principle: real estate is a people business first.

“No matter how much the business grows, I stay very intentional about building genuine relationships.”

He takes time to understand clients beyond their property requirements, their life stages, long-term aspirations, family priorities, and personal concerns. That depth of understanding forms the foundation of trust.

“Clients recognise genuine care, and that trust is the foundation of long-term relationships.”

Technology, in his view, enhances, not replaces, this human connection.

With access to PropNex’s real-time market data, analytics platforms, and structured systems, Javien is able to provide advice that is objective, timely, and backed by credible insights. This enables him to anticipate needs more accurately and guide decisions with clarity.

More importantly, digital efficiency frees up what he values most: quality time.

“These tools also streamline processes, which gives me more quality time to stay connected with clients through decisions with confidence.”

By blending personal attentiveness with data-driven precision, Javien has built a scalable model without compromising on accountability or client experience.

It is this balance, high-tech and high-trust, that defines his advisory style.

GROUNDING IN WHAT MATTERS

Outside of work, Javien finds his greatest inspiration in simple, meaningful moments.

“Spending quality time with my family keeps me truly grounded.”

Shared meals, quiet conversations, and short getaways provide perspective and renewal. These moments remind him why he works hard, and who he works for.

“They recharge me so I can show up better for my team and clients.”

He also finds deep fulfilment in mentoring younger salespersons beyond formal structures. Informal conversations, guidance shared over coffee, and honest reflections about the realities of the business keep him humble.

“True success isn’t just about personal achievement. It’s about contribution and lifting others along the way.”

By investing in others, Javien reinforces his own growth while extending opportunity to the next generation.

A FUTURE BUILT ON EVOLUTION

Javien Lee’s journey reflects a commitment to continuous refinement.

He is not driven by complacency.

He is not satisfied by past milestones.

He is focused on building systems, people, and standards that endure.

Through evolving strategies, genuine relationships, and a grounded personal life, he continues to grow forward, not just in production, but in purpose.



JERVIS KOH

CEA NO: R066072I



*WHEN CLARITY
BECOMES THE
COMPETITIVE
EDGE*



VALUE OVER VOLUME



In an industry often defined by speed, persuasion, and volume, Jervis Koh has built his career on a different belief: that real success in real estate comes from clarity, structure, and decisions that continue to make sense long after the transaction is completed.

For Jervis, property is not about hype or closing faster. It is about helping clients make choices they will never regret, years after the transaction is done.

“What sets me apart is a relentless focus on value, not volume,” Jervis shares.

Early in his career, he discovered that clients were not lacking information, they were overwhelmed by it. Market noise, conflicting opinions, and emotional pressure often clouded judgment, especially when the stakes were high.

Through years of trial and refinement, Jervis developed a disciplined, data-driven advisory approach anchored in his team’s The Real Matters (TRM) Framework. At its core is a simple principle: let data lead before emotion.

“There is no one-size-fits-all solution in property,” he explains. **“Every client comes with different goals, constraints, and life priorities. My role is to listen deeply, understand what truly matters to them, and design strategies that solve real problems rather than simply complete transactions.”**

This philosophy has reshaped how his clients experience real estate. Instead of pressure, they receive perspective. Instead of urgency, they gain confidence. And instead of short-term wins, they move forward with long-term clarity.

“Better service begins with clarity. When clients clearly understand their options, risks, and outcomes, they gain confidence.”

WHY PROPnex MAKES THE DIFFERENCE

Jervis credits much of his growth to the ecosystem he operates within.

“What truly sets PropNex apart is the genuine care and sense of ownership the management has for its salespersons,” he says.

In both strong and challenging markets, PropNex’s leadership takes ownership of its people. When cooling measures or policy changes are announced, salespersons are not left scrambling. Timely briefings, structured talks, and clear guidance equip them to advise clients calmly and confidently, even amid uncertainty.

Equally transformative is PropNex’s suite of technology tools. Advanced digital tools have streamlined research, analysis, and proposal-building, removing friction from manual work.

“When friction is removed, salespersons are freed to think strategically,” Jervis notes. “That’s where real value is created.” Beyond tools, PropNex invests heavily in structured development programmes such as Advanced Sales Techniques (AST), Property Wealth System (PWS), and PropNexperience. Jervis and his wife have served as facilitators and committee members for several of these initiatives, witnessing firsthand the depth of thought behind each programme.

“There is a genuine desire to ensure every training is practical, relevant, and impactful, not theoretical.”

He also speaks highly of the accessibility of senior leadership, including Eddie Lim, Kelvin Fong, Ismail Gafoor, and Alan Lim. Their openness and mentorship, he says, have played a meaningful role in shaping both his professional journey and leadership approach.

“It’s the blend of strong systems, heartfelt leadership, and forward-looking technology that allows PropNex salespersons to thrive, regardless of market cycles.”



A SEASON THAT REDEFINED BALANCE

2025 marked one of the most demanding and defining chapters of Jervis’s life as he balanced leadership, family, and personal growth.

While leading a fast-growing team, he was also pursuing further studies at Singapore Management University, planning his wedding, navigating his first property purchase, and preparing for fatherhood, with his first child expected in 2026.

“Many people asked why I chose to continue studying,” he recalls. “My answer was simple: the best investment anyone can make is in themselves.”

The pace was relentless. Days often flowed from client appointments straight into lectures. Yet amid the intensity, the season proved deeply fulfilling. Professionally, the team more than doubled in size. Personally, life milestones unfolded one after another.

What anchored him through it all was clarity. Clarity on what truly moves the needle allowed him to stay effective without burning out, and present in the areas of life that mattered most.

“In a world with a hundred demands pulling at you, I learned to focus deliberately on the five to ten things that truly mattered, to my realtors, my clients, and by extension, to the business itself.”

This focus shaped how he led. With strong pillars within the team, systems were refined and the TRM Plug-and-Play Framework was strengthened, making the business more scalable and sustainable. Guidance from mentors like Andy and Joyce further grounded him, both professionally and personally.

Above all, Jervis credits his wife as his anchor.

“She supports both the backend of our business and our home. Her partnership gives me the clarity and confidence to lead.”

Today, Jervis views success differently from when he first started. It is no longer measured purely by transactions or milestones, but by the quality of decisions made, the people grown, and the lives impacted along the way.

“My advice to anyone striving to balance leadership, family, and growth is simple,” he says. “Stay clear on your priorities. Use the flexibility of self-employment intentionally. Focus on what truly matters, and be present with the people who walk the journey with you.”

For Jervis Koh, success is most meaningful when it is shared.

JERVIS NG

CEA NO: R058385I



*BUILDING WITH
DEPTH AND
CONSCIENCE*



SPECIALISED. STRUCTURED. STEWARDED.

If Jervis Ng had to define what sets him apart, he would not point to a tactic or trend.

“It’s not a secret hack,” he says candidly. **“It’s a commitment to build with depth and with conscience.”**

Over time, Jervis has grown convinced that clients do not simply need a salesperson. They need a team strong enough to carry the weight of decisions that affect their family, their cashflow, and their peace of mind. That conviction has shaped three core pillars in how he builds.

The first is specialisation. Rather than positioning himself as a one-man solution, Jervis has intentionally converged his practice into a one-stop hub where different specialists focus deeply on different aspects of a client’s journey.

“For clients, it becomes fuss-free. For us, it creates focus.”

Instead of relying on one person’s bandwidth, clients benefit from a system and a team. Each segment of the process is owned by someone who goes deep, not wide. The result is clarity, coordination, and accountability.

The second pillar is objectivity in investments. Jervis believes wealth is not meant to inflate ego, but to steward time and freedom well.

“Money is a tool, not a master.”

With that mindset, his team has built a proven SOP to identify strong investment units across both new developments and resale markets. They filter based on fundamentals, compare options rigorously, and explain the reasoning clearly.

“When clients have clarity and a plan, anxiety on the ‘what-ifs’ reduces. They can make decisions with confidence, not pressure.”

The third pillar is operational excellence in selling homes. For Jervis, marketing alone is insufficient. Homeowners deserve leadership throughout the entire process.

From pre-sale preparation and positioning to marketing execution and negotiation strategy, his team operates with structure and transparency. Owners are updated consistently. Offers are documented clearly. Evidence is presented. Decisions are walked through carefully, so they understand not just the outcome, but the reasoning.

“I never want a client to feel something was hidden or rushed.”

Trust, in his view, is built in the details.

At the heart of it all is a simple conviction drawn from Scripture: “Whatever you do, work at it with all your heart.” For Jervis, excellence is not about ego. It is a form of love.

A PLATFORM THAT STRENGTHENS TEAMS

What distinguishes PropNex for Jervis is not only how it builds producers, but how it strengthens teams.

“It doesn’t just elevate individuals. It creates synergy.”

As leader of JNA Real Estate, he has seen first-hand that thriving through both strong and uncertain seasons requires more than motivation. It demands an ecosystem.

PropNex, he says, provides direction, culture, and practical tools that allow teams to operate with stability and standards.

He expresses deep gratitude to Chairman Ismail Gafoor and CEO Kelvin Fong for building an environment where the next generation is trusted, stretched, and supported with a serious platform. He also acknowledges the personal guidance from leaders such as Alan, Eddie, and Yong Hock, leadership that feels accessible and invested rather than distant.

One powerful example lies in leadership access and training. When Jason Tan and Michael Koh conduct sessions, the uplift is not isolated to a handful of producers. It sharpens the entire team.

“Our salespersons walk away clearer, stronger, more confident with serving clients.”

That shared elevation strengthens performance in good markets and resilience in tougher ones.

Another key synergy is opportunity. Many JNA salespersons have stepped into roles such as leads, project ICs, and taggers not because they were flawless, but because the platform created pathways and trusted them to grow.

“That trust stretches people. It builds identity.”

The tech ecosystem further reinforces this standard. Data-driven tools allow the team to anchor advice objectively, especially during volatile periods when client anxiety rises.

“In uncertain seasons, clarity protects both the client experience and the salesperson’s professionalism.”



PRIORITIES. PEOPLE. PROCESS.



Balancing leadership, family, and personal growth is not something Jervis claims to have perfected.

“I’m still learning.”

But he operates with a simple framework: **priorities, people, process.**

“One thing I’ve become clearer about as I’ve grown into leadership, it’s that balance doesn’t come from doing less. It comes from putting the right things first.”

Priorities come first. Faith, family, then his people. Deciding the order before pressure arrives simplifies decisions later. Anchoring leadership in spiritual conviction stabilises everything else.

“If I’m anchored, I lead better.”

People come next. Leadership, he believes, is not about carrying everything alone, but about building others to carry weight responsibly. Empowering leaders within his team creates sustainability, a culture of ownership, and removes bottlenecks.

Process protects what matters with structure. Family time is scheduled and defended. Personal growth is intentional, not postponed.

This framework became even more tangible when Jervis entered fatherhood. His wife, Penny Liang, and their daughter, Jaelah Ng, reshaped his definition of success.

“They remind me why we build in the first place. Not to be impressive, but to be present. Not to chase endlessly, but to steward faithfully.”

He shares a sobering reflection:

“Don’t sacrifice your family on the altar of ambition.”

Family is not the reward after success. It is the reason for building in the first place.

When ultimate priorities remain intact, growth becomes whole rather than fragmented. And that kind of wholeness is what sustains leadership for the long run.

JIMME PANG

CEA NO: R062301Z



*CONSISTENCY,
CARE, AND THE
QUIET POWER OF
DOING THINGS
RIGHT*



EXCEPTIONAL SERVICE, EVERY TIME

In a competitive real estate industry, Jimme Pang stands out for a belief that shapes every part of his work: every client deserves exceptional service, no matter the size of the transaction.

This principle guides how Jimme approaches his role from the very first meeting. Before discussing numbers or options, he takes time to understand each client's needs, concerns, and long-term goals.

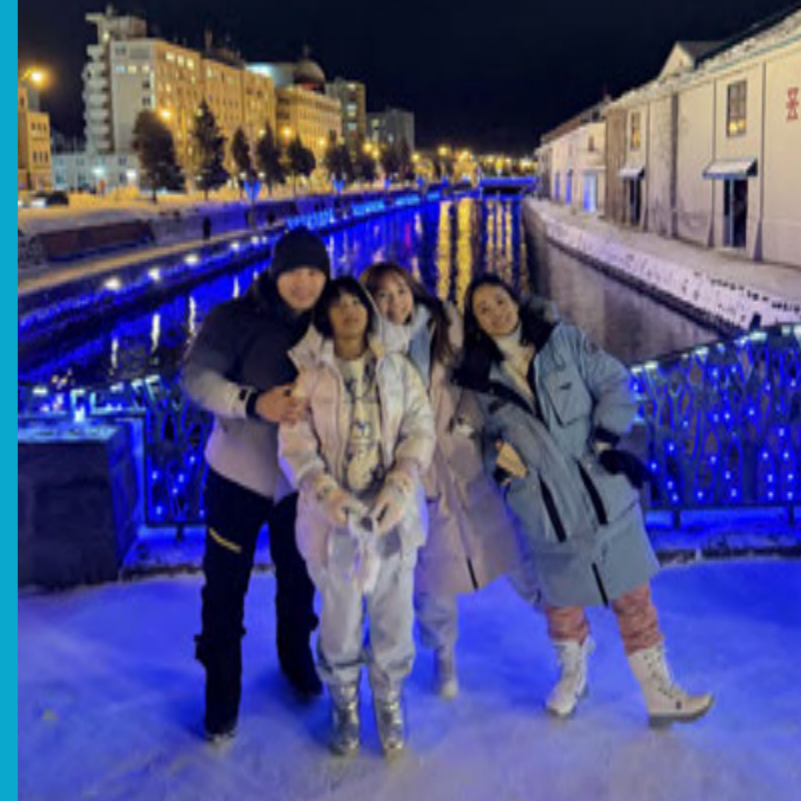
For Jimme, good advice is never generic, it must be tailored.

"I want clients to feel clear and confident at every step," he shares. "That only happens when you really understand what matters to them."

Throughout the process, Jimme focuses on clarity. He explains market conditions in simple terms, gives honest recommendations, and ensures clients always know what to expect next. **He stays consistent, responsive, and hands-on, because he believes that reassurance comes from presence and not promises.**

By combining professionalism with genuine care, Jimme creates an experience that is smooth, calm, and stress-free. Clients don't feel rushed or pressured. Instead they feel supported and prioritised, being able to make decisions with confidence.

"At the end of the day, it's not just about closing a deal," he reflects. "It's about building trust, delivering value, and making the entire journey a positive one."



SUPPORT THAT HOLDS, EVEN WHEN MARKETS SHIFT

Behind Jimme's steady approach is a strong platform that allows him to serve clients well in both good times and challenging ones.

At PropNex, Jimme values the robust support system and practical tools that enable salespersons to stay aligned with the market. From advanced applications and clear client materials to consistent training, these resources allow him to present insights confidently and stay grounded in facts.

A clear example came during the recent cooling measures. While uncertainty spread quickly across the market, PropNex responded just as quickly, rolling out briefings, updated resources, and clear guidance.

"That support made a real difference," Jimme shares. "We were able to adapt fast and continue advising clients with clarity, rather than confusion."

Instead of reacting emotionally, Jimme was able to guide clients calmly through policy changes, explain implications clearly, and help them adjust plans thoughtfully. This stability reinforced trust and strengthened relationships, even in uncertain conditions.

For Jimme, thriving in real estate isn't about avoiding challenges, it's about being equipped to handle them well.



THE RIGHT PLACE, THE RIGHT MINDSET

If Jimme could speak to himself on his very first day at PropNex, his advice would be simple and grounded:

"Being in the right place matters, but having the right mindset matters even more."

He believes PropNex provides everything a real estate professional needs: tools, training, and resources. But success ultimately depends on how a salesperson chooses to show up.

"Stay proactive. Absorb knowledge quickly. Keep sharpening your skills," he says.

Over time, Jimme has learned that success in real estate isn't just about technical ability. It's about attitude, adaptability, and a genuine willingness to grow. Challenges are inevitable, but with the right mindset, they become opportunities to improve. Every client interaction becomes a chance to make a meaningful impact.



BUILDING TRUST, ONE CLIENT AT A TIME

Jimme Pang's journey is defined by consistency rather than spectacle. He doesn't chase shortcuts or hype. Instead, he focuses on doing the right things, patiently, thoughtfully, and with care.



JOANNA TAN

CEA NO: R041140C

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*QUIET STRENGTH,
CLEAR THINKING,
ENDURING IMPACT*



SUCCESS BUILT ON CLARITY, NOT NOISE

In an industry that often celebrates speed and scale, Joanna Tan has built her success through a very different approach, one rooted in clarity, consistency, and a deep respect for the people she serves.

She does not rush clients. She does not oversell outcomes. Instead, she listens carefully, thinks deeply, and advises with intention.

“To me, real estate is never just about property,” Joanna shares. “It’s about understanding people, their fears, their aspirations, and the stage of life they are in.”

This mindset has shaped her journey and defined her reputation. Clients seek her out not because she

promises the fastest deal, but because she offers steady guidance and thoughtful planning. She believes that good decisions are rarely made under pressure, they are made when clients feel informed, supported and confident.

Joanna’s success did not happen overnight. It was built quietly, case by case, through discipline and trust. Over time, those small, consistent efforts compounded into strong relationships and lasting results.

For her, success is not measured by volume alone, but by the confidence her clients walk away with, knowing they made the right decision for themselves and their families.



BALANCING DATA, DISCIPLINE & HUMAN CONNECTION



Joanna is known for her structured, methodical approach. She believes that clarity comes from preparation, from understanding the numbers, the market and the options available before guiding a client forward.

Data plays an important role in her advisory process, but it never replaces human judgment. Instead, it serves as a foundation upon which meaningful conversations are built.

“I always make sure clients understand the reasoning behind a recommendation,” she explains. “When people see the logic clearly, fear disappears.”

At the same time, Joanna recognises that real estate decisions are deeply personal. Beyond charts and projections, clients need reassurance, patience and honest counsel, especially during moments of uncertainty.

This balance between analytical rigour and empathy is what defines her style. She is firm when it comes to protecting her clients’ interests, yet gentle when navigating emotional decisions. She does not overcomplicate matters, nor does she leave questions unanswered.

Her discipline extends beyond work. Joanna values structure in how she manages her time, energy and priorities, believing that a well-balanced life allows her to serve others better.

A LEADER GROUNDED IN PURPOSE & LONG-TERM THINKING

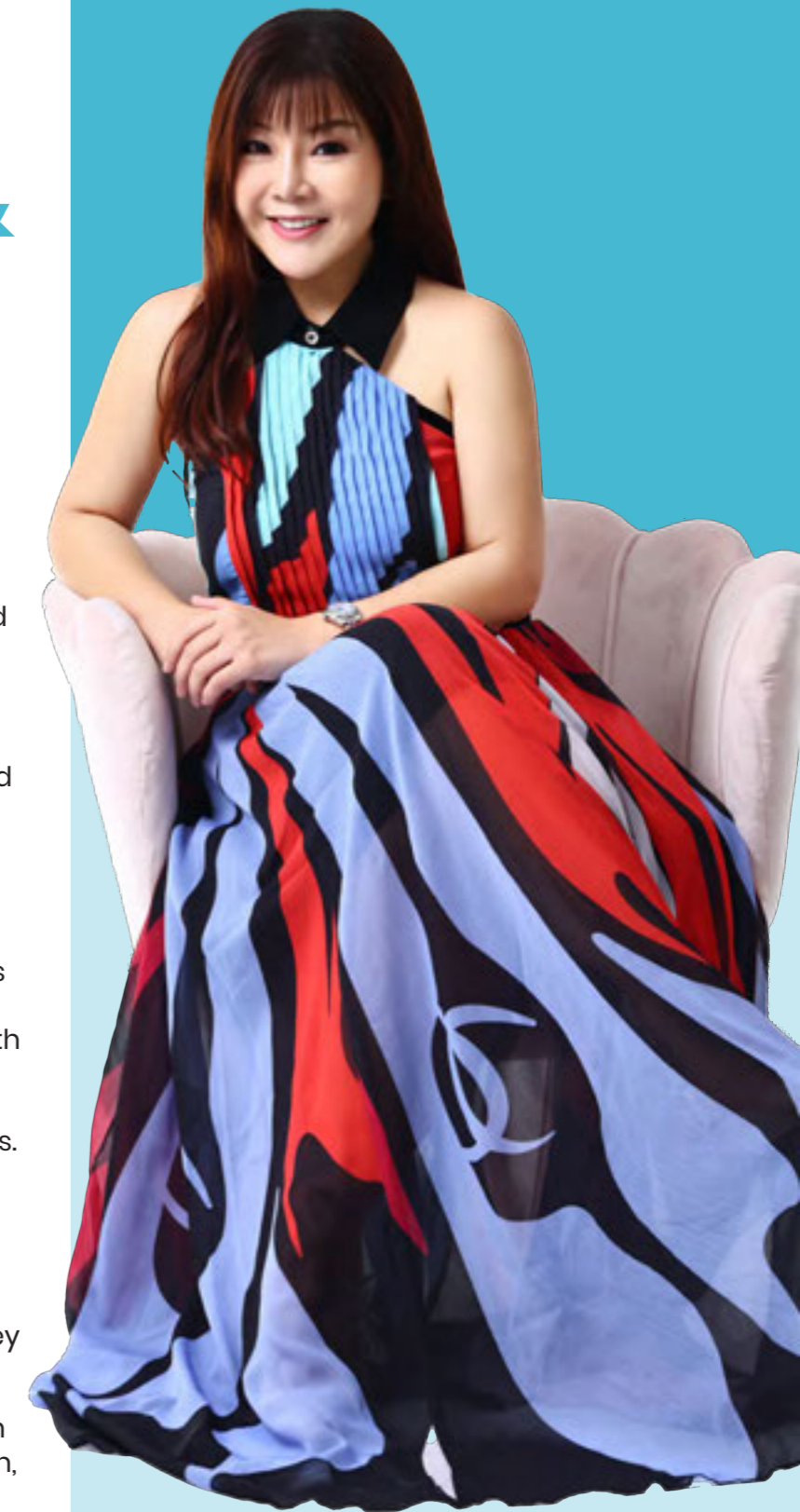
As Joanna’s career progressed, her perspective on success evolved. What once centred on personal growth expanded into a broader sense of responsibility, to her clients, her peers, and the standards she upholds.

She believes leadership does not always require a spotlight. Sometimes, it is about setting quiet examples, staying composed under pressure, making principled decisions, and remaining consistent even when circumstances change.

Outside of work, Joanna values moments of reflection and grounding. These pauses allow her to reset, gain perspective and return with clarity. She believes that growth is not just about doing more, but about becoming more, more patient, more intentional, more aligned with one’s values.

Looking ahead, Joanna remains focused on sustainable success. She continues refining her craft, staying attuned to market shifts, and deepening the relationships that have defined her journey so far.

Her goal is simple, yet profound: to remain a trusted advisor whom clients can rely on, not just for one transaction, but across life’s many chapters.



JOSHUA SOH

CEA NO: R044138H

“
*GROWING
 THROUGH
 GRATITUDE AND
 SHARED SUCCESS*”



SUCCESS BUILT ON THE PEOPLE AROUND HIM

Joshua Soh believes that success in real estate is never a solo achievement.

“I believe I’m here today because of the people around me,” he reflects. “My mentors, my clients, my team, and my family have all played a big part in shaping my journey.”

From the beginning of his career, Joshua was fortunate to be guided by mentors who did more than teach him about the market. They helped him understand the values that underpin a meaningful and sustainable career.

Through their guidance, he learned that professionalism is not just about closing deals. It is about responsibility, integrity, and putting clients’ interests first.

Over the years, his clients have also become some of his greatest teachers.

Every transaction presents a new learning experience, a deeper understanding of how families

make decisions, what concerns they carry, and how property choices impact their long-term plans.

“Every transaction is a chance for me to better understand my clients and tailor my services to meet their unique needs, ensuring a more effective and personalised experience.”

Instead of approaching transactions as isolated events, Joshua views each experience as part of an ongoing process of growth. Each conversation, negotiation, and decision strengthen his ability to guide future clients with greater clarity and empathy.

Behind the scenes, his team and family provide a solid foundation that keeps him grounded and focused on his goals.

“With their support, I’m able to stay focused on doing the right thing for my clients and giving them the best service I can.”





THRIVING THROUGH SUPPORT AND STRUCTURE

Joshua believes one of PropNex's greatest strengths lies in the culture of support and continuous development within the company.

"The strong training culture at PropNex really sets it apart."

From structured programmes to regular sharing sessions, the company consistently invests in equipping its salespersons with knowledge, tools, and mentorship.

These resources help salespersons remain well-prepared in a fast-evolving market environment.

What stands out to Joshua is how the company responds during more challenging periods in the property market. Rather than slowing down, PropNex intensifies its support.

"For example, during more difficult market periods, the company actually increased training and sharing sessions."

Through timely market updates, research insights, and collaborative sharing among leaders and peers, salespersons are empowered with the clarity needed to navigate shifting conditions, adapt their strategies, and continue guiding clients responsibly.

Because of this strong ecosystem, Joshua notes that salespersons never feel isolated in their work.

"There's always guidance, resources, and people willing to share."

This environment not only strengthens individual salespersons but also raises the professional standards of the entire organisation. For Joshua, it reinforces the belief that success is built not just on individual effort, but on the strength of a supportive community.

LEARNING TO BALANCE LEADERSHIP AND LIFE

Balancing leadership responsibilities, personal growth, and family life is an ongoing journey, one that Joshua approaches with humility.

"To be honest, I'm still learning and trying my best to balance all these areas."

He acknowledges that achieving perfect balance is rarely possible. Instead, he focuses on staying disciplined with his time and prioritising what matters most each day.

This means remaining committed to both professional development and personal responsibilities, while continuously striving to improve.

Joshua credits much of his ability to stay grounded to the support of the people around him.

"I'm very grateful for my family, my team, and everyone who has supported me along the way."

Their encouragement provides perspective during demanding periods and reminds him that success should never come at the expense of meaningful relationships.

At the same time, **he believes growth requires a willingness to keep learning. The property market evolves constantly, and staying relevant means remaining curious, adaptable, and open to new insights.**

"My goal is simply to keep improving, both as a professional and as a person."

When asked what advice he would offer to others navigating similar demands, Joshua keeps his answer simple.

"Stay humble. Be grateful for the people supporting you, and remember that success is not achieved alone. It's a journey we share with others."





JOY SHI

CEA NO: R061023F

“
*DATA-DRIVEN.
 HEART-LED.
 REDEFINING WHAT
 A MILLIONAIRE
 SALESPERSON
 LOOKS LIKE*



THE RISE OF A NEW-GEN MILLIONAIRE

In an industry defined by grit, precision, and the relentless pursuit of excellence, Joy Shi stands out not simply as a top producer, but as a leader shaped by purpose, data-driven clarity, and a deep sense of human connection.

2025 marks a defining milestone for Joy. Her first year achieving Millionaire status coinciding with another life-changing chapter of becoming a mother.

“It’s a milestone I’m incredibly grateful for,” she says.

