



**REALTORS'  
ROUNDTABLE**



## REALTORS' ROUNDTABLE

ALBERT CHUA/THE EDGE SINGAPORE



This is the second year of the Realtors' Round Table. When we held the first one last year, it was really an experiment — a “just try-lah” moment. We didn't know if people would find value in it, or if I'd end up speaking to a half-empty room.

Fast forward to this year — member numbers are up 34% from last year. That's not just a statistic; it shows more of you are participating, raising your game and recognising the importance of celebrating the hard work you put in.

To our partners, a heartfelt thank you:

- KPMG, our knowledge partner, for checking results with the precision of an agent double-checking a floor plan before an HDB valuation.
- To our long-time partners — Mitsubishi Electric, Glenfiddich and Makeover Inc. — thank you for standing by us year after year.
- And to our new partner, Wearnes Starchase, welcome aboard. You've all helped make our events

smoother, sharper and far more memorable.

Now, since this isn't a motivational speech, I won't be telling you to “hustle harder”. Honestly, you're already hustling like crazy.

Being a realtor in Singapore isn't easy. Every weekend, you spend money on flyers, stand under the hot sun handing them out, then compete with thousands of other agents at a showflat, where the outcome can feel like a lottery.

You deal with buyers who view 15 properties and still say, “Let me speak to my wife.”

You deal with sellers who think their 30-year-old flat is worth more than a brand-new condo in Orchard. And just when you think you've closed a deal, cooling measures hit, interest rates shift, or the seller suddenly decides to “wait for a better offer.”

Yet here you are — still closing, still growing, still finding a way. That's what makes this industry special. You don't wait for the perfect market. You create opportunities in whatever market you're given. And that's something to be proud of.

At *EdgeProp Singapore*, we've always said we're more than just a content platform. Yes, we produce news, insights and market analysis — but our real role is to work with you.

We want to give you high-quality leads that actually convert. We want to provide data that helps you win over clients — not just pretty charts. And we're committed to finding new ways to make your job easier, faster and more effective.

Because when you succeed, we succeed.


So no, this isn't a motivational speech. But I do want to leave you with this: tonight isn't just about awards. It's about recognising the resilience, creativity and grit you've all shown.

You've earned tonight's celebration.

Thank you for being here, for being part of this journey and for trusting *EdgeProp Singapore* to be your partner in this ever-changing market. ■

**BERNARD TONG**  
CEO of EdgeProp Singapore





# MITSUBISHI ELECTRIC

*Changes for the Better*

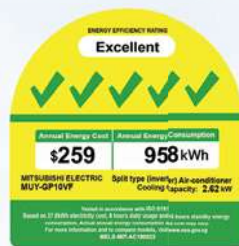


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MUY-GP10VF



MXV-2H20VF



MXV-3H28VG



MXV-4H33VG



MXV-4H38VG



MXV-5H48VG



SUY-ZM50VA-SG

## WIDE RANGE OF EXCELLENT ENERGY SAVINGS 5-GREEN TICKS AIR-CONDITIONERS IN SINGAPORE







The Land Rover Defender 110 P300e X-Dynamic HSE is a smart worker and uses an electric motor to boost the turbocharged 2.0-litre engine's performance

PICTURES: ALBERT CHUA/THE EDGE SINGAPORE

As with many of the cool things in life, the Land Rover Defender is a want, not a need.

There are only a few towering archetypes in the automotive world and the Defender is one of them.

Such cars are not merely intended for mindless A-to-B commuting, but channel a far greater purpose that comes from (in the case of the Defender) over 75 years of legacy.

Naturally, the naysayers will have a field day trimming these “tall poppies”, as killjoys tend to do so with regard to the aspirational (and some say, inspirational) specialised exotic machines and the people who indulge in them.

What is the functional need for a 4x4 in Singapore? Tropical rainstorms, the occasional flood (the Defender’s wading depth is 900mm, one of the best in the business), and some mild kerb crawling to avoid an obstacle, perhaps, but do these really matter? After all, it is never about “when?”, but “I can if I want to”.

With its broad shoulders, confident stance and block-rocking silhouette, the Defender is an indomitable force of nature. The Defender sits in brooding silence, with proportions that may seem intimidating at first sight. However, it is far from aloof as the door opens in a welcome embrace to those who are about to rock (and hopefully not roll).

This “go anywhere, anytime” 4x4 will nonchalantly shrug off bad weather and the fetters of those who suck the fun out of life, as it aids and abets you in sniffing out adventure and forging new paths into the great unknown — and ideally, great success.

All this provides the perfect segue into Edgeprop’s “Realtors’ Roundtable 2025” (or RRT for short), which honours the “tall poppies” among property agents — the *crème de la crème* of the industry. After all, their success is built on a foundation of ethical standards, tough grit, exemplary performance and unwavering consistency, which is something to be recognised and celebrated.

With support from Wearnes Automotive (the authorised distributor for Jaguar and Land Rover cars in Singapore), the plug-in hybrid-electric Land Rover Defender 110 P300e X-Dynamic HSE on display at the invitation-only RRT 2025 awards dinner

# RUGGED LUXE FOR HIGH ACHIEVERS

*The Land Rover Defender 110 P300e X-Dynamic HSE finds many kindred spirits among the Realtors’ Roundtable award recipients*

BY DAVID KHOO  
david.khoo@bizedge.com

is an excellent example of challenging the status quo.

One would think it acceptable for such a storied brand (Land Rover) and model (Defender) to rest on its laurels, but life does not stand still and neither should you, because that’s the equivalent of saying, “I’ve had enough.”

This quality also rings true for the RRT award recipients, because it is through constant improvement that one evolves and grows, which makes this specific audience such a relevant one for the Defender.

Sebastien Trouset, general manager at Wearnes Automotive for JLR, says: “The Defender has always resonated with high achievers and individuals who embody characteristics of capability, resilience and refinement. The Realtors’ Roundtable brings together the very best in Singapore’s competitive real estate market — their drive, success and values reflect the very spirit of the Defender.”

In keeping with the electrification zeitgeist that has enveloped the automotive world, the P300e is a plug-in hybrid petrol-electric iteration of the iconic Defender, the first of its kind in Singapore.

The performance of its turbocharged 2.0-litre four-cylinder is amplified by an electric motor, which sees the P300e dish

out a combined 300hp and monumental 625Nm — think of it as working smart (with its relatively small engine and electric motor combination), rather than working hard.

As you can imagine, this makes light work of its 2.5-tonne kerbweight and while it may not be blisteringly fast, it will rumble to 100km/h from standstill in 7.6 seconds. The P300e is also able to operate in all-electric mode for up to 38km when serving “last mile motoring” duties, so the car stays in emissions-free mode as you enter residential areas.

The cabin is more practical than posh, but it is put together with a taut cohesion that underscores the quality of fit and finish and the sublime comfort of the “Windsor” leather seats.

Despite the Defender’s rugged exterior, there are concessions to mod-cons and digitalisation within the cabin, the latter of which includes the Pivi Pro infotainment touchscreen interface and full Android Auto / Apple CarPlay connectivity. Drivers daunted by its proportions will find some solace in the 3D Surround Camera, which provides good visibility of the car’s immediate surroundings during close-quarter manoeuvres (and when you decide to take it off-road).

Like so many cult heroes, a Defender defies categorisation and, in some ways, is truly “classless”. Compared to many of its contemporaries, the Defender’s appeal is evergreen and the iconic 4x4 is the embodiment of stealth-wealth appeal because it is a case of “iykyk” (if you know, you know).

The Defender is a nice change from the comfort zone and safe space of the familiar Teutonic triumvirate. The gentle giant makes for a compelling companion for professionals who regularly meet clients and do not want to come across as too flashy, yet appreciate the rugged chic, subtle quality and intelligent utility of the Defender.

It also goes some way towards explaining the P300e’s presence at the RRT 2025: It never hurts to level up awareness of a brand by venturing outside the comfort zone.

Trouset agrees: “In today’s climate of economic uncertainty, market disruption and high COE prices, traditional luxury car buyers tend to be more conservative. This makes it essential for us to cultivate familiarity with new audiences by engaging them through a more tailored and targeted approach.” **E**



The P300e finds many kindred spirits among the RRT’s award recipients



Powertrain aside, the iconic Defender boasts an instantly recognisable silhouette



**ELECTRIC FLEXIBILITY.  
DEFENDER CAPABILITY.**

**DEFENDER**



Official fuel consumption and CO<sub>2</sub> figures for the 25MY Defender plug-in electric hybrid range in l/100km (weighted combined): 3.2 l/100km. Electric energy consumption (weighted combined): 27.8 kWh/km. CO<sub>2</sub> emissions (weighted): 184 g/km. Equivalent all-electric range: 38 km. Figures shown are for European EU6 markets.



REALTORS' ROUNDTABLE



Celebratory toast by supporting agencies and EdgeProp to Realtors' Roundtable members. From left: Justin Quek, OrangeTee & Tie; Doris Ong & Marcus Chu, ERA Singapore; Bernard Tong, EdgeProp (SG); Sebastien Troussset, Wearnes StarChase; Alvin Ong, EdgeProp (MY); Sarah Ng, SN Real Estate; Bruce Lye & Thomas Tan, SRI Realty; Andy Teoh, Gap Estate; Evon Heng, PropNex Realty (MY); Thomas Wong, Ruma Realty

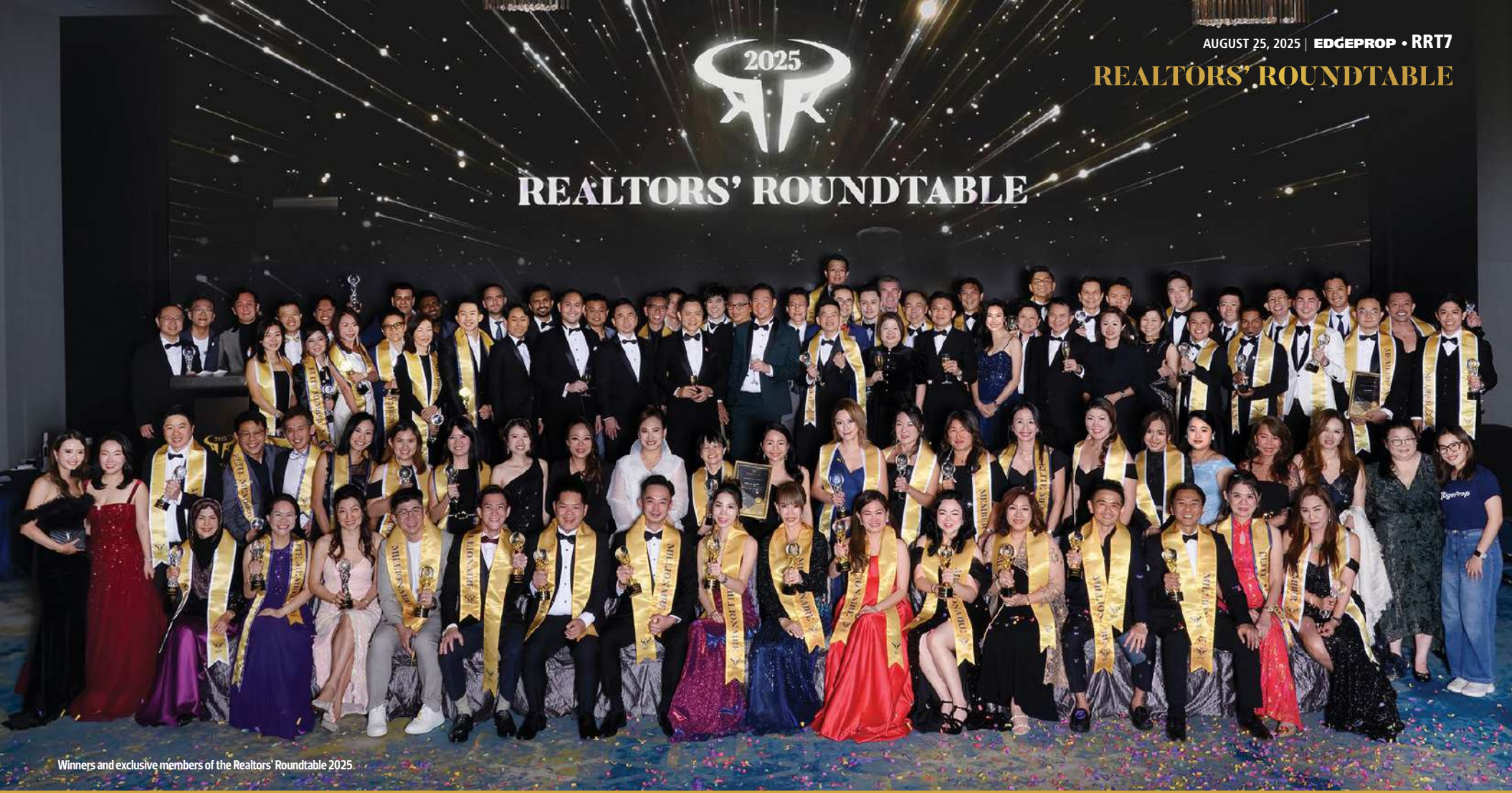


A proud moment with millionaire achievers from both Singapore and Malaysia on stage. From left: Stella Thio, PropNex Realty (SG); Eric Goh, ERA Singapore; Rambo Kor, SN Real Estate; Lynn Er, ERA Singapore; Nizam Adli, PropNex Realty (SG); Bernard Tong, EdgeProp (SG); Vincent Lim, OrangeTee & Tie; Loyalle Chin, PropNex Realty (SG); Alvin Ong, EdgeProp (MY); Victor Lim, Angela Lee, Mabel Mak & Rita Jiang, PropNex Realty (MY); Jeremy Lim, Huttons Asia; Andy Teoh, Gap Estate



Supporting Agencies from Singapore and Malaysia receiving tokens of appreciation. From left: Thomas Tan, SRI Realty; Kelvin Fong, PropNex Realty (SG); Justin Quek, OrangeTee & Tie; Mark Yip, Huttons Asia; Sarah Ng, SN Real Estate; Doris Ong, ERA Singapore; Bernard Tong, EdgeProp (SG); Alvin Ong, EdgeProp (MY); Thomas Wong, Ruma Realty; Evon Heng, PropNex Realty (MY); Andy Teoh, Gap Estate; Ashley Tan, IQI Realty; Saiful Hafiz, CCI Realty





Winners and exclusive members of the Realtors' Roundtable 2025

# REALTORS' ROUNDTABLE 2025: METHODOLOGY

## Overview:

The Realtors' Roundtable is a prestigious accolade within the realtors' community. The real estate sector makes up 2.9% and 1.6% of Singapore's and Malaysia's GDP respectively in 2024.