Her journey represents the kind of modern real estate professional that PropNex is proud to champion, strategic, empathetic, well-equipped with data, and grounded in genuine relationships.

And this is only the beginning.

“
What I want now is to build on this success and hit it consistently. Not just for myself, but to show my team that it’s truly achievable.

DELIVERING REAL VALUE, POWERED BY PROPnex DATA

For Joy, the joy of real estate lies in one thing: delivering real value.

“Being able to provide data-driven insights that help clients make confident decisions, that’s what I enjoy most,” she shares. **“PropNex gives us access to extensive market intelligence, and that makes all the difference.”**

As Singapore’s largest listed real estate agency with over 13,000 salespersons, PropNex’s market coverage is unparalleled. With more than 60% market share in new launches, its ground intelligence is both timely and precise.

Joy leverages this ecosystem deeply. She studies real-time buyer demand trends and deciphers what buyers are gravitating towards based on actual ground activity. She analyses new-launch performance through accurate, data-backed insights, allowing her to understand transaction patterns and the shifts in buyer preferences across districts and product types. This creates a distinct competitive advantage for her clients, a level of clarity few salespersons in the market can provide.

“When clients see the numbers and understand the ‘why’ behind every recommendation, they feel empowered. That’s when trust is built,” she explains.

And trust is at the heart of her business.

LEADING WITH HEART: BUILDING PEOPLE, NOT JUST PERFORMANCE



Behind her polished professionalism is a leader who cares deeply about the people she guides.

This year is not just about Joy's personal breakthrough, it marks the beginning of a new chapter in her leadership journey.

"What drives me now is empowering my associates to reach their own breakthroughs," she says. **"To do that, I know I need stronger structure in our team trainings and systems so we can grow together as a unit."**

Her vision for the next phase at PropNex is centred on two key priorities. First, she aims to scale her own personal mastery. Achieving Millionaire status has given Joy clearer insight into the systems, mindset, and discipline needed to perform at the highest level, and her goal now is to build consistency with a blueprint she can refine, strengthen, and replicate year after year.

Second, she is committed to elevating her team to their next level. Joy hopes that her breakthrough will set a new benchmark for her associates, serving as a reminder that if she can achieve it, so can they. At the core of her leadership philosophy lies a simple but powerful belief: when one person grows, the entire team rises together.



RELATIONSHIPS THAT LAST: THE JOY WAY

Even as she harnesses the full suite of PropNex digital tools and data-driven systems, Joy believes her true strength lies in something more grounded. Authentic human connection.

She laughs as she recalls how she used to create strict boundaries between work and personal life. "I used to draw a clear line. But I've since realised that when I'm genuine, clients can feel it and that's what truly builds lasting relationships."

Today, her business is built on friendships, not just transactions.

"Even after a deal is closed, I continue to build the relationship. Many of my clients are people I still hang out with today," she shares with a warm smile.

From producer to Millionaire, from salesperson to leader, from professional to new mother. Each role strengthens the other, shaping a version of herself that is both grounded and ambitious. Her next chapter is defined not just by continued high performance, but by the people she will guide, inspire and elevate along the way.

JOYCE LYE

CEA NO: R055430A



*STRATEGY,
HEART & FAITH.
REDEFINING
REAL ESTATE
THROUGH ANJOY.*



STRATEGISING WEALTH, NOT JUST TRANSACTIONS

In a crowded industry where many focus on moving units, Joyce Lye and her husband, Andy, take a very different approach. Together, as ANJOY Real Estate, they don't just sell properties, they strategise wealth.

With more than a decade of experience and a track record of consistently selling units above valuation, the duo has built a reputation for precision, insight and exceptional outcomes. Their clients don't just receive service, they receive strategy.

Their advisory is powered by data-backed insights, personalised game plans and strong negotiation skills, the elements that have defined ANJOY Real Estate's success. Whether it's securing better prices, moving units faster or identifying the right progression pathway, Joyce ensures that every client receives clarity, structure and peace of mind from start to finish.

To Joyce, real estate is not just a career, it is a calling to steward people's assets with responsibility, wisdom and heart. And that commitment shows in every case they take on.



Our clients don't just get salespersons... they get a full team who treats their assets as seriously as our own





WHY PROPnex IS THE PLACE WHERE SALESPERSONS RISE

One of the biggest reasons Joyce continues to thrive is the environment PropNex provides, an ecosystem built for learning, sharing and constant elevation.

“At PropNex, with its sharing culture and strong pillars, every salesperson gets the opportunity to choose what they need. Whether it’s mindset, negotiation skills, or deeper understanding of asset progression,” she shares.

The company’s structure is designed to uplift both salespersons and clients. For salespersons, the trainings, mentorship and workshops shape them into sharper professionals. For clients, PropNex’s seminars and educational platforms offer transparency and clarity, empowering them to understand the logic behind wealth planning and property moves.

Joyce and Andy now serve as Chief Facilitators and committee members in AST (Advanced Sales Technique Masterclass), a role that has sharpened their abilities even further. Attending and running AST four times in 2025 alone gave them new frameworks, stronger communication tools and the ability to elevate their service with even more precision.

“AST has helped us serve our clients better than before. The more we grow, the more value we can give.”

For Joyce, PropNex is not just a brand, it is a nurturing ground for professional excellence and personal breakthroughs. It is the place where she learned, rose, and now pays it forward.

WOMAN, LEADER, MOTHER: LIVING WITH INTENTION

Balancing leadership, family and personal growth is one of the biggest challenges any modern woman faces, and Joyce approaches it with honesty, intention and grace.

“Balance isn’t about doing everything perfectly. It’s about knowing what matters.”

Faith grounds her. Family centers her. Systems support her. Some days she is a leader mentoring salespersons, negotiating deals and planning long-term strategies. Other days she is simply a mom trying to make sure everyone is fed and hugged. Both roles matter equally to her, and she honours each season for what it requires.

Joyce knows that the strength of a woman isn’t measured by how much she juggles, but by how intentionally she chooses her priorities. She embraces

the fact that she can be strong and soft at the same time, confident in her leadership, yet gentle with her family.

Her message to women striving to excel in many roles is deeply heartfelt:

“You don’t need to choose between being strong and being soft. You’re allowed to be both. Build your life with intention, ask for help when needed, and trust that God equips you for every season.”

This is the philosophy that guides her not only as a leader at PropNex, but as a mother, mentor and woman of purpose.



You don’t need to choose between being strong and being soft. You’re allowed to be both. Build your life with intention, ask for help when needed, and trust that God equips you for every season.



KAL ONG

CEA NO: R018349D



*BREAKTHROUGH
BEGINS WITH
THE RIGHT
ENVIRONMENT*



THE TURNING POINT

There was a season in Kal Ong's career when things were "okay", stable, consistent, but not transformative.

"I was doing reasonably well," she reflects, "but I knew I needed a real breakthrough."

For Kal, that breakthrough was never just about numbers. It was about mindset, confidence, and stepping into an environment that could stretch her further. PropNex had long been on her radar, not simply because it was the largest agency, but because of its culture and strong emphasis on training.

"Being in the right environment changes everything," she shares.

When she eventually made the move, the shift was immediate. Surrounded by driven professionals who were constantly learning, refining, and pushing themselves, Kal found her own thinking sharpened.

Conversations became deeper. Standards became higher. Expectations became clearer.

"In PropNex, you can feel the momentum. People don't settle, they keep upgrading."

That exposure reshaped how she approached her business. Instead of reacting to the market, she began operating with greater structure and foresight. Instead of simply working harder, she worked smarter, backed by stronger systems and clearer direction.

With the right support around her, Kal grew not only in production, but in conviction. And that translated directly into how she served her clients.

"When you have clarity and confidence, your clients feel it," she says. "You're not second-guessing yourself. You're guiding them with assurance."



PRECISION THROUGH DATA



In today's market, speed and clarity are crucial. Clients expect timely advice, accurate numbers, and well-reasoned recommendations.

For Kal, the PropNex Investment Suite has become an indispensable tool in delivering exactly that.

"I rely heavily on Investment Suite because it allows me to give fast, accurate, and data-driven advice," she explains.

Features like Property Analysis and Pro Trends enable her to assess market conditions quickly and identify opportunities with clarity. Instead of manually compiling data from multiple sources, she can generate comprehensive insights within minutes.

This efficiency has transformed client conversations.

"Clients don't just want opinions. They want to see the numbers," she says.

Her personal favourite is the Concept Calculator. By breaking down financial commitments clearly and instantly, it allows clients to understand affordability, timelines, and potential outcomes without confusion.

"The calculator simplifies everything. When clients see the breakdown immediately, decision-making becomes much easier."

Beyond convenience, the use of data builds trust. When recommendations are backed by live analytics rather than assumptions, clients feel more secure in their choices.

"It speeds up decisions, but more importantly, it builds confidence."

For Kal, technology is not about replacing relationships, it's about strengthening them with clarity.

A CULTURE THAT ELEVATES

While tools and systems are important, what truly anchors Kal at PropNex is the culture.

"What I really appreciate is that the training is always ahead of the market," she shares.

From structured salesperson development to consumer education initiatives, PropNex consistently equips its salespersons with timely insights and practical frameworks. Programmes such as Signature Sales Boot Camp, Advanced Sales Techniques (AST), and Property Wealth System (PWS) are not just skill-based sessions, they are confidence builders.

"These programmes don't just teach techniques. They prepare you mentally and strategically."

Kal values how leadership takes a proactive stance, ensuring salespersons are ready before market shifts happen, not scrambling after. This forward-looking approach provides direction and reduces uncertainty, especially during more challenging cycles.

But beyond structure, it is the spirit of open sharing that leaves the deepest impression.

"Leaders genuinely want everyone to do well," she says.

The willingness of senior producers to share insights, strategies, and real experiences creates an environment of collaboration rather than internal competition. That culture of generosity fosters belonging.

"There's a strong team spirit. You don't feel alone."

For Kal, that sense of community matters. In an industry that can often feel individualistic, PropNex offers both independence and collective strength.





KANE SEOW

CEA NO: R049821E



*PRECISION,
PROFESSIONALISM &
PURPOSE. A MODERN
ADVISOR BUILT FOR
THE FUTURE*



FINDING THE RIGHT ENVIRONMENT TO MASTER HIS CRAFT

When Kane Seow first joined PropNex, he wasn't simply looking for an agency, he was searching for a professional ecosystem. One that valued mastery, structure and continuous evolution. Very quickly, he realised PropNex was exactly that.

"I've always believed that real estate is a craft. I wanted to be in an environment where leaders sharpened that craft every day."

What drew him was the culture: the professionalism, the integrity, and the commitment to elevating both clients and salespersons. PropNex wasn't just the largest agency, it is a company built on systems and a strong ethos of serving with transparency and excellence.

Over the years, this environment shaped Kane's trajectory. The

training ecosystem equipped him with depth. Data-driven frameworks gave him clarity. The leadership's openness provided direction during both strong and volatile markets. Most importantly, PropNex allowed him to scale in the areas where he excels: digital marketing, branding and structured advisory.

This alignment between his strengths and the company's foundations allowed him to accelerate quickly, eventually achieving the coveted Millionaire milestone. Not through chance, but through strategy, discipline and the right platform.

"PropNex gave me the foundation to build my brand, scale my systems, and grow into the advisor I wanted to become."



A DIGITAL POWERHOUSE: DATA, SPEED & STRUCTURE AT HIS CORE

Kane's advisory approach runs on clarity and precision, and PropNex's digital ecosystem is what enables him to deliver that at scale.

"My work is highly driven by data, structure and speed. These tools allow me to operate at a high level every day."

Business Suite: His Command Centre

Kane uses it in almost every presentation. The affordability calculators, loan tools and interactive site plans help him identify the right units immediately and break down numbers in simple, visual terms. Clients appreciate how quickly they gain clarity.

Investment Suite: Turning Data Into Strategy

With features like ProMap and ProTrend, Kane can analyse market segments, compare developments and pinpoint opportunities in real time. Clients trust him because they see the logic behind every recommendation.

Project Suite: Speed That Builds Confidence

Live updates on unit availability, price changes and stack analyses allow Kane to respond instantly, whether during a showflat briefing or while creating digital content. Accuracy becomes his advantage.

Together, these tools streamline his workflow and elevate his professionalism, giving clients an advisory experience that is transparent, fast and anchored in real data.



LEADING THROUGH CLARITY, MINDSET & TRANSFORMATION

For Kane, mentoring others is not an obligation, it is a calling. The most rewarding part is witnessing the breakthroughs of salespersons who once doubted their capabilities.

"Seeing someone shift from uncertainty to confidence... that transformation is hard to describe."

He enjoys watching internal growth even more than external results: how people begin thinking strategically, refining their communication, and serving clients with stronger conviction. These mindset shifts, he believes, are the true indicators of long-term success.

Kane mentors the same way he advises clients, with structure, clarity and frameworks. He simplifies the overwhelming, breaks down the market into digestible pieces, and helps his teammates see patterns where they once saw noise.

When a salesperson tells him, "Now it finally makes sense," he knows the guidance has landed.

"Their success becomes part of your legacy. Knowing that your guidance helped someone build a better life for their family, that keeps me inspired to lead and pay it forward."

Leadership, for Kane, is not measured by status or rank.

It is measured by the lives changed, the clarity created and the breakthroughs unlocked.



KAREN CHUA

CEA NO: R063197G



*BUILT ON
STRUCTURE,
DRIVEN BY
STANDARDS*



CHOOSING A PLATFORM FOR THE LONG TERM

When Karen Chua first considered joining the real estate industry, she knew one thing clearly, she wanted a platform that would support sustainable growth, not just short-term production.

“What first drew me to PropNex was its strong leadership, transparent culture, and clear focus on empowering salespersons to build long-term careers,” she shares.

From the beginning, PropNex felt different. It was not merely an agency facilitating transactions; it was a structured ecosystem designed to invest in its people. The leadership direction was clear, expectations were defined, and the emphasis on professionalism was evident.

“I felt that PropNex was a platform that truly invests in its salespersons.”

Over the years, that conviction has only strengthened. Through structured training programmes, consistent leadership guidance, and robust operational systems, Karen has been able to navigate different stages of growth with confidence.

Each phase of her career, from establishing credibility to scaling production and mentoring others, was supported by frameworks that encouraged accountability and improvement.

“The company’s commitment to innovation, ethics, and teamwork has allowed me to continuously raise my own standards.”

Instead of relying solely on individual hustle, Karen built her business on structure, a foundation that enabled her to break through ceilings and take on larger responsibilities with clarity.

CONFIDENCE POWERED BY DATA



In today's evolving property landscape, speed and accuracy matter. For Karen, PropNex's digital ecosystem has become an indispensable part of her daily workflow.

"PropNex's digital tools have significantly improved my productivity and clarity," she explains.

Platforms such as the PropNex Investment Suite, market data systems, and internal transaction tools allow her to analyse trends quickly and present insights with confidence. Whether evaluating pricing movements, comparing properties, or mapping out potential investment scenarios, real-time data supports every conversation.

On a day-to-day basis, these tools enable her to shortlist suitable options efficiently, validate pricing benchmarks, and simplify complex information into clear, visual explanations clients can easily grasp.

Beyond advisory work, the efficiency of PropNex's systems frees up valuable time. Administrative tasks are streamlined, allowing Karen to focus more on client relationships, negotiations, and mentoring her team.

"Technology supports the work," she reflects. "It allows me to focus on delivering value."

By combining digital precision with thoughtful guidance, Karen ensures her clients receive both confidence and care, a balance that strengthens long-term trust.

A CULTURE THAT ELEVATES



While tools and systems are essential, Karen believes culture is what truly sustains growth.

"What differentiates PropNex is the depth and consistency of its training, combined with a culture that genuinely supports long-term development."

The training programmes are not theoretical exercises; they are practical, market-relevant, and immediately applicable. Salespersons are equipped with skills that translate directly to the ground, from negotiation techniques to strategic positioning in changing conditions.

Equally important is leadership accessibility. PropNex leaders are approachable, hands-on, and invested in developing people beyond immediate performance metrics.

"There is a strong emphasis on ethics, professionalism, and collaboration," Karen notes. "It's not about short-term wins. It's about sustainable growth."

This environment fosters confidence. Salespersons feel supported rather than isolated, motivated rather than pressured. The collaborative culture encourages sharing of best practices and collective progress.

For Karen, that ecosystem has been instrumental in her journey. It has allowed her to grow steadily, refine her standards, and achieve meaningful breakthroughs, not by chance, but by design.

KELLY LIN

CEA NO: R047710B



*STRATEGY.
CLARITY. A
FUTURE-FOCUSED
APPROACH TO
REAL ESTATE.*



STRATEGISING WEALTH, NOT JUST TRANSACTIONS

In an industry where many focus on quick transactions, Kelly Lin stands out by taking a long-term, strategic view of real estate. **To her, clients are not closing cases, they are building futures.**

Kelly developed her own signature framework, the Asset Elevation Model, which goes beyond surface-level analysis to consider inflation, lease decay, CPF impact, lifestyle evolution, and long-term exit strategies. This allows clients to make decisions with clarity and confidence, not pressure.

Her advisory approach is grounded in education. She takes time to break down numbers, use real case studies, and help clients understand the implications of their choices over 10, 20 or even 30 years. As a result, clients don't simply buy or sell. They make informed, purposeful moves aligned with their life goals.



I don't see myself as just a salesperson. I see myself as a strategist, planner and long-term partner in my clients' journey.





THRIVING THROUGH MARKET CYCLES: THE PROPnex ADVANTAGE

Kelly believes her ability to grow, even during challenging cycles, is deeply tied to the support of PropNex's strong ecosystem.

"PropNex isn't a figure-it-out-yourself environment. Whether times are good or challenging, there is always guidance, structure and leadership support," she says. When market sentiment shifts or cooling measures are announced, PropNex quickly equips its salespersons with updated insights, research interpretations, training and consumer education tools. Instead of uncertainty, salespersons receive clarity. Instead of panic, they receive strategy.

Kelly experienced this firsthand during slower market periods. PropNex's leadership refined training, ramped up market updates, and offered sharper analysis tools, enabling her to pivot from transactional work toward longer-term portfolio planning and right-sizing strategies. Not only did this strengthen her advisory, it also deepened her brand and expanded her team.

"Because of PropNex's support, I didn't just survive the shift. I reinvented my approach, deepened my brand, grew my team, and helped my clients make smarter moves. That's something I truly value about PropNex."

“

Balance isn't about doing everything perfectly every day. It's about clarity of priorities, strong systems, and self-awareness.

BALANCING LEADERSHIP, FAMILY & GROWTH WITH INTENTION

Kelly wears many hats, leader, advisor, spouse, mother, and a woman with ambitious personal goals. Through these roles, she has learned that balance is not perfection, but clarity and intention.

She builds strong support structures both at home and at work, delegates effectively, and protects time for her family with firm boundaries. At the same time, personal development remains non-negotiable. Kelly believes that when she grows, everyone around her benefits, her clients, her family and her team. "When I grow, everyone around me benefits — my family, my clients, my team."

Her message to other women in real estate is heartfelt and empowering:

"Don't feel guilty for wanting both success and a meaningful personal life. You don't have to shrink one to build the other. Start with clarity, create structure, and give yourself permission to grow fearlessly."



A LEADER WHO BUILDS FUTURES

Whether she is guiding clients through major decisions or mentoring her team, Kelly's approach is always anchored in empathy, clarity and long-term thinking. Her Asset Elevation Model reflects her belief that real estate is not just about properties but about building security, legacy and opportunity.

As the market continues to evolve, Kelly remains committed to refining her craft, strengthening her advisory and uplifting the people around her. **Her blend of analytical depth and genuine care has made her one of PropNex's most trusted advisors, and a leader whose impact will continue to grow.**



KELVIN THONG

CEA NO: R016001Z

“

*FROM PRODUCTION
TO PURPOSE:
BUILDING WITH
STRUCTURE,
STRATEGY, AND
PEOPLE*



THE TURNING POINT: WHEN WORKING HARDER WAS NO LONGER ENOUGH



Every top producer encounter moments of pressure and self-doubt. For Kelvin, his defining turning point came when he realised that sheer effort, while effective in the early years, was no longer sustainable.

“I was closing deals, but I felt stretched and reactive,” he recalls. “I was constantly firefighting instead of building something structured and intentional.”

That realisation prompted a fundamental shift in mindset. **Rather than pushing harder, Kelvin began focusing on working smarter, rethinking his approach to client advisory, business systems, and leadership.**

He moved from being purely a producer to becoming a strategist and leader. This meant investing deeply in market knowledge, refining how he communicated value, and surrounding himself with mentors and peers who challenged him to think long-term. Asset planning, clarity of structure, and sustainability became central to how he advised clients and ran his business.

“Challenges stopped feeling like roadblocks,” Kelvin shares. “They became signals that it was time to evolve.”

That shift not only elevated his results, but also reshaped how he leads, mentors, and build his team today.

LEVERAGING DATA TO BUILD TRUST AND CONFIDENCE

In a market where information is abundant but clarity is scarce, Kelvin believes that credibility is built through facts, not opinions. PropNex's evolving digital ecosystem has played a critical role in enabling that.

Tools such as Investment Suite, CRM platforms, and market analytics dashboards are now integral to his daily workflow. These platforms allow him to analyse real transaction data across multiple segments, from HDB and private homes to landed and investment properties, so every conversation with clients is grounded in evidence.

"With the right data, I can clearly explain market movements, pricing trends, and exit strategies," he explains. "Clients don't feel pressured, they feel informed."

By translating complex data into clear, actionable insights, Kelvin positions himself not just as a salesperson, but as a trusted market analyst. This approach builds confidence and long-term trust, allowing clients to make decisions with greater assurance and peace of mind.



LEADERSHIP BEYOND NUMBERS

As Kelvin's business matured, so did his definition of success. While personal milestones matter, what motivates him most today is the growth he sees in others.

"What I find most rewarding is witnessing transformation," he says. "Not just in results, but in their mindset and belief."

Mentorship, to Kelvin, is about helping associates move from uncertainty to clarity, and from hesitation to conviction. Watching someone achieve a breakthrough they once thought was impossible is deeply fulfilling, and a reminder that real estate is ultimately a people business.

By sharing what he has learned, Kelvin helps his team avoid unnecessary struggles and build stability, not just in their careers, but in their lives. **When his associates grow in confidence and begin creating better futures for their families, that sense of purpose goes far beyond personal achievement.**

"Knowing that I'm building people, not just numbers, is what keeps me deeply motivated as a leader," he reflects.



KEN NG

CEA NO: R022884F

“
*GROWING
THROUGH
OPPORTUNITY,
LEADERSHIP AND
LEARNING*”



A PLATFORM FOR CONTINUOUS GROWTH

When Ken Ng joined PropNex 15 years ago, his business was already progressing steadily. Yet even at that stage of his career, he believed strongly that growth should never stand still.

“What attracted me was the company’s structured training system and strong culture of support,” he recalls.

Being surrounded by high-performing producers created an environment that pushed him to keep improving. The competitive yet collaborative atmosphere motivated him to refine his skills and pursue new breakthroughs. Ken made the move to PropNex together with his team, and the transition soon opened new opportunities for both his personal career and the people he worked alongside.

“We grew to a different level collectively.” He shares.

With the guidance of senior leaders and the resources available within the organisation, his business continued to expand. One of the most significant milestones came through the opportunity to lead several major new launch projects.

“PropNex not only strengthened my personal sales performance, but also opened doors for me to venture into new territories, especially

leading several major new launch projects, which expanded my learning and perspective tremendously.”

These experiences broadened his perspective on the property market while sharpening his ability to guide both clients and team members through complex transactions.

Today, Ken serves as an Agency Vice President (AVP) at PropNex, a role that reflects years of dedication to continuous learning and leadership development.

“I’m grateful for the platform PropNex has given me to keep learning and evolving,” he says.



LEVERAGING TECHNOLOGY FOR STRONGER ADVISORY



Ken believes PropNex's digital ecosystem has played a major role in strengthening both his productivity and the professionalism of his business.

One platform he relies on daily is the Business Suite, which integrates various tools that support both client consultations and team management. From financial calculators and affordability assessments to recruitment resources and operational tools, the platform streamlines many aspects of the advisory process.

"It supports both my day-to-day client consultations and team development needs," Ken shares.

Another key platform is the Investment Suite, which enhances the way he analyses and advise property opportunities to clients. With tools for property analysis, financial projections, resale price comparisons and new launch evaluations, the system enables him to provide structured, data-driven recommendations with greater confidence.

Equally important in managing a growing team is the Agent Suite, which helps him track transactions, monitor team performance and manage documentation efficiently.

"Having these integrated platforms gives me clarity and structure in running my team effectively."

Together, these digital systems create a cohesive ecosystem that supports both advisory work and leadership responsibilities.

THE REWARD OF WATCHING OTHERS GROW

While personal achievements are meaningful, Ken finds the greatest fulfilment in seeing the people around him grow.

"What I find most rewarding is witnessing the breakthroughs of the people I lead," he shares.

In real estate, success often reflects the size of an individual's aspirations and the effort they are willing to invest in pursuing them. As a leader, Ken recognises that no one can guarantee another person's success. However, what leaders can do is provide guidance, support, and the tools needed to navigate challenges.

"In sales and in life, there will always be problems," he says. "Being a strong problem-solver makes all the difference."

By helping his associates strengthen their mindset and develop problem-solving skills, Ken aims to equip them not just for immediate results, but for long-term sustainability in their careers.

For him, the most meaningful moments are not limited to increases in income or production milestones. Instead, they lie in witnessing deeper transformations. Watching team members grow in confidence, refine their mindset, and step into leadership roles brings a unique sense of satisfaction. Some of

the associates he once mentored have gone on to lead major new launch projects themselves, a progression that reflects both professional growth and personal development.

"Seeing someone evolve from an individual salesperson into a leader is incredibly fulfilling," he reflects.

While people may come and go in the industry, Ken believes the impact made along the way is what truly matters.

"Knowing that I've played a part in someone's growth journey is what matters to me. And I will always do my best to support them whenever they are ready to grow."



KENNETH YEO

CEA NO: R066657E



*CLARITY. INTEGRITY.
RESPONSIBILITY.
REDEFINING
WHAT IT MEANS
TO SERVE.*



A DIFFERENT KIND OF SALESPERSON: WHERE RESPONSIBILITY COMES BEFORE SALES

In a competitive real estate landscape filled with noise, Kenneth Yeo stands out for one defining belief: real estate is not a sales job, it is a responsibility. The weight of that responsibility shapes every decision he makes, every recommendation he gives, and every client relationship he builds.

“My clients trust me with one of the biggest decisions of their lives, and I take that trust personally,” Kenneth shares.

To him, advisory is not about persuasion, it is about protection. He combines data-backed strategies with a deep understanding of market psychology to help clients make decisions with clarity, confidence and foresight. Where others may

focus on closing the deal, Kenneth focuses on safeguarding his clients’ blind spots.

He is honest, even when the truth is uncomfortable. He anticipates risks clients may not see. He prepares contingencies long before they are needed. And he treats every case as if he were advising his own family.

“I treat every transaction like it’s my family’s home. That means sharper analysis, more intentional planning, and follow-through long after the deal is done.”

For Kenneth, success is not defined by the number of transactions, it is defined by how many clients feel safe under his guidance. Their trust is his measure. Their confidence is his reward.





**Instead of fear,
we had direction.
Instead of guessing,
we had clarity.**



PROPnex: LEADERSHIP THAT STANDS FIRM IN EVERY MARKET

What Kenneth values most about PropNex is that its leadership stays present and steady, not only when the market is booming, but especially when conditions are uncertain.

“PropNex stands apart because of one thing: leadership that never disappears when the market gets tough.”

In strong markets, PropNex pushes its salespersons to scale. In challenging markets, PropNex equips them to adapt, analyse and respond with precision. The training, structure and culture are built not only for performance, but for endurance.

Kenneth recalls a recent period of sharp market volatility, a time when many salespersons felt lost. Instead of retreating, PropNex intensified its support. Leadership provided real-time market intelligence. They held strategy dialogues and released tactical frameworks that salespersons could apply immediately.

To Kenneth, this is the PropNex difference: a company that stays calm when the market trembles, sharp when the landscape shifts, and united when uncertainty rises.

ADVICE TO HIS YOUNGER SELF: TRUST THE PROCESS, BUILD THE VALUE



Stay humble, stay hungry, and never forget why you started, to serve people with sincerity and excellence.

If Kenneth could speak to himself on his first day at PropNex, his message would be simple but powerful.

“Be patient with the process. Your breakthrough will come not because you chase success, but because you build value so consistently that success can’t ignore you.”

He knows now that mastery in real estate does not come from shortcuts. It comes from rhythm, the discipline of showing up, studying daily, building systems, testing strategies and refining the craft one day at a time.

“There will be days of doubt and days of triumph, but every one of them is shaping the salesperson you’re meant to become.”

Kenneth would also remind his younger self to preserve the qualities that matter most: humility, hunger and sincerity.

This philosophy guides him today. It shapes the way he mentors others, approaches his clients and calibrates his own personal growth. It keeps him grounded even as he rises, a reminder that real estate is not just about property, but about people.

KEVIN FENG

CEA NO: R009985Z



*BUILDING PEOPLE.
BUILDING SYSTEMS.
BUILDING WHAT
LASTS.*



SUCCESS THAT MULTIPLIES

For Kevin Feng, achieving millionaire status is significant, but it has never been the end goal.

“It’s a meaningful milestone,” he shares, “but it’s not what keeps me going.”

What truly drives him is team growth. As the leader of KFD, Kevin has always believed that people are the most important asset. Transactions can fluctuate. Markets can shift. But when you invest in people, in their thinking, discipline, and confidence, the returns compound far beyond individual deals.

“We build people first,” Kevin says simply. **“When our consultants grow year after year, and they in turn help more clients make better decisions, that’s impact at scale.”** This multiplier effect is what fuels him.

Looking ahead, the next chapter of Kevin’s journey at PropNex is clear: building people by building systems.

For him, sustainable growth does not happen by chance. It requires structure, clarity, and repeatable frameworks that allow success to be replicated across the team.

“Systems create long-term success,” he explains. “They ensure performance isn’t accidental, it’s intentional.”

His vision for KFD is ambitious yet grounded: to achieve 10X-level growth collectively, not merely in production, but in capability, professionalism, and resilience across market cycles.

On a personal level, Kevin continues to sharpen his craft, especially in advising investors on landed homes and commercial properties. As transactions grow more complex and capital stakes increase, he is committed to raising his advisory standards so clients can make clearer and bolder decisions.

To him, success is measured by two things: the people you uplift, and the asset structures you build, both human capital and investments.



SCALING WITH SYSTEMS, SERVING WITH HEART

In an industry increasingly shaped by technology, Kevin is clear about one principle: digital tools should enhance relationships, not replace them.

“At the heart of every transaction is a relationship,” he says. “That hasn’t changed.”

Strong personal connections, in his view, are built on three fundamentals: listening, honesty, and consistent follow-through. Clients must feel heard before they can feel confident.

PropNex’s digital ecosystem plays a crucial role in supporting this process. Its data-driven platforms and analytics tools allow Kevin to analyze market conditions with precision, from pricing trends to transaction comparables and investment positioning.

“Data gives clarity,” he explains. “It allows me to advise confidently, without guesswork.”

With real-time insights, he can validate strategies objectively, helping clients see both opportunities and risks clearly. This transparency strengthens trust, because recommendations are backed by facts, not persuasion.

Yet, technology remains an enabler.

“Every recommendation is still guided by the client’s goals,” Kevin adds. “Data informs the conversation. It doesn’t replace it.”

By combining digital efficiency with high-touch advisory, Kevin has built a scalable model that maintains service quality even as his business expands. Clients experience both strategic depth and personal attention, a balance that defines his approach.



GROUNDING BY WHAT TRULY COMPOUNDS

Outside of work, two pursuits keep Kevin inspired and anchored: family and investing.

Family, provides perspective and spending intentional time with loved ones reminds him that success must serve something greater than itself. It reinforces the importance of building not just income, but a meaningful life. Investing, on the other hand, keeps his mind sharp.

His investments span people (through the KFD team), property (landed homes and core assets), and financial markets.

“The pursuit of becoming a better investor keeps me constantly learning,” he shares.

Aiming for 20%+ compound returns is not simply about performance, it reflects a disciplined mindset of strategic allocation, patience, and long-term conviction.

This investor mentality influences how he leads and advises. It reinforces the importance of structure, risk management, and consistency, principles he applies both personally and professionally.

In many ways, compounding mirrors leadership: small, disciplined improvements repeated over time create extraordinary outcomes.



THE NEXT CHAPTER

For Kevin Feng, millionaire status is not a destination, it is a platform.

**A platform to build stronger systems.
A platform to raise advisory standards.
A platform to multiply growth through people.**

In a competitive and evolving market, his focus remains steady: uplift individuals, strengthen asset structures, and create durable success.

“Real success,” he reflects, “isn’t about what you achieve alone. It’s about what continues to grow long after you.”



KUMAR

CEA NO: R0152001



*GUIDING WITH
CONFIDENCE,
SERVING WITH
PURPOSE*



MORE THAN PROPERTY, IT'S ABOUT PEOPLE

“Real estate isn’t just about buying or selling a home, it’s about building assets, growing wealth, and creating a future where my clients can retire with peace of mind”

For Kumar, real estate has always been more than transactions. It is about helping clients transform their financial future through thoughtful asset progression. With over 15 years in the industry, he has helped countless clients navigate key milestones, from selling their first HDB to upgrading into private properties and building long-term investment portfolios.

Every move, he explains, is carefully planned with one objective in mind: to elevate his clients’ financial position and future security.

“What I enjoy most is helping clients progress,” he shares. “From owning one HDB to upgrading into private property, and eventually building multiple assets. That journey is what truly excites me.”

Representing the PropNex brand strengthens that responsibility. Known for professionalism, credibility, and strong leadership,

PropNex provides the structure and standards that align with Kumar’s own philosophy of service. The company’s systems and culture challenge him to continually raise his expectations, not just in performance, but in the quality of advice he delivers.

“I don’t see myself as just a salesperson closing transactions,” he explains. “I position myself as a long-term advisor who helps clients grow their assets strategically, ensuring every move contributes to their long-term wealth and retirement goals.”

At the heart of his approach is what Kumar calls Asset Elevation, a structured strategy where each property decision is aligned with increasing his clients’ net worth over time.

Rather than focusing on a single transaction, Kumar works closely with clients to determine when to sell, when to upgrade, and when to invest. Each step is designed to build momentum, ensuring that every decision contributes to meaningful financial progress rather than stagnation.



WHERE DATA MEETS TRUST

In today's evolving market, digital tools and data-driven insights have become essential. Yet for Kumar, technology is never the starting point, relationships are.

"Data provides clarity," he says, **"but trust is built through genuine human connection."**

To support his advisory work, Kumar leverages PropNex's digital platforms and market intelligence tools to ensure his recommendations are timely, strategic, and grounded in reliable information. Whether analysing pricing trends or evaluating market timing, these tools allow him to bring structure and transparency into every discussion.

At the same time, Kumar places equal emphasis on understanding the individual behind the transaction. By listening closely to each client's goals, financial comfort level, and long-term aspirations, he is able to craft strategies that are tailored to their specific circumstances.

"Technology helps me work smarter," he reflects, "but it's the human connection that makes the experience meaningful."

This balanced approach allows Kumar to scale his business efficiently while ensuring every client interaction remains personal and intentional.

Today, many homeowners are sitting on strong property gains but remain uncertain about their next step. Kumar works closely with clients at these important transition points, whether they are HDB owners planning to upgrade, sellers seeking to maximise the value of their homes, or buyers exploring new launch opportunities with strong growth potential.

This strategic approach has enabled many of his clients, particularly HDB owners, to successfully upgrade into private properties and, in some cases, build investment portfolios of multiple properties, positioning themselves for stronger long-term financial security.



GROUNDING BEYOND THE BUSINESS

While real estate demands focus and resilience, Kumar believes that staying grounded outside of work is equally important.

"Staying grounded outside of work helps me stay present and purposeful when it matters most."

Over the years, Kumar has consistently delivered strong results, earning multiple recognitions including four Millionaire Awards, Top Producer, Top HDB Transactor, and Top Exclusive Lister. His track record includes successfully selling numerous HDB homes and guiding many homeowners through seamless upgrades into private properties.

More importantly, many of his clients have gone on to strengthen both their lifestyle and financial position. Kumar has received strong testimonials from HDB upgraders who have successfully transitioned into owning multiple properties, building both their asset base and long-term net worth.

Outside of work, he draws inspiration from continuous learning and self-development, often exploring topics related to mindset, finance, and personal growth. These pursuits not only sharpen his professional capabilities but also broaden his perspective.

Equally important is time spent with family and close friends. These moments of connection offer balance and clarity, reminders that success is not measured solely by numbers, but by the quality of relationships and the life built beyond work.

"Those quiet moments of reflection remind me why I do what I do."

By maintaining this balance, Kumar returns to his work each day with renewed energy and focus. His calm presence, disciplined approach, and genuine care translate into confidence for the clients who rely on him.

"At the end of the day, my goal is simple," Kumar shares. "I want every client I work with to see real growth in their assets. Because when their assets grow, their future becomes more secure, and that's how we achieve a truly peaceful retirement."



LEWIS CHUA

CEA NO: R061103H



CHOOSING A PLATFORM FOR THE LONG TERM

When Lewis Chua first joined PropNex, he wasn't looking for a quick start or short-term momentum. What drew him in was something more foundational: clarity of standards.

"I wanted to build a long-term career," Lewis explains, "one grounded in professionalism, consumer-first ethics, and consistent performance."

In an industry where results can sometimes feel transactional or fragmented, PropNex stood out for its emphasis on structure and accountability. The company's clear expectations, strong systems, and commitment to ethical advisory gave Lewis confidence that he could scale sustainably, not by chasing one-off transactions, but by building a repeatable, disciplined process.

Over the years, that choice has proven pivotal. Structured training programmes, strong leadership guidance, and an open sharing culture among top producers allowed Lewis to refine every stage of his workflow, from client discovery and research, to negotiation and execution.

"What mattered most was the environment," he reflects. "It's a place where learning never stops, and where upgrading your skills is part of the culture."

That platform gave him not only the tools to grow, but the confidence to serve clients with consistency, clarity, and accountability, qualities that now define his advisory style.

“
BUILT ON
STANDARDS,
SCALED WITH
SYSTEMS



TURNING COMPLEXITY INTO CLARITY THROUGH TECHNOLOGY

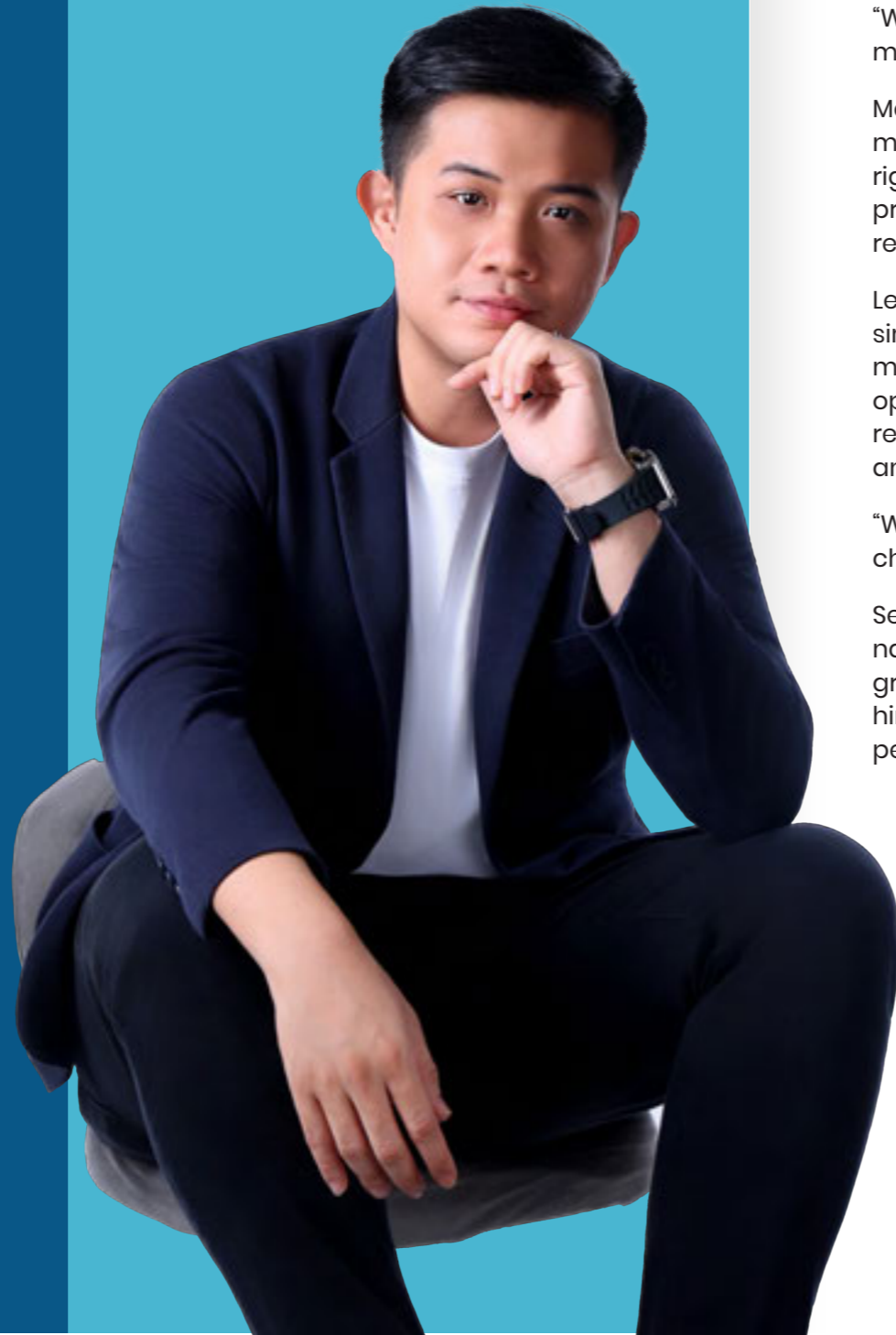
As Lewis's business scaled, PropNex's digital ecosystem became a critical part of how he delivers value to clients. Among the tools he relies on most are the PropNex Investment Suite and PropNex Business Suite, platforms that allow him to translate complex market information into clear, client-ready strategies.

On a day-to-day basis, he uses these tools to analyse market trends, validate pricing, shortlist comparable transactions, and build recommendations that are backed by facts rather than assumptions. This structured approach gives clients confidence, especially when navigating high-stakes decisions.

Equally important is speed and execution. The Business Suite streamlines outreach, marketing coordination, and workflow management, allowing Lewis to move efficiently from research to action without compromising quality.

"These platforms shorten the research-to-action cycle," he explains. "Clients can see both the big picture and the numbers behind every recommendation."

For Lewis, technology is not about automation for its own sake. It's about enhancing clarity, improving responsiveness, and elevating the overall client experience.



FROM INDIVIDUAL SUCCESS TO SHARED BREAKTHROUGHS

While personal achievements matter, Lewis finds the greatest fulfilment in mentoring and developing others.

"What's most rewarding is watching someone move from uncertainty to confidence," he says.

Mentorship, in his view, goes far beyond closing more deals. It's about helping people build the right habits, client-first ethics, disciplined preparation, and a repeatable system they can rely on even under pressure.

Lewis enjoys breaking complex processes into simple, practical frameworks: how to conduct meaningful client discovery, how to present options clearly, and how to support recommendations with both qualitative insight and quantitative research.

"When someone's process clicks, everything changes," he reflects.

Seeing a teammate resolve a tough case, navigate a difficult negotiation, or earn genuine gratitude from a client is deeply meaningful to him. Those moments signal not just improved performance, but personal transformation.

A CAREER ANCHORED IN PROCESS AND PURPOSE

Lewis Chua's journey is defined less by quick wins and more by deliberate choices. By grounding his career in strong standards, leveraging systems to scale responsibly, and investing in the growth of others, he has built a business that performs with consistency and integrity.

As he continues forward, Lewis remains focused on what first drew him to PropNex: professionalism, clarity, and a commitment to doing things right, one client, one system, and one breakthrough at a time.

LINDA YANG

CEA NO: R050535A



HELPING CLIENTS DECIDE WHAT COMES NEXT



THE TURNING POINT: FROM TRANSACTIONS TO TRUE ADVISORY

In Singapore, owning property is often seen as the finish line.

You buy a home, service the mortgage, wait for appreciation, hoping you've made the "right" decision. Yet for many homeowners today, that milestone gives rise to a quieter, more complex question: What do you do next?

This is the question Linda Yang has been helping clients navigate for over 13 years.

Her real estate journey reached a pivotal turning point six years ago after joining PropNex. Prior to that, Linda had already spent years in the industry, but she began to realise that simply reacting to transactions was not sustainable, for her clients or herself.

"I don't see myself as a salesperson," Linda shares candidly. **"I listen first. When clients feel understood, they are the ones who ask, 'How do we move forward?'"**

That mindset shift changed everything. Linda moved away from transactional thinking and began treating property as part of a broader financial ecosystem. Every decision, she recognised, carried

emotional weight and long-term consequences, not just financial outcomes.

"Every client has a story, and every story has emotions tied to it."

Since making that shift, Linda has consistently achieved PropNex Millionaire Producer status while building and leading a team of over 40 high-performing associates. Her breakthrough was not about working faster, but about working with greater clarity, structure and intention.



TECHNOLOGY THAT ENABLES BETTER DECISIONS, NOT PRESSURE



In today's market, the challenge is rarely about whether opportunities exist. More often, it is about capital management, confidence and clarity.

Linda's advisory approach is built on helping clients see the full picture, using data and planning to replace assumptions and guesswork. This is where PropNex's digital ecosystem plays a critical role in her day-to-day work.

She leverages PropNex's tools to perform in-depth financial calculations, detailed timeline planning, and disciplined entry and exit strategies. These allow her to guide clients through complex considerations such as cash proceeds, CPF refunds, mortgage interest, taxes, maintenance costs, and capital reallocation.

For many clients, this clarity changes their entire outlook. Some homeowners who own multiple properties discover their capital is locked inefficiently. Others, especially first-time buyers, realise that the 25% down payment barrier is not as absolute as they once believed, once financing structures and progressive payment options are properly explained.

"It's like private banking," Linda explains, "but without the barriers to entry. The goal is to help clients move forward more efficiently, with greater awareness."

Technology, for Linda, is never about speeding up decisions. It is about supporting better ones, allowing clients to move with confidence rather than urgency.

LEADERSHIP MEASURED BY PEOPLE, NOT JUST PERFORMANCE



While Linda's results speak for themselves, what ultimately drives her is impact, on clients navigating life-changing decisions, and on salespersons finding their footing in a demanding industry.

Early in her career, she witnessed the emotional toll real estate could take: salespersons burning out, clients feeling overwhelmed, and decisions driven by pressure rather than understanding. Instead of becoming disillusioned, Linda chose to lead differently.

"I felt like I had to stop and do something, to help people avoid situations like this and create better practices in the industry."

Today, Linda finds her greatest fulfilment in leadership and mentorship. She believes that no two journeys are the same, and that success should never follow a single formula. Rather than directing salespersons on what to do, she focuses on helping them discover what works best for them, building confidence, resilience, and sustainable careers.

"The most fulfilling part is when I get to help them achieve what they once thought was unattainable."

For Linda Yang, success is no longer measured by awards alone, but by the trust she builds, the people she uplifts, and the clarity she brings to every decision, whether for a client planning their next chapter, or a salesperson shaping their future.

"Everyone's journey is different," she reflects. "We just have to keep searching."



LOUIS KWEEK

CEA NO: R056996A

DELIVERING RESULTS ACROSS THE ENTIRE JOURNEY

“
*CLARITY, CRAFT,
AND THE
DISCIPLINE TO
STAY THE COURSE*”



What sets Louis Kwek apart is not just his ability to design well-thought-out property progression plans, but his commitment to ensuring clients truly understand them. For Louis, real value lies in the ability to deliver clear analysis and breakdowns for his clients, be it breaking down numbers, timelines, and scenarios so clients can make decisions with confidence rather than confusion.

Beyond advisory, Louis brings another strong differentiator to the table: his strength in social media marketing.

In today’s market, selling a property requires more than listings and viewings, it demands visibility, positioning, and storytelling. Louis leverages digital platforms strategically to give his clients an edge, ensuring their properties reach the right audience with clarity and impact.

“My clients appreciate that I can deliver results across all facets of their property journey,” he shares. **“From planning and analysis to marketing and execution.”**

This integrated approach allows Louis to support clients end-to-end. Whether it’s structuring a progression plan, pricing a property accurately, or amplifying exposure through social channels, his focus remains the same, helping clients move forward efficiently, confidently, and with measurable outcomes.

The result is trust built not through promises, but through consistency and follow-through.



GROWING WITHIN A CULTURE OF SUPPORT

Louis credits much of his growth to the environment he found at PropNex.

“In PropNex, there’s always an avenue to learn, upgrade, and find solutions,” he says. “No matter the challenge, you’re never left to figure things out alone.”

From skills training and career development to technology that enhances day-to-day work, the support system at PropNex has allowed Louis to continuously sharpen his craft. Just as importantly, the culture encourages collaboration rather than competition.

“Most importantly, it genuinely feels like you are part of a family.”

That sense of belonging has played a significant role in his journey. Learning is not siloed, and success is not guarded. Leaders and producers openly share strategies, frameworks, and experiences, creating an environment where growth is accelerated through collective effort.

For Louis, this culture has reinforced a mindset of continuous improvement, one where learning never stops, regardless of milestones achieved.

STAYING THE COURSE

If Louis could speak to himself on his very first day at PropNex, his message would be simple and resolute: stay the course.

“I wouldn’t change a single thing,” he reflects. “The drive I had as a first-year salesperson is what shaped the career I have today.”

That early hunger, to learn, to improve, and to prove to himself that he could succeed, became the foundation of his growth. Courses, trainings, bootcamps, and sharing sessions conducted by selfless producers gave him more than technical skills; they gave him belief and momentum.

“All the sharings gave me the fire I needed from day one.”

Rather than chasing shortcuts or quick wins, Louis committed to mastering the fundamentals and showing up consistently. That discipline allowed his efforts to compound over time, turning early drive into sustainable success.



LOOKING AHEAD

As his journey continues, Louis remains anchored in the same principles that brought him here: clarity over hype, structure over shortcuts, and consistency over quick wins.

For Louis Kwek, the Millionaire milestone is not an endpoint, but a reflection of years of deliberate choices, disciplined growth, and a steadfast commitment to doing things the right way, for the long term.



LOYALLE CHIN

CEA NO: R047968G



*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.



MARCUS LUAH

CEA NO: R018463F



*TRANSPARENCY,
SYSTEMS AND
STAYING THE
COURSE*



WALKING THE TALK

In a profession where trust is everything, Marcus Luah believes credibility begins with living the same principles he shares with his clients.

“The strategies I share are the same ones I use to build my own portfolio,” he says simply.

Rather than positioning himself purely as an advisor, Marcus approaches his work as someone who actively applies the same investment discipline in his own journey. For his clients, that alignment provides a sense of assurance, the strategies discussed are not just theories, but approaches he personally believes in and practices.

Transparency is a cornerstone of this philosophy. Over the past three years, Marcus has built a substantial library of more than 100 long-form YouTube videos, openly sharing insights, analysis and perspectives on property decisions. The platform has become an important bridge between Marcus and the people he serves.

“Many clients already feel they know me before we even meet,” he shares. “The videos allow them to understand my thinking and approach.”

This open sharing creates a foundation of trust long before the first consultation begins. By the time clients engage him directly, they already have a clear sense of his values, communication style and advisory philosophy.

For Marcus, that level of openness reflects a deeper belief about the profession itself.

Real estate advisory, he believes, should be grounded in honesty and accountability. When clients see consistency between what an advisor teaches publicly and how they operate personally, confidence naturally follows.

The result is a service experience built not just on expertise, but on authenticity.



THRIVING THROUGH INNOVATION AND COLLABORATION

Marcus also credits much of his professional growth to the ecosystem provided by PropNex.

“What sets PropNex apart is the combination of technology, collaboration and constant innovation,” he explains.

The company’s commitment to developing digital tools and data-driven platforms enables salespersons to operate with a higher level of insight and efficiency. Real-time data suites provide quick access to market intelligence, allowing salespersons to analyse opportunities and guide clients with greater confidence.

But beyond technology, Marcus believes the culture of collaboration within PropNex is equally important.

Rather than operating in isolation, salespersons benefit from a community where knowledge and experiences are shared openly. This collective environment helps individuals learn faster while keeping the entire organisation aligned with evolving market conditions.

A clear example of this adaptability emerged during the COVID-19 pandemic.

While many industries struggled to adjust, PropNex quickly pivoted to virtual webinars and digital outreach, allowing salespersons to continue engaging clients and sharing market insights even during periods of restricted movement.

“That ability to move quickly showed how proactive the organisation is,” Marcus reflects.

By combining technological innovation with a collaborative culture, PropNex enables its salespersons to stay ahead regardless of market cycles.

Whether conditions are strong or uncertain, the tools and support systems remain in place to help salespersons adapt and continue serving their clients effectively.



SYSTEMS THAT SUSTAIN MOMENTUM

For Marcus, long-term success is built less on motivation and more on structure.

“Motivation fades,” he says. “But systems can always be scaled.”

Balancing the many responsibilities of life, as a full-time salesperson, team leader, husband, father and son, requires clear routines and disciplined habits. Without a structured approach, it becomes easy for one area of life to overshadow the others.

Many professionals experience inconsistent momentum because they prioritise one area at the expense of another. Marcus believes systems are the key to avoiding that imbalance.

By maintaining clear routines and processes, he is able to manage the demands of business, leadership and family life in a sustainable way.