An efficient and robust marketplace is critical to the success of this sector. This award recognises the efforts of individual salespersons across Singapore and Malaysia for their stellar performance in enabling efficient transactions and contributing to the continued growth of the industry.

## Eligibility:

### SINGAPORE:

- Real estate salespersons must possess an active licence with the Council for Estate Agencies (CEA).
- They must not have been blacklisted by CEA in the past 3 years.

### MALAYSIA:

- Real estate agents must be accredited by the Board of Valuers, Appraisers, Estate Agents and Property Managers or the Lembaga Penilai, Pentaksir, Ejen Harta Tanah dan Pengurus Harta (LPPEH).

## Assessment:

- Realtors are assessed based on the total earned commissions and overriding received. This excludes basic income and deductibles.
  - The assessment period is between 1 January 2024 and 31 December 2024.
- The earned commissions and overriding received are compiled from all agencies the realtor was with during the entire assessment period.

## Categories:

The commissions and overriding earned by the realtors qualify them for 3 different categories:

### SINGAPORE

Millionaire	Elite	Member
≥ S\$1,000,000	S\$500,000 – S\$999,999	S\$200,000 – S\$499,999
≥ \$1,000,000	\$500,000 – \$999,999	RM200,000 – RM499,999

### MALAYSIA

Millionaire	Elite	Member
≥ RM1,000,000	RM500,000 – RM999,999	RM200,000 – RM499,999
≥ \$1,000,000	\$500,000 – \$999,999	RM200,000 – RM499,999

## Submission and Verification:

Realtors are required to submit their commission amounts and overriding received for assessment. The data will be verified either with their respective agencies or through official income statements, and thereafter submitted to KPMG for independent auditing.



REALTORS' ROUNDTABLE

FEATURED MEMBERS



Lincoln Choo K B  
9182 2667 | R024093E



Aileen Yeo  
9321 8529 | R015747G



Donavan Tan  
9668 0193 | R066799J



Mary Tan  
8826 8877 | R007295A



Raymond Ler  
9005 4100 | R003417J



Eric Goh  
9062 7773 | R024237G



Sean Yin  
9455 7422 | R006541F



Jim Leong  
9764 1075 | R056779I



Ann Lee  
9455 3077 | R007611F



Andrew Phee  
8777 7007 | R024642I



Justin Kwek  
8288 1337 | R041348A



Mark Tan  
9145 4397 | R068292A



Ivan Seah  
9768 3511 | R045857D



Kenny Lee  
8686 1555 | R048309I



Adelyn Chan  
9022 8772 | R002209A



Stella Thio  
8299 9300 | R030286H



Brian Wong  
8877 0056 | R064364D

Meet the realtors who have helped countless investors, buyers and sellers achieve their property goals — learn what sets them apart, how they've made a difference, and why clients trust them time and again. For their full stories, turn to **page 23**.

MILLIONAIRE MEMBERS



Andy Teoh  
REN 49819



Angel Tan  
REN 02922



Angela Lee  
REN 04297



Daniel Chong  
R030342B



Edward Yeoh  
REN 65415



Edwin Ong  
REN 07942



Eken Ng  
REN 09700



Elaine Phang  
REN 09625



Ernest Ong Swee Gim  
REN 40148



Eugene Tan  
REN 10087



George Ng  
REN 17400



Ivan Wong Khai Mun  
REN 09162



Jason Teo  
REN 25138



Jeremy Lim  
R017809A



Karen Ng Soh Hui  
REN 14461



Loyalle Chin  
R047968G



Lynn Er  
R024060I



Mabel Mak  
PEA 0985



Nizam Adli  
R009461J



Norman  
REN 56573



Paul Lim  
REN 26419



Phoebe Foo Jie Chyi  
REN 39209



Rachel Loo  
PEA 2035



Rambo Kor  
R031725C



Rita Jiang  
REN 31575



Sean Liew  
REN 30734



Sean Tiew  
REN 37388



Simon Lim  
REN 12367



Victor Lim Wee Tat  
REN 09135



Vincent Lim  
R026632B



YC Wong  
REN 56571



**ELITE MEMBERS**



REALTORS' ROUNDTABLE

MEMBERS



Aaron Lam  
REN 06036



Abby Chew  
E 3082



Alman Roza  
R064095D



Albert Tan  
R045222C



Almes H'ng  
REN 46378



Amy Lim  
R016002H



Anders Ong  
PEA 2708



Andrew Kan  
REN 30355



Andrew Wong  
R063296E



Andy Lim Junchen  
R050816D



Annie Bong Jing Xian  
PEA 3793



Annie Hee  
REN 46494



Annie Hong  
R043835B



Asyraf Khan  
R051755D



Audrey Wong  
R028383I



Augustine Wee  
R028262Z



Ben Huang  
R051182C



Bill Khong Weng Kai  
REN 19750



Bruce Ang  
R019087C



Bryant Liow  
REN 29368



Camie Tang  
PEA 1794



Carrie Zhang  
R049336B



Caryn Wong  
R069458E



Chew Hock Ngee  
R047151



Ching Chia  
R067066F



Chris Chua  
R030867Z



Chua Rui Song Alvin  
R051901H



Clinton Yew  
R009287A



Colin Choo  
R045976G



Connie Lee  
REN 24050



David Hwang  
R010782H



Dexter Lim  
REN 64905



Dicson Loh Wen Jun  
REN 27609



Don Kah  
R068060G



Don Lim  
R053988D



Doris Tan  
R010121H



Douglas Chew  
R045080H



Dylan Poh  
R043788G



Eddy Ong  
R046477I



Edith Tay  
R002319E



Edmund Goh  
R030777I



Edwin Kheng  
R005738C



Ella Muhamad  
REN 49490



Eileen Leong  
R026443E



Elvis Eng  
REN 78550



Elias Sulaiman  
PEA 1616



Etto Chee  
REN 18144



Farah Najwa (Kak Yong)  
REN 42349



Felix Cheng  
REN 25339



Fendy Lee  
R018080J



Ferlin Lim  
REN 41426



Fiona Chin  
REN 00140



Gary Koh  
R029187D



Gavan Lee  
R055759I



Ghaz Ibrahim  
REN 38372



Goh Pei Chang Ethan  
R064895H



Goh Zong Han  
R061881D



Henrick Tan  
REN 16279



Hilal Alias  
PEA 1607



Ho Maggie  
REN 23792



Hui Jun Hoe  
REN 63478



Imelda Quek  
R064322D



Irene Joan Sim  
R024277F



Ivy Yeo  
R045707A



Isaac Fong  
R064008I



Jacelyn Ng  
REN 08753



Jacky Liew  
PEA 2026



James Sim  
R051809G



Jamie Yoeng  
R006717F



Janice Lee  
R064268H



Jasmine Tan  
R005745F



Jazz Lim Tong Huol  
REN 43278



Jeffrey Ng  
REN 19236



Jenna Tong  
R026756F



Jeremiah Chua  
R046635F



Jeremy Pher  
R003742J



Jeremy Quah  
R063595F



Jimmy Lye  
R014198H



Joe Ong  
R049112A



Jolyn Lim  
R062253F





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REALTORS' ROUNDTABLE

MEMBERS



Joshua Tan  
R067053H



Jovine Ng  
REN 19766



Julianto Cahyadi  
R060528C



June Bala  
R0140138



June Leng  
R012861B



Kenneth Kwok  
REN 00632



Kenneth Loh  
R051340J



Kent Fatt  
REN 15215



Kesang Yanki Labattu  
R047826E



Koh Wee Min  
REN 46982



Lara Lam  
R065692Z



Lau Yong Sern  
REN 47890



Laven Loo  
R060597F



Lindy Lee  
R049099J



Liong Phang Fei  
R057131A



Lisa Seow  
R057486H



Loh Beng Piau  
REN 00751



Louis Tey  
R052354F



Lucas Fong Er Hao  
REN 53849



Mandy Grace Tan  
R006254E



Max Ong  
REN 09693



Mervyn Ong  
R068299B



Michael Chng  
REN 51668



Michael Kong Kang Wei  
REN 41775



Mohammad Fareed  
REN 20636



Mohd Ameen  
R024674G



Mohd Fitri MF  
REN 55084



Mohd Hafidz Hanif  
REN 59077



Mohd Haris  
REN 18502



Muhammad Azizirrahim  
REN 35533



Nancy Tan  
R041725H



Nas  
E 2615



Neo Chee Seng  
R010137D



Neou Wee Ping  
REN 35861



Ng Yun Jian (Javier)  
R000194B



Nick R.L  
R002622D



Nigel Lee  
R063275B



Nor Syatila  
REN 24819



Nuzulhakimi Ayob  
REN 55942



Perry Slow  
R060568



Peter Loh  
R028064C



Png Wei Guang Don  
R043330Z



Rachel Yeen  
R045908B



Raymond Khoo  
REN 46969



Raymond Tung  
R027394I



Rinna Khoo  
PEA 2458



Rosmawati Mustapha  
REN 42406



Sam Cheng  
REN 34574



Sam Khoo  
REN 40540



Shamnee Cheng  
REN 40800



Sharolyn Chun  
R007773B



Shirley Fong  
R064755G



Simon Yang  
REN 22909



Soh Shu Hui  
R066982D



Sr Khairulnawawi  
E 3145



Sue Hartanah  
REN 49007



Swan  
R066500G



Sylvia Wandly  
R019365A



Tan Jia Da  
R064766J



Tan Xiuqing Natalie  
R018409A



Tasso Chan  
R028756G



Tay Chai Heng  
R062360E



Thomas Wong  
E 2649



Tracy Teo  
R023837Z



Veann Lee  
R050685D



Wanni Chan  
R048908I



William Tan  
R061781H



William Wong  
REN 15548



Wilson Lim Wei Sern  
REN 29646



Wilson Ng  
REN 33305



Wilson Ong  
REN 57695



Wong Kok Leong  
REN 57545



Yadi Zahari  
REN 54620



YC Liow  
REN 24042



Yumel Ng  
R059711F



Zola Tan  
R029291I



**HALL OF FAME**

IN ORDER OF APPEARANCE  
**MEMBERS (SINGAPORE)**



Adelyn Chan, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Aileen Yeo, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Aiman Roza, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Albert Tan, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Amy Lim, Huttons Asia receiving the award from Shermie Tee, EdgeProp (SG)



Andrew Phee, ERA Singapore receiving the award from Shermie Tee, EdgeProp (SG)



Annie Heng, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Asyraff Khan, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Audrey Wong, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Augustine Wee, ERA Singapore receiving the award from Shermie Tee, EdgeProp (SG)



Ben Huang, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Brian Wong, Huttons Asia receiving the award from Shermie Tee, EdgeProp (SG)



Bruce Ang, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Carrie Zhang, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Caryn Wong, SRI Realty receiving the award from Shermie Tee, EdgeProp (SG)



Ching Chia, SRI Realty receiving the award from Shermie Tee, EdgeProp (SG)



Chris Chua, ERA Singapore receiving the award from Shermie Tee, EdgeProp (SG)



Chua Rui Song Alvin, SN Real Estate receiving the award from Shermie Tee, EdgeProp (SG)



Clinton Yew, Huttons Asia receiving the award from Shermie Tee, EdgeProp (SG)



Colin Choo, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



David Hwang, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Don Kah, ERA Singapore receiving the award from Shermie Tee, EdgeProp (SG)



Doris Tan, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Douglas Chew, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Dylan Poh, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Eddy Ong, ERA Singapore receiving the award from Shermie Tee, EdgeProp (SG)



Edmund Goh, PropertyBank receiving the award from Shermie Tee, EdgeProp (SG)



Edwin Kheng, PropNex Realty (SG) receiving the award from Shermie Tee, EdgeProp (SG)



Eileen Leong, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Fendy Lee, Huttons Asia receiving the award from Amit Sadana, KPMG



REALTORS' ROUNDTABLE

HALL OF FAME

IN ORDER OF APPEARANCE  
MEMBERS (SINGAPORE)



Gary Koh, Huttons Asia receiving the award from Amit Sadana, KPMG



Gavan Lee, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Goh Pei Chang Ethan, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Imelda Quek, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Irene Joan Sim, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Ivy Yeo, ERA Singapore receiving the award from Amit Sadana, KPMG



Izac Fong, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



James Sim, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Jamie Yeong, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Janice Lee, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Jasmine Tan, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Jenna Tong, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Jeremiah Chua, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Jeremy Pher, Huttons Asia receiving the award from Amit Sadana, KPMG



Jeremy Quah, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Jimmy Lye, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Jolyn Lim, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Joshua Tan, Huttons Asia receiving the award from Amit Sadana, KPMG