“I stick to the routines and systems I’ve set so I can perform well across all areas.”

At the heart of this philosophy lies a deeply personal principle.

“Never earn success at the expense of your family or personal well-being.”

For Marcus, financial achievement alone is not the measure of a meaningful career. True success must also include the ability to remain present for the people who matter most.

Because while professional milestones can bring satisfaction, the most meaningful rewards often lie beyond the numbers.





MARCUS TANG

CEA NO: R070688H

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*STAYING SHARP
IN A MARKET
THAT NEVER
STOPS MOVING.*



CHASING GROWTH, NOT NUMBERS



Millionaire status is a milestone many dream of achieving. Yet for Marcus Tang, it represents something far greater than income.

“Hitting millionaire status was a proud moment,” he says. “But honestly, what drives me now isn’t the number, it’s the challenge.”

Real estate is an industry that never sits still, and Marcus thrives in that constant motion. With each new cycle comes a shift in behaviour, demand, data and psychology. Instead of resisting change, he embraces it. The unpredictability of the market fuels him, stretches him, and sharpens the edge that keeps him ahead.

Along his journey, Marcus has been shaped by the influence of two key mentors, Jervis and Justin, as well as the energy of the JNA family. Their guidance shaped his systems, discipline and mindset, forming the backbone of his business today.

But Marcus remains grounded in the platform that made it all possible.

“At the heart of everything, PropNex was the platform that gave me the space, tools and runway to grow into who I am.”

For him, the next chapter isn’t just about hitting higher numbers. It’s about refining the craft, staying alert, and teaching what actually works. Not theories. Not motivational slogans. But practical, proven systems that have built his business from the ground up.

“If my journey can spark something in even a handful of salespersons, that’s meaningful to me,” Marcus adds.

TRUST FIRST, DATA NEXT: THE MARCUS FORMULA



While many scale through large marketing engines, Marcus takes a different approach. He builds a trust network.

“For me, building strong connections is the foundation of everything,” he explains. **“I don’t run a big marketing machine, I build a trust network.”**

A significant part of his business comes through COIs (Centres of Influence), people who trust him so deeply that they share him with their closest circle. These warm pathways create a natural, high-quality pipeline, where every conversation begins with real rapport already built.

But Marcus is clear: trust opens the door, but clarity closes deals. And that’s where PropNex’s digital tools come in.

“ProMap has been a game-changer,” he says. “A few clicks and clients can literally see price gaps, demand pockets, and the logic behind an entry point.”

No fancy jargon. No heavy presentations. Just transparency delivered through clean, visual data.

Clients don’t just hear the logic, they see it, understand it, and feel confident about it.

“PropNex’s tools help me deliver authenticity at scale. I don’t use tech to replace the personal touch, I use it to amplify it. The relationship opens the door. The data seals the trust.”

THINKING DIFFERENTLY IN A MARKET THAT NEVER SLEEPS

Real estate never stays still, and that’s exactly why Marcus finds it exciting.

“I study what others might overlook,” he says. “Micro-trends, unusual price gaps, unexpected StarBuys... the little anomalies that signal opportunities.”

To Marcus, trends are more than charts or headlines, they are clues. Clues to buyer motivation, inventory shifts, developer sentiment, and timing.

His approach is part intuition, part experience, part analytical obsession, and supported by the system around him.

“PropNex has made navigating market shifts so much easier. The training, the tools, the research, they’ve given me the clarity I need to make sense of fast-moving situations.”

Growing within the JNA environment also played a major role in shaping how Marcus reads and responds to market behaviour. Mentorship from Jervis and Justin taught him to think critically, trust the data, and never assume that what worked yesterday will work tomorrow.

But beyond tools and training, Marcus thrives because of the people around him.

“When you’re surrounded by high-performing colleagues at PropNex and the room is full of people who are hungry to improve, you naturally rise with them.”

Behind the scenes, Marcus also credits the unwavering support of his wife and family. Their quiet encouragement and understanding allow him to stay fully focused on the demands of the business, knowing that the foundation at home remains strong. It is a support system he deeply values, and one that continues to fuel his drive to push forward.

STAYING HUNGRY, STAYING GROUNDED

For Marcus, success isn’t about arriving, it’s about evolving.

His focus now is on staying sharp, refining his systems, and continuing to grow alongside the people around him. Whether it’s guiding clients with clarity or sharing insights with fellow salespersons, he aims to keep raising his own standards.

Real estate will always change. But Marcus’ hunger to improve ensures he’ll stay ahead, cycle after cycle.





MATTHEW LAM

CEA NO: R013756E

“
*BUILDING
SYSTEMS THAT
EMPOWER
BETTER
DECISIONS*”



A FRAMEWORK BUILT FROM THE GROUND UP

In a profession shaped by conversations and constantly evolving market conditions, Matthew Lam believes that the greatest value a property advisor can offer is helping clients understand their decisions with confidence.

“What sets me apart is the conversion framework I’ve developed called The Essentials,” Matthew shares.

First introduced in 2017, the framework was not built overnight. It has been continually refined through countless real conversations with clients on the ground, with each interaction offering fresh insight into how people think, hesitate, and decide when it comes to property.

“Every day I meet different consumers, understand their thought process, and update the framework so it stays relevant to the market.”

At the same time, Matthew conducts daily one-to-one mentorship

sessions with salespersons in his team. These discussions often generate fresh perspectives and ideas, which further sharpen the framework’s relevance in a changing market.

The Essentials has evolved beyond a presentation tool. It has become a structured method for guiding clients through complex property decisions in a way that feels practical, logical, and grounded.

“Ultimately, everything we learn from the ground is distilled into this framework,” he explains. “It helps clients gain the clarity and empowerment to make confident property decisions.”

By simplifying complicated considerations into a clear thought process, Matthew ensures that clients are not overwhelmed by information. Instead, they are guided step by step through a structured evaluation of their options.



LEVERAGING TECHNOLOGY TO STRENGTHEN ADVISORY

While frameworks provide structure, Matthew believes one of PropNex's greatest advantages lies in its strong ecosystem that supports salespersons through both market upcycles and downcycles.

Within this ecosystem, PropNex's digital ecosystem, in his view, is one of the company's strongest advantages and play a critical role in strengthening how salespersons advise and serve their clients.

PropNex's digital platforms integrate market concepts with data analytics, allowing salespersons to present insights clearly and efficiently. Instead of relying solely on personal interpretation, they are able to support their analysis with real-time information.

One aspect Matthew particularly appreciates is that many of the technology leaders behind PropNex's tools are themselves active salespersons. Because of this, the platforms are designed with practicality in mind.

"The tech tools are intuitive and salesperson-centric because the people building them understand what we need on the ground."

Among the tools Matthew frequently uses is ProMap within the Investment Suite. He recalls a memorable experience while presenting a property at the development Elta.

During the discussion, a client raised a challenging question about future demand, specifically which HDB owners might potentially upgrade into the development.

"She asked me where I could get this data from."

Although the question caught him off guard, Matthew quickly turned to the Investment Suite. By opening ProMap, he was able to map out nearby HDB developments within a two-kilometre radius and identify those reaching their Minimum Occupation Period (MOP) between 2025 and 2032.

The visualised data provided a clear picture of the potential upgrader pool.

"It mapped everything out beautifully, and we were able to conclude the transaction" he recalls.

The client was impressed not just by the information itself, but by the speed and precision with which it was presented.

Moments like these demonstrate how technology can elevate advisory credibility. With accurate insights delivered in real time, clients gain greater confidence in both the analysis and the professional presenting it.

Beyond analytics, PropNex also continues introducing initiatives that encourage salespersons to stay proactive in building client relationships. Tools such as MyCRM help salespersons maintain multiple client touchpoints through automated engagement features such as PWR and gifting initiatives, with just a click of the button.

Together, these digital platforms create an ecosystem that supports salespersons not only in productivity but also in professionalism.

FROM QUICK WINS TO SUSTAINABLE SYSTEMS

Looking back at the early days of his career, Matthew believes one lesson stands above the rest.

"Focus less on quick wins and more on building systems that compound over time."

Many new salespersons enter the industry focused primarily on individual deals. While these wins are important, Matthew discovered that long-term success comes from building repeatable processes that drive sustainability.

That realisation was what eventually led to the creation of The Essentials framework. Through that process, Matthew also learned that fear often stems from uncertainty.

"Most of the time, fear actually comes from a lack of knowledge."

When salespersons do not fully understand the market or the decision-making process, hesitation naturally appears. But as knowledge accumulates and a clear framework emerges, confidence begins to replace uncertainty. For Matthew, The Essentials became that structure, simplifying complex property considerations into a logical thought process that both salespersons and clients could follow.

Over time, it became more than just a presentation framework. It evolved into a way of thinking about the market.

His advice for aspiring salespersons remains simple yet powerful: Keep learning, keep refining your framework, and stay connected to the ground with real clients.

"When understanding increases, confidence follows."

Ultimately, Matthew believes that growth in real estate is not measured solely by financial results.

"Focus on progression," he says. "The bigger your stage, the better you become."

While income may reflect achievement, it is character growth that truly sets you apart.





MAY LOH

CEA NO: R052438J



*LEADING WITH
EMPATHY, BUILDING
TRUST THAT LASTS*



WHERE SERVICE BEGINS: EMPATHY BEFORE EXPERTISE

In an industry driven by speed and results, May Loh does things a little differently. She doesn't begin with a pitch. She begins with people.

"I never see transactions as just deals," May shares. "Real estate is one of the biggest decisions in someone's life."

But she's also very upfront about something many don't say enough, not every deal is easy. There are cases that stretch your patience, test your emotions, and force you to think deeper. That is where experience really starts to show.

"Closing deals... it's a craft," May says.

"It's not luck. The longer you're in this line, the more you realise how much goes on behind the scenes."

Beyond strategy and negotiation, she pays attention to what's not said out loud: fear, hope, pressure, and uncertainty. Instead of rushing toward solutions, she slows down. She listens. And because of that, clients don't feel pushed into decisions.

"They feel guided," she says.

GROWING THROUGH EVERY SEASON

May doesn't just talk about the highs. She acknowledges the lows too, because this industry comes with both. Some seasons flow. Others feel slower and uncertain. Through it all, she holds on to a strong sense of faith and trusts God in the process.

"I believe that in everything we do, there's a bigger hand at work, even in the seasons we don't fully understand yet."

It's a perspective that has helped her stay grounded, especially when things don't go as planned.

"Sometimes I'm at the high so I can see people. And sometimes I'm at the low so I can feel people."

At the same time, she is quick to acknowledge that growth is never a solo journey. A big part of her progress, she shares, comes from being in the right environment.

She credits PropNex as a key part of that journey, an ecosystem that provided not just opportunities, but also consistent training, mentorship, and support through different market conditions. She also plays a part in that ecosystem herself.

"As a trainer in the Company, being able to give back, I have received a whole lot more in return."

LESSONS EARNED, NOT RUSHED



If May could go back to her first day in real estate, her advice wouldn't be complicated.

"Be patient, work hard, and trust the process."

Because for her, nothing came overnight. What people see today is the result of years spent showing up on days with results, and more importantly, on days without.

"Don't compare your chapter one to someone else's chapter ten," May adds. "Everyone's journey unfolds at its own pace."

Looking back on her achievements in 2025, May feels a deep sense of gratitude. The milestone reaffirmed her belief that when one consistently does the right things and leads with the right intentions, success follows naturally.

Yet, for her, titles and awards are never the end goal.

"Grow not just as a salesperson, but as a person," she reflects. "Because who you become matters more than any recognition."



SUCCESS WITH SUBSTANCE

At the heart of May Loh's journey is a quiet conviction: that real success is built on character, care, and consistency.

It's about how those deals are done, and what remains after. The trust. The relationships. The people who stay.

Over time, many of her clients have become friends. Some eventually become part of her growing team, an organic reflection of the trust she has built.

And for those considering the industry, her belief is simple: Who you work with really matters. The right environment doesn't just support you—it pushes you, stretches you, and helps you grow faster.

At the end of the day, her approach has always been straightforward: Do the work. Care about people. Stay consistent.

The rest... tends to follow.



MICHAEL CHEN

CEA NO: R064750J



BUILT ON STRONG FOUNDATIONS



CHOOSING THE RIGHT PLATFORM FROM DAY ONE

For Michael Chen, joining PropNex was never a complicated decision. From the very beginning, he was clear about the environment he wanted to build his career in.

“It was honestly an easy choice,” he shares. “PropNex is the biggest estate agency in Singapore, with the strongest systems and support structures in place.”

What drew him in was not just the scale, but the structure. In an industry where many salespersons operate independently, Michael was intentional about anchoring himself within an organisation that offered stability, training, and leadership that truly led from the front.

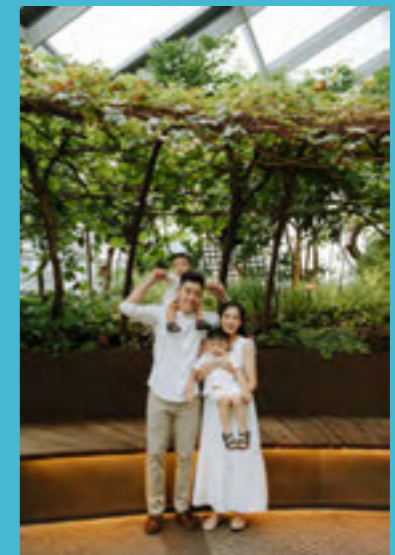
“I wanted to be somewhere that didn’t just talk about excellence, but practised it consistently.”

Over the years, PropNex’s culture of synergy and collaboration has reinforced that decision. The openness across divisions, the willingness of leaders to share, and the constant drive to upgrade have shaped his professional growth.

Programmes such as Advanced Sales Techniques (AST) and XBC became pivotal milestones in his journey.

“These programmes don’t just teach theory,” Michael explains. “They stretch you, refine your thinking, and sharpen your execution.”

For him, growth has never been accidental. It has been deliberate, supported by an ecosystem designed to elevate salespersons who are willing to step up.



EMPOWERED BY AN INTEGRATED ECOSYSTEM

As the real estate landscape becomes increasingly data-driven, efficiency and accuracy are no longer optional, they are expected.

For Michael, two tools stand out as game changers: Business Suite and Investment Suite.

“Business Suite for its calculators and AI functions, and Investment Suite for data analysis,” he says without hesitation.

Previously, salespersons often had to rely on multiple external applications, many of which came with subscription costs. Today, much of that functionality has been integrated directly into PropNex’s proprietary platforms.

“We used to pay for several external apps just to piece everything together,” he recalls. “Now, most of those functions are built into our PropNex tools, and I’ve never looked back.”

On a daily basis, Business Suite helps streamline workflows, automate calculations, and enhance productivity. The built-in calculators allow Michael to walk clients through financial breakdowns with clarity, while AI-supported features improve efficiency behind the scenes.

Meanwhile, Investment Suite plays a central role in client advisory.

“Data empowers clients,” he explains. “When they can see the numbers clearly, trends, comparables, projections, they make decisions with confidence.”

Rather than relying on persuasion, Michael anchors his recommendations in evidence. Whether evaluating market movements or comparing transaction histories, the platform allows him to present insights that are transparent and credible.

The result is a smoother, more informed decision-making process, one where clients feel guided, not pressured.

LEADING FROM THE FRONT

Beyond personal production, leadership has become a defining chapter of Michael’s journey.

“I find it imperative to lead from the front,” he says firmly. “Leaders need to be working hard on their cases and producing numbers as well.”

For him, credibility is built through action. A leader who continues to perform sets the tone for discipline, standards, and accountability within the team.

Today, Michael leads a team of 25 salespersons, each at different stages of their careers. Mentorship, in his view, goes beyond motivation speeches. It involves walking alongside them through real challenges.

“It’s heartening to witness them overcome tough negotiations or complex client scenarios,” he shares. “Sometimes, just one piece of advice at the right time makes a big difference.”

The true reward comes in watching transformation unfold. Salespersons who once hesitated in negotiations begin to speak with conviction. Those unsure about strategy start handling

progressively tougher cases with confidence.

“Seeing them grow from strength to strength is incredibly fulfilling,” Michael reflects.

He understands that growth is rarely linear. There will be difficult cases, market shifts, and unexpected setbacks. But with the right guidance, structure, and mindset, breakthroughs become inevitable.

And in those moments, when a team member successfully closes a challenging case or navigates a difficult situation independently, Michael sees the multiplication of effort.

“That’s when you know leadership matters.”

GROWTH THAT MULTIPLIES

For Michael Chen, success has always been anchored in fundamentals: choosing the right platform, leveraging the right tools, and maintaining the right standards.

From Day One at PropNex, he committed himself to continuous upgrading, not just in skills, but in mindset.

With the support of a strong organisational ecosystem, advanced digital platforms, and a collaborative culture, he has built a business that is both scalable and sustainable.

Today, his focus extends beyond personal achievements. It is about multiplying growth, helping others sharpen their craft, overcome obstacles, and step confidently into bigger roles.

“In this industry, you don’t just build transactions,” he says. “You build people.”



MYRON PANG

CEA NO: R064258A



*GROWTH WITH
PURPOSE.
LEADERSHIP WITH
CONSISTENCY.
SERVICE WITH
HEART.*



WHEN SUCCESS BECOMES RESPONSIBILITY

For Myron Pang, achieving millionaire status was a meaningful milestone, but it was never the destination.

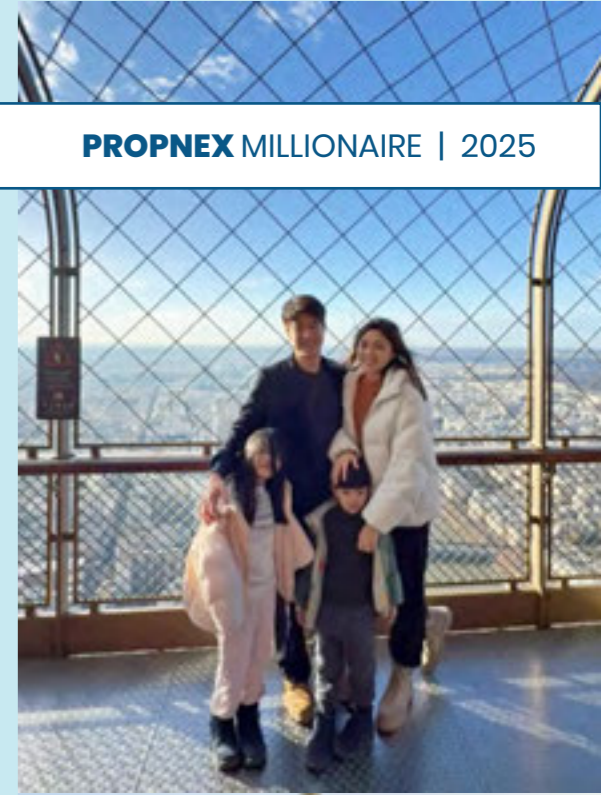
“Achieving milestones is nice, but it’s not the thing that pushes me daily,” he shares.

What drives Myron today is something far deeper: responsibility. The responsibility to stay consistent. To lead by example. And to continue showing up for clients with the same level of care, discipline and professionalism that earned their trust in the first place.

His next chapter at PropNex is about growth with purpose. Myron is intentional about sharpening his craft, staying relevant in a changing market, and continuously raising his own standards, not for recognition, but for reliability.

“Success is not just about numbers,” he reflects. **“It’s about becoming someone my family, clients and friends can rely on.”**

That belief grounds the way he works. It shapes how he advises clients, how he manages expectations, and how he carries himself as a professional. Myron does not chase short-term wins. Instead, he focuses on building trust that lasts, the kind that compounds quietly over time.



TECHNOLOGY THAT SUPPORTS, NOT REPLACES, RELATIONSHIPS



In an industry increasingly powered by digital tools and data, Myron remains clear on one thing: relationships always come first.

“For me, tech simply supports the work. The relationship comes before the numbers.”

Before opening a chart or analysing data, Myron makes it a point to understand each client’s story, their motivations, concerns and life stage. Only then does he bring in data to support the conversation, ensuring that advice is both relevant and reassuring.

PropNex’s digital tools allow him to deliver clear, data-backed guidance with efficiency and accuracy. But rather than distancing him from clients, these systems do the opposite.

“By using digital systems to work faster and smarter, I actually create more time to connect personally,” he explains.

That extra time goes into meaningful follow-ups, thoughtful check-ins and being present at moments that matter. Myron believes that while charts and projections may guide decisions, what clients remember most is sincerity.

“At the end of the day, clients don’t remember the charts. They remember how well you took care of them.”

It is this balance, high efficiency paired with genuine care, that defines his advisory style.



CONSISTENCY, CHARACTER & THE LONG GAME

Myron’s approach to real estate mirrors his approach to life: steady, intentional and values-driven. He believes that true success is not measured by standout years alone, but by the ability to remain consistent across seasons.

That consistency shows up in how he serves clients, how he manages growth, and how he carries responsibility, not just as an advisor, but as a family man and a friend.

“I want to be someone people can depend on,” he says simply.

Looking ahead, Myron remains focused on sustainable progress. He continues refining his skills, adapting thoughtfully to market changes, and maintaining the standards that built his foundation.

There is no rush, only a quiet confidence in doing the right things well, year after year.

As he continues growing at PropNex, one thing remains unchanged: his commitment to people, to serving clients sincerely, leading responsibly, and becoming someone others can rely on.

NG GEK CHONG

CEA NO: R060410D



“

*RAISING THE
BAR IN THE
BIGGEST ARENA*



CHOOSING THE BIGGER CHALLENGE

For Ng Gek Chong, growth has always been tied to challenges.

“I’ve always liked to test myself,” he shares. “I wondered how I would fare in PropNex, being the biggest agency in Singapore.”

That question was not driven by ego, but by curiosity. Joining the largest listed real estate agency meant stepping into a more competitive, more demanding, and more visible arena. It meant raising his standards, sharpening his skillset, and operating at a higher level.

Rather than feeling intimidated by scale, Gek Chong saw it as an opportunity.

PropNex’s infrastructure, systems, and technology gave him the platform to stretch further than before. The environment pushed him to refine how he advised clients, structure his analysis, and communicate value more clearly.

“Being in a bigger arena forces you to level up,” he reflects.

Over the years, that decision has paid off. Surrounded by driven peers and equipped with strong digital tools, Gek Chong has been able to elevate both his advisory standards and client experience. The support system within PropNex, from leadership accessibility to robust tech platforms, gave him the confidence to focus on what he does best: delivering clarity backed by data.



TURNING DATA INTO CLARITY

In today's market, clients are overwhelmed with information. Headlines, opinions, social media commentary, the noise can make decision-making stressful.

For Gek Chong, the solution is simple: replace opinion with evidence.

The PropNex Investment Suite has become his most-used daily tool, particularly ProTrend, which allows him to generate charts and graphs instantly during client discussions.

"Instead of just verbalising market movements, I can show clients the data clearly," he explains. "When they see the trend visually, it becomes easier to understand."

Whether he is discussing price movements, rental trends, or comparative performance across projects, the ability to illustrate patterns through data makes conversations more objective and grounded.

This visual approach does more than impress. It builds trust.

Clients are able to participate in the analysis rather than simply take his word for it. They see the rationale behind pricing strategies and understand the broader context shaping their decisions.

In a fast-moving market, clarity is a competitive edge. And for Gek Chong, the Investment Suite provides the precision needed to stay current and credible.

A CULTURE OF REAL SHARING

Beyond systems and tools, what left the strongest impression on Gek Chong after joining PropNex was the culture.

"One thing I realised when I came here was the selflessness of the Millionaires and top achievers," he says. "They genuinely share how they built their success."

The sharings he encountered were not surface-level motivational talks. They were structured, substantiated, and practical, breaking down strategies, processes, and lessons learned from real experience.

That transparency created an environment where growth felt accessible.

Instead of protecting their "secrets," senior achievers openly discussed what worked, what failed, and how to refine processes. For someone who thrives on self-improvement, this

culture of open exchange accelerated his learning curve.

"Being able to learn directly from people who have already walked the path shortens the journey," he reflects.

The accessibility of leaders and top producers reinforced the idea that success at PropNex is not an isolated pursuit. It is built collectively, through shared insights and mutual support.

This collaborative environment continues to shape how Gek Chong approaches his own growth, constantly learning, refining, and raising the standard of service he provides.

For Ng Gek Chong, joining PropNex was never just about being part of the biggest agency. It was about testing his limits and stepping into an environment that demanded more. And in the biggest arena, he continues to do exactly that.

NG HSIEN HAN

CEA NO: R0633751



*WHERE NUMBERS MEET
NURTURE. BUILDING
BREAKTHROUGHS
THAT ARE MEANT TO
BE SHARED*



BEYOND THE MILESTONE: A JOURNEY FOCUSED ON CONTINUOUS BREAKTHROUGHS

Achieving millionaire status is a meaningful milestone for Hsien Han, but it is not the destination. What truly drives him today is the pursuit of continuous breakthroughs, not only in his own performance, but also in the people he mentors and leads.

“Success is sweeter when it’s shared,” he reflects.

A former MOE teacher, Hsien Han brings an educator’s mindset into real estate. Numbers have always been his strength, but more importantly, he understands how clarity builds confidence. When clients and teammates truly understand the numbers behind a decision, fear gives way to conviction.

“My goal is to keep sharpening my own mastery,” he says, “while

empowering the next generation of teammates to read the market better, structure deals smarter, and make more informed decisions.”

His next chapter at PropNex is about scaling impact with intention. That means pushing for new personal bests, building stronger and more knowledgeable associates, and fostering a culture where data, skills and heart go hand in hand.

For Hsien Han, leadership is not about pulling ahead, it is about bringing others forward. Every personal breakthrough becomes more meaningful when it creates momentum for the team.

“I hope the breakthroughs I experience can become breakthroughs my team achieves together.”

BALANCING HUMAN CONNECTION WITH DATA-DRIVEN CLARITY

At the core of Hsien Han's advisory approach is balance.

He believes deeply that relationships will always be built on trust, empathy and genuine care. That means staying close to clients, understanding their needs, listening carefully to their concerns, and guiding them based on their goals, not just the immediate transaction.

At the same time, he leverages PropNex's digital tools and data-driven insights to elevate those relationships with precision. Accurate numbers, market movements and forecasting tools allow him to tailor each conversation to each client's decision-making style in an easy to understand manner.

This combination of human connection supported by strong data allows Hsien Han to remain both relatable and highly effective. "Clients feel assured because they know I care," he explains. "They also know my advice is backed by facts, not guesswork."



“

They also know my advice is backed by facts, not guesswork

STAYING GROUNDED THROUGH MUSIC & DISCIPLINE

Outside of real estate, one of Hsien Han's greatest sources of inspiration and grounding comes from music. He is an avid player of the Chinese flute, or dizi, a practice that has remained close to his heart.

"Being able to play without worrying about livelihood is a blessing," he shares.

Music gives him the space to reset his mind, reflect, and stay centred. The discipline required to master an instrument mirrors the patience and consistency needed in real estate. It reminds him that improvement is a process, one shaped by practice, focus and quiet perseverance.