Julianto Cahyadi, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



June Bala, OrangeTee & Tie receiving the award from Amit Sadana, KPMG



June Leng, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Kenneth Loh, Huttons Asia receiving the award from Amit Sadana, KPMG



Kenny Lee, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Kesang Yanki Labattu, SRI Realty receiving the award from Amit Sadana, KPMG



Lara Lam, ERA Singapore receiving the award from Amit Sadana, KPMG



Laven Loo, PropNex Realty (SG) receiving the award from Amit Sadana, KPMG



Lindy Lee, Huttons Asia receiving the award from Amit Sadana, KPMG



Liong Phang Fei, SN Real Estate receiving the award from Amit Sadana, KPMG



Lisa Seow, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Louis Tey, Huttons Asia receiving the award from Cowie Tan, EdgeProp (SG)



**HALL OF FAME**

IN ORDER OF APPEARANCE  
**MEMBERS (SINGAPORE)**



Mark Tan, Brilliance Capital receiving the award from Cowie Tan, EdgeProp (SG)



Mervyn Ong, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Mohd Ameen, SRI Realty receiving the award from Cowie Tan, EdgeProp (SG)



Neo Chee Seng, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Ng Yun Jian (Javier), Crestbrick receiving the award from Cowie Tan, EdgeProp (SG)



Nick R.L., PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Nigel Lee, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Perry Siow, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Peter Loh, Huttons Asia receiving the award from Cowie Tan, EdgeProp (SG)



Png Wei Guang Don, PropSeller receiving the award from Cowie Tan, EdgeProp (SG)



Rachel Yeen, Huttons Asia receiving the award from Cowie Tan, EdgeProp (SG)



Raymond Tung, ERA Singapore receiving the award from Cowie Tan, EdgeProp (SG)



Sean Yin, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Sharolyn Chun, SRI Realty receiving the award from Cowie Tan, EdgeProp (SG)



Soh Shu Hui, ERA Singapore receiving the award from Cowie Tan, EdgeProp (SG)



Swan, Huttons Asia receiving the award from Cowie Tan, EdgeProp (SG)



Sylvia Wandly, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



Tan Xiuqing Natalie, SN Real Estate receiving the award from Cowie Tan, EdgeProp (SG)



Tasso Chan, SRI Realty receiving the award from Cowie Tan, EdgeProp (SG)



Tay Chai Heng, SN Real Estate receiving the award from Cowie Tan, EdgeProp (SG)



Tracy Teo, ERA Singapore receiving the award from Cowie Tan, EdgeProp (SG)



Veann Lee, ERA Singapore receiving the award from Cowie Tan, EdgeProp (SG)



Wanni Chan, Crestbrick receiving the award from Cowie Tan, EdgeProp (SG)



William Tan, SRI Realty receiving the award from Cowie Tan, EdgeProp (SG)



Yumei Ng, SN Real Estate receiving the award from Cowie Tan, EdgeProp (SG)



Zola Tan, PropNex Realty (SG) receiving the award from Cowie Tan, EdgeProp (SG)



REALTORS' ROUNDTABLE

HALL OF FAME

IN ORDER OF APPEARANCE  
MEMBERS (MALAYSIA)



Farah Najwa, CCI Realty receiving the award from Nimalen Parimalam, EdgeProp (MY)



Ho Maggie, The Roof Realty receiving the award from Nimalen Parimalam, EdgeProp (MY)



Michael Chng, Urban Prestige Properties receiving the award from Nimalen Parimalam, EdgeProp (MY)



Michael Kong Kang Wei, Maxland Real Estate receiving the award from Nimalen Parimalam, EdgeProp (MY)



Thomas Wong, Ruma Realty receiving the award from Nimalen Parimalam, EdgeProp (MY)

IN ORDER OF APPEARANCE  
ELITE MEMBERS (SINGAPORE)



Alex Goh, OrangeTee & Tie receiving the award from Gwen Tan, Mitsubishi Electric



Ann Lee, Huttons Asia receiving the award from Gwen Tan, Mitsubishi Electric



Anthony Chua, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Ashlyn Peh, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Catherine Lee, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Chris Choo, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Clarence Foo, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Clarie Lim, Huttons Asia receiving the award from Gwen Tan, Mitsubishi Electric



Faith Quek, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Ivan Seah, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Jasmine Lau, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Jim Leong, OrangeTee & Tie receiving the award from Gwen Tan, Mitsubishi Electric



Justin Kwek, Huttons Asia receiving the award from Gwen Tan, Mitsubishi Electric



Lincoln Choo K B, ERA Singapore receiving the award from Gwen Tan, Mitsubishi Electric



Lynn Tiang, SRI Realty receiving the award from Gwen Tan, Mitsubishi Electric



Maggie Yang, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Martin Goh, Realstar Premier Group receiving the award from Gwen Tan, Mitsubishi Electric



Mary Tan, Huttons Asia receiving the award from Gwen Tan, Mitsubishi Electric



Nick Tan, SRI Realty receiving the award from Gwen Tan, Mitsubishi Electric



Phoebe Ang, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Raycher Lim, ERA Singapore receiving the award from Gwen Tan, Mitsubishi Electric



Raymond Ler, Halcyon Real Estate receiving the award from Gwen Tan, Mitsubishi Electric



Richard Jany, Janys Real Estate receiving the award from Gwen Tan, Mitsubishi Electric



Ron Lim, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



**HALL OF FAME**

IN ORDER OF APPEARANCE

**ELITE MEMBERS (SINGAPORE)**

Ryan Lee K K, ERA Singapore receiving the award from Gwen Tan, Mitsubishi Electric



Val Lin, PropNex Realty (SG) receiving the award from Gwen Tan, Mitsubishi Electric



Vincent Tay, ERA Singapore receiving the award from Gwen Tan, Mitsubishi Electric

IN ORDER OF APPEARANCE

**ELITE MEMBERS (MALAYSIA)**

Hycintha Sil Ping Sieng, Ruma Realty receiving the award from Gwen Tan, Mitsubishi Electric



Jeffrey Kiong, The Roof Realty receiving the award from Gwen Tan, Mitsubishi Electric



Judy Tan, Maxland Real Estate receiving the award from Gwen Tan, Mitsubishi Electric

IN ORDER OF APPEARANCE

**MILLIONAIRE MEMBERS (MALAYSIA)**

Andy Teoh, Gap Estate receiving the award from Alvin Ong, EdgeProp (MY)



Angela Lee, PropNex Realty (MY) receiving the award from Alvin Ong, EdgeProp (MY)



Mabel Mak, PropNex Realty (MY) receiving the award from Alvin Ong, EdgeProp (MY)



Rita Jiang, PropNex Realty (MY) receiving the award from Alvin Ong, EdgeProp (MY)



Victor Lim, PropNex Realty (MY) receiving the award from Alvin Ong, EdgeProp (MY)

IN ORDER OF APPEARANCE

**MILLIONAIRE MEMBERS (SINGAPORE)**

Daniel Chong, OrangeTee & Tie receiving the award from Bernard Tong, EdgeProp (SG)



Eric Goh, ERA Singapore receiving the award from Bernard Tong, EdgeProp (SG)



Jeremy Lim, Huttons Asia receiving the award from Bernard Tong, EdgeProp (SG)



Loyalle Chin, PropNex Realty (SG) receiving the award from Bernard Tong, EdgeProp (SG)



Lynn Er, ERA Singapore receiving the award from Bernard Tong, EdgeProp (SG)



Nizam Adli, PropNex Realty (SG) together with his wife (Neeza Ali) receiving the award from Bernard Tong, EdgeProp (SG)



Rambo Kor, SN Real Estate receiving the award from Bernard Tong, EdgeProp (SG)



Stella Thio, PropNex Realty (SG) receiving the award from Bernard Tong, EdgeProp (SG)



Vincent Lim, OrangeTee & Tie receiving the award from Bernard Tong, EdgeProp (SG)



REALTORS' ROUNDTABLE

TABLE SHOTS



Second row from left: Justin Quek, OrangeTee & Tie; Thomas Tan & Bruce Lye, SRI Realty; Marcus Chu, ERA Singapore; Bernard Tong, EdgeProp (SG)  
Front row from left: Sarah Ng, SN Real Estate; Doris Ong, ERA Singapore



Second row from left: Alvin Ong & Nimalen Parimalam, EdgeProp (MY); Thomas Wong, Ruma Realty; Saiful Hafiz, CCI Realty  
Front row from left: Jessie Wong, Affin Bank; Evon Heng, PropNex Realty (MY); Erica How, Affin Bank; Jacqueline Lim, EdgeProp (MY); Ashley Tan, IQI Realty



Second row from left: Kevin Lim, ERA Singapore; Cowie Tan, EdgeProp (SG); Eddie Lim, PropNex Realty (SG); Chng Turk Sern, Mitsubishi Electric  
Front row from left: Zane Toh, SN Real Estate; Raymond Khoo, OrangeTee & Tie; Hou Yeng Lam & Amit Sadana, KPMG; David Khoo, EdgeProp (SG); Sebastien Trousset, Wearnes StarChase



Second row from left: Bernard Tong, EdgeProp (SG); Ramesh Pillai & Lester Tan, OrangeTee & Tie; Pang Kai Xin, EdgeProp (SG); Lawrence Yap & Tan Juan Chen, Mitsubishi Electric  
Front row from left: Evan Chung & Lester Chen, SRI Realty; Vun Hlung Chang, KPMG



Second row from left: Ryner Koh & Kevin Lim, ERA Singapore; Bobby Sng, PropNex Realty (SG); Lester Chen, SRI Realty  
Front row from left: Andrew Wee, KPMG; Sujinraj s/o Muvendran, Koocester Group; Shermie Tee, EdgeProp (SG)



Second row from left: Michael Kong Kang Wei, Maxland Real Estate; Edwin Poh, EdgeProp (SG); Michael Chng, Urban Prestige Properties  
Front row from left: Hu Shu Min (guest of Michael Kong); Judy Tan, Maxland Real Estate; Ho Maggie, The Roof Realty; Peggie Ho (guest of Ho Maggie); Jeffrey Kiong, The Roof Realty; Chang Siew Peng (guest of Jeffrey Kiong)



Second row from left: Fikree Hasran, CCI Realty; Noor Azwad bin Misman (guest of Farah Najwa); Farah Najwa, CCI Realty; Sean Cheah & Victor Lim, PropNex Realty (MY)  
Front row from left: Hycintha Sii, Ruma Realty; Angela Lee, PropNex Realty (MY); Stefanie Loh (guest of Angela Lee); Mabel Mak & Rita Jiang, PropNex Realty (MY)



Second row from left: Pauline Ang (guest of Mary Tan); Louis Tey, Clinton Yew, Joshua Tan & Jeremy Pher, Huttons Asia  
Front row from left: Vanessa See (guest of Mary Tan); Mary Tan, Fendy Lee, Lindy Lee & Peter Loh, Huttons Asia



Second row from left: Fenny Lim, Mitsubishi Electric; Si Min Tan, EdgeProp (SG); Ryan Lee K K, Veann Lee & Raycher Lim, ERA Singapore  
Front row from left: Gwen Tan, Mitsubishi Electric; Nigel Ng, William Grant & Sons; Eric Goh, Tracy Teo & Chris Chua, ERA Singapore



Second row from left: Mervyn Ong, Gavan Lee, Chris Choo & Ben Huang, PropNex Realty (SG); Steve Leong, William Grant & Sons  
Front row from left: Catherine Lee, Audrey Wong & Val Lin, PropNex Realty (SG)



**TABLE SHOTS**

Second row from left: Faith Quek, Goh Pei Chang Ethan & Bruce Ang, PropNex Realty (SG); Adrian Koh (guest of Janice Lee); Kenny Lee, PropNex Realty (SG)  
Front row from left: Izaac Fong, Anthony Chua, Nigel Lee, Ashlyn Peh & Janice Lee, PropNex Realty (SG)



Second row from left: Liong Phang Fei, SN Real Estate; Amelia Yu, EdgeProp (SG); Tan Xiuqing Natalie, Zane Toh, Yumel Ng & Rambo Kor, SN Real Estate  
Front row from left: Ashley Lo, EdgeProp (SG); Nicholas Ang, Tay Chai Heng & Chua Rui Song Alvin, SN Real Estate



Second row from left: Neeza Ali (wife of Nizam Adli); Nizam Adli, Aliman Roza, Stella Thio, Loyalle Chin & Phoebe Ang, PropNex Realty (SG)  
Front row from left: Sylvia Wandly, Neo Chee Seng, Nick R.L. & Zola Tan, PropNex Realty (SG)



Second row from left: Png Wei Guang Don, PropSeller; Tasso Chan, Kesang Yanki Labattu, Caryn Wong & Lynn Tiang, SRI Realty  
Front row from left: Ching Chia, Sharolyn Chun, Nick Tan, William Tan & Mohd Ameen, SRI Realty



Second row from left: Jeremiah Chua, PropNex Realty (SG); Joan Ow (wife of David Hwang); David Hwang, Annie Heng, Clarence Foo, Ron Lim & Ivan Seah, PropNex Realty (SG)  
Front row from left: Adelyn Chan & Colin Choo, PropNex Realty (SG)



Second row from left: Perry Siow, Jamie Yoeng, Irene Joan Sim, Eileen Leong & Laven Loo, PropNex Realty (SG); Leng Kar Yee (guest of Albert Tan)  
Front row from left: Lisa Seow, Douglas Chew, Edwin Kheng & Albert Tan, PropNex Realty (SG)



Second row from left: Eddy Ong, Augustine Wee, Lara Lam & Donovan Tan, ERA Singapore; Robert Percy Burgess (guest of Donovan Tan)  
Front row from left: Edwin Ng (guest of Ivy Yeo); Ivy Yeo, ERA Singapore



Second row from left: Sean Yin, Jolyn Lim, Jimmy Lye, Eddie Lim, Aileen Yeo & Imelda Quek, PropNex Realty (SG)  
Front row from left: Jenna Tong, Doris Tan & Jasmine Lau, PropNex Realty (SG)



Second row from left: Mark Tan, Brilliance Capital; Ng Yun Jian (Javier) & Wanni Chan, Crestbrick; Juliann Teo (wife of Raymond Ler); Raymond Ler, Halcyon Real Estate; Martin Goh, Realstar Premier Group  
Front row from left: Sharon Chan (guest of Edith Tay); Edmund Goh, PropertyBank; Richard Jany, Janys Real Estate



Second row from left: Daniel Chong, Vincent Lim & June Bala, OrangeTee & Tie; Kenneth Loh, Huttons Asia; Jim Leong, OrangeTee & Tie  
Front row from left: Alex Goh, OrangeTee & Tie; Ann Lee, Huttons Asia



REALTORS' ROUNDTABLE

TABLE SHOTS



Second row from left: Raymond Tung, Andrew Phee & Vincent Tay, ERA Singapore  
Front row from left: Don Kah & Soh Shu Hui, ERA Singapore; Jamie Yoeng, PropNex Realty (SG); Lynn Er, ERA Singapore



Second row from left: Swan, Gary Koh, Brian Wong, Jeremy Lim & Justin Kwek, Huttons Asia  
Front row from left: Rex Tan (guest of Shermie Tee); Rachel Yeen & Amy Lim, Huttons Asia

GALA NIGHT



Stella Thio & Kelvin Fong, PropNex Realty (SG); Bernard Tong, EdgeProp (SG); Brenda Goh, The Makeover Inc



Lester Tan, Jim Leong, Daniel Chong & Ramesh Pillai, OrangeTee & Tie; Shermie Tee, EdgeProp (SG); Justin Quek, Vincent Lim & Raymond Khoo, OrangeTee & Tie



Tan Xiuging Natalie & Sarah Ng, SN Real Estate; Shermie Tee, EdgeProp (SG)



Sean Yin, PropNex Realty (SG); Eve Teo, EdgeProp (SG)



Edwin Poh, EdgeProp (SG); Sarah Ng, SN Real Estate



Joshua Tan, Louis Tey, Jeremy Lim & Rex Tan, Huttons Asia; Shermie Tee, EdgeProp (SG); Amy Lim & Rachel Yeen, Huttons Asia; Bernard Tong, EdgeProp (SG); Justin Kwek, Brian Wong & Gary Koh, Huttons Asia



Noor Azwad bin Misman (guest of Farah Najwa); Farah Najwa, Saiful Hafiz & Fikree Hasran, CCI Realty



**GALA NIGHT**

June Leng, PropNex Realty (SG); Kevin Geow &amp; Lindy Lee, Huttons Asia



Evan Chung &amp; Bruce Lye, SRI Realty; Si Min Tan, EdgeProp (SG); Lynn Er, ERA Singapore; Thomas Tan, SRI Realty



Thomas Wong, Ruma Realty; Faradilah Hendry, EdgeProp (MY); Hyacintha Sii, Ruma Realty; Nimalen Parimalam &amp; Alvin Ong, EdgeProp (MY); Pang Kai Xin, EdgeProp (SG)



Stella Thio, PropNex Realty (SG)



Raymond Ler, Halcyon Real Estate



Loyalle Chin, PropNex Realty (SG); Evon Heng &amp; Rita Jiang, PropNex Realty (MY); Bobby Sing, PropNex Realty (SG); Mabel Mak &amp; Angela Lee, PropNex Realty (MY); Stefanie Loh (guest of Angela Lee); Sean Cheah &amp; Victor Lim, PropNex Realty (MY)



Sarah Ng, SN Real Estate; Bernard Tong, EdgeProp (SG)



Alex Goh, OrangeTee &amp; Tie; Jimmy Lye, PropNex Realty (SG)



Victor Lim, Mabel Mak, Rita Jiang &amp; Angela Lee, PropNex Realty (MY); Andy Teoh, Gap Estate



Eddie Lim, PropNex Realty (SG); Cowie Tan &amp; Bernard Tong, EdgeProp (SG); Adam Wang, Singapore Estate Agent Association (SEAA); Raymond Khoo, OrangeTee &amp; Tie



REALTORS' ROUNDTABLE

GALA NIGHT



Evan Chung, SRI Realty; Shermie Tee, EdgeProp (SG); Kevin Geow, Huttons Asia; Kevin Lim, ERA Singapore; Lester Chen, SRI Realty



Kevin Lim & Doris Ong, ERA Singapore; Lester Tan, OrangeTee & Tie; Rex Tan, Huttons Asia



Ron Lim, PropNex Realty (SG); Edwin Poh, EdgeProp (SG); Jeremiah Chua, PropNex Realty (SG); Jaramy Teo, EdgeProp (SG)



Vincent Lim, June Bala & Daniel Chong, OrangeTee & Tie



Second row from left: Gavan Lee & Ben Huang, PropNex Realty (SG)  
Front row from left: Val Lin, Catherine Lee & Audrey Wong, PropNex Realty (SG)



Asyraff Khan, James Sim & Maggie Yang, PropNex Realty (SG)



Clinton Yew, Huttons Asia and the Defender 110



Jeremy Lim, Huttons Asia and the Defender 110



Kiss Cam shot of Joan Ow (wife of David Hwang) & David Hwang, PropNex Realty (SG)



Swan, Huttons Asia receiving the lucky draw prize of Glenfiddich 23-Year-Old Grand Cru from Steve Leong, William Grant & Sons



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# 20 YEARS OF FAITH, EXCELLENCE & LOYALTY: LINCOLN CHOO'S JOURNEY FROM ENGINEER TO ELITE REALTOR



“Real estate is not just a transaction. It's a high-trust mission.”  
— Lincoln Choo

“It's about being real. People want to know who you are, not just what you can sell,” he explains.

## A tribute to mentorship, family and legacy

Choo remains deeply grateful to his long-time mentor from Day 1 at ERA, Dave Liew, as someone who believed in his potential even when he doubted himself. He also credits his family and his late father, Sam Choo, for developing his integrity and deep sense of responsibility and leaving him a legacy that is hard to duplicate. His late father remains his role model and anchor in his life.

“This 20-year milestone is not just about success. It's about being consistent. It's about remembering who stood by me when things weren't easy. I'm here because of them.”

## ERA's enduring top performer

Lincoln's accolades reflect his consistency. Among the most notable are:

- ERA Millionaire 2022 / 2023
- ERA Rising Millionaire 2021 / 2024 / 2025
- ERA No.1 TOP Resale Achiever (Landed) – Q1 2023
- ERA Mahogany Diamond Achiever for May 2022 - \$1 million in Commission in a single month!
- ERA No.1 Top Resale Achiever (Overall) for May 2022
- ERA No.1 Top Resale Achiever (Condo) for May 2022
- ERA Overall No.1 Top Producer in Sept 2012
- ERA Overall No.1 Top Producer in Dec 2009
- Exclusive Pioneer Member of PLUSH By ERA
- Exclusive Pioneer Member of DIAMONDS By ERA
- ERA Multi-Million Dollar Club - 2007 to 2025
- ERA Asia Pacific Elite Awards - 2007 to 2025
- SEAA - “Platinum” Salesperson Achievement Award - 2022 / 2023 / 2024 / 2025
- EdgeProp - Exclusive Member of Realtors Round Table - 2024 & 2025

Yet, when asked what he values most, Choo says: “Being someone clients can truly count on — with a 101% peace of mind — that's the real achievement.”

## Final word: A legacy of quiet strength

As Singapore's property market continues to evolve, sellers are bombarded with choices. But for those looking for trust over trend, legacy over hype, and experience over flash, Choo offers something rare.

“I'm not here for two years. I'm here to stay,” he says with conviction. “This is not a job. It's a journey — one I'm still passionate about, every single day.”

And after 20 years of top-tier service and passion, Choo is just getting started. **E**

In an industry where agents often chase quick wins and short-term gains, Lincoln Choo stands out as a force of consistency, loyalty, and exceptional results.

Celebrating his 20th year with ERA, Choo is not only the Division Director of FAITH Division but also one of the longest-standing top performers in the company's history.

Year after year, his name appears frequently among ERA's elite in the top 0.01% of producers boasting more than 100 accolades and 1,000 sales transactions. But to Choo, numbers are just one part of the story.

“This 20-year journey is not about being an expert,” he reflects. “It's about journeying with families, stewarding their homes and wealth, and being present — season after season.”

## From missions to mansions

Choo's foundation was laid in the most demanding environment: the Singapore Armed Forces. A Sword of Merit recipient and Commando Officer who ranked seventh in his Officer Cadet School cohort, Choo says his military background shaped his mindset.

“Discipline, precision, and leadership — these are values I bring into every deal,” he adds. “Real estate is not just a transaction. It's a high-trust mission.”

Even during challenging times such as the Global Financial Crisis, SARS and, most recently, Covid-19 and multiple cooling measures from the government, Choo remained grounded, drawing from his early military training to navigate adversity with composure and resilience.

## Rebuilding from the ground up — twice!

What truly separates Choo from the average agent is his real-world experience in landed home reconstruction. Having rebuilt two of his own landed homes from scratch, Choo is not only well-versed in design and compliance — he has lived it.

“Many agents can talk about land value,” he says. “But few have personally walked through the process, from URA submissions to architectural planning to selecting the right builders. I have. Twice.”

This hands-on experience is a game-changer for landed home clients. He often walks with clients, sketching possibilities and flagging potential concerns. Choo has experienced various problems first-hand, such as the loss of a six-figure deposit to a scam developer, and wishes to prevent his clients from making the same mistake.

It is both a form of strategic advisory most agents cannot offer and one of the reasons why high-net-worth individuals in Singapore's most discerning enclaves repeatedly turn to Choo.

## A business built entirely on trust

One of Choo's most remarkable achievements is his rare 100% referral-based business model. Over the past 20 years, he has consistently closed multi-million-dollar land-

ed and luxury condo deals through strong referrals and relationships.

“My customers' success, not my marketing plan, has been my priority all these years,” Choo reveals. “Yet, by God's grace, I've been consistently at the top — not just once, but every single year. That's something I treasure deeply and am forever grateful to Him!”

Choo's real estate journey is also a deeply personal one.

Inspired by his late father, Choo sees real estate as not just a job, but also a way to contribute to society with integrity and honour.

“My father taught me the importance of sincerity and leading with heart,” he shares. “That stayed with me, even when deals didn't go my way.”

One defining story involved a client who was unable to sell his property for years.

Choo stepped in and secured a record price that broke the district record for the past 30 years! It was a turning point which taught him that perseverance, not pressure, yields results.

## Staying authentic in a digital world

While Choo is rooted in tradition, he has embraced modern platforms to stay connected with today's audience. You'll find him on Facebook, TikTok, Instagram, YouTube and XiaoHongShu, sharing stories of builds, sales and the realities of high-stakes property decisions.



For more info, scan QR or contact  
Lincoln Choo | 9182 2667  
CEA no: R024093E  
ERA REALTY NETWORK PTE. LTD.



# AILEEN YEO: BUILDING VALUES AND VALUABLES IN FAMILY LEGACIES



In Singapore's ever-evolving property landscape, few realtors embody longevity, legacy, and leadership as closely as Aileen Yeo. With 15 years of experience under her belt, the associate group director at PropNex Realty has built a solid reputation for integrity and excellence, positively impacting generations.

Yeo is a two-time recipient of the prestigious Realtors' Roundtable award and has been consecutively recognised with the Singapore Estate Agents Association (SEAA) Salespersons Achievement Award (Platinum) since 2022 — both esteemed industry accolades that span across all real estate agencies in Singapore. For her, these honours are deeply meaningful, not simply because they validate her strong performance within Singapore, but also because they reflect her ability to make a lasting difference in the lives of the families she serves.

"Most awards are company-level, but these are across the industry. It's like receiving a country-wide report card for the year," she reflects. "While I'm thankful for the results, I always feel I could have done better."

## Anchored by family, fuelled by purpose

Despite ranking in the top 2% to 3% of realtors in the market and closing an impressive 70 to 80 transactions in 2024, Yeo attributes her success to the grounding presence of her family at home and work.

She credits her parents and husband for their steadfast support, helping with the children and embracing the realities of her work, even when it meant late nights and missed weekends.

The family-oriented leadership at PropNex, especially executive chairman Ismail Gafoor, CEO Kelvin Fong, Propnex co-founder Alan Lim, executive director Lim Yong Hock and her district director Andrew Yong, are also key anchors throughout her journey. "They've always stood for authenticity: to work hard for your family and leave if a company no longer adds value. That kind of clarity guides me."

Every deal, she shares, is more than just a transaction. It's a conversation about family, legacy, and future-proofing lives. "When I walk into a home, I'm not just there to assess the layout or potential resale value," she explains. "I'm often invited to partake and guide a family's deepest decision-making: how they care for ageing parents and seed the future for their children."

## Stories of legacy

One of the stories Yeo recalls fondly is that of a couple who used the proceeds from an en bloc sale to fund the down payments on their first homes for their three children: an act not just of generosity, but also a vision.

"Rather than leaving behind properties for their children to distribute among themselves or to sell off their properties now to distribute the cash, that one move by the couple sets up the next generation for stability and pushes the children to take responsibility to continue the mortgage," Yeo says. "And I see my role as helping families like hers turn wealth into wisdom, assets into legacy."