Balancing music and work allow him to show up refreshed, focused and motivated. It keeps him connected to what he enjoys, and in turn, helps him serve clients with greater clarity and calm.

As Hsien Han continues to grow at PropNex, he remains committed to sharpening his craft, developing those under his wing, and building a culture where data, discipline and heart coexist.

He believes that when people understand clearly, they move forward confidently, and together.



NICHOLAS CHO

CEA NO: R064162I



*ACCOUNTABILITY
ABOVE ALL*



BEYOND TRANSACTIONS, TOWARD RESPONSIBILITY

Where momentum, numbers, and personal branding often take centre stage, Nicholas Cho anchors his work on a quieter principle, ownership of the outcomes he influences.

This mindset shapes how he works. He is willing to slow conversations down, ask difficult questions, and at times advise clients against decisions that do not yet make sense.

“What sets me apart is the responsibility I feel toward every client’s outcome, not just the transaction itself.”

“It’s not about pushing momentum. It’s about protecting outcomes.”

For Nicholas, a property deal is never just paperwork and negotiations. It often represents life savings, family plans, retirement security, or the start of a new chapter. That weight of trust is something he does not take lightly.

Leadership, in his view, begins with accountability, standing by clients even when it is inconvenient or uncomfortable. That steadiness builds long-term trust, which is why many of his clients continue working with him across multiple life stages.

“I don’t take it lightly when someone entrusts me with their next step.”

For Nicholas, better service does not come from urgency. It comes from ownership.



A PLATFORM BUILT FOR INTENTIONAL GROWTH



When speaking about why PropNex is an ideal environment for aspiring salespersons, Nicholas is direct.

“Growth here is intentional, not accidental.”

He believes PropNex provides structure, mentorship, and real systems that allow salespersons to build confidence before results even arrive. Instead of being left to figure things out alone, salespersons are supported by leaders who share openly, not just highlight achievements.

“You’re surrounded by leaders who are willing to share, not just showcase success.”

That environment allowed Nicholas to grow without burning out or losing sight of his purpose. The clarity of direction, the strength of mentorship, and the culture of collaboration created a runway for sustainable development.

What truly differentiates PropNex, however, is leadership presence during difficult seasons.

“When the market slows, the company doesn’t retreat, it shows up more.”

He recalls periods of uncertainty when leaders openly shared strategies, lessons, and recalibrations. Instead of silence, there was guidance. Instead of panic, there was perspective.

“That gave us clarity and confidence.”

It helped Nicholas make disciplined decisions instead of reactive ones. It also equipped him to guide his own team through change with steadiness.

Success at PropNex, he believes, is not built only for strong markets. It is designed to endure through cycles.

CHARACTER BEFORE RECOGNITION

Looking back, Nicholas reflects on what he would tell himself on his first day at PropNex.

“Leadership is built long before you feel ready for it.”

He would remind himself to focus on character before confidence, and consistency before recognition. There will be seasons of doubt, quiet progress, and unseen effort, but those are the very seasons that shape future leadership.

“Don’t compromise your values for speed.”

That principle has guided his growth. Success achieved without integrity is fragile. Success built patiently, with discipline and humility, is sustainable.

If he could sum it up in one line, it would be this: lead with integrity and patience, and you will one day be able to carry others forward with you.

ALIGNMENT OVER PERFECTION

Balancing leadership, family, and personal growth is an ongoing journey, not a formula.

“I don’t think balance means giving everything equal time. It means giving each portion what it truly needs.”

There have been seasons where leadership demanded more focus, and moments where family rightly came first, even if it slowed professional momentum.

“What keeps me grounded is remembering that success means very little if the people closest to you don’t get the best version of you.”

Nicholas views leadership as self-leadership first. Knowing when to push. Knowing when to pause. Knowing when to step back and grow.

He places strong emphasis on team culture, especially open communication. Issues should be addressed early, misunderstandings resolved quickly, and learning embraced collectively.

His advice to others striving for balance is simple yet profound:

“Stop chasing perfection and start chasing alignment.”

Build systems. Set boundaries. Accept that some days will not go perfectly. But if your values remain clear, you will always find your way back.



NIGEL LEE

CEA NO: R063275B



*EMPATHY
AS AN EDGE*



CONNECTING BEYOND COMPETITION

The real estate industry is a stage set for stiff competition. Every salesperson is capable in their own way, each bringing different strengths to the table.

Nigel Lee knows this well.

“Personally, I’m not a very competitive person,” he shares candidly. “I’m generally quite laid back.”

Yet in an environment driven by performance and pressure, Nigel has found his own advantage, not in aggression, but in intuition.

“What sets me apart is my ability to sense my clients’ pain points and motivations.”

Rather than focusing solely on tactics, Nigel pays close attention to the emotions and unspoken concerns behind every transaction. Buying or selling property is rarely just a financial decision. It often carries

stress, uncertainty, family considerations, and personal aspirations.

By identifying these deeper motivations, Nigel is able to navigate roadblocks more effectively. He understands not only what clients want, but why they want it.

Even though he is relatively young and may not have experienced as many life chapters as some senior salespersons, his ability to empathise bridges that gap.

“I may not have gone through everything they have,” he explains, “but I can put myself in their shoes.”

That empathy creates connection. And connection builds trust.

In a competitive industry, Nigel’s strength lies not in being the loudest voice in the room, but in being the one who truly listens.



LEADERSHIP THAT WALKS THE TALK

Nigel attributes much of his growth to the environment he chose early in his career.

“PropNex is the largest agency in Singapore,” he says. “The leadership here has vision, foresight, and tenacity.”

What struck him most was accessibility. Even as a brand-new salesperson, he found that the Chairman, CEO, and Chief Agency Officer were approachable, willing to converse openly without hierarchy.

“It genuinely feels like a large family.”

But beyond culture, what gives Nigel confidence is the example set from the top. Many of PropNex’s senior leaders and big team leaders remain active in personal sales. They face the same on-the-ground realities as newer salespersons.

That credibility matters. It signals that leadership is not detached from reality. Advice comes from current experience, not outdated theory.

“It gives us confidence that our leaders know exactly what they’re doing.”

Nigel also highlights PropNex’s signature mindset programmes as a differentiating factor. Programmes such as XBC have created visible breakthroughs among salespersons, even during challenging market conditions.

“I personally witnessed the growth of many individuals who multiply their sales several times after attending.”

These structured programmes, combined with strong leadership and evolving technology, create an ecosystem designed for growth.

“It all trickles down from the top,” Nigel reflects. “Everyone is walking the talk.”



TRUST THE PROCESS

If Nigel could speak to his younger self on his first day in PropNex, the message would be simple and honest.

“Trust the process. Trust the leaders. Have child-like faith that anything can happen.”

He recognises that the playing field in real estate can feel uneven. Experience gaps exist. Competition is intense. Results are never guaranteed.

Yet within the PropNex ecosystem, he believes salespersons are positioned strongly to succeed.

“I couldn’t have imagined becoming a Millionaire at 29, with less than five years of experience as a brand-new RES.”

That milestone is not something he takes lightly. It reinforces his belief that structured guidance, strong mentorship, and consistent effort can accelerate growth dramatically.

“And don’t be so lazy,” he laughs. “Stop sleeping till the afternoon.”

Behind the humour lies discipline. Trusting the process does not mean passive waiting. It means committing to consistent action, even when results are not immediate.

Nigel’s journey demonstrates that success does not always come from fierce competitiveness.

Sometimes, it comes from empathy.

From alignment with strong leadership.

And from trusting a system designed to help you grow.

Because in the end, real estate is not just about winning deals.

It is about understanding people, and believing that with the right platform, even a laid-back young salesperson can rise faster than he ever imagined.





NIZAM ADLI

CEA NO: R009461J



*FROM EFFORT
TO INTENT:
BUILDING
GROWTH WITH
PURPOSE*



THE TURNING POINT: WHEN HARD WORK WAS NO LONGER ENOUGH



For many top producers, the biggest breakthroughs don't come from external wins, but from internal realisation. For Nizam Adli, that moment arrived when he recognised that working harder alone was no longer the answer.

"There was a point where results slowed," Nizam recalls. "Instead of blaming the market or circumstances, I chose to look inward."

That honest self-reflection marked a defining turning point in his career. **Rather than pushing himself harder using the same methods, Nizam began reassessing the habits and approaches that had once driven his success, but were no longer serving his growth.**

"I had to unlearn before I could grow," he shares.

He became more structured and intentional, refining not just what he did, but why he did it. Transactions were no longer the focus. Instead, he committed to guiding clients through their long-term property journeys with clarity, purpose, and direction.

This shift reshaped his definition of success. It wasn't about speed or volume anymore, it was about relevance and impact. Over time, this mindset evolved into what is now known as the NeezaNizam approach to asset progression, a framework rooted in thoughtful planning, disciplined execution, and long-term outcomes.

That change didn't just improve results. It fundamentally transformed how Nizam viewed his role, as an advisor and guide, not just a producer.

STRUCTURE THAT SCALES WITHOUT LOSING THE HUMAN TOUCH

As his business evolved, Nizam recognised that sustainable growth required the right systems to support it. This is where PropNex's technology became a powerful enabler.

"The Investment Suite, in particular, has changed how I serve my clients," he explains.

On a day-to-day basis, the platform allows him to map out scenarios, compare options, and explain strategies in a clear, visual, and structured way. Complex decisions, often overwhelming for clients, become more digestible and grounded when supported by data and well-laid plans.

"Technology helps turn uncertainty into confidence," Nizam says.

Beyond advisory work, PropNex's CRM and marketing tools keep him organised and consistent. Follow-ups, engagement, and client journeys are structured rather than reactive, freeing up time and mental bandwidth.

"With the systems handling the backend, I can focus on what really matters—listening, advising, and mentoring."

For Nizam, technology is not about automation replacing relationships. It's about creating the structure needed to scale, while preserving the personal touch that builds trust.

LEADERSHIP THAT MULTIPLIES BELIEF

While personal milestones are meaningful, Nizam finds the deepest fulfilment in leadership and mentorship.

"The most rewarding part is seeing someone start believing in themselves again," he shares.

Over the years, he has watched individuals enter the industry unsure of their potential, only to later experience breakthroughs they once thought were out of reach. For Nizam, those moments matter more than any single transaction.

At NeezaNizam, mentorship goes beyond deal-making. The focus is on building confidence, discipline, and a long-term mindset, not just in career, but in asset progression and life planning.

"It's not just about closing deals," he says. "It's about helping people build stability and clarity for their future."

Whether it's seeing a team member grow in confidence, achieve income consistency, or make smarter long-term decisions for their family, Nizam views leadership as a responsibility to uplift others.

"Success feels most meaningful when it's shared and multiplied through others," he reflects.



REDEFINING SUCCESS THROUGH IMPACT

Nizam Adli's journey is a reminder that growth doesn't always come from doing more, it often comes from doing things differently.

By shifting from effort to intent, from transactions to journeys, and from individual wins to shared growth, he has built a business anchored in clarity, structure, and purpose.

As his journey continues, Nizam remains committed to refining his craft, guiding clients with conviction, and multiplying impact through those he leads. In doing so, he embodies a form of success that extends far beyond numbers, one rooted in progress, belief, and long-term value.

NORMAN KOH

CEA NO: R015193B



*VISION IS THE NEW
EDGE, TURNING
EFFORT INTO
STRUCTURED
GROWTH*



BUILT A SCALABLE, PURPOSE-DRIVEN REAL ESTATE BUSINESS



EFFORT ALONE DOES NOT CREATE BREAKTHROUGHS. VISION DOES.

In an industry driven by pace and performance, true distinction lies not in effort alone, but in clarity of the vision. For Norman Koh, success was not defined by how hard he worked, but by how precisely he understood where he was going.

“There was a period where I was putting in long hours,” he reflects, “but the outcomes simply didn’t match the effort.” It was a phase that challenged conventional thinking, revealing that effort without clear purpose often leads to diminishing returns. Instead of pushing harder, he chose to think differently.

That decision led him to fundamentally rethink his approach. **Norman rebuilt his business around structured systems and sharper strategic direction.** This included refining frameworks for data-driven pricing, designing more intentional client journeys, and developing scalable advisory systems across his team. **This marked the birth of RealEstateBlueprint (REB) Framework.**

What followed was not just improved performance, but a complete transformation in how his business operated - **with clarity replacing guesswork, and structure replacing uncertainty.** This shift didn’t just improve results, **it created alignment across his time, energy, and client experience.**

“Once I shifted from working harder to working with vision and purpose, everything changed. **With clarity came consistency, and with consistency came results.**” he shares.

Today, these frameworks are embedded within **NormanKohDistrict (NKD)**, where collective insights and on-the-ground experiences continue to refine and strengthen the system. From his team to the unwavering support of his wife and family, these pillars have anchored him through every stage of growth.

“My wife has always been a strong pillar of support, and my children remind me why the work we do matters.”



ELEVATING ADVISORY THROUGH LEVERAGING ON THE RIGHT TECHNOLOGY

In a market where decisions must be both fast and informed, leveraging on the right technology has become a defining advantage. For Norman, one of the most impactful tools in his workflow is PropNex Investment Suites, an integrated data platform that has transformed the way he engages clients.

Tasks that once required hours of manual research - analyzing market data, evaluating locations, filtering opportunities is now streamlined into a single, intelligent ecosystem that can now be completed within minutes.

"With both the data tools and ProMap built in, I can filter projects and units quickly based on key parameters." Norman shares. He is able to shortlist and refine property options with both speed and precision, allowing him to maintain a high level of in-depth analysis and improving work efficiency.

"In today's market where timing matters, the ability to present insights quickly is essential. **Clarity and speed now define how we advise today. Investment Suites allows me to deliver recommendations with confidence, grounded in structure.**"

Beyond personal efficiency, this clarity extends across NKD, empowering associates to adopt a consistent advisory framework to improve their performances. **To Norman and to everyone at NKD, high-level client advisory is defined by the ability to ensure every recommendation is grounded in data, structure, and conviction.**

LEAD WITH INTENTION: A MENTOR, A LEADER

As Norman's business gained clarity and consistency, more real estate salespersons began seeking his guidance. Not just on what to do, but how to think, and how to do it. Over time, mentorship became a natural extension of his journey, evolving from individual performance to leadership and impact.

LEADERSHIP BUILT ON THE 'WHY'

THE MOST IMPORTANT SHIFT IS NOT IN THE "HOW", BUT IN THE "WHY"

"I realised that real transformation happens when realtors understand their "why" behind what they do. When salespersons gain clarity, they can guide clients with conviction," he says.

Within NormanKohDistrict (NKD), mentorship is not centred on transactions alone, but on building a purpose-driven vision, long-term growth, and sustainable careers.

He recognises that growth rarely happens overnight. It often requires weeks or even months of consistent refinement. Yet witnessing a teammate break through after sustained effort is what makes leadership especially meaningful to him.

"You can see it when it clicks, their confidence shifts. Their results improve. Their entire approach elevates," he reflects.

BUILDING A LEGACY, GUIDED BY PURPOSE AND VISION

Norman's perspective is deeply shaped by life beyond business. **As a husband and father to three children, he defines success not just by numbers, but by balance, meaning, and long-term fulfilment.**

Family plays a central role in shaping how he leads. To him, success is not measured solely by transactions or production, but by the ability to build a meaningful career, a balanced life, with a lasting impact to the community he serves.

WHEN VISION LEADS, EVERYTHING ALIGNS

Maintaining personal balance remains essential in a demanding industry. Norman stays active through regular gym exercise and Muay Thai training, building both his physical endurance and mental resilience.

"The discipline required in the sport also mirrors the mindset needed in real estate. Resilience is something every realtor needs to keep progressing."

In a landscape where many pursue volume, Norman Koh represents a different approach. **One where vision defines leadership and structure enables scale. When clarity becomes the foundation of the vision, success is no longer unpredictable, it becomes repeatable.**

Ultimately, Norman believes success in real estate is not just about closing deals. It is about building systems, developing people and creating a community that grows together.



ONG BENG YEW

CEA NO: R0637471



*ENGINEERING
ATTENTION IN
A CROWDED
MARKET*



SCALE, SPEED, AND SOCIAL REACH

In a highly competitive property landscape, standing out is no longer optional. For Ong Beng Yew, differentiation is not about louder marketing, it is about smarter exposure.

“What sets Beng Yew Division apart is our ability to consistently replicate high-viral property content at scale,” he shares.

BYD has built a system where every salesperson is trained not just to transact, but to attract. Beyond traditional marketing channels such as PropertyGuru, the division leverages short-form social media content to generate strong organic reach, a strategy that multiplies exposure far beyond portal listings alone.

“We are the only team within PropNex where every salesperson is trained to generate strong organic reach consistently,” Beng Yew explains.

In a maturing Singapore property market, buyer pools are no longer limitless. Visibility directly impacts velocity. By combining viral short-form videos with structured portal marketing, BYD ensures that sellers access an additional stream of potential buyers, many of whom may not be actively browsing property portals.

The result? Faster traction. More enquiries. Stronger buyer competition. Better price outcomes.

“Exposure today is leverage,” he says. “And leverage translates into better results for our clients.”

By systemising content creation and making it repeatable across the team, BYD has transformed what is typically a personal skill into a scalable division strength. For clients, that means they are not relying on luck, they are backed by a marketing engine built for reach.

THE PLATFORM THAT AMPLIFIES PERFORMANCE



For Beng Yew, joining PropNex was not just a career move, it was a strategic decision.

“There is honestly no real alternative to PropNex in the current market,” he states candidly.

Having previously been with a boutique agency, he experienced first-hand the limitations that come with operating outside market leadership. One of the biggest challenges was negotiation leverage. Without scale and brand dominance, commanding authority in high-stakes deals required significantly more effort.

“At a smaller agency, it was much harder to be taken seriously in negotiations,” he reflects.

At PropNex, the difference is immediate. Market leadership carries weight. Brand recognition builds confidence. Collective scale strengthens positioning.

But beyond brand strength, what stands out to Beng Yew is execution.

“The leadership is visionary and hands-on. The technology is clean and efficient. The marketing team builds strong personal brands for salespersons.”

Even during more challenging market cycles, these fundamentals create stability. Salespersons are not left scrambling, they are equipped.

From robust digital tools to professional brand-building support, PropNex provides the ecosystem that allows salespersons to scale sustainably rather than reactively.

“Even when the market tightens, you still feel empowered to perform,” he says. “It genuinely feels good to work here.”

For BYD, this platform becomes a multiplier. Strong content systems backed by the industry’s leading agency creates both credibility and competitive edge.

BUILT ON THE RIGHT FOUNDATIONS

While marketing systems and platform strength drive performance, Beng Yew is clear about one thing, that long-term success is not built on business alone.

“If I could speak to myself on my first day at PropNex,” he says thoughtfully, “I would tell myself to prioritise building a stable and supportive partnership in life.”

Behind the division’s growth and achievements is a strong family foundation. For Beng Yew, that stability is not separate from his business, it sustains it.

“A large part of my growth and success is built on having a supportive partner and family. Their belief gives me the confidence to focus fully on building the business and leading the team.”

Real estate is demanding. It requires long hours, high emotional resilience, and consistent output. Without the right support system, burnout is inevitable.

“Sustainable success is not just about hard work. It’s about having the right people behind you.”

That perspective shapes how he leads BYD today. Performance matters, but so does stability, partnership, and long-term thinking.



OSCAR TSUI

CEA NO: R066967H

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*FAST. ANALYTICAL.
CLIENT-CENTRIC —
A NEW BREED OF
REALTOR.*



A COMPETITIVE EDGE BUILT ON SPEED, ANALYSIS & HEART

In a market as competitive as real estate, standing out is no easy feat. But Oscar Tsui has carved out a distinct position for himself by blending razor-sharp analytical ability with relentless responsiveness and a deeply client-centric mindset.

“Real estate has no one-size-fits-all,” Oscar explains. “Some clients want investment, others want own-stay. My job is to understand both the person and the market, then deliver the best solution with speed and precision.”

Where many salespersons rely on surface knowledge, Oscar stands out for his efficiency and numerical agility. He processes numbers fast, evaluates scenarios quickly, and translates complex information into simple, confident insights that clients can act on.

Behind this ability is discipline. Oscar learns around the clock. He stays updated, analyses trends constantly, and treats responsiveness as a non-negotiable part of his brand.

“Being fast with numbers, learning 24/7 and responding quickly, that’s my competitive edge,” he says.

Clients feel this immediately. Whether they are comparing units, evaluating risk, or weighing long-term potential, Oscar ensures that every recommendation is grounded in facts, tailored to their needs, and delivered with clarity they can trust.

And in a market full of noise, that clarity becomes a powerful differentiator.

THE PROPnex ECOSYSTEM: TURNING COMPLEXITY INTO CONFIDENCE

For Oscar, PropNex's strength lies in its digital ecosystem, especially the tool that has become the backbone of his advisory: Investment Suite.

To him, it is nothing short of revolutionary.

"Investment Suite is the best thing invented. I can pull any data in literally less than five seconds," Oscar says with unmistakable appreciation.

He recalls a high-quantum client from 2025, a buyer looking for investment opportunities in District 9, an area saturated with choices. She had already consulted several salespersons but remained uncertain, overwhelmed by the number of options and unsure how to differentiate one property from another.

"D09 is filled with condos," Oscar shares. "It's difficult to pinpoint which unit is better, or even slightly better, without diving deep into trends."

But with Investment Suite, Oscar turned complexity into clarity. Within seconds, he compared price movements, trend lines, and investment indicators across multiple developments. He highlighted the exact factors that signalled a stronger investment opportunity and broke down the reasoning with precision.

The results were transformative. For the first time, his client felt clear and confident enough to make a decision within weeks.

"I'm very grateful," Oscar reflects. "Tools like Investment Suite don't just help me. They empower clients to feel secure and informed."

PropNex's tech isn't just data. It is direction and Oscar uses it to deliver guidance with speed, accuracy and authority.



ADVICE TO HIS YOUNGER SELF: TRUST THE PROCESS, MASTER THE CRAFT

Looking back at his early days in PropNex, Oscar knows exactly what he would tell his younger self.

"Stay humble, continue learning and trust the process. Results will fall naturally in place."

In an industry where uncertainty is constant and competition is fierce, Oscar believes the key is to build an unshakable foundation, deep product knowledge, constant self-improvement and unwavering belief in the solutions you recommend.

"You need to be 99.9% sure of the market and the product before asking buyers to commit," he says firmly.

It is advice born not from theory, but from experience. Oscar has seen first-hand how confidence grounded in knowledge builds trust, and how discipline in learning accelerates every stage of growth.

Humility keeps him teachable. Learning keeps him sharp. And trusting the process keeps him moving forward.



Stay humble, continue learning and trust the process. Results will fall naturally in place

A FUTURE BUILT ON SPEED, INSIGHT & CONSISTENCY

Oscar represents a new generation of PropNex realtors, data-savvy, fast-moving, and deeply committed to client clarity. His analytical strength allows him to uncover insights others miss, while his responsiveness ensures that clients feel supported every step of the way.

With PropNex's ecosystem behind him and a mindset built on humility and constant learning, Oscar is poised to rise even further, not just as a top producer, but as a trusted strategist in an increasingly complex market.

PAUL FAM

CEA NO: R007736H



*WHEN SUCCESS
MATURES INTO
MEANING*



FROM SELF-VALIDATION TO SERVING OTHERS

By the time Paul Fam received his fourth Millionaire Award, success no longer meant what it once did.

“Early on, it was about proving that I could make it,” he reflects. “Today, it’s about meaning.”

Years in the industry have given Paul perspective. The milestones still matter, but what drives him now is people, the privilege of walking alongside clients during some of the most important decisions of their lives. From first-time homeowners taking their first step, to families upgrading for their children, to clients planning carefully for the next chapter of life, Paul understands the

weight of trust that comes with each conversation.

“Being trusted in those moments is something I never take lightly,” he shares.

That sense of responsibility has reshaped how Paul defines success. Rather than chasing individual milestones, he now focuses on building a business that is balanced, sustainable, and anchored in long-term value.

For Paul, the next chapter at PropNex is about structure and longevity, creating systems that allow the business to run smoothly, so he can spend more time mentoring, thinking strategically, and giving back to the people around him.

“If my experience can shorten someone else’s learning curve and help them avoid costly mistakes,” he says, “that’s far more fulfilling than any individual award.”



WHERE TECHNOLOGY SUPPORTS, NOT REPLACES, HUMAN CONNECTION



Despite the growing role of data and digital tools in real estate, Paul believes one truth remains constant.

“Clients don’t remember how much data you show them,” he says. “They remember how you made them feel.”

At the heart of his practice is listening. Paul takes time to understand a client’s fears, hopes, and family circumstances, because meaningful advice cannot be one-size-fits-all. That personal connection is what builds trust, and trust is what sustains relationships beyond a single transaction.

At the same time, Paul embraces technology as an enabler. PropNex’s digital tools help him stay organised, consistent, and attentive. Data brings clarity and confidence to his recommendations, while structured systems ensure no client is rushed, overlooked, or forgotten.

“By letting technology handle the backend, I’m able to be fully present in conversations,” he explains.

This balance allows Paul to scale without losing the human touch. Clients feel guided and supported, not processed, and many continue to seek his advice long after their transactions are completed.

STEADINESS IN A CHANGING MARKET

Having experienced multiple market cycles, Paul has learned that staying calm often matters more than trying to predict every turn.

“I’ve realised that grounding yourself is more important than reacting to noise,” he shares.

Paul stays ahead by remaining well-informed, studying market data, understanding policy changes, and paying close attention to what buyers and sellers are actually saying on the ground. Often, the most valuable insights don’t come from headlines, but from everyday conversations.

Throughout these cycles, PropNex has been a steady anchor. Timely research, regular sharing sessions, and leadership guidance have helped Paul maintain clarity, especially during uncertain periods.

“Knowing I have access to reliable insights allows me to guide clients with confidence,” he says. “Even when the market feels noisy.”

That consistency, both personal and organisational, is a key reason Paul has been able to perform steadily over the years, rather than chasing short-term wins.



RACHEL TAN

CEA NO: R011169H

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*WHERE JUDGMENT
MEETS
RESPONSIBILITY*



THINKING BEYOND THE TRANSACTION

Rachel Tan does not measure her work by the number of transactions closed, but by the depth of thought and care behind each one.

“What sets me apart is not volume. It’s how deeply I think and care for the people behind each decision.”

To Rachel, trust is never built through speed. It is built through sound judgment, integrity, and consistency over time.

Coming from a legal background, she entered real estate with a different lens. Her instinct was not to sell, but to safeguard.

“I didn’t step into this profession simply to sell homes. I stepped in to protect people’s interests.”

Property decisions are rarely isolated events. They shape family stability, cash flow, inheritance structures, and at times, even future disputes. Because of this, Rachel’s advisory process goes beyond opportunity. She walks clients through risk exposure, market cycles, regulatory shifts,

and the “what-ifs” before any commitment is made.

Her conversations are structured, deliberate, and transparent.

“Sometimes, advising against a deal is the most responsible advice.”

Ironically, it is this restraint that strengthens trust. Over time, that trust has evolved into repeat engagements, referrals, and families who have worked with her across generations.