It's this perspective that fuels Yeo's passion for inter-generational wealth planning. She believes that property investing is not just about



building bricks and mortar but harnessing a powerful instrument to sustain family values over time.

## Her own property evolution

What makes Yeo's advice even more relatable is her own personal property journey. Starting with a humble three-room HDB flat as her matrimonial home, she eventually purchased the neighbouring unit to form a jumbo flat. Later, on her mentor's advice, she invested in a small one-bedroom condo under trust for her daughter: a strategic move she later exited after four years.

She then upgraded to a landed property with her husband and decoupled within 2.5 years, purchasing a three-bedroom condo (under construction) in a location where competing developments are few. This evolution mirrors the calculated risk-taking she role-models and advocates for her clients.

"My journey isn't just theoretical. I've walked the path myself, so I feel confident guiding others," she affirms.

Her approach is also informed by past regrets. Yeo reflects on how her late grandfather, a successful property investor and businessman with a net worth of over \$8 million at the time

of his death in 1984, divided his wealth among 13 children, only for most of it to dissipate over the years due to a lack of financial literacy and skills to steward wealth.

That memory drives her mission today: to ensure her clients' families and her own children are equipped with the knowledge and tools to preserve wealth meaningfully rather than just inheriting assets.

"Inheriting knowledge is more precious than physical assets," she says.

## Lessons from the trenches

Like many seasoned professionals, Yeo's path hasn't been without setbacks. She recalls a case in her second year of business where a small error led to a formal complaint and demand for a commission refund. Rather than cling to the earnings, she chose integrity and let go of the commission.

That experience marked a turning point.

"I've faced baseless complaints and CEA investigations and accompanied clients to small claims tribunal court cases. But I've learned that as long as I document everything and act with integrity, I am unfazed."

These trials, far from discouraging her, have only strengthened her resolve. "I want young agents to know that this industry will test you. But don't lose heart. Always remember what you're working for: your family, your values."

**“My journey isn't just theoretical. I've walked the path myself, so I feel confident guiding others. — Aileen Yeo**

## From sales to service

While most of her current business comes from sellers, Yeo is proudest of the relationships she's built. "Many of my clients have become friends. They trust me to guide not just their property moves but their family decisions."

She works closely with dual-income households looking to grow their property portfolios and provides guidance for upgraders transitioning from HDB to private properties. Her focus is not on chasing volume but on strategic wealth building.

"It's about helping people live better, retire smarter and giving their children a head start."

## Staying sharp with tech & tools

To stay ahead, Yeo actively embraces technology. She is a regular user of *EdgeProp's* research tools and leverages data analytics and artificial intelligence (AI) solutions to provide more informed advice to clients. "You can't stay static. The industry moves fast, and you must constantly adapt, learn and evolve."

Yet even with digital tools, she maintains that human connection is irreplaceable. "People want to be seen and heard. Technology helps, but relationships seal the deal."

## What's next? A legacy in mentorship

Looking ahead, Yeo hopes to give back by mentoring newer agents and youths, just as her own cousin, who was her first manager, once inspired her. "If I can help someone avoid the mistakes I made or shorten their learning curve, I'd consider that a meaningful second chapter."

For now, though, she remains grounded in her mission: to guide families, one home at a time, toward a future where values and valuables go hand in hand.

## Closing thoughts

In a competitive market where transactions often take centre stage, Yeo's story reminds us that behind every home is a human story and behind every successful deal, a trusted advisor who understands the weight of that trust.

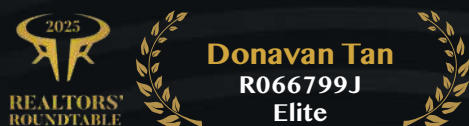
"I don't just sell property," she says, "I build something that lasts: relationships, trust and legacy." <sup>E</sup>



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# FROM BLUEPRINTS TO BIG DEALS: DONAVAN TAN IS MAKING MOVES IN REAL ESTATE



**W**hen Donavan Tan left his role as a mechanical engineer at a statutory board during the uncertainty of Covid-19, he wasn't running from something, though he didn't realise it then. He was running towards something greater: a career where he could thrive in a fast-paced environment, empower others and serve with sincerity.

Today, Tan isn't just a successful real estate agent who transacted over \$88 million worth of properties in his first two years.

From the outside, it might look like a dramatic switch — from gears and schematics to property portfolios and client consultations — but to Tan, the path made perfect sense.

"I was already dabbling in property investments," he says. "It started with a casual dinner conversation with three friends in 2019. We ended up buying a two-bedroom unit at Stirling Residences together. That first experience planted the seed."

Real estate was not the obvious next step. After the pandemic disrupted his team and led to redundancy, Tan found himself at a career crossroads. With only \$10,000 in his bank account and few job prospects, he knew he had to act. He cashed in his life insurance, a policy his mother had set up for him, and plunged headfirst into real estate.

"I had to pass the licensing exam, and honestly, my English wasn't great," he admits with a laugh. "I failed the first time. But that didn't stop me. I passed on the second try, and I haven't looked back since."

## Be consistent

Within his first year in the industry, Tan achieved rising millionaire status — an accolade awarded to promising new agents who cross a significant earnings threshold. By year two, he had surpassed \$1.03 million in personal commissions.

"It wasn't just about the money. I was hungry to learn, and I knew I needed a mentor who matched my values," he adds. "That's how I found Chris. He was sharp, driven, and taught me how to read people, anticipate objections, and really connect."

This mentor-mentee relationship became a cornerstone of Tan's early success. He didn't just absorb knowledge; he applied it rigorously.

"This job is not easy. In the early days, I was always grinding hard," Tan says candidly. "In the early days, I made sure I was always doing something to add towards my career." From refining his pitch to developing a strong social media presence that now brings him leads, Tan demonstrates the power of consistent, focused self-improvement.

## Connection closes deals

It isn't just business acumen that sets Tan apart; it's his heart. He recalls a story that left a lasting impression: an elderly couple who had been misled by a previous agent who sold their flat without securing a new home for them. Left in limbo, they turned to Tan in desperation.

"They were in a really bad situation. No agent wanted to help them. It was heartbreaking," he says. "I took the case, and we eventually found them a home that



suited their needs. We even planned out the renovations together, and I helped with their banking needs. Seeing their relief when they finally settled in, that's what it's about."

Tan believes in leading with authenticity. Whether guiding a couple through their first property purchase or helping a new agent close their first deal, he insists on one principle: sincerity. As he says: "People can feel it when you're being real. That's why I don't chase commissions. I chase connections."

## Building the next generation

Today, Tan channels that same energy into mentorship. Since June last year, he has been actively recruiting and training new agents, many inspired by his own story. "One of my

friends quietly watched my journey from the sidelines. He saw how far I'd come, reached out to me, and decided to give real estate a shot. He passed his exams on the first try and is now thriving."

Tan's long-term goal is ambitious: to build a community of 500 empowered and ethical professionals by 2032. Inspired by industry veterans, he is laying the foundation for a leadership style grounded in encouragement,

personal growth and shared success.

He regularly provides training on project presentations, financial planning and branding strategies. He's also known for sharing educational content on social media, often delivered with his trademark enthusiasm and charm. "It's not about selling property. It's about helping people see what's possible: for themselves, for their families, for their futures."

“ You don't need to be the smartest or richest guy in the room. You just need heart and the hustle to match it.

— Donavan Tan

## Juggling life and legacy

Despite his swift rise, Tan has not allowed success to compromise his personal life. If anything, it has made him more disciplined. "To be honest, I've never been much of a saver!" he laughed, sharing that it was natural for him to splurge on vacations and eating out all the time.

Now that he earns a commission-based salary, he follows a personal rule to keep a baseline cash buffer in his bank account, uses CPF strategically to minimise tax liabilities, and adopts long-term strategies for his investments, often treating himself as his own client. "I hope my partner and I will own multiple properties in time to come. It's all about building a solid portfolio," he says. "But without compromising our travel plans, I still want to enjoy life. It's a balance."

Coming from a modest background — his parents run a provision shop and his siblings work in traditional careers — Tan is driven by a commitment to give back. He has organised leadership camps, supported new agents through learning sessions, and continues to develop tools and resources for aspiring property professionals.

His parents are also benefiting from having a devoted son, who remains grateful for their support when he first began a career in sales, a path many Asian families often view with caution. "I'm treating them to a dream vacation to see the Northern Lights in Norway," Tan beams, obviously overjoyed at being able to provide this special experience to his folks.

Energetic, outspoken and introspective, Tan attributes his transformation to overcoming early bullying at school and embracing a more extroverted side of himself. "Back then, I didn't trust people easily. But real estate changed me. You have to show up as your full self: confident, caring, consistent."

If there is one thing he wants people to take from his journey, it is this: "You don't need to be the smartest or richest guy in the room. You just need heart, and the hustle to match it." ☎



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# MARY TAN: STEERING WITH INTEGRITY AND INFLUENCE IN SINGAPORE'S LUXURY PROPERTY MARKET



**Mary Tan**  
R007295A  
Elite



In the world of high-stakes real estate, where trust, timing and expertise can define outcomes, Mary Tan has distinguished herself as one of the most respected and influential leaders in Singapore's property landscape. As executive group district director at Huttons Asia, she oversees more than 2,000 agents, many of whom look to her not only for guidance but also for inspiration.

With a career spanning over two decades and 18 successful years with Huttons, Tan has built her name on more than just numbers. She is a strategic force with a human touch; adept at navigating the demands of her customers, including ultra-high-net-worth (UHNW) clients, leading teams through complex transactions and steering the launch of landmark developments.

"I don't just manage agents, I mentor future leaders. I don't just sell properties, I build trust," she shares. That guiding ethos has won her a loyal clientele, a reputation for integrity and a powerful influence within the property industry.

## A trusted name in prime real estate

Tan's resume reads like a tour through Singapore's most prestigious addresses. From Good Class Bungalows to en bloc investment sales, industrial and commercial spaces, international portfolios to private residences in the Core Central Region (CCR), her portfolio reflects both depth and sophistication. She is regularly tapped as project IC — a leadership role for new development launches — by top developers, with notable projects under her belt, including the highly anticipated W Residences Marina View and Upperhouse at Orchard Boulevard.

Her leadership is not just strategic but deeply personal. Known for her signature gestures, such as personally delivering refreshments to agents across agencies, Tan believes that building goodwill creates ripple effects in brand and network influence. "In this business, small acts can leave a lasting impression. It's about building networks that expand your market reach."

## Mastering the art of client relationships

What sets Tan apart, especially in the ultra-luxury segment, is her intuitive ability to connect with others. With a warm yet composed demeanour, she easily earns the trust of HNW individuals, investors, and long-term homeowners. Her clients often become personal friends and, in turn, refer their own trusted circles.

"I take the time to understand their goals, lifestyle needs, and investment vision. Clients don't just want information. They want insight, discretion and reliability," she explains. "You can give them statistics, but it's your sincerity, knowledge and dependable service that build lasting relationships."

Her values are uncompromising. Even when approached directly by clients already represented by other agents, Tan holds the line. "I will always advise them to speak with their existing agent. I believe in protecting professional boundaries; it's how we maintain the integrity of the industry."



## Leading from the front at new launches

Tan is in her element when leading the charge at new project launches, coordinating across marketing, sales, and developer relations. Her ability to crystallise a property's unique value proposition and rally agents to communicate it with clarity and conviction is a key reason for her continued success.

Her many accolades tell the story, from multiple Millionaire Awards (for surpassing \$1 million in commissions) to consistently topping the Sales Championship throughout the years in both local and project categories; her shelves are lined with recognition. Yet, Tan remains grounded and focused on staying active in the field.

"Even as a leader, I'm on the ground because that's where the market moves. I learn, adapt, and guide better when I stay close to the action."

Looking ahead, she sees strong opportunities in Singapore's Core Central Region (CCR), as price gaps with other regions narrow. "Buyers who appreciate prestige and value are starting to see how strategic CCR purchases can be, especially now, when there is a more level playing field in pricing."

## Creating a culture of mentorship and collaboration

Tan's influence extends well beyond transactions. She has created a culture of mentorship and collaboration within the Mary Tan Dis-

trict (MTD), where younger and mid-career agents are groomed to thrive in all areas, including the luxury space. She takes pride in guiding them through intricate negotiations, often drawing on her extensive experience.

In 2025, together with her top agent, she led a record-breaking deal on Orchard Road, serving a UHNW client who requested detailed feasibility studies on the technical and project planning aspects. "It was one of the most challenging yet rewarding sales. We learned together, and we delivered," she recalls.

Tan also understands the emotional and mental demands of the profession. To combat the isolation often felt by self-employed agents, she regularly organises bonding sessions and peer-sharing initiatives. "A strong support network is vital. No one grows in a silo."

**"I don't just manage agents, I mentor future leaders. I don't just sell properties, I build trust."**  
— Mary Tan

## Grounded leadership with a global perspective

Before real estate, Tan managed two international call centres, namely Avis and Hertz and sold insurance. These were roles that honed her skills in service, empathy, and resilience. A former student leader and prefect, leadership has always been a natural path for her.

Though married without children, she channels her nurturing instincts into her team and clients. Outside work, she travels frequently with her husband to destinations such as the UK, Thailand, Malaysia and China, where she also keeps a keen interest in local property markets.

And despite her packed schedule, she never neglects her well-being. "I recently went for a full health check-up," she shares. "It reminded me of the importance of self-care — so we can continue to care for others, professionally and personally."

## A legacy of authentic leadership

In an industry often driven by performance metrics, Mary Tan's leadership is a reminder that character matters just as much as capability. Her brand is built not only on consistent results but on authenticity, empathy and unwavering professionalism.