Awards may mark milestones, but what humbles Rachel most are moments of quiet confidence from her clients.

“When someone says, ‘We trust you. Just tell us what the next step should be,’ that means everything.”

Because when trust is established at that level, decisions become grounded. Conversations become candid. Outcomes become sustainable.



BUILT TO ENDURE THROUGH EVERY CYCLE



Rachel believes that thriving in real estate requires more than ambition, it requires infrastructure.

“PropNex stands out because it is built to last.”

To her, the company offers more than digital platforms and marketing resources. It creates an ecosystem that supports salespersons operationally, professionally, and even emotionally.

Continuous training, active leadership engagement, and a culture of mentorship encourage salespersons to treat real estate as a long-term profession rather than a short-term pursuit.

“Even after decades in the industry, I continue learning.”

That mindset is reinforced especially during challenging periods. Market downturns, policy shifts, and regulatory adjustments demand clarity from advisors. Clients seek facts, not speculation.

Rachel points to PropNex’s structured research briefings and interpretation of new regulations as a key strength.

“When policies change, PropNex takes the time to interpret and explain them clearly before salespersons speak to clients.”

That preparation builds confidence and credibility. It ensures that advisory conversations are grounded in facts rather than assumptions.

For Rachel, resilience comes not from reacting faster than others, but from being better prepared.

“PropNex doesn’t just help salespersons perform when markets are strong. It helps them remain trusted and relevant when markets are uncertain.”

That stability allows salespersons like Rachel to guide clients calmly, regardless of the external environment.

CLARITY OVER PERFECT BALANCE

Balancing leadership, family, and personal growth is not about symmetry.

“I don’t believe in perfect balance. I believe in clarity of priorities across different seasons.”

There are seasons when leadership demands more attention. Others when family must come first. Attempting to divide energy equally at all times often leads to burnout and shallow presence.

Rachel practices intentional compartmentalisation.

“When I work, I’m fully focused. When I’m with family, I try to be truly present.”

Personal growth, she adds, does not always require dramatic shifts. It often happens quietly, through steady learning, reflection, and discipline.

Her advice to others is measured and practical:

“Define success for yourself, without comparison.”

Sustainable progress, she believes, comes from understanding when to push forward, when to pause, and when to say no.

If values remain clear and people remain cared for, results tend to follow naturally.

A PRACTICE BUILT ON RESPONSIBILITY

Rachel Tan’s journey reflects a deliberate philosophy: think deeply, act responsibly, and serve for the long term.

Her legal foundation sharpened her ability to assess risk. Her years in practice refined her judgment. And her commitment to integrity sustains the trust she has built.



RODNEY TAN

CEA NO: R061564E



*STEWARDSHIP
BEFORE SUCCESS*



In a highly competitive real estate industry, Rodney Tan does not believe that knowledge or results alone are what truly differentiate a top professional. Many salespersons are capable and hardworking. What sets Rodney apart is how he approaches stewardship, long-term outcomes, and people.

“For me, this career has never been just about closing transactions,” Rodney reflects. “It’s about being entrusted with one of the most significant decisions in a person’s life.”

That belief is not merely professional, it is personal. Rodney’s faith plays a central role in shaping how he serves clients, leads his team, and measures success. Guided by the verse Colossians 3:23–24, he approaches his work with a clear conviction: every client relationship carries responsibility, not entitlement.

This perspective keeps him grounded, especially when ethical choices come at a short-term cost. “I’m willing to advise clients not to buy or sell if the timing or strategy doesn’t align with their long-term goals,” he says. “Pressure and hype have no place in decisions that affect someone’s future.”

CLARITY OVER TRANSACTIONS

Practically, Rodney’s advisory process begins long before any property discussion. He invests significant time understanding a client’s life stage, risk appetite, and objectives before recommending options. This clarity allows him to design strategies that are intentional rather than transactional.

“I don’t chase every deal,” he explains. **“I focus on helping clients make decisions they can look back on years later and confidently say, ‘That was the right move and the right salesperson.’”**

Another defining aspect of Rodney’s practice is his team-based approach. He does not operate as a one-man show. Supported by strong systems within PropNex and the JNA ecosystem, Rodney works closely with his direct team and RTA to ensure clients receive well-rounded, consistent support.

From market analysis using tools like the PropNex Investment Suite, to strategic insights from the JNA Investment Team, through to execution and post-transaction care, the structure reduces blind spots and enhances decision quality.

He also places a strong emphasis on continuous improvement. Mentors such as Jervis and Chris have played a key role in challenging his thinking and refining his perspective, and Rodney carries that same discipline into how he leads, ensuring his team evolves alongside the market.

WHY PROPnex MAKES THE DIFFERENCE

Rodney believes PropNex stands out not simply as a platform, but as an ecosystem built on collaboration and responsiveness.

“What I appreciate most is how colleagues show up for one another in very practical ways,” he shares. **“There’s an openness and willingness to help, whether it’s operational support, coordination, or simply getting things done efficiently.”**

As a project tagger, this culture has been especially meaningful. The readiness of colleagues to step in allows Rodney to focus on strategy and client advisory, rather than being slowed by operational bottlenecks.

PropNex’s diversity of talent is another strength. With teams and leaders operating in different areas of excellence, salespersons are empowered to play to their strengths. For Rodney, that strength lies in strategic insight and investment analysis, while the broader ecosystem enables seamless execution through strong systems and support.

Equally important is the leadership culture. Leaders within PropNex and JNA are accessible and invested in long-term development, not just short-term production. During challenging market conditions, this guidance provides stability and direction, helping salespersons stay disciplined rather than reactive.

Coupled with robust, data-driven tools such as the PropNex Investment Suite, Rodney is able to translate insights into clear, objective advice even in uncertain markets.

A MESSAGE TO HIS YOUNGER SELF

If Rodney could speak to himself on his very first day at PropNex, his message would be simple, but deeply personal.

“You are more capable than you think,” he would say. “But your value is not defined by how loudly you speak, how fast you succeed, or how much you feel you need to prove.”

Growing up with a cleft palate, Rodney spent much of his life compensating, working harder, achieving more, and constantly striving to stay ahead so he would not be seen as less capable. That mindset followed him into his early career, where he believed success would eventually silence his insecurities.

Instead, he learned a harder truth: external achievements alone could never resolve an internal struggle.

Over time, what he once saw as a limitation became a source of empathy and conviction, allowing him to lead with greater depth, patience, and purpose. Leadership, he learned, is not about being the loudest voice in the room, but about being faithful with what one has been entrusted with.



SUCCESS, RE-ANCHORED

Today, Rodney sees balance not as a perfected formula, but as a daily discipline. Leadership, family, and personal growth require constant recalibration, and faith remains the anchor that keeps everything aligned.

Rodney credits his wife as his constant anchor, providing unwavering support through seasons of pressure and growth. Without a strong family foundation, he believes no level of professional success would be sustainable or meaningful.

He is equally grateful for his team and the leadership within JNA, who have challenged him, held him accountable, and walked alongside him through different seasons. “Leadership can be lonely,” he admits, “but it doesn’t have to be isolating when you’re surrounded by the right people.”



BEYOND THE TITLE

To those striving to balance ambition with life, Rodney offers simple but grounded advice: do not sacrifice what matters most for what feels most urgent. Build systems. Build people. Build your inner life with the same intentionality as your business.

“Growth isn’t just about climbing higher,” he says. “It’s about becoming deeper.”

Being a PropNex Millionaire is an achievement Rodney is grateful for, but it is not the finish line. For him, success is ultimately measured by faithfulness, integrity, and the lives entrusted to his care.



SAMUEL SIM

CEA NO: R066389B



*SYSTEMISING
SUCCESS,
MULTIPLYING
IMPACT*



DRAWN TO DIRECTION

Before he ever became a salesperson, Samuel Sim was already paying attention.

“I used to listen to property content from different agencies,” he recalls. “PropNex was always more forward-looking.”

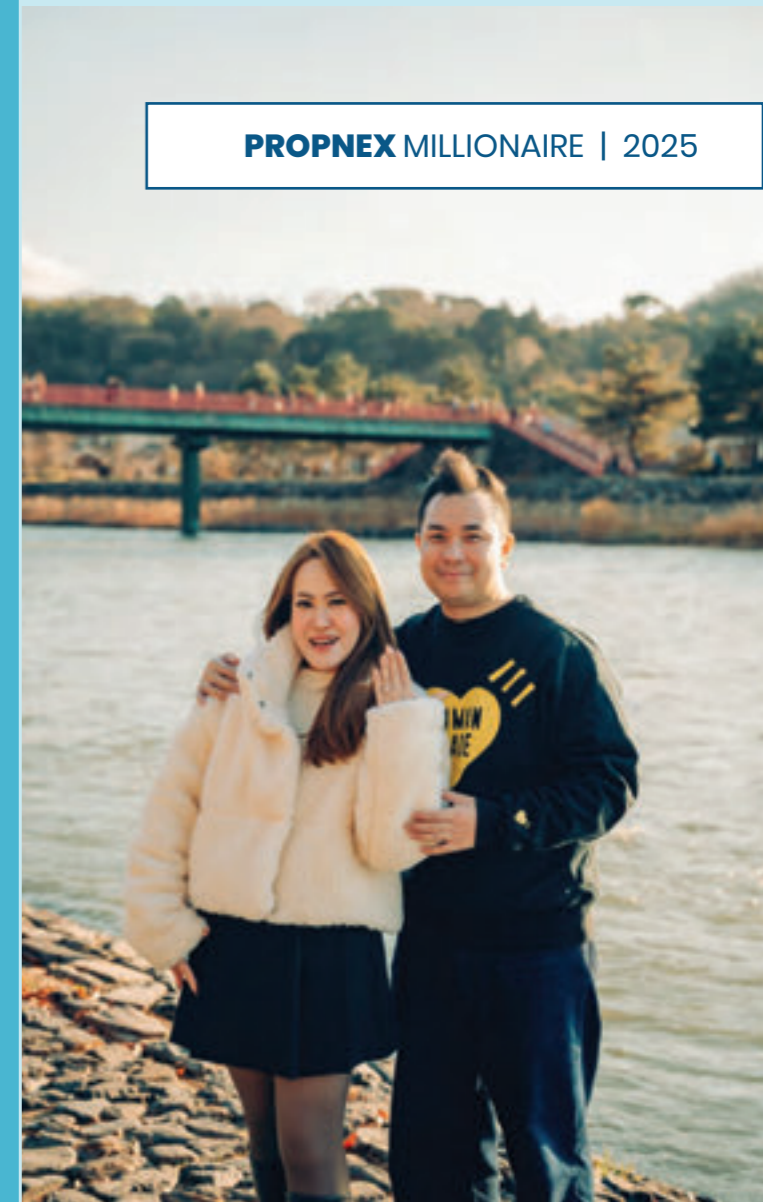
What first drew him to join PropNex was clarity, clarity of direction, messaging, and strategy. The company’s annual and quarterly roadmaps made it easier for salespersons to instantly catch market sentiment and respond accordingly.

“The company direction is very clear every single year, every single quarter,” Samuel explains. “It helps salespersons know how to approach the market and consumers without guessing.”

He was particularly impressed by PropNex’s foresight, its ability to anticipate policy shifts, demand cycles, and consumer behaviour ahead of time. That predictive approach aligned with his own aspiration: to be the kind of advisor who places clients one step ahead of the game.

“I wanted to be that somebody who could prepare clients in advance,” he says. “Not react when it’s too late.”

Joining PropNex gave him the structure and ecosystem to do exactly that.



FROM FEAR TO FRAMEWORK

Like many new salespersons, Samuel's early challenge was not technical skill, it was psychological.

"There was a fear of meeting new leads," he admits. "Because everyone wants something different."

Without structure, every appointment felt unpredictable. Different objections, different expectations, different concerns. It was overwhelming.

The turning point came when he decided to stop improvising and start systemising.

With the support of his team's presentation resources, covering topics from market sentiment updates to private property selection frameworks and asset progression strategies, Samuel built a structured appointment flow.

"I made sure every client would go through the same fundamental flow," he explains.

Not identical scripts, because every client is different, but a consistent structure. Every appointment would end with at least one empowering presentation that gave clients clarity and confidence before they left.

"When clients feel empowered, they trust you," he says. "And when they trust you, they want to work with you."

This system removed uncertainty from his own mindset. Instead of fearing what clients might ask, he knew he had a framework to guide the conversation.

"Certain fundamentals don't change," Samuel reflects. "Once you lock those in, everything becomes easier."

That shift, from reacting to structuring, transformed not only his confidence, but his consistency.



THE POWER OF REAL-TIME PROOF

If there is one tool Samuel credits as a game changer, it is the PropNex Investment Suite.

"This is the ultimate app," he says confidently.

With real-time transaction data, investment analysis tools, and ProMap functionality, he can narrow down listings within seconds and present live comparisons to clients on the spot.

"It allows clients to SEE for themselves," he emphasises. "Not just me talking without any evidence."

For example, when advising clients about newer condominiums in low-supply areas, Samuel can instantly use ProMap to filter properties by age, identify the limited number of listings available, and show average pricing trends in real time.

"Within minutes, clients understand the big picture."

Instead of abstract explanations about supply and demand, he demonstrates the imbalance visually. That clarity accelerates decision-making.

"It becomes very easy to pitch from a demand-versus-supply angle," he explains. "Because the data is right there."

The Investment Suite empowers him to customise presentations dynamically. Whether discussing entry timing, comparative value, or long-term appreciation potential, the evidence supports the narrative.

It shortens the distance between insight and conviction.

REPLICATING THE BLUEPRINT

Three years ago, Samuel entered the industry with no prior experience, no awards, and no established reputation. Today, he reflects on how far he has come, and what truly fulfils him now.

"Personally, I'm quite happy with what I've achieved," he says. "But there's only so much satisfaction you get from working on yourself."

Growth can feel repetitive when it is only personal. The deeper fulfilment now lies in guiding others.

He remembers clearly what it felt like to be a new RES, motivated, hopeful, yet uncertain.

"It's quite sad to see some people give up because they think it cannot be done."

Having figured out the blueprint from zero to producer, Samuel feels a responsibility to pass it on.

"I want to shortcut their path to success," he says.

When associates tell him that his guidance helped them close their first deal, overcome objections, or regain confidence, it carries meaning beyond numbers.

"That kind of gratitude, knowing you extended someone's longevity in this business, is very powerful."

It mirrors the gratitude he feels toward his own mentor. And now, he wants serious salespersons who are willing to trust the process to benefit from his blueprint.

"These are the new ways of doing things," he says. "If it worked for me, it can be duplicated."

For Samuel Sim, success is no longer just about production. It is about systemising performance and multiplying impact. Because the true breakthrough is not when you figure it out for yourself. It is when you help others see the light at the end of the tunnel, and walk toward it with confidence.

SARAH X

CEA NO: R067809C



*HOMES FOR EVERY SEASON,
MIRACLES FOR THE GENERATIONS*



WHEN REAL ESTATE BECAME PERSONAL



For Sarah X, real estate was never just about property.

Her biggest turning point came not from a market shift or a sales milestone, but from a deeply personal realisation, one shaped by motherhood, responsibility, and lived experience.

“As a mother of four, I saw firsthand how the right home could create space for growth, healing, and togetherness,” Sarah shares. “And how the wrong decision could quietly create strain.”

That awareness changed everything.

She stopped chasing transactions and began asking different questions. Not just Can my client buy this? but Should they? Not just What works now? but What still works years from today?

That shift reshaped her entire practice.

Rather than focusing on short-term wins, Sarah began building a business centred on stewardship, timing, and long-term clarity. This philosophy eventually gave birth to Miracle Homes, guided by one simple but powerful belief: Homes for Every Season, Miracles for the Generations.

Today, Sarah’s work is rooted in helping families make decisions that support not just their present needs, but the seasons they have yet to enter, children growing up, parents ageing, life evolving in ways that cannot always be predicted.

“Real estate decisions echo for years,” she reflects. “When done thoughtfully, they create stability, flexibility, and peace for generations.”

CLARITY IN EMOTIONAL MOMENTS

Few decisions are as emotionally charged as buying or selling a home. Sarah understands this deeply, which is why she believes that compassion must be paired with clarity.

“Being a family builder means helping clients make decisions that will still make sense years from now,” she explains.

This is where PropNex’s digital ecosystem plays a critical role in her advisory work.

Sarah relies on PropNex’s internal transaction records, pricing analytics, and market intelligence to assess timing, risk, and opportunity for each family’s unique situation. These tools allow her to ground emotional conversations in facts, especially during life-defining transitions such as upgrading, right-sizing, or selling a long-held family home.

“Data brings peace to emotional decisions,” she says. “And peace leads to better long-term outcomes for families.”

Rather than overwhelming clients with numbers, Sarah uses data as an anchor, helping families move from fear to clarity, and from uncertainty to confident decision-making.

When information is presented thoughtfully and paired with genuine care, clients are empowered not just to act, but to act wisely.

For Sarah, technology is not about speed or scale. It is about responsibility, ensuring that every recommendation is rooted in truth, foresight, and the best interests of the family she is serving.



LEADERSHIP THAT PROTECTS WHAT MATTERS MOST

As a leader and mentor, Sarah carries the same philosophy into how she builds her team.

“What I find most rewarding is helping people build businesses that build their families, rather than businesses that compromise family life,” she shares.

In an industry where success is often measured by volume and velocity, Sarah intentionally models a different path, one defined by sustainability, clarity, and purpose.

She mentors her team to grow with boundaries, not burnout. To pursue excellence without sacrificing presence. To recognize that professional success should support life, not consume it.

“When someone realises they don’t have to choose between being great at work and being present for the people who matter most, that’s a powerful breakthrough,” she says.

To Sarah, leadership is stewardship.

It is about guiding people to build careers that serve every season of life, not just their peak earning years. It is about helping others define success beyond numbers, and measure it by what their business allows them to protect, nurture, and grow at home.



A LEGACY BEYOND PROPERTY

Sarah X’s journey is a reminder that real estate, when practiced with intention, can be a force for stability, healing, and generational impact.

She does not simply help families buy and sell homes. She walks with them through life-defining seasons, offering clarity when emotions run high and foresight when decisions feel overwhelming.

“Success isn’t just what you build in business,” Sarah reflects. “It’s what your business allows you to build at home.”

In a fast-moving industry, Sarah stands steady, guided by purpose, supported by data, and anchored in the belief that when homes are chosen wisely, they can become miracles that last for generations.

SEAN CHUA

CEA NO: R064675D

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*DISCIPLINE IN
ACTION,
LEADERSHIP
BY EXAMPLE*



LIVING THE STRATEGY BEFORE TEACHING IT

In an industry filled with advice, Sean Chua believes credibility must be earned through action.

“What sets me apart is discipline, integrity, and consistency,” he shares. “And most importantly, leading by example.”

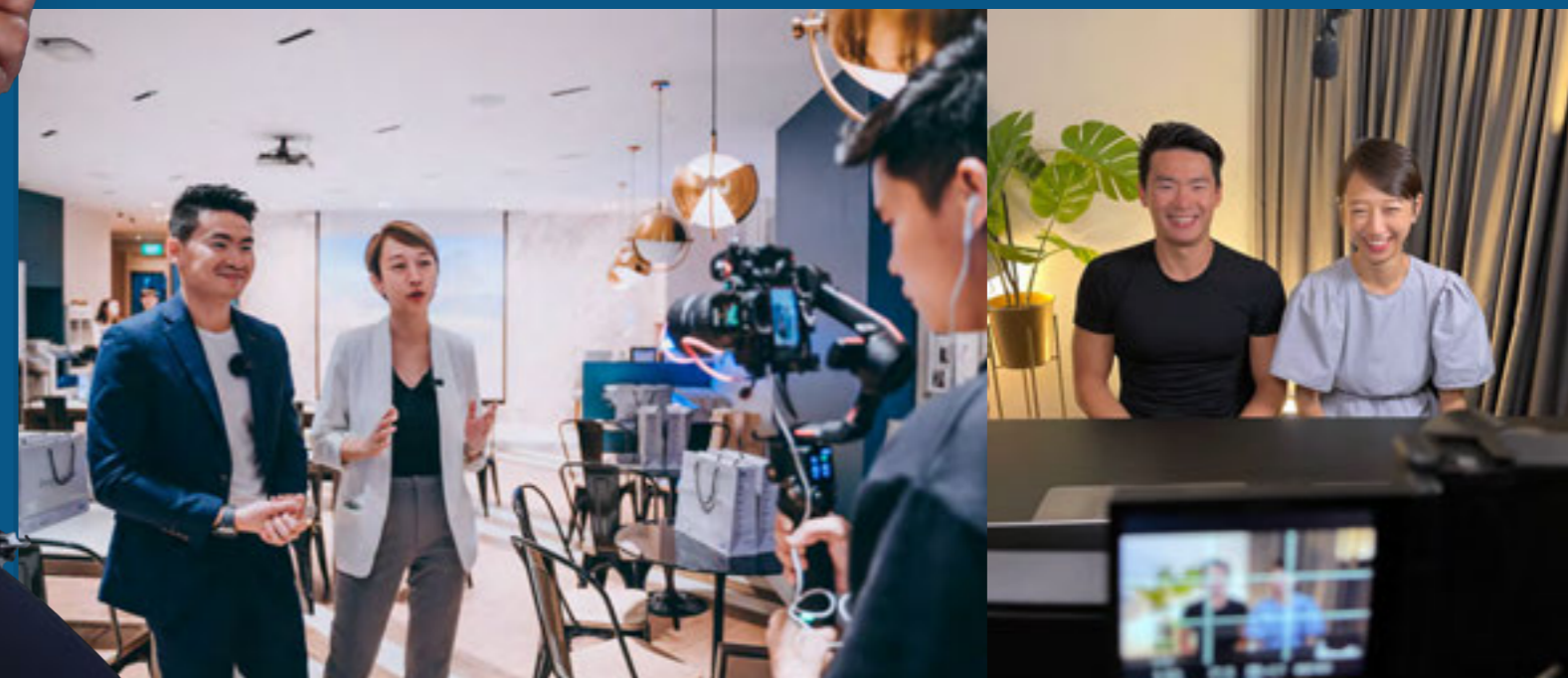
In just five years, Sean and his wife Eve upgraded from a three-room HDB flat to owning two freehold landed properties. There was no inheritance, no shortcuts, and no reliance on luck. The journey was built on disciplined strategies, clear decision-making, and long-term planning, the very principles Sean now uses to guide his clients.

For Sean, this lived experience matters.

“If I’m advising clients on upgrading, wealth growth, or strategic property moves, it’s because I’ve personally walked the journey,” he explains. “I don’t recommend theories. I share what has been tested.”

This approach gives clients confidence. They are not just receiving advice from a salesperson, but guidance from someone who has applied the same frameworks in his own life. Sean’s role is not to persuade, but to clarify, helping clients make decisions with confidence, grounded in real-world outcomes.

Clients don’t just get a salesperson. They get a disciplined advisor who leads with credibility and consistency, regardless of market conditions.



A PLATFORM BUILT ON PRINCIPLES

Behind Sean's steady growth is an environment that reinforces professionalism and long-term thinking.

At PropNex, what stands out to him is not just the scale of the organisation, but the structure and principles that shape how salespersons operate, especially in challenging times.

From the start, new salespersons are given a strong foundation. Training goes beyond technical skills to include ethics, professionalism, and sustainability. The emphasis is not on quick wins, but on building careers that last.

Leadership plays a crucial role in this. Sean points to decisions driven by leaders such as Kelvin Fong and Ismail Gafoor, initiatives that elevate both salespersons and industry standards. One example that left a strong impression was the implementation of a minimum 2% commission for sales.

"This wasn't just about protecting salespersons," Sean explains. "It protected service standards and prevented a race to the bottom."

By setting clear boundaries, the industry was encouraged to focus on quality, professionalism, and long-term value, benefiting not just salespersons, but clients as well.

"When the environment is strong and principled, salespersons perform better," Sean says. "That's why PropNex remains resilient in both good and challenging markets."



ALIGNMENT OVER BALANCE

Balancing leadership, family, and personal growth is often described as a juggling act. Sean sees it differently.

"There's no perfect balance," he reflects. "Only alignment and discipline."

His schedule is full, but consistency brings clarity. What grounds him is alignment with his spouse, a strong commitment to health, and the decision to stay true to his values rather than conform to industry expectations.

Sean believes growth is intentional. It doesn't come from convenience, but from deliberate choices made daily, how time is spent, what is prioritised, and what standards are upheld.

His advice to others is simple, yet powerful:

"Stop chasing balance. Build capacity."

When values, priorities, and actions are aligned, success is no longer about having more time. It becomes about using time with purpose.



My approach has always been guided by discipline, integrity, and consistency, and most importantly, leading by example.



SEAN LEE

CEA NO: R065799F



*BUILT ON
SYSTEMS,
POWERED BY
SHARING*



STARTING STRONG, GROWING RIGHT

When Sean Lee entered the real estate industry in 2022, his choice was clear.

“PropNex was the very first company I joined when I started my real estate career, and it has been home ever since.”

What drew him in was more than just scale. It was the culture, a combination of strong leadership, constant encouragement, and a robust support system that gave new salespersons clarity from day one.

“From the beginning, PropNex’s technology and systems helped me position myself not just as a salesperson, but as a trusted property consultant.”

That distinction mattered.

Instead of relying purely on persuasion, Sean leaned into structure. He began mastering the tools and frameworks available within the company, ensuring every client conversation was guided by clarity, not guesswork.

His breakthrough came when he truly understood how to leverage PropNex’s digital ecosystem.

“When the tech tools are combined with advisory training and clear property concepts, you’re able to

consistently add value and communicate insights effectively to clients.”

Over the years, Sean’s development extended beyond tools. Programmes such as XBC, AST, and PWS sharpened his thinking, strengthened his discipline, and deepened his professionalism.

“These programmes equipped me with additional skill sets and moulded me into a more confident and structured consultant.”

For Sean, success was never accidental. It was built through a deliberate combination of mindset, systems, and consistent execution.



TURNING DATA INTO DECISIVE ACTION

For Sean, the PropNex Investment Suite has been the most impactful tool in his business.

“It allows me to conduct live analysis together with my clients, so discussions become data-driven, transparent, and easy to understand.”

Rather than presenting static slides, Sean walks clients through real-time data. They see trends, performance indicators, and comparisons unfold in front of them. This transforms conversations from opinion-based to evidence-based.

Within the Investment Suite, his most frequently used function is ProTrend.

“It clearly highlights which developments are worth focusing on based on performance indicators.”

This becomes especially valuable in the resale market, where options are plentiful and clients can easily feel overwhelmed.

By mastering ProTrend, Sean is able to narrow choices efficiently, highlight opportunities clearly, and move clients toward confident decisions, particularly when timing is critical.

“When a good opportunity comes up, swift action is needed. The right tools allow us to move with conviction.”

For Sean, technology does not replace advisory. It strengthens it. It ensures every recommendation is supported by transparent data, building both trust and momentum.



A CULTURE OF SHARING, A CYCLE OF GROWTH

While Sean takes pride in personal growth, what drives him most is multiplication.