"I earn respect by being down-to-earth and staying grounded. We're all professionals, and the best relationships, whether with clients or teammates, are based on mutual respect and shared ambition," she says.

With Singapore's property market evolving and investor sophistication rising, Mary Tan stands as a pillar of trust and excellence, setting the benchmark for what it means to lead, serve, and succeed in luxury real estate. ■



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# HOW RAYMOND LER BECAME A POWERHOUSE IN SINGAPORE'S LUXURY LEASING SCENE AND THE BUILDER BEHIND THE BRAND



Raymond Ler's real estate journey began in 1997 at Knight Frank, where he spent over a decade sharpening his instincts in Singapore's residential market. But it was in 2009 — during the aftermath of the global financial crisis — that Ler made a pivotal move.

"We saw a gap, where residential project leasing was fragmented, underserved, and largely overlooked by the big agencies chasing sales volume," Ler recalls.

Sensing an opportunity, he co-founded Halcyon Real Estate with a clear vision: to build a boutique firm focusing on exclusive leasing mandates for large-scale residential developments, with the long-term goal of acquisition. It happened in just four years.

In 2013, Halcyon was acquired by global real estate firm Jones Lang LaSalle (JLL) — a milestone covered in *The Edge Singapore*, and a testament to Ler's strategic foresight and operational rigor. At JLL, he served as Deputy Head, overseeing large-scale leasing portfolios — including Singapore's largest wholly-owned residential development for lease.

## Halcyon's niche: Residential project leasing

Halcyon was never built to be a typical real estate firm.

Instead of chasing general sales and rental listings, Ler designed the business to specialise in residential project leasing — a segment requiring deep market knowledge, long-term developer relationships, and process-driven execution.

"We don't want 300 agents doing random deals," he says. "We want a handpicked team delivering consistent results at scale."

From its early breakthrough at Turquoise in Sentosa Cove, Halcyon earned a reputation for managing entire blocks of luxury inventory. The team handles every aspect, from pricing strategy and launch planning to tenant profiling and leasing operations.

Today, Halcyon works with some of Singapore's top developers including Ho Bee Land, Far East Organization, and GuocoLand, on iconic projects such as Cape Royale, Seascape, Wallich Residences, The Scotts Tower, and most recently, Midtown Bay.

## The Sentosa Cove chapter

Halcyon is now closely associated with Sentosa Cove, but Ler recalls the early days when the area was still developing and the market was uncertain.

"We began leasing Turquoise in 2010. The South Cove of Sentosa Cove was a new living destination and therefore saw less enthusiastic demand from renters. It was a hard sell," he shares.

Still, Ler stayed the course. Through perseverance, market intuition, and long-term relationship-building with developers and expatriate networks, Halcyon gradually filled hundreds of units and helped establish Sentosa Cove as the luxury enclave it is today.

## Building small to win big

Halcyon has intentionally stayed small.

"We're not trying to be the biggest — we just want to be the best at what we do," Ler explains.

The team is handpicked, operations are streamlined via internal apps, and hierarchy is kept flat. The result? A lean, high-performance culture with real-time responsiveness.

"Being small also allows us to be extremely nimble and flexible; so as to customize solutions for our clients."

It's a model that's earned Halcyon repeat clients and long-term trust — a rare currency in Singapore's fast-moving property world.

## What makes Ler different?

When asked what gives him the edge, Ler doesn't hesitate. "We believe what differentiates us is a combination of deep market knowledge, personalised service, and a genuine commitment to our clients' needs."



Ler: We're not trying to be the biggest — we just want to be the best at what we do

Unlike most agents who thrive only in bull markets, Ler has built businesses through downturns, Covid disruptions, and new cooling measures. He prioritises building long-term relationships over transactional deals. This approach has helped Ler foster trust and loyalty among his clients, many of whom return for their future property needs.

Ler's humility has helped Halcyon stand apart. In the highly competitive Realtors Round Table (RRT) organised annually to recognise top-performing real estate professionals and leaders, Ler remains one of the rare few from a boutique firm to earn a spot among the big agency heavyweights. "Most of the recipients are from the top five agencies, and Halcyon is probably the only small team in there."

## What's next?

Looking ahead, Ler's goal is not to scale for scale's sake, but to deepen Halcyon's position as the trusted advisor for project leasing and professional tenancy management in Singapore.

"We're here to serve with integrity and consistency. And we want to help raise industry standards by mentoring the next generation of agents."

Ler sees greater opportunity to apply Halcyon's strengths in portfolio leasing, tenant care, and yield optimisation.

"That's where we come in. We know how to attract tenants, retain them, and deliver results."

Like Halcyon's tagline — 'Our Property Passion, Your Perfect Perch' — Ler continues to approach every project with precision, heart, and a commitment to delivering the ideal fit for every client. ■



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# ERIC GOH: DRIVING SUCCESS WITH DISCIPLINE, CONSISTENCY AND STRATEGIC INSIGHT



In an industry where quick sales often take precedence, Eric Goh — an award-winning group leader of ERA's Swift Group — stands out for his authenticity, consistency and strategic insight.

His long-term approach and deep understanding of buyer psychology have helped him build not only a thriving career but also a personal portfolio that includes two landed properties valued at more than \$10 million.

With over 21 years of real estate experience, Goh has weathered multiple market cycles — from SARS to the Lehman Brothers collapse and global financial crisis — emerging each time with greater resilience and insight.

Recognised for his exceptional performance and consistent track record, Goh is one of only six recipients of a new award, the inaugural ERA Hall of Fame award. He also holds a place in ERA's Top 10 League of Honour for an impressive nine years.

His philosophy underscores a relentless drive — not for quick success, but for lasting excellence. “Consistency and discipline are key,” Goh shares. “Some agents may relax the day after closing a deal. For me, I reset myself to zero.”

Besides serving clients, Goh and his wife — Tracy Teo, a senior director of agency at ERA — are dedicating more time to coaching other real estate agents, offering both one-on-one and group training sessions.

Goh, a former civil engineer, firmly believes in building a strong foundation in his mentees emphasising fundamentals that underpin good salesmanship, such as thorough research, effective pricing and marketing strategies. While older, more experienced agents can sometimes be resistant to coaching, Goh often wins them over with his proven track record.

Goh's success in mentoring is evident: many of his mentees stand among the top 30% ERA achievers who are either rising millionaires or have already reached millionaire status.

His structured approach is built around the “Four Pillars of Sales”, designed to help agents achieve a stable income. It also incorporates a “Three-by-Three” marketing formula that outlines strategies for market penetration, professional best practices, and a step-by-step



Goh: Our focus has always been on delivering real value to our clients — going the extra mile without compromise

roadmap for aspiring agents to reach the top of the real estate career ladder.

“We may not always be in the spotlight, but we operate with quiet confidence and a grounded mindset,” says Goh. “Our focus has always been on delivering real value to our clients — going the extra mile without compromise. We also welcome agents who are eager to learn and grow to be part of our team.”

## Clients as collaborative partners

Driven by a commitment to provide service that justifies his agent fees, Goh views his clients as partners in a shared journey.

From the very first consultation to the final sale, he is dedicated to delivering outstanding value, offering deep market insights and tailored marketing strategies that help maximise each property's potential.

“We see ourselves on the same level as our clients — we treat them as friends who deserve honest advice, clear insights and effective marketing. The commission may be 2% but what we deliver to clients far exceeds that amount,” he says.

Sharing his market insight, Goh advises clients on what to expect, which sometimes includes a recommended wait-and-hold period to ensure the timing is right for an optimal sale.

Goh shares an example of a

client who wanted to sell his three condominium units in the short term. Several agents had attempted to sell them over a period of one-and-a-half years but were unsuccessful. Goh, who had earlier advised the client to wait for the right moment, then stepped in to show the units to potential buyers, providing them with detailed market insights — ultimately selling all three units within three months, and at prices above the client's expectations.

“While many agents may encourage clients to accept a lower offer for a quick transaction, I guide them with insights grounded in projected growth and long-term potential,” Goh explains.

His advice to sellers is to ride the wave and sell when the market reaches its peak. For example, Goh has clients who own properties in the Core Central Region (CCR) and were eager to sell them last year, but he advised them to hold till the end of this year, predicting a potential price increase of 3% to 5%.

“With the ongoing tariff war, significant funds are coming into Singapore which will drive up demand for properties in the CCR,” he explains.

He also draws lessons from his personal experience. In their early years as registered estate agents, Goh and his wife purchased a condominium. However, following the collapse of Lehman Brothers in 2008, the property's value suddenly plunged by \$600,000. Despite the setback, they held on to the unit until it obtained its temporary occupation permit (TOP) and they eventually made a profit — a testament to their long-term view and resilience.

To buyers, Goh suggests this period of uncertainty is an opportune time to enter the market as sellers will be more willing to consider lowering their prices. “Sellers who are afraid will want to cash out quickly, so buyers can offer 3% to 5% lower and see if the seller accepts,” he says.

## Empathy for clients' needs

Recognising the emotional dimension involved in property sales is another key part of Goh's customer-centric approach.

One such example is a retiree who was initially reluctant to sell his landed property. While other agents urged him to put it on the market quickly, Goh took a more personal and empathetic approach.

“We discovered that his hesitation stemmed from emotional attachment,” Goh recalls. “So, we took our time — helping him gradually declutter his home and bringing him to view other properties so he could get comfortable with the idea of living elsewhere.”

He adds: “Not everyone wants to sell their property for financial gains or asset progression — some may want to travel and explore the world, while others may hesitate to rightsize because their homes hold deep sentimental value. There's no one-size-fits-all approach; every client has a unique set of circumstances that requires a personalised plan.”



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# FROM BLUEPRINTS TO BREAKTHROUGHS: INSIDE SEAN YIN'S THOUGHTFUL BRAND OF REAL ESTATE LEADERSHIP



**B**efore Sean Yin made his mark in the Singapore real estate scene, he was deep in the world of architectural sketches and site plans. Today, he is quietly transforming the way the agents under his care think about leadership, branding, and recruitment — drawing from the same meticulous design thinking that once shaped his architectural career.

A reserved intellectual, Yin does not seem the type to chase the spotlight; yet in person, his impact is unmistakable. With a distinctive leadership style that blends integrity, structure, and thoughtful mentorship, Yin is proving that success in real estate does not have to be loud to be powerful.

“In architecture, you’re taught to think holistically, to design with intent,” Yin shares. “That mindset translates directly into how I approach real estate and team building.”

## From architect to agent: A shift with purpose

Yin’s entry into real estate was not impulsive. After years in architectural project management, he found himself craving more agency in the full property lifecycle. “I wanted to manage the process end-to-end,” he says. “In architecture, you often hand over the project and move on. Sometimes, clients want something that goes against our design philosophy. In real estate, I get to walk alongside my clients and guide them with my expertise more meaningfully.”

The timing was right. Yin noticed how his architectural knowledge gave him a distinct edge in advising clients, not just on aesthetics and spatial planning, but also on critical technical decisions.

“Clients come to me for more than just sales advice,” he notes. “I once prevented a client from making a poor purchase near Katong, by interpreting URA road line plans that indicated future land acquisition for road widening, which the client did not foresee without this due diligence check. That moment reinforced to me why professional depth matters.”

This ability to merge design intelligence with financial foresight has become Yin’s unique value proposition. His specialty lies in restructuring property portfolios, especially in helping homeowners transition from HDB to private properties and subsequently commercial real estate. “It’s incredibly rewarding to help someone go from a single flat owner to a multi-property investor,” Yin shares with quiet pride.

## Branding with substance, not noise

While many agents pour energy into flashy marketing, Yin’s branding approach is markedly different. He positions himself through content that reflects clarity, fairness, and credibility.

“I’ve had landlords and tenants both thank me for being neutral. I think that’s rare,” he says. “Clients can sense authenticity. If I believe a deal isn’t good for them, I will not hesitate to say so.”

While he believes in building content on social media and invests modestly in Facebook marketing, for Yin, branding isn’t about likes



Yin: Good character is non-negotiable. That includes fairness, a sense of urgency, and the willingness to keep learning

or clicks. It’s about building long-term trust and professional respect.

And it’s working. Yin’s client referrals remain strong, and his social media content, though subtle, attracts the type of client and teammate aligned with his values. “I don’t want to chase attention. I want to attract people who are aligned with who I am,” he says.

## Recruitment with vision, not just volume

Yin knows that recruitment is often treated as a numbers game in the industry — but not on his watch. As a team leader, Yin is interested in building the right team.

“My goal has never been just recruitment for numbers. I’m looking for the right fit — people with integrity, urgency, and a learner’s mindset,” he explains. “You don’t need to be loud. You need to be dependable.”

What other traits does he look for?

“Good character is non-negotiable. That includes fairness, a sense of urgency, and the willingness to keep learning,” he says. “I’m less concerned with where someone comes from, and more with how they think and grow.”

Yin is especially drawn to those who have tried other careers before landing in real estate. “That means they’ve tasted the grind, and they’re making an intentional pivot,” he explains. “That kind of self-awareness is powerful.”

To support new recruits, Yin offers tailored mentorship, shadowing opportunities, and involvement in marketing projects. “I want them to feel like collaborators from Day One,” he says.

So far, Yin’s team includes a thoughtfully chosen mix of working mothers and career-switching millennials — people who bring unique perspectives and life experiences to the table. “Some of them are from finance, oil and gas, and logistics. I love the diversity,” he says. “It keeps our conversations sharp and multidimensional.”

Unlike more aggressive team builders, Yin prefers a more organic approach to mentorship. New agents shadow him closely, participate in joint marketing efforts, and gradually develop personalised business models. “It’s about helping them to build a structure that works for their lifestyle, not forcing them into mine,” Yin explains.