“I strongly believe in a culture of sharing.”

Mentorship is not an afterthought in his journey, it is a core principle. Being able to pass on knowledge and see others apply it successfully brings him genuine fulfillment.

“When they close a deal or experience a breakthrough, it feels as rewarding as if I had closed the deal myself.”

But sharing, he believes, is not one-directional.

“The greatest beneficiary of this culture is actually myself.”

Teaching forces clarity. Explaining frameworks demands refinement. Mentoring others pushes him to sharpen his own presentation and advisory skills continuously.

It becomes a virtuous cycle, the more he shares, the more he grows.

Sean’s vision is to build a team where this culture of sharing is deeply embedded. A team where systems are duplicated, breakthroughs are multiplied, and growth is sustainable.

“As we grow and expand together, we can win collectively over the long term.”

LOOKING AHEAD

Sean Lee’s journey is a testament to what can happen when strong systems meet strong intent.

With PropNex’s ecosystem supporting him and a sharing culture guiding him, he continues to build not just transactions, but a platform for long-term success.



SENG SHIRLEY

CEA NO: R024448E

“
*PRECISION
POWERED BY
PURPOSE*”



CHOOSING PROFESSIONALISM FROM DAY ONE

When Seng Shirley first entered the real estate industry, she knew one thing clearly, she did not want to be “just another salesperson.”

“What first drew me to PropNex was its reputation for unrivalled training and mentorship,” she shares. “I wanted to be in an environment where I could grow into a true professional.”

For Shirley, environment matters. The right culture shapes standards, mindset, and trajectory. At PropNex, she found a platform that valued structure, discipline, and continual upgrading.

Over the years, that decision proved pivotal.

One of the biggest catalysts in her growth has been the company’s commitment to innovation, particularly its digital ecosystem. With real-time data readily

accessible, Shirley has been able to elevate her advisory from opinion-based to evidence-backed.

“The PropNex Investment Suite has been a total game-changer.”

By embracing technology and leaning into constant innovation, she automated much of the administrative “busy work” that traditionally consumes salespersons’ time. That shift freed her to focus on what she believes matters most, building deep, meaningful client relationships.

“This tech-enabled ecosystem has allowed me to serve more clients with higher precision than ever before.”

Her recent breakthroughs, she says, are not accidental. They are the result of combining professional discipline with technological leverage.

PRECISION IN STRATEGY, EFFICIENCY IN EXECUTION



For Shirley, technology is not a convenience, it is a competitive edge.

She describes the PropNex Investment Suite as the “brain” of her operations.

“It allows me to move away from guesswork and provide clients with data-backed advice.”

In daily consultations, she pulls up real-time market trends, pricing gaps, and capital appreciation heatmaps across HDB, private residential, and commercial sectors. Instead of abstract explanations, clients see tangible evidence.

“When clients can see the ‘why’ behind a recommendation, trust is built immediately.”

This transparency transforms conversations. Decisions are no longer driven by emotion or speculation. They are anchored in structured analysis.

Complementing strategy is execution, and this is where Pro Map plays a critical role.

“While the Investment Suite guides strategy, Pro Map ensures precision in execution.”

Within seconds, she can filter listings according to highly specific client criteria. This level of accuracy does more than save time; it eliminates oversight.

“I never want to miss a high-potential opportunity that fits my client perfectly.”

Together, these tools create a seamless advisory process, strategic clarity supported by efficient implementation.

A CULTURE OF CONSULTING, NOT JUST SELLING

Beyond technology, Shirley attributes much of her growth to PropNex’s culture.

“At PropNex, we don’t just sell, we consult.”

The selfless sharing environment sets a different tone. Top producers openly share insights, strategies, and experiences. Leadership remains proactive, ensuring salespersons stay ahead of evolving market dynamics rather than reacting late.

This collaborative culture fosters confidence, not only in salespersons, but in clients as well.

“When you are equipped with knowledge, direction, and support, you serve with greater clarity.”

The training structure reinforces professionalism. Regular updates, strategy sessions, and market briefings keep Shirley aligned with current trends and forward-looking perspectives.

She takes pride in belonging to an organisation that invests not only in production, but in breakthroughs.

“I’m proud to be part of an agency that truly supports our growth.”



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She takes pride in belonging to an organisation that invests not only in production, but in breakthroughs.

SERGIUS SEAH

CEA NO: R055425E



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*PLAYING THE
LONG GAME IN A
DYNAMIC MARKET*



SEEING BEYOND THE MOMENT

In an industry defined by constant change, Sergius Seah has learned one crucial truth: no single challenge defines the journey.

“Real estate is full of moments that can feel intense or discouraging,” he reflects. “But I’ve learnt to remind myself that every difficult case is just one moment in time.”

This long-term perspective has become a cornerstone of how Sergius approaches both his career and his clients. Rather than reacting emotionally to short-term setbacks, he focuses on momentum, moving forward steadily, refining his craft, and staying anchored in purpose.

For Sergius, real estate has never been just a job. It is a vocation driven by meaning.

“The impact of what we do goes far beyond transactions,” he shares. “A well-advised decision can change a family’s trajectory, their sense of security, and even their future opportunities.”

That belief fuels his resilience. Even in challenging situations, Sergius remains motivated by the knowledge that his work carries weight, helping clients navigate life-changing decisions with confidence.

He believes trust is earned gradually, not demanded upfront.

“When people see the value you consistently bring to the table, relationships grow naturally,” he says. “It’s not about rushing outcomes. It’s about showing up, delivering value, and letting trust build over time.”

ADVISING WITH CLARITY, SUPPORTED BY DATA

A strong advocate for informed decision-making, Sergius believes that confidence comes from clarity, and clarity comes from data.

This is where PropNex's Investment Suites play a pivotal role in his daily work, particularly the Property Analysis and Pro Trend features.

"The Property Analysis tool allows me to present professionally and confidently on the spot," he explains. "Whether I'm at a new launch appointment or a resale showing, I can pull out insights instantly with just a few clicks."

What once required hours of preparation can now be done efficiently, freeing Sergius to focus on

what matters most: engaging clients meaningfully and thinking strategically about their next steps.

Equally impactful is Pro Trend, which Sergius describes as a powerful bridge between complex data and client understanding.

"The UI and UX are excellent," he notes. "It allows me to explain market movements and trends in a way that's simple, visual, and easy to grasp."

This aligns closely with his philosophy of using real estate statistics not to overwhelm clients, but to guide them.

"They're no longer guessing, they're making decisions backed by real information," he says.

For Sergius, technology is not about impressing clients. It's about empowering them.

A CULTURE THAT ENCOURAGES SHARING AND GROWTH

Beyond tools and technology, Sergius credits much of his growth to PropNex's culture, one shaped by leadership accessibility and a genuine willingness to share.

"The success of PropNex's training culture starts from the selfless leadership from within the key management and fellow leaders," he observes. "The management and senior leaders lead with generosity. They're present, approachable, and always willing to support salespersons on the ground."

This openness extends across teams and divisions. Sergius has experienced first-hand how leaders from different groups are willing to cross-share insights, strategies, and experiences, without hesitation or territorial thinking.

"As long as you're willing to reach out, the door is always open," he says.

This environment has reinforced his belief that success in real estate doesn't have to be isolating. Instead, it can be collaborative, built on shared learning and collective progress.

For Sergius, PropNex is not just a platform for transactions, but a place where professionals are encouraged to grow with confidence, humility, and long-term vision.



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.

SHAWN LOW

CEA NO: R058919I



*FROM
DREAMING BIG
TO LEADING
BIGGER*



GROWTH THAT DOESN'T PAUSE

Achieving millionaire status was once a distant aspiration for Shawn Low, a milestone he dreamed about, yet quietly questioned if it was truly attainable.

"When I first started, becoming a Millionaire felt almost out of reach," he reflects. "It was something I hoped for, but never fully believed was possible."

Reaching that milestone was more than a personal achievement. It became proof, to himself and to those around him, that disciplined effort, consistent action, and belief can close the gap between ambition and reality.

Today, that breakthrough fuels a deeper purpose.

Shawn hopes his journey serves as an example to his team, that dreaming big is not naive, and that hard work, when sustained, compounds.

"If they are willing to dream big and willing to put in the work, nothing is impossible."

But the drive does not stop at recognition.

What continues to push him forward is the pursuit of refinement. Shawn is focused on sharpening his skillsets further, improving efficiency, enhancing strategy, and executing with greater precision. Success, to him, is not just about doing more. It is about doing better.

That evolution carries personal significance.

As his career grows, so does his commitment to his family. Greater mastery in business allows him to achieve results more effectively and create the space to spend meaningful time with the people who matter most.

Looking ahead, Shawn envisions the next chapter at PropNex as one anchored in leadership and multiplication.

He aims to remain a role model for his team, not just through words, but through consistent standards and results. More importantly, he wants to inspire and guide more salespersons toward achieving millionaire status themselves.





SCALING WITH PRECISION, SERVING WITH TRUST

While relationships remain central to his work, Shawn is a strong believer in the power of data-driven advisory.

He relies heavily on PropNex's digital ecosystem, particularly the Investment Suite, to support his analysis and recommendations.

"The Investment Suite is definitely a league above the rest."

Its capabilities allow him to conduct in-depth research, generate insights, and perform comparative analyses with just a few clicks. What previously required hours of manual preparation can now be executed swiftly and accurately.

This depth of analysis plays a critical role in building deeper connections and trust.

Clients are not merely hearing recommendations, they are seeing the data behind them. Real-time trends, pricing movements, supply analysis, and performance indicators provide clarity and remove uncertainty from the decision-making process.

Beyond client advisory, these tools also strengthen his leadership. By identifying market gaps and emerging trends early, Shawn is able to equip his team with relevant insights during training sessions. This ensures they remain informed, prepared, and aligned with market realities.

DISCIPLINE BEYOND THE DEAL

Outside of work, discipline remains a defining thread in Shawn's life.

Maintaining fitness is not simply about physical health, it is about mental sharpness and sustained energy.

"Staying fit keeps me disciplined and focused. It allows me to function at a high level consistently."

Training reinforces habits that translate directly into business: consistency, structure, and the willingness to push through discomfort.

From time to time, he also enjoys a game of tennis, a balance of competition and relaxation that helps him unwind while staying active.

Travel, when time permits, offers another source of renewal. Exploring new cities and cultures provides fresh perspectives, ignites creativity, and allows him to return to work recharged.

These pursuits are not distractions from success; they sustain it.

They keep him grounded, focused, and aligned with his broader purpose.



THE ROAD AHEAD

For Shawn Low, millionaire status was never the destination. It was a turning point.

It marked the transition from striving to believing, and from personal ambition to collective responsibility.

The next chapter is clear: refine further, lead stronger, multiply impact.



SHERWIN HUANG

CEA NO: R066386J



*ADVISING FROM
EXPERIENCE,
NOT THEORY*



EARNING TRUST IN A HIGH-STAKES GAME

For Sherwin Huang, real estate has always been more than transactions and timelines. His core focus has long been serving property investors, clients who make complex, high-value decisions where the margin for error is slim and trust is non-negotiable.

Early in his career, that reality presented his biggest challenge.

“When you advise investors, especially seasoned ones, credibility matters,” Sherwin shares. “Clients aren’t just looking for opinions. They want to know that you truly understand what’s at stake.”

The turning point came when Sherwin made a conscious decision to stop relying solely on theory and market commentary, and instead lead with lived experience.

He began investing in real estate at just 21 years old, steadily building his own portfolio over the years. Today, that portfolio includes three residential condominiums in Singapore, one commercial unit, and two overseas properties, spanning multiple asset classes, financing structures, and market cycles. Through disciplined planning and long-term positioning, his investments have appreciated by approximately S\$2 million in net asset value over time.

More importantly, those experiences shaped how he advises.

“Sharing my own journey helped clients see that I’ve navigated the same uncertainties they’re facing,” he explains. “I’ve experienced the opportunities, the risks, and the trade-offs firsthand.”

That transparency changed the dynamic of his client relationships. Conversations shifted from persuasion to partnership, from short-term discussions to long-term planning. Clients no longer saw Sherwin as just an salesperson, but as a trusted advisor who approaches every recommendation with the same care he applies to his own investments.



Started Investing at 21
Now owner of Five Properties

- 3 Singapore Residential Condos
- 2 Overseas Properties
- 1 Singapore Commercial Unit



CLARITY THROUGH DATA, CONFIDENCE THROUGH STRUCTURE

While experience forms the foundation of Sherwin's advisory approach, data is what gives it structure and precision.

Among all the tools available to him, PropNex's Investment Suite has been the most impactful in shaping his day-to-day work.

"It's a platform I rely on daily," Sherwin says. "Not just for my clients, but also to actively monitor and evaluate my own properties."

The Investment Suite allows him to analyse pricing trends, compare developments, assess market movements, and model different investment scenarios efficiently. What once required hours of manual research can now be distilled into clear, objective insights, without compromising accuracy.

For clients, this translates into clarity.

Rather than relying on speculation or hype, Sherwin is able to present investment opportunities with data-backed reasoning, visual comparisons, and structured analysis. Complex scenarios are broken down into digestible insights, enabling clients to understand not just what to buy, but why it makes sense within their broader wealth strategy.



A CULTURE THAT BUILDS CONFIDENCE

Beyond tools and technology, Sherwin credits much of his growth to the culture and leadership within PropNex.

"What truly sets PropNex apart is its leadership mindset," he shares. "The leaders here are genuinely invested in the success of their people."

Rather than operating in silos, PropNex fosters a collaborative environment where sharing, mentorship, and collective growth are encouraged. Training programmes are forward-looking, designed not just to address current market conditions, but to prepare salespersons for what lies ahead.

This emphasis on foresight and adaptability has been especially valuable during periods of market volatility.

"The training equips us with strategic thinking, not just technical knowledge," Sherwin explains. "It helps us stay relevant, confident, and composed, even when the market landscape is changing."

For Sherwin, this strong foundation allows him to serve clients with consistency and integrity, regardless of market cycles. Supported by a robust training ecosystem and aligned leadership, he is able to focus on what matters most: delivering thoughtful advice, building long-term trust, and helping clients grow their portfolios responsibly.



PARTNERSHIP OVER TIME

Sherwin Huang's journey underscores a simple truth in real estate investing: trust is built over time, through experience, transparency, and disciplined execution.

By combining his personal investment journey with PropNex's data-driven platforms and a culture of excellence, Sherwin has carved out a clear role as a long-term partner to investors, one who understands both the opportunities and responsibilities that come with building wealth through property.

"In the end, it's not about chasing deals," Sherwin reflects. **"It's about making the right decisions, consistently, over the long run."**

And for the clients who walk that journey with him, that clarity makes all the difference.



SOFIAN ROSLAN

CEA NO: R057585F



*GUIDING
FAMILIES WITH
TRUST AND
RESPONSIBILITY*



A PROFESSION BUILT ON TRUST

For Sofian Roslan, real estate is not simply a profession, it is a responsibility.

“What I enjoy most is the trust that comes with this work,” he shares. “Real estate isn’t just about transactions. It’s about guiding families through some of the biggest financial decisions of their lives.”

Being invited into those decisions is something Sofian does not take lightly.

“Each move represents a new beginning for the families I serve. Being part of that journey is something I truly honour.”

That sense of responsibility shapes how he approaches every client relationship. Instead of focusing purely on deals, Sofian emphasises on understanding the family’s

goals, their concerns, and the bigger picture behind their decision.

Representing the PropNex brand further strengthens that commitment.

The company’s strong systems, market research, and advisory framework give him the confidence to serve clients at a higher level. Clients are not relying solely on an individual salesperson; they are supported by a broader ecosystem of intelligence, training, and structured processes.

“Clients know they are backed by more than just one person. They’re supported by the strength of the entire platform.”

This credibility allows Sofian to focus on what matters most, guiding families with clarity, honesty, and professionalism.



TECHNOLOGY THAT SUPPORTS RELATIONSHIPS

In today's fast-moving property landscape, Sofian believes technology plays a critical role in delivering effective advisory.

PropNex's digital tools, market analytics, and research platforms provide real-time insights that help him present accurate recommendations to his clients. From pricing trends to market positioning, data allows him to explain complex situations with clarity.

"Technology gives my clients confidence because the advice is supported by facts and analysis."

These tools also enable him to operate more efficiently. Administrative processes that once required hours are streamlined through structured digital systems. This efficiency allows him to scale his business responsibly without compromising service quality.

Yet Sofian remains clear about one important principle. Real estate is, and will always remain, a people business.

While technology provides structure and speed, relationships require sincerity. Sofian takes the time to understand each client's motivations, concerns, and long-term goals before offering recommendations.

"I believe the balance is simple: systems for efficiency, sincerity for relationships."

When both elements work together, clients receive more than just service. They receive assurance and confidence in the decisions they make.



FINDING BALANCE BEYOND BUSINESS

Outside of work, Sofian finds grounding in the quiet rhythm of the sea. Fishing is one of his favourite pastimes, especially when shared with his son, who has developed the same enthusiasm for it.

"He's just as crazy about fishing as I am," Sofian laughs.

Being out at sea offers a rare opportunity to step away from the demands of daily work. The calm surroundings provide space to think, reflect, and reset.

Fishing, he notes, carries lessons that extend beyond recreation.

"It teaches patience, strategy, and resilience."

Sometimes the wait is long, conditions change unexpectedly, and success requires persistence, qualities that mirror the realities of business and life.

Family travel is another source of inspiration for him. Sofian particularly enjoys nature-focused holidays, where mountains, open landscapes, or the ocean provide a refreshing contrast to the pace of city life.

These trips create opportunities for meaningful connection, moments where the family can slow down, reconnect, and appreciate time together.

"Those moments help me recharge and return with renewed energy."



SERVING WITH PURPOSE

Sofian Roslan approaches his career with a quiet but steady philosophy. Real estate is not about speed or volume. It is about trust.

It is about guiding families responsibly through decisions that shape their future.

Supported by PropNex's systems and strengthened by his commitment to sincerity, Sofian continues to build relationships that extend far beyond individual transactions.

SOH LIANG LIANG

CEA NO: R067513Z



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*STEWARDING
TRUST, BUILDING
LASTING IMPACT*



A MILESTONE ROOTED IN TRUST

Achieving Millionaire status in her third year as a real estate salesperson was both humbling and fulfilling for Soh Liang Liang. Yet for her, the achievement was never about individual glory.

“It was never a solo achievement,” she reflects. “It represents the trust my clients placed in me to steward some of their most important life decisions, the steadfast support from my family, and God’s unfailing favour.”

The clients’ trust extended beyond individual transactions. They referred their family members and close friends, a powerful affirmation that the advisory relationship was built on something deeper than results alone.

“What continues to drive me is that trust,” she shares.

Every client’s property journey is unique. Some clients are upgrading for growing families, others are planning for retirement security or restructuring assets for long-term growth. Walking alongside them through these transitions gives Liang Liang a deep sense of purpose.

“Helping clients gain clarity, security, and growth through property, and seeing their goals realised, reminds me why I chose this profession.”

Liang Liang has actively invested in property since her twenties, transacting more than ten properties over the years. These investments have grown her net worth, reflecting both discipline and strategic insight. She leads by example, walking the talk, and this authenticity gives clients confidence in her advice.

Looking ahead, Liang Liang envisions her next chapter at PropNex as one of stewardship, going beyond transactions to mentor her team of real estate advisors towards growth.

“Success should be rooted in purpose, sustainable, and shared,” she stresses.

Within PropNex’s forward-thinking and supportive environment, she hopes to nurture a team that thrives with purpose and consistency, developing confident, values-driven advisors who will one day achieve their own milestones.

HEART-LED, DATA-DRIVEN



Liang Liang believes that strong client relationships are built on genuine care and understanding.

“I take time to know my clients beyond property matters,” she explains. “Because they know I have their best interests at heart, the relationship naturally extends beyond the transactions.”

Many of her client relationships continue long after the completion of transactions. They become friends grounded in trust, mutual respect, and shared milestones.

At the same time, Liang Liang recognises the importance of guiding clients with structured, data-driven advice.

PropNex’s digital tools and market intelligence platforms empower her to serve clients with precision and clarity. Backed by strong research insights and management foresight, these systems help translate aspirations into well-informed decisions.

She describes these tools as 如虎添翼 (adding wings to the tiger).

“They help clients connect the heart to the head,” she explains. “I listen first, take what matters to the clients, and shape them into clear, data-supported strategies.”

By leveraging timely analytics, transaction data, and structured frameworks, Liang Liang is able to provide guidance that is both thoughtful and objective.

The result is a balanced approach: deeply personal yet professionally and efficiently grounded. Even as her business scales, every client experience remains attentive and intentional, no matter where they are in their property journey.

“Technology empowers my work,” she adds. “But relationships remain at the heart of it. **My clients know I work hard with a heart for them.**”

GROUNDING IN PURPOSE AND VALUES

Beyond professional achievements, Liang Liang is anchored by a strong sense of purpose.

“I recognise that I am in a privileged position,” she says. **“I get to help individuals and families achieve their goals, whether that is owning a home they love, progressing their assets, or securing a comfortable retirement.”**

She finds purpose in knowing that her work creates a positive lasting impact.

At home, that same sense of responsibility shapes her priorities. Together with her husband Chuck, Liang Liang is grateful to support her three daughters in their educational journeys, and to provide care for their immediate and extended families.

“Family is a blessing and a responsibility,” she reflects. “This is why I am passionate about supporting my clients in providing for their loved ones and leaving a lasting legacy.”

Her faith in God anchors her life and work. Serving in the church pastoral counselling ministry gives her the privilege to walk alongside individuals during pivotal moments, offering care, guidance, encouragement, and perspective.

“My fulfilment comes not just from work achievements, but from making a meaningful difference in the lives of others.”

In an industry often driven by targets, Liang Liang stands out, led by faith, devoted to family, and committed to her clients, stewarding their trust through integrity and excellent work.



TERRANCE WONG

CEA NO: R047320D

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*PRECISION,
STEWARDSHIP, AND
BUILDING PEOPLE
WHO BREAK
THROUGH*



LEADING WITH CLARITY IN A DATA-DRIVEN BUSINESS

For Terrance Wong, leadership begins with clarity about people, processes, and responsibility.

As his business scaled, Terrance quickly realised that effective leadership required more than intuition. It demanded visibility, structure, and timely intervention. Today, one of the most critical tools supporting that approach is PropNex’s Agent Suite.

“Agent Suite is something I use daily,” Terrance shares. “It gives me a clear view of each team member’s transactions, the type, volume, and progress. From there, I can quickly identify gaps and step in to provide the right support.”

This level of transparency allows Terrance to move beyond reactive leadership. Instead of waiting for issues to surface, he proactively reaches out, coaches, and recalibrates, ensuring no team member is left struggling silently.

Beyond performance tracking, the integration of AML and risk management checks has also been a game changer.

“I honestly couldn’t live without it now,” he adds. “What used to be time-consuming and manual is now seamless, allowing us to focus on doing things right, responsibly, and efficiently.”

For Terrance, technology is not about replacing leadership, it is about sharpening it.





TECHNOLOGY THAT ELEVATES PROFESSIONALISM

On the client-facing side, Terrance relies heavily on PropNex's Investment Suites as a daily presentation and advisory tool.

"It's an all-in-one platform," he explains. "Data, visuals, analytics, it gives clarity instantly and helps support a well-structured case to prospects."

What stands out to him is not just the functionality, but accessibility. In the past, such high-level analytics often required salespersons to pay for expensive third-party subscriptions. Today, these tools are readily available within the PropNex ecosystem.

"That's a huge advantage," Terrance says. "It raises the overall professionalism of every salesperson in the company."

He is equally encouraged by the company's commitment to continuous improvement.

"The tech leadership team is always refining usability and visualisation, which is usually the biggest barrier to adoption. You can really see the effort put into making the tools intuitive and practical."

For Terrance, this constant evolution signals something deeper: a company that understands how modern salespersons work, think, and serve.

STEWARDSHIP, CULTURE, AND LEADING BY EXAMPLE

When asked what truly differentiates PropNex from other agencies, Terrance doesn't hesitate.

"It comes down to stewardship and leadership by example."

He believes an organisation is only as strong as the leaders guiding it. Under the steady leadership of Ismail Gafoor and Kelvin Fong, Terrance has seen a culture of excellence cascade throughout the company, from management to senior leaders and down to individual teams.

"When the head is strong, it permeates everything," he explains. "That's how you build a culture where mentorship is competent, leadership is credible, and performance improves across the board."

This environment gave Terrance the confidence to begin team building in earnest, something he only started after joining PropNex.



Today, #TerranceWongDistrict may be lean at just over 40 members, but its impact is significant. The team has already produced two Millionaire Achievers, one Rising Millionaire, and is on track to produce another two to three Rising Millionaires in 2025. Collectively, the team has crossed \$5 million in production, a testament to consistent, broad-based performance rather than isolated success.

But numbers are not what matter most to Terrance.

"What really gladdens my heart is seeing people grow," he shares. "When associates break through, you see it in their confidence, professionalism, and execution. That's real transformation."

For Terrance, leadership is ultimately about impact.

"To know that I've played a part in someone else's growth, that I've helped change their trajectory, that's deeply fulfilling."

By combining strong systems with thoughtful mentorship, and data with discernment, he has built not just a performing team, but a growing community of confident professionals.

TIMOTHY TAN

CEA NO: R057094C



*CHOOSING
MEANING OVER
MILESTONES*



FINDING FULFILMENT IN PEOPLE, NOT JUST PROPERTY

For Timothy Tan, the appeal of real estate has always gone beyond flexibility or financial rewards. What truly keeps him engaged is the human connection.

"I enjoy working with people," he shares. **"Understanding where they're coming from, helping them move forward, and being part of that journey is the most rewarding part of what I do."**

That ability to relate, listen, and guide has shaped Timothy's approach from the beginning. While real estate offers the freedom to manage one's own time, he sees that freedom as a responsibility to be present, thoughtful, and intentional with every client interaction. The joy and relief clients experience when they make the right decision are what give his work meaning.



Understanding where they're coming from, helping them move forward, and being part of that journey is the most rewarding part of what I do



A MILESTONE ACHIEVED WITH PERSPECTIVE

Achieving the Millionaire Award began as a personal challenge for Timothy, not a pursuit of status. Midway through the year, the goal felt out of reach.

“There were moments I genuinely thought I wouldn’t make it,” he recalls.

What carried him through wasn’t sheer determination alone, but a deeper sense of conviction. “By God’s grace, it came through,” he says. “The strength I had didn’t come from myself alone.”

That experience reshaped how Timothy views success. Rather than feeling pressure to repeat the achievement, he has found peace in letting go of numbers as the ultimate measure. “Money is fleeting,” he reflects. **“What matters more to me is doing the work right.” Today, the milestone serves as affirmation, not a finish line.**



BUILDING SUSTAINABILITY FOR HIMSELF AND OTHERS

With greater clarity, Timothy’s focus has shifted toward helping others grow in a sustainable way. His goal is not to push salespersons toward quick wins, but to walk alongside them as they build something lasting.