## Cultivating leaders through shared growth

Yin is particularly passionate about leadership that empowers others to lead. Rather than dominating the spotlight, he works quietly behind the scenes to create systems and learning opportunities for his team.

One method that has proven effective is joint marketing. “It’s not just about sharing costs,” he notes. “It’s about sharing mindshare. We create together, review results together, and learn together. That collective ownership builds confidence.”

He also places strong emphasis on intellectual curiosity. “We’re not just talking about leads and commissions. We talk about ideas. Property cycles. Zoning trends. How to structure a pitch,” he shares. “That’s how you create future leaders, not just followers.”

This collaborative, thoughtful culture has made Yin’s team a destination for agents who want more than just sales training; they want personal growth and a meaningful career.

## Expanding beyond residential

With strong foundations laid in residential real estate, Yin is now guiding his team toward commercial opportunities. “It’s the next frontier for many of us,” he says. “Diversifying helps agents weather cycles and tap into bigger-ticket deals.”

He encourages agents to explore commercial properties only after they have built a solid base in residential. “Jumping too fast can backfire,” he warns. “I’d rather they understand the why and how before diving into the what.”

## The road ahead: Purposeful, not pressured

As Yin continues to grow his brand and his team, he is clear about one thing: there’s no rush.

“I’m building [my team] for the long term,” he says. “It’s like architecture. You don’t rush a building that’s meant to last.”

He hopes to eventually groom a group of leaders who will carry forward his thoughtful approach to real estate — quietly competent, ethically grounded, and client-centric.

“Real estate is emotional, financial, and deeply personal. It’s not about being the loudest in the room,” Yin reflects. “It’s about being the one people trust when it matters most.” **E**



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# BUILDING SUCCESS THROUGH RELATIONSHIPS: HOW JIM LEONG TURNS NETWORKS INTO OPPORTUNITIES



Embracing an open mindset and actively seeking out opportunities, Jim Leong, associate senior director at OrangeTee & Tie, firmly believes in the power of building meaningful relationships.

Leong pro-actively seeks out and attends external events and courses, in addition to the training programmes conducted by his company. This way, he gets to engage with professionals across diverse industries which not only expands his knowledge but also continuously broadens his network.

Thus far, he has attended events organised by BNI, as well as arts and charity functions. He recently signed up for a certification course in family office — an initiative that would not only provide him with greater insights on private wealth management but also offers fresh opportunities to connect with like-minded individuals.

“Attending events and keeping up with emerging trends allow me to better streamline my services to suit clients’ needs,” he highlights. “You never know what new opportunities might arise from networking with fellow participants in a course. It’s important to keep an open mind — be willing to share advice and exchange knowledge with others.”

Armed with over a decade of experience in facilities management, rising to the position of deputy general manager, Leong made a career switch to real estate in 2015. His role as a real estate agent offered greater flexibility and bonding time with his young family, especially his two sons, now aged nine and 10.

His growth mindset, unwavering dedication and consistent performance have reaped results. This year, Leong was honoured with the prestigious Singapore Real Estate Agents Excellence Awards (Platinum), which recognises top-performing agents for their professionalism and achievements. He is also proudly ranked No. 8 among OrangeTee & Tie’s Top 10 Achievers for 2024.

## Meeting clients’ needs with resourcefulness

With the deep operational expertise he brings to his real estate practice, Leong has handled a wide spectrum of transactions over the years. These include sales and rentals of commercial, retail, residential, new launches and HDB properties.

Drawing on his background in facilities and project management, Leong plays a key role in ensuring the spaces are tailored to his clients’ specific needs. “Some clients may require dedicated washrooms, customised data centres, or even help in assessing how best to divide the space into individual rooms,” he explains. “I work closely with them to study the feasibility and ensure the leased space is suitable to support their operations effectively.”

A highlight of Leong’s real estate career was an impressive \$60 million deal he brokered for an entire floor of office space in the west. The opportunity came through



Leong: It’s important to keep an open mind — be willing to share advice and exchange knowledge with others

a referral — an acquaintance of a friend had initially expressed interest in getting their own office instead of leasing it. Over a casual coffee meeting, Leong discovered that the client was seeking a much larger, dedicated space.

After conducting viewings across multiple locations in Singapore, he successfully secured an entire office floor from a developer contact that checked all the boxes in his client’s requirements. “The deal took eight months to close,” he recalls.

With his wealth of experience, Leong has also been Project IC for upmarket project launches where he spearheaded the planning of lead generation and outreach activities. “My team members are already familiar with their roles. I’m there to ensure that everyone’s

direction is aligned, reinforcing some dos and don’ts in sales ethics,” he says.

Applying his market expertise and people-first mindset, he builds trust in his clients, guiding them through their property journey with confidence and clarity, helping them make well-informed decisions to optimise their outcomes.

For example, Leong once advised a family of six with a domestic helper who were looking to sell their penthouse in order to

upgrade to a larger home. Instead of rushing into a purchase, Leong recommended a more strategic approach: sell first, then rent temporarily to allow time to find the right property with less pressure.

He sourced an affordable and spacious landed home for the family to lease, providing them with the lifestyle they desired. At the same time, he co-brokered the purchase of a tenanted townhouse for them. The rental income from the townhouse not only fully covered their temporary rental costs but also generated a surplus that helped offset part of their monthly loan instalments.

After experiencing landed living, the family realised it was exactly what they wanted long-term. Leong guided them through a decoupling strategy, enabling them to acquire a second property — a landed corner terrace house. Ultimately, his advice and approach allowed the family to move confidently into a higher asset class and achieve their dream home with financial prudence.

“I helped my client overcome his initial misperception of not being able to afford a landed property, arising from economic uncertainties,” says Leong. “I worked on the numbers and showed him that it was doable and achievable — if he was willing to take that first step. His job is relatively stable but there is no such thing as an iron rice bowl. You need to aim for something that is a notch higher by taking some calculated risks. Otherwise, you’ll never see the pot of gold at the end of the rainbow.”

Every client is unique, with needs that vary depending on their age group and life stage. “For younger clients who are just starting out and still single, their budget typically ranges from \$1 million to \$1.3 million. If they’re planning to get married, they often look to upgrade to a larger unit, such as a two- or three-bedroom apartment,” Leong explains.

“Those in their early 30s to 40s usually seek more spacious homes to accommodate growing families. In their late 40s or 50s, they begin exploring the possibility of expanding their portfolio to include a second property. Meanwhile, clients in their late 60s or 70s, who face difficulty in taking a loan, may consider right-sizing from a landed home to an HDB flat or condominium, often to be closer to their children,” he says, demonstrating his vast experience in serving clients across a wide age spectrum and needs.

He has also provided pro bono service to help an elderly client cash out from the sale of his HDB flat to relocate to Vietnam. “I usually advise clients with similar profiles to safeguard their wealth in case they get scammed,” he says.

Apart from courses and events, Leong started going for regular gym sessions to stay fit and meet new people, easily forming connections through his approachable and friendly demeanour.

“You need to broaden your network and connect with more people. It might lead to new opportunities, or it might not — and that’s okay,” he adds. ■



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# ANN LEE: WHERE PROPERTY GETS DONE RIGHT



**Ann Lee**  
R007611F  
Elite



**W**ith over 20 years of experience in Singapore's residential property market, Ann Lee has established a strong reputation in this constantly evolving industry. Her deep knowledge spans new launches, private residential resales, as well as commercial and industrial properties, allowing her to deliver both expertise and a client-first approach to every transaction.

Lee's real estate journey began in the mid-1990s, inspired by agents she encountered while working as a secretary at a law firm. After obtaining her licence in 1996, she joined the largest agency at the time as a part-time agent. In 2008, following the birth of her second child, she moved into full-time work, continuing her career at Huttons Asia. "Being a full-time agent still gave me the flexibility to be a mom without compromising on my ambitions," she says.

## Maximising client gains

While she previously focused on HDB resales, Lee has now expanded her expertise to take on clients across various sectors. Today, she specialises in private residential properties, such as new launches and resale condos, while also taking on select commercial and industrial listings.

This year, Lee has closed several new launch deals, including a three-bedroom apartment at Midtown Bay, which transacted at \$4.5 million. She also facilitated deals at Bagnall Haus and Midtown Modern, resulting in the sale of four-bedroom properties for \$3.2 million and \$6.8 million, respectively.

Drawing on a broad skill set and deep experience, Lee combines strategic foresight with in-depth market knowledge to help her clients achieve strong capital gains and sustained portfolio growth. Throughout her career, she has closed numerous high-yield transactions, including a standout sale at The Waterina, where a client made a \$1.6 million profit from a three-bedroom unit in 2023, the sixth-highest transaction ever recorded at the District 14 development in Geylang.

Lee's ability to identify properties with strong potential has also benefited sellers at The Tassarina and High Park, with gains of \$1.4 million and \$1.1 million, respectively. A Parc Esta three-bedroom apartment yielded a \$1.02 million return, while a four-bedroom unit at Riverfront Residences generated a \$970,000 profit for the seller.

She attributes her success to a client-centric focus. "I put my heart into understanding every client's spe-

cific needs and property goals," Lee adds. "Whether it's buying a home for personal use or a long-term property investment, I am committed to helping them achieve their aims."

## Loyal client base

Her passion for helping clients has enabled Lee to build a loyal client base. She delivers not only capital gains but has nurtured long-term client relationships. One standout example is a family composed of permanent residents (PR) she first assisted more than 15 years ago with a rental at King's Road. The District 10 cluster housing development provided the family with "a landed feel", they desired, says Lee.

"At the time, the family could not buy landed property because of foreign ownership restrictions, but I thought it was the perfect fit for them as it provided them with both space and privacy, and of course, the location," she remembers.

As the family's needs evolved over the years, Lee continued to guide them to sell their four-bedroom unit at Rivergate later, which resulted in a \$1.5 million profit. Additionally, Lee also advised them to purchase a condo unit in a District 9 development and is currently helping them restructure their property portfolio to include a smaller condo unit to be used as a holiday home.

Lee's commitment to helping her clients achieve their dream homes, tailored to their lifestyle needs, is what sets her apart. "Many of my clients have been recommended to me by previous clients whom I helped in the past," she says. "I always take the time to sit down and listen to my clients, to fully understand their aspirations, lifestyle and how their property-related needs evolve."

Another long-time client started as a walk-in visitor to a show flat for a District 15 condo. "They didn't like the layout of the project they were viewing, so I brought them to see two or three other new launches, one of which they ended up buying," Lee adds.

Since then, Lee's relationship with her client has become a long-standing one, with the client continually referring relatives and friends to her for various transactions, including new launches, resale condos, commercial sales and rentals.

"What started as a walk-in has become a lasting friendship," adds Lee. "And that's just one of many such relationships I've been privileged to build as a real estate agent."

From landlords to buyers to sellers, Lee remains steadfast in her desire to help clients. That consistency has translated into repeated success as a property agent. Lee has trans-



**Lee:** There's no perfect time or perfect deal... If you're ready and your finances are stable, just go for it!

acted approximately 10 units each at High Park Residences and Forest Woods, and around five units each at developments such as The Riviere and Midtown Modern, demonstrating her deep knowledge of new launches.

Her efforts have also been subsequently recognised, as she was awarded Hutton's Rising Millionaire award in both 2023 and 2024.

## Consistency in an evolving market

Despite her success, Lee remains grounded and open to new learning opportunities. "In the past, we relied on paper brochures and flyers. Today, it is social media, video content, and even TikTok when I have the time."

Though the property landscape is constantly changing, Lee's resolve remains firm. She believes that adapting and staying agile are key to ensuring consistent success. She adds: "I'm a firm believer that we should never rest in that past as there will always be something new we can learn."

At her core, Lee's mission is clear: to help clients realise their property goals. She offers straightforward and practical ad-

vice to all her clients. "There's no perfect time or perfect deal," she says. "If you're ready and your finances are stable, just go for it!"

Her detail-oriented approach and people-first focus have led her to become widely recognised for her ability to offer customised solutions by unpacking each client's unique needs and circumstances. "No problem is too big," adds Lee. "Together, we can definitely work out a solution." **E**



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# MARATHON MINDSET: ANDREW PHEE ON WEALTH, CLIENTS AND REAL ESTATE LEGACY



Andrew Phee, a Division Director at ERA, never enjoyed running until the Covid-19 pandemic pushed him to find new ways to stay fit. His bi-weekly 5km routine now serves as a fitting metaphor for a successful 15-year property career: lasting relationships are built through disciplined consistency, one interaction at a time.

"Nobody naturally likes to run, but discipline means you have to do the right things even when you don't feel like doing it," he muses.

After brokering more than \$300 million in transactions across more than 400 properties while consistently ranking among ERA's top achievers, Phee credits his success to three unwavering principles: honesty, patience and sincerity. But it's discipline that enables him to apply these values consistently, whether handling a simple HDB rental or closing a multimillion-dollar landed property.

## From IT fixer to property pro

Phee never planned to become a property agent. With a computer science degree from Queensland, he settled into project management at Toyota Asia, fixing systems and following protocols.

What energised him wasn't the technical work; it was walking around the office helping Toyota's employees solve their IT problems. Typically, an IT department approaches each issue as another ticket to close. Phee brought genuine enthusiasm to every interaction. Employees began commenting on his different attitude, how he was always positive and actually seemed happy to help.

His girlfriend, now wife, suggested he consider becoming a property agent. In 2009, being an agent wasn't exactly a prestigious career choice. But it was after attending an ERA Success Seminar where Marcus Chu, now CEO of ERA Singapore, was speaking, that prompted Phee to consider a career change. Here was a successful leader who had built a career helping people with their property needs. It convinced Phee that he could also channel his natural inclination to serve others into meaningful work.