“I want to replicate my business model for my salespersons, if they’re willing and ready,” he explains. “To support them closely and help them grow steadily.”

He leads with patience and consistency, believing that meaningful progress comes from sound processes and the right mindset. Tools such as the PropNex CRM help him stay connected with clients through thoughtful follow-ups, while the company’s EDMs provide timely insights that keep transactions organized and clients well-informed. Technology, to Timothy, is a support system that allows him to care better, not faster.



STAYING GROUNDED BEYOND THE BUSINESS

Outside of work, Timothy finds balance through football and fishing, simple pursuits that help him switch off and reset.

“They clear my mind,” he shares. “When I come back, I’m more present, for my family, my clients, and my team.”

These moments of rest reinforce what Timothy values most: a life lived with balance and purpose. **For him, success is not just about professional milestones, but about showing up well in every role he carries.** As his journey continues, he remains grounded in the same belief that has guided him all along, choosing meaning over milestones, and doing the work with care.

TRICIA ONG

CEA NO: R052450Z



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*WHERE STRATEGY
MEETS INTUITION
AND LEADERSHIP
MEETS HEART.*



A RARE BALANCE OF STRATEGY, INTUITION & HUMAN CONNECTION

In a highly competitive real estate industry, Tricia Ong differentiates herself through something simple yet profound: she understands people. She listens not just to what clients say, but to the stories they carry, the fears beneath their questions, the hopes behind their goals, the season of life they are navigating.

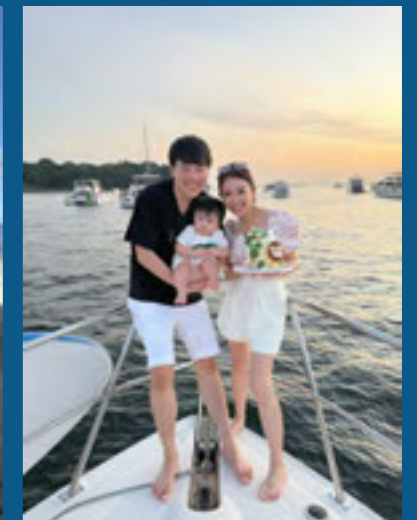
“Decisions about a home are deeply personal,” she says. “My clients feel that I honour that.”

Tricia’s strength lies in her uncommon ability to blend strong analytical thinking with instinctive emotional insight. She reads market movements with confidence and accuracy, yet she also senses what a family truly needs, even before they fully put it

into words. This balance gives her clients steady, grounded guidance at every step.

Over the years, she has built systems, frameworks and mental models that allow her to see both risk and opportunity at a glance. She thinks deeply about each client’s long-term plans helping them understand how today’s choices shape tomorrow’s options. Clients trust her because she is decisive when it matters most, yet gentle and empathetic when the moment calls for care.

“Ultimately, I combine a strong analytical approach with a very human touch. This is how I help clients make confident and meaningful decisions for their future.”



A COMPANY THAT STOOD STRONG WHEN THE WORLD STOOD STILL



For Tricia, PropNex's strength is evident not only in thriving markets, but especially in the challenging seasons. She experienced this firsthand during one of the most uncertain periods of the decade, the Covid-19 pandemic.

"Showflats were closed, viewings stopped overnight, and many salespersons wondered how they would continue serving clients," she recalls. "But PropNex leadership did not disappear. They doubled down on training and support."

Almost immediately, the company transformed its operations. Trainings shifted online. Leaders stepped in with stronger guidance. Tools and insights were updated at unprecedented speed. And the iconic in-person consumer empowerment seminars? They went digital, full-scale events on Zoom, attended by thousands, helping the public stay educated and salespersons stay connected.

"That period could have broken many of us, but PropNex helped us adapt and stay relevant."

What she values most is the company's ethos, that PropNex doesn't simply help salespersons make sales. It helps them build stable careers, strong professional identities, and resilience across every market cycle.

"PropNex puts people at the centre. In good times, they give us the structure to grow. In challenging times, they give us the support to move forward with confidence."

It is this unwavering ecosystem of leadership, community, and continuous learning that allows salespersons like Tricia to thrive, not just survive, through every shift.

BALANCING LEADERSHIP, FAMILY & SELF: THE FOUR PILLARS OF "GOOD SUCCESS"

Tricia's life is a tapestry of roles, advisor, leader, mother, and a woman committed to personal growth. But if there's one lesson she has learned, it is that balance doesn't mean doing everything perfectly. Rather, it means knowing what matters most in each season, and giving herself grace to be fully present where she is needed.

"Some days I am leading my team through important decisions. Some days I am simply a mother putting my child to bed. Both roles matter equally to me."

Motherhood reshaped her. Leadership honed her. And personal growth anchors her. She pours into her clients and her team, but she has learned that she must also pour into herself. She reads, reflects, challenges her own limits, and embraces the evolution that comes with each new chapter.

Her advice to women navigating the same multidimensional life is deeply heartfelt:

"Release the pressure to be everything at once. You will have moments of triumph and moments of quiet struggle. Both are part of the journey."

Instead of measuring success by output or targets, Tricia grounds herself in what she calls the four pillars of "good success". How deeply she loves her family, how well she cares for herself, how she continues to grow in her career, and how anchored she remains spiritually.

And on the days when life feels overwhelming, she reminds herself, and other women, to lean on their village, ask for help without guilt, and honour rest as much as effort.

“

When women stop trying to be perfect and allow themselves to be supported, something incredible happens. We rise higher than we ever imagined."

VEROY CHUA

CEA NO: R043421G



*REAL PEOPLE,
REAL ESTATE,
REAL RESULTS*



BEYOND PROPERTY, TOWARD PROGRESS

For Veroy Chua, real estate has never been confined to transactions.

“What I enjoy most is helping people move forward in life, not just in property.”

Very often, clients approach him uncertain. They question whether upgrading is feasible, whether their finances can stretch, or whether the next step is even possible. Doubt and fear often cloud their decision-making.

That is where Veroy finds purpose.

“When we sit down, go through the numbers carefully, and the plan works, till the moment when they receive the cheque and realise, ‘wow we actually did it’, is incredibly rewarding.”

The excitement, the clarity and certainty in the direction. Those are the moments he values most.

Not every journey begins with optimism. Some clients arrive feeling stuck or unhappy in their current homes. Helping them close that chapter, whether through a rental transition or a new purchase, carries equal meaning. It is about giving people clarity and confidence to let go of the past and move forward.

“At its core, real estate is about helping people find a place they can truly call home.”

Representing the PropNex brand strengthens that mission. The credibility, structure, and professional platform behind him allow Veroy to serve with responsibility and integrity.



REDEFINING SUCCESS

“People often joke that breaking one ceiling often makes you want to break the next. But I’m a family man now.”

With a young family, the youngest at home being a four-year-old micro-premmie with medical needs, time has taken on new meaning. Success is no longer measured solely by production volume. It is measured by presence.

“I know how quickly children grow up, I want to be present for that journey as much as possible. I don’t want to miss a thing, especially before they start bringing boyfriends home!”

That awareness has shifted his focus toward working smarter, not simply harder. Instead of increasing hours, he looks for efficiency, identifying market gaps, building systems, and staying ahead of trends so he can deliver strong outcomes with precision.

This allows him to serve clients well and still make it home for dinner.

For #VeroyChuaDistrict #TheREALCollective the next chapter is centred on replication and sustainability. Every strategy, framework, and system he has refined is passed on, not just to create top producers, but to create success without compromise.

“At PropNex, I see myself not just as a top producer, but as a leader building long-term careers grounded in skill, values, and purpose.”

To Veroy, success holds meaning only when it is shared, with family, clients, and the people he leads.



TECHNOLOGY THAT STRENGTHENS TRUST

Veroy is clear on one principle: technology should serve relationships, not replace them.

PropNex’s digital infrastructure, being amongst the most advance in the industry, enables him to forecast affordability, run in-depth comparative analyses, and generate detailed reports within minutes. What once required hours of manual preparation can now be executed swiftly and accurately.

This capability transforms client conversations.

“I can share real-time analysis, even on the move.”

Clients gain immediate clarity, not only understanding their options, but also why a particular strategy makes sense. The preparedness reinforces his role as a strategic adviser rather than a transactional salesperson.

Technology, in his hands, becomes a trust multiplier. It ensures precision, efficiency, and objectivity, while freeing him to focus on listening and guiding.



NAVIGATING CYCLES WITH FORESIGHT

Markets shift. Policies change. Sentiment fluctuates.

For Veroy, navigating these cycles requires discipline and foresight.

PropNex’s research team plays a critical role in equipping salespersons with timely and substantiated market analyses. Veroy studies these insights carefully, combining them with on-the-ground experience to identify structural shifts and opportunity windows early.

Several years ago, he guided clients to position themselves ahead of an anticipated interest rate decline. Those who acted decisively acquired strong assets at opportune prices. Today, many of those properties have appreciated significantly, tangible proof of strategic timing.

“Experience filters insight. Teamwork sharpens judgment.”

It is this collective strength, research capability, experienced leadership, and open knowledge-sharing, that allows Veroy and his team to advise confidently across market condition.

GROUNDING IN DISCIPLINE AND FAMILY

In a profession that demands constant attention, Veroy believes grounding rituals are essential.

He begins each day with an ice-cold bath, a deliberate reset that quiets mental noise and sharpens focus.

“It energises both body and mind, preparing me for the demands of a full schedule of mentorship, meetings, content production and negotiations.”

When complexity increases, he turns to his wife, Astral, his anchor and fellow real estate professional. Their conversations about strategy and challenges provide both clarity and perspective.

“Her viewpoint often brings balance when situations feel layered.”

“Above all, it’s my children who keep me grounded. In their laughter and the little moments we share, everything becomes clear again. They remind me what truly matters.”



VEVIEN ONG

CEA NO: R060512G



*EXCELLENCE
AS A WAY
OF LIFE*



SCALING PEOPLE, NOT JUST NUMBERS

For Vevien Ong, success has never been a finish line. Even after achieving the Millionaire milestone seven times alongside her husband Bernard, she views each accolade not as an endpoint, but as a responsibility to keep raising standards, for herself and for those she leads.

“My drive comes from the pursuit of excellence,” Vevien shares. **“We only have one life to live, and I believe we should live it fully and give it our best.”**

That mindset continues to shape how she builds her business at PropNex. Rather than slowing down after repeated achievements, Vevien has shifted her focus to scale with purpose, strengthening and developing her team of 200 while ensuring that growth remains meaningful, sustainable, and people-centred.

Leadership, to her, is not about hierarchy or control. It is about creating an environment where individuals can grow into their own strengths and reach milestones that matter personally to them.

“Success looks different for everyone,” she explains. “What’s important is building a culture where learning, accountability, and impact happen together.”

With clear expectations, strong systems, and shared values in place, Vevien empowers her team to perform consistently across market cycles. PropNex’s scale and structure allow her to devote more time to mentorship and strategic leadership, ensuring that growth is measured not just in numbers, but in capability and confidence.



HIGH-TECH SUPPORT, HIGH-TOUCH RELATIONSHIPS

While her team continues to scale, Vevien remains deeply committed to maintaining strong, personal connections with her clients. She believes that technology should never replace relationships, but should enhance them.

“PropNex’s digital tools are an integral part of my daily business,” she says. “They allow me to personalise insights for each client, so I can better understand their needs and give advice that is truly relevant to their situation.”

By leveraging data-driven platforms and market insights, Vevien is able to curate advice that is both precise and practical. These tools help her cut through complexity, enabling clearer conversations and more confident decision-making for clients.

At the same time, technology allows her to scale without losing the human touch. With research and analysis streamlined, she can focus her energy where it matters most, listening, understanding, and guiding clients through decisions that often carry emotional and financial significance.

“The tools help me work smarter,” she shares, “so I can be more present for my clients.”



A NEW PERSPECTIVE ON SUCCESS

In 2025, Vevien’s definition of success took on new meaning when she welcomed her baby. Motherhood introduced a deeper sense of perspective, one that reshaped not only why she works hard, but how she views achievement itself.

“Becoming a mother reframed everything for me,” she reflects. “Achieving this milestone while navigating motherhood reminded me that true success isn’t just about awards or numbers. It’s about the life and purpose we are building beyond work.”

Balancing leadership, business growth, and family life has required intention and adaptability. Yet, Vevien sees this season not as a limitation, but as a source of clarity, reinforcing the importance of prioritising what truly matters.

Her journey stands as a testament that ambition and fulfilment do not have to be at odds. With the right systems, support, and mindset, it is possible to build a thriving career while nurturing a meaningful life beyond it.

LOOKING AHEAD

As she looks to the future, Vevien remains driven by the same principle that has guided her journey thus far: excellence with purpose.

Whether she is leading her team, advising clients, or embracing life’s newest chapter as a mother, she continues to push forward, not for accolades alone, but for impact that lasts.



VICTOR HO

CEA NO: R062469E



WHERE GROWTH BEGINS: GUIDANCE, GRIT & THE PROPnex ADVANTAGE WHY



WHY PROPnex IS THE BEST PLACE FOR NEW SALEPERSONS TO RISE

For aspiring real estate salespersons wondering where to begin, Victor Ho is very clear about one thing: the environment you start in can determine the salesperson you eventually become. And for him, PropNex has proven time and again to be the strongest foundation for anyone serious about building a lasting career.

“PropNex is the best place to start and thrive because of its robust training programs and strong support system,” Victor shares. As one of Singapore’s largest and most respected real estate agencies, PropNex offers more than just branding, it provides a structured runway for growth.

New salespersons are equipped with comprehensive learning

pathways, clear mentorship, and access to cutting-edge proprietary tools, including the Business Suite and Investment Suite apps. These platforms allow salespersons to analyse trends, guide clients confidently, and build credibility even in their early stages.

But for Victor, what truly elevates PropNex is its leadership. “The guidance of CEO Kelvin Fong and Chairman Ismail Gafoor inspires confidence. They demonstrate through their actions that the success of salespersons is the company’s priority.”

To him, PropNex isn’t just an agency, it is a training ground, a support system, and a place where aspiring salespersons can build not only their skills, but a meaningful, sustainable career.



HOW PROPnex SUPPORTS SALESPERSONS THROUGH EVERY MARKET CYCLE

The real estate market is cyclical, soaring highs, uncertain dips, and everything in between. Victor believes PropNex's greatest strength is how it supports its salespersons not only during booming seasons, but especially during the challenging ones.

"PropNex prioritises salesperson support and empowerment," he says. **"Even in tough times, you're never on your own."**

One of the clearest examples is the company's strong culture of collaboration. Senior leaders, district directors, and experienced teammates readily share knowledge through workshops, role-playing sessions, and one-on-one coaching. This open exchange of strategies helps salespersons adapt quickly to shifting conditions, whether it's during cooling measures or unexpected crises like the pandemic.

Victor recalls how many salespersons found stability during the pandemic years because of this shared guidance, from practical advice on pivoting strategies to the emotional encouragement needed to stay motivated.

What also sets PropNex apart is the accessibility of its top leadership. **"Kelvin and Ismail don't stay behind closed doors. They speak to us, guide us, motivate us,"** Victor says. Their presence creates a sense of unity and reassurance, reminding salespersons that they are part of a larger, supportive family.

In PropNex, success is never a solo journey, it is built collectively.



BALANCING LIFE, LEADERSHIP & GROWTH (WITH HUMOUR & HEART)

Life as a leader often means juggling multiple roles. Life as a parent of four means juggling even more, sometimes literally. Victor describes this balance with humour and honesty:

"Balancing leadership, family, and personal growth is a bit like juggling six balls while making dinner for six, chaotic, but it somehow works most of the time."

As part of a lively family of six, Victor has mastered multitasking in its rawest form, reviewing homework, settling disagreements, answering client calls, and squeezing in a workout before the household wakes. It is a life filled with motion, noise and love. His secret is refreshingly human: coffee, delegation, and embracing the concept of "controlled chaos."

"Perfection is overrated," he says with a smile. Instead of chasing flawless balance, Victor focuses on prioritising what matters, leaning on support systems, and giving himself permission to be imperfect.

His advice to others striving to juggle leadership, family and personal growth mirrors the authenticity he brings to his career: embrace the mess, laugh at the mishaps, and steal moments of self-care. Even a five-minute meditation session hidden in the closet, he jokes, can restore sanity.

What grounds him most is remembering that growth doesn't require perfect circumstances. It simply requires showing up, consistently and wholeheartedly, no matter the season.



Balancing leadership, family, and personal growth is a bit like juggling six balls while making dinner for six, chaotic, but it somehow works most of the time.

A FUTURE BUILT ON SUPPORT, SKILL & HEART

Victor's story is a testament to the power of the right environment. He believes the combination of PropNex's training, mentorship, peer support and leadership involvement form the strongest foundation for any aspiring salesperson.

But beyond the systems, what truly defines Victor is his sincerity, his hunger to learn and his ability to navigate life with both discipline and humour. As he continues to grow his career and guide others, Victor stands as proof that with the right support, and the right mindset, anyone can thrive.

In a challenging industry, he reminds us that success is not only about transactions, but about resilience, community and heart.

VICTOR TAN

CEA NO: R049044C



*ADVISING WITH
CONVICTION,
SERVING WITH
HEART*



SEEING BEYOND THE TRANSACTION

In a highly competitive real estate industry, Victor Tan stands out for a simple but powerful belief: every property decision carries real consequences for a person's future.

"I don't see transactions," Victor shares. "I see families, life goals, and years of hard-earned savings at stake."

That perspective shapes the way he works. Rather than focusing solely on short-term outcomes, Victor approaches every case with long-term responsibility in mind. He takes time to understand market cycles, assess risks, and evaluate potential outcomes so his clients can move forward with clarity instead of fear.

For Victor, good advice is not about urgency, it is about confidence. When clients know their advisor is thinking several steps ahead on their behalf, they gain more than just a property. They gain peace of mind.

"When clients trust that you truly have their best interests at heart," he reflects, "they feel secure in their decisions."

This commitment to acting in the client's best interest has become the foundation of Victor's practice. His clients don't feel pushed or pressured. They feel guided, supported by logic, foresight, and genuine care.



A PLATFORM THAT SUPPORTS, ESPECIALLY IN DIFFICULT TIMES

Behind Victor's steady approach is a culture that reinforces resilience and professionalism.

At PropNex, what differentiates the company, in Victor's view, is its unwavering support for its people, especially during challenging periods. When markets slow or uncertainty sets in, PropNex does not step back. Instead, leadership steps forward.

"I've experienced this personally," Victor shares. "Instead of feeling lost, I felt supported."

During tougher market conditions, the emphasis is not on pressure or panic selling, but on guidance, training, and encouragement.

Salespersons are reminded to stay grounded in service, professionalism, and long-term thinking, values that ultimately benefit both clients and advisors.

This culture builds confidence. With leadership providing direction and reassurance, Victor is able to continue serving clients with integrity, even when market sentiment is uncertain. Rather than reacting emotionally, he remains focused on helping clients make thoughtful, well-considered decisions.

For Victor, this support system is essential. It allows him to operate with consistency and purpose, regardless of market cycles.



TRUSTING THE PROCESS, BUILDING WITH PURPOSE

If Victor could speak to himself on his very first day at PropNex, his advice would be calm and reassuring.

"Trust the journey. Don't rush the results."

He knows from experience that the path is not always smooth. There will be days of doubt, rejection, and exhaustion, moments when progress feels slow and uncertainty looms large. But Victor believes that every challenge plays a role in shaping not just performance, but character.

"Stay humble. Stay disciplined, and always put people before commissions," he would remind himself.

Over time, Victor has learned to treat every interaction as a lesson, learning from mentors, clients, and even mistakes. Persistence, paired with sincerity, has been his guiding principle.

"If you serve with heart and keep going," he reflects, "the results will come, not just in income, but in purpose, fulfillment, and impact."

XINYI HO

CEA NO: R063615D



*COMFORT IN
EVERY
PROPERTY
DECISION*



WHERE PURPOSE BECAME PRACTICE

For Xinyi Ho, real estate was never meant to be transactional. Long before she achieved Millionaire status, her motivation was shaped by a personal experience that quietly changed everything.

When she and her husband were searching for their first home, they met many salespersons who moved quickly to recommend properties, but few who truly paused to understand their goals, concerns, and fears. The experience left a lasting impression. Instead of feeling guided, they felt rushed. Instead of feeling assured, they felt uncertain.

“That was when we realised we wanted to do things differently,” Xinyi shares.

That realisation became the foundation of her real estate journey and the philosophy that continues to drive everything she does today:

“Comfort in every property decision.”

To Xinyi, every client and every family comes with a unique story, and her role is to listen deeply before advising thoughtfully. **Whether helping a client sell a long-held home or guiding them toward a new one, her priority is always the same: ensuring clients feel fully confident, comfortable and supported throughout the process.**

The greatest fulfilment, she says, comes from seeing the joy and relief on a client’s face when they finally secure a home that truly fits their needs. One client once told her that what stood out most was her strong moral compass, her commitment to recommending what was right, not what was easy.

“That meant a lot to me,” Xinyi reflects. “It affirmed why I chose this path.”



TRUST, BUILT THROUGH CLARITY AND CARE



Many of Xinyi's conversations with clients naturally extend beyond property, into family, life stages, and long-term aspirations. If she can add even a small positive impact to someone's journey, she considers her work meaningful.

Recently, that sense of purpose deepened even further. Having welcomed a newborn, Xinyi now views her work through an even more personal lens.

"I hope to lead by example," she says. "To show my son that integrity, empathy, and responsibility matter in the work we do."

To uphold that standard consistently, Xinyi relies on PropNex's robust digital ecosystem, not as a replacement for relationships, but as a way to strengthen them.

PropNex's data-driven tools allow her to build trust through clear, data-driven insights. Instead of spending days compiling information, she can access accurate research quickly and focus her energy on what truly matters: understanding her clients' needs and crafting recommendations tailored specifically to their situations.

By streamlining the research process, these tools give her the bandwidth to go deeper. She is able to explain not just what the data shows, but why certain options make sense, or don't, for a particular client. In many cases, this clarity helps clients avoid unsuitable properties, preventing potential risks or financial losses before any commitment is made.

Clients often share their appreciation for the depth and thoughtfulness of her analysis. For Xinyi, that feedback reinforces her belief that technology works best when it supports, not replaces, human connection.

"Ultimately," she says, "technology allows us to be more present, more responsive, and more intentional."

STAYING AHEAD, WITHOUT LOSING SIGHT



In a market that is constantly evolving, staying ahead requires both agility and discipline. Xinyi credits PropNex's strong research culture and continuous technological enhancement for helping her navigate changing conditions with confidence.

Timely data, well-supported insights, and actionable research tools enable her to anticipate shifts, identify opportunities, and guide clients through uncertainty with clarity rather than speculation.

Recognising the growing role of artificial intelligence, Xinyi has also integrated AI into her research and analysis process. By using AI to identify trendlines, highlight emerging patterns, and simplify complex data, she is able to provide sharper, more personalised insights to her clients, without losing the human judgement that anchors her advice.

But tools alone are never enough.

For Xinyi, staying ahead also means continuous learning, keeping up with market developments, attending PropNex workshops, and engaging in meaningful discussions with colleagues to exchange perspectives. This combination of research, technology, and shared learning allows her to remain grounded, prepared, and adaptable across different market cycles.

As she looks ahead, her focus remains clear: to keep adding value through thoughtful analysis, ethical guidance, and genuine care, giving clients the comfort of knowing they are supported by capable, conscientious hands.

YUKO QI

CEA NO: R056261D



*BUILDING
CREDIBILITY, ONE
STRATEGIC
PARTNERSHIP
AT A TIME*



REPRESENTING A BRAND THAT OPENS DOORS

For Yuko Qi, being a real estate professional has never been about chasing transactions. It is about representing credibility, access, and long-term value, especially in the commercial space, where decisions are complex and stakes are high.

As a commercial real estate specialist, what Yuko enjoys most is being part of PropNex's growing presence and credibility in the commercial market. In recent years, PropNex has become increasingly active in this space, including securing joint marketing agency appointments alongside global consultancies such as CBRE, JLL, and Cushman & Wakefield.

"That shift matters," Yuko explains. "It signals to clients and landlords

that PropNex is no longer just participating in the commercial market, we are being recognised as a credible partner within it."

Representing the PropNex brand allows her to offer clients broader market access, stronger landlord relationships, and assurance that they are backed by a large, established organisation with growing commercial capabilities. For corporate occupiers and investors alike, this translates into smoother negotiations, better positioning, and confidence in representation.

"In commercial real estate, credibility opens doors," she adds. "The PropNex brand helps me step into those conversations with authority."





STAYING AHEAD BY THINKING LIKE A BUSINESS PARTNER

In a market shaped by economic cycles, geopolitical shifts, and evolving industries, Yuko believes staying ahead requires more than tracking listings or rents. It requires thinking like a business partner, not just a broker.

“My focus has always been to understand my clients’ businesses first,” she shares. “Their operating models, industry pressures, growth plans, and decision drivers.”

This long-term, consultative mindset allows Yuko to advise clients beyond immediate space requirements. She pays close attention to broader economic indicators, policy developments, and global trends that influence demand for commercial real estate.

PropNex plays a critical role in supporting this approach. Through timely insights into both micro and macro trends, Yuko is able to interpret how global movements translate into local real estate decisions. This holistic perspective allows her to identify serious, well-aligned clients more efficiently and guide them with clarity.

Over the past few years, she has observed increasing demand from sectors such as fintech, renewable energy, and the shipping industry, trends that reflect broader shifts in the economy. With PropNex’s market intelligence and research support, she has been able to respond to these changes confidently and position her clients proactively rather than reactively.

“In commercial real estate, timing and alignment matter,” Yuko says. “Understanding where demand is coming from allows me to create better outcomes for both tenants and landlords.”

SCALING WITH CLARITY, WITHOUT LOSING THE HUMAN TOUCH



When it comes to maintaining strong client relationships, Yuko’s approach is deliberately personal.

“In commercial real estate, relationships are built over time,” she explains. “Clients value discretion, consistency, and someone who understands their business context deeply.”

While many PropNex digital tools are more residential-focused, Yuko leverages data, research, and structured information in a way that complements her advisory style. Rather than relying on templated tools, she draws on PropNex’s broader market insights, transaction intelligence, and internal knowledge-sharing to support her recommendations.

These resources help her scale her work thoughtfully, by allowing her to assess market movements more efficiently, shortlist opportunities with greater precision, and enter discussions with clients well-prepared and informed.

“Technology doesn’t replace relationships in my work,” she says. “It supports better conversations.”

By combining structured data with a high-touch advisory approach, Yuko ensures that clients feel both supported and understood. Decisions are made with confidence, backed by insight rather than pressure.

As PropNex continues to strengthen its position in the commercial market, Yuko is proud to be part of that evolution. By representing a brand that commands respect, staying ahead of industry shifts, and maintaining trusted client relationships, she has built a practice defined not by volume, but by value.

“In the commercial space,” Yuko reflects, **“success isn’t about how fast you move. It’s about how well you understand, and serve the people you work with.”**

YVONNE LAI

CEA NO: R057768I

“
*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."