He believes that genuine care for clients' welfare creates the trust that transforms modest beginnings into extraordinary opportunities. Nothing exemplifies this more than his commitment to honesty.

At times, it might mean steering clients away from their initial preferences toward more profitable alternatives. This approach sometimes costs him immediate sales, but it builds something more valuable: credibility.

One client was determined to purchase a freehold District 10 property, convinced that perpetual ownership was essential for generational wealth. Rather than taking the easy commission, Phee spent weeks providing insight about market dynamics.

"I explained how their preferred development's entry price was prohibitively high while a 99-year leasehold mega development offered superior value per square foot in the same Core Central Region," adds Phee.

The client initially resisted, but Phee's patient analysis of comparable transactions,



**Phee:** The relationships I've built continue generating opportunities because clients remember the service quality experience, not just the transaction

rental yields, appreciation patterns and entry price eventually convinced them.

Ten years later, their \$3.3 million investment has now generated over \$1.5 million in paper gains, complemented by more than \$850,000 in rental income collected.

## Small deals drive big wins

Phee's journey in real estate has enabled him to develop a deeper understanding of the market. While other agents avoided rentals as low-commission distractions, Phee embraced them as his property education. Serving corporate tenants with substantial budgets exposed him to premium developments daily, where he observed why certain properties commanded higher rents and faster tenant placement.

His insights revealed that spacious layouts alone weren't enough. Tenants valued comprehensive amenities — expansive grounds for dog walking, large pools for children, tennis courts for socialising and well-equipped gyms that eliminated external membership needs. These observations would later prove crucial in his investment advice.

Balancing methodical analysis and a service-driven approach to relationship building has transformed his career trajectory, leading Phee into the luxury segment through genuine service rather than aggressively pursuing commissions. Today, he is one of Singapore's leading luxury realtors, including selling a \$25 million Good Class Bungalow and earning one of the Top Resale Landed Awards in 2024.

## Service first

Success does not blind Phee to the value of sincere service, and it manifests in his willingness to handle tasks that other agents consider beneath them.

On occasion, he receives calls from expatriate wives asking for help with fixing household issues or changing light bulbs. But he

doesn't delegate or dismiss these requests. "This allowed me to build up a one-stop service approach," Phee says. "They trust me because I've been serving them since they were single. Some of them got married, had children, earned their permanent residency, and eventually Singapore citizenship. Now, after 12 years, they can finally buy their own luxury condo or landed property."

Phee's family background — his father is a pastor, his mother a teacher — instilled values of service above self-interest. "My faith teaches me to love others and do whatever I can to help them. I'm motivated to serve my clients, and this goes beyond just my own needs".

## Pillars behind the profits

When Phee joined ERA's Preeminent Group and began working with the co-founders, his ground-level insights combined with their strategic frameworks helped create the "Eight Pillars of Profitable Property."

Their framework challenges conventional wisdom about location and exclusivity. "One of the most important pillars is the number of units," Phee says. "The more units, the higher transactional activity for both rental and sale. If tenants love living somewhere, families will too. When families want to buy, parents will always pay a premium."

This understanding proved decisive with a client who initially wanted a District 15 freehold property in Telok Kurau. Through careful analysis of transaction patterns and referencing property attributes against the eight pillars, Phee guided them toward a mega development in Bayshore instead.

"They bought a four-bedroom unit for \$2.4 million," says Phee. "Eight months later, comparable units were already transacting at \$3 million. The key is recognising transformation potential in the area before it becomes obvious to the broader market."

Phee goes beyond advising his client and applies his wealth-building philosophy to both his team and personal life. From one HDB to owning two private properties with his wife is validation of his investment strategies. As Preeminent Group's Property Wealth Creation trainer, he shares portfolio restructuring techniques that have benefited his clients and division.

His proudest achievement isn't his success but watching his team apply these principles. Most have progressed from HDB ownership to private properties, now sitting on substantial paper gains. It's proof that his approach to mentorship mirrors his client service philosophy of investing in small, consistent improvements that compound into extraordinary outcomes.

After 15 years and consistent ERA Top Achiever rankings, including Top 7th Division Director agency-wide in 2024, his business today operates primarily through referrals, and it all stems from the trust and service he has earned.

"Business becomes easier when people know how you work," says Phee. "The relationships I've built continue generating opportunities because clients remember the service quality experience, not just the transaction." ■



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# JUSTIN KWEK: BUILDING REAL ESTATE TEAMS WITH HEART AND DISCIPLINE



Justin Kwok's office is adorned with Porsche memorabilia, yet when asked if he's a fan of the flashy supercar, he admits his car is more of a workhorse. "A Porsche isn't just fast," he says, a spark of conviction in his voice. "It's engineered for endurance. It handles any terrain, remains reliable over time and doesn't break down under pressure. That's exactly what I want my agents to be like, built to last."

This philosophy — precision, durability and shared pride — is the driving force behind Kwok's leadership. Today, as one of Singapore's most respected real estate team leaders, he's known not only for his track record but for cultivating a culture where agents thrive together rather than compete.

His story is built on discipline, forged long before he closed his first deal. Years before real estate, Kwok served as a frogman in the Republic of Singapore Navy's Naval Diving Unit. It was among the most demanding military roles, and that experience shaped everything that came after.

"When you're underwater with your team, your life depends on the guy next to you. You learn quickly that trust isn't optional, it's everything," Kwok says. "Real estate is no different. You have to know someone's got your back."

## From diver to director

Kwok's real estate journey began in 2013 when he entered the industry with a clear purpose: to build something enduring. In his first year, he closed over half a million dollars in transactions, a milestone that many agents dream of reaching after several years. But it wasn't just personal success that drove him.

"I wanted to create a platform where others could succeed," he says. "Not just a team for me to be on top, but a team where everyone wins."

He recruited his first few members through personal connections — former colleagues, friends and those who shared his appetite for growth. By focusing on relationships rather than volume, he laid a foundation that would prove rock-solid.

From a core group of 40, his team expanded to 88 members and eventually surpassed the 120-member mark by 2023. Currently, the Dream Team comprises 368 associates, led by 12 Senior Leaders. What's remarkable isn't just the numbers — it's the retention.

"Agents come and go in this business," says Kwok. "But when you build a culture of trust, they stay. Our retention rate is something I'm really proud of."

## Servant leadership

For Kwok, leadership isn't about being on top. It's about being the first to step up when someone needs help. "Servant leadership isn't a slogan for me. It's my way of life," he says. "I'll get on the ground and solve problems with you. That's how I earned the respect of my team."

Whether it's accompanying a junior agent to a tough negotiation, funding marketing expenses out of his pocket, or simply picking up the phone late at night to listen, Kwok makes it clear that no one in his team is alone.



Kwok: I wanted to create a platform where others could succeed... Not just a team for me to be on top, but a team where everyone wins

"I've even helped to cover a few traffic tickets for agents who had received the summons while working hard on deals," he adds.

It's a leadership style that traces back to his frogman days, when sacrifice was second nature. "The military taught me that your comfort always comes second to the mission," he continues. "And in this case, the mission is helping people grow."

## Cohesion and excellence

Kwok is the first to admit that leading over 350 people is no small feat. But he's adamant that size doesn't have to mean chaos — if you lead with intention.

He established a leadership structure with partners Rex Tan and Jeremy Lim, each specialising in different key areas of real estate.

"Rex teaches Project sales with Internet Marketing tools like Google Pay Per Click (PPC) and Facebook marketing, while Jeremy covers the selling and building of high-end commercial properties, including shophouses,"

says Kwok, who covers everything resale-related, from HDB and condominiums to landed properties. He is also the only leader who has led multiple en bloc projects.

"Having leaders with diverse expertise allows us to serve agents better as they can learn directly from those who have mastered each niche," he adds.

Kwok also organises regular cohesion activities — meals, training sessions and team-building events that keep the human connection strong. "If you only see your team as sales numbers, you'll never build loyalty," he continues. "I want everyone to feel like family."

To maintain that sense of unity, Kwok starts every day with one purpose: to be available. "I meet with team members every day —

sometimes in groups, sometimes one-on-one. I check in and ask about their challenges. Because sometimes, the newer agents are too shy to seek me out," he says. "I know how easy it is to feel lost in this business, especially when they're not thriving."

## Helping the 80%

One of Kwok's driving missions is to empower the 80% of agents who are still working toward consistency.

"It's easy to celebrate the top producers," he notes. "But what about the person doing their best every day, even if they haven't hit big numbers yet? They deserve our support just as much."

He's currently working with his leadership team to create more mentorship frameworks for these agents, combining hands-on guidance with mindset coaching to help them find their footing.

"It's not about turning everyone into a superstar overnight," Kwok says. "It's about helping each person become the best version of themselves."

## Recruitment rooted in reputation

While other teams invest heavily in flashy ads, Kwok has built his team primarily through organic growth and personal referrals. "People join us because they've heard about the way we work," he says. "Reputation is your most powerful recruiter."

Still, Kwok isn't afraid to innovate. In recent years, he has also experimented with targeted Facebook campaigns and organised recruitment seminars to reach aspiring agents who may not yet have an established network.

Regardless of how someone arrives, the message is always the same: Here, we build together.

"I tell every recruit, this isn't a place where you'll be left to figure it out alone," he says. "If you show up with a good attitude and the willingness to learn, we will do everything to help you succeed."

Even as he pushes for growth, Kwok is conscious of the need for balance, especially with his family. He's candid about the sacrifices that come with leadership and the importance of self-care.

"My wife reminds me that I can't pour from an empty cup," he laughs. "I'm learning to take care of myself so I can keep showing up for my team."

His home life — complete with family and pets — keeps him grounded and reminds him of why he works so hard in the first place.

Looking ahead, Kwok isn't just focused on growing its headcount. He wants to leave a mark on the industry itself. "I want to be remembered as someone who built a culture of trust and mutual success," he says. "That's my legacy."

Ready to join a team that feels more like a family — and where your growth is everyone's priority?

Connect with Kwok and discover what it means to build your real estate career with discipline, heart and the unwavering support of a leader who has walked the path himself. <sup>®</sup>



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# FROM BALANCE SHEETS TO BUILDINGS: MARK TAN'S JOURNEY TO THE FRONTLINES OF REAL ESTATE SUCCESS



When Mark Tan made the bold move from banking to real estate, many assumed he was taking a sharp turn. But for Tan, it was a purposeful progression — a decision to go all in on a calling that had long been close to his heart: real estate.

After decades of financing property deals from behind the scenes, he now works directly with clients on the front lines — buying, selling and leasing. Today, as associate director at Brilliance Capital and a Roundtable 2025 awardee, Mark leverages over 20 years of commercial banking experience to help clients not only transact but make well-timed and financially sound property decisions.

"Friends asked if real estate would be a completely different job from banking. I tell them — not exactly. I've always been in the real estate business, just from the financing side. Now, I'm at the front row — structuring deals, advising on leverage and stitching together outcomes."

Tan's career journey began at Enterprise Singapore, where he supported SMEs with government loans and grants. Over the next 23 years, he rose through the ranks at UOB, Standard Chartered and Citibank, advising businesses on working capital, real estate financing and risk management. One moment, however, would stay with him for life.

"I was a young officer then. My branch manager turned to me in her Mercedes and said, 'I'm thankful for my banking job, but I'm even more thankful that I invested in a few properties that secured my future.' That planted the seed."

Seeing how property investments became the "crown jewels" assets of corporate balance sheets shaped his philosophy: real estate isn't just about location, it's about foresight, financial clarity and strategic timing.

## Big wins, bigger purpose

Mark's value lies in his holistic perspective of combining an investor's lens, a banker's analytical edge and a real estate adviser's executional skill. He understands the full life cycle of a property decision, from funding to future appreciation.

"You don't lose money in property if you manage your cash flow well. You decide when to sell. Don't let the bank decide for you."

He also believes in resilience. Whether repositioning a stale listing or advising on a complex real estate transaction via share acquisition, he remains grounded and solution-driven.

In his first year as a real estate professional in 2023, Tan closed a \$12 million sale of a freehold industrial strata property at a record price.

"His achievement in closing the deal in under two months, at a price surpassing the valuation, is truly outstanding. Tan is a capable and trustworthy professional," says Ms N, director of a kitchen and bathroom products supplier.

Reflecting on the sale, Tan recalls two



Tan's clients often praise his keen understanding of business owners combined with a banker's analytical discipline

lessons: first, doing the right thing — such as collaborating with a buyer's agent — builds win-win outcomes. Second, breaks spark breakthroughs. "The enquiry came right after a morning walk at MacRitchie. Three days later, the deal was sealed. Oftentimes, clarity and results follow a pause."

Another well-timed transaction was his role in an industrial acquisition exceeding \$10 million, where he negotiated a \$3.5 million discount, guided the buyer through market uncertainty and closed just before interest rates began to fall.

For Tan, property decisions shape not only structures but also livelihoods, businesses and legacies. One of his most meaningful projects last year was being appointed to lease the underground retail space at Marine Parade Community Care Hub — a key link between the MRT, public library and community centre.

Beyond securing tenants, he helped curate a business mix aligned with the hub's vision of community, inclusivity and social purpose.

"More than about businesses expanding footprints in the East, it was connecting commerce with care. I'm pleased to say most units are now committed or under offer," he says.

## Trust and transformation

Tan's clients often praise his keen understanding of business owners, combined with a banker's analytical discipline. Beyond

listings, he provides strategic guidance, connecting buyers and sellers with trusted legal, valuation and financing experts.

"Through skilled negotiations, Tan secured us a significant discount from the developer. His strong professional network, proactive problem-solving, and excellent communication ensured our interests were always protected," says Mr T N, director of a commodity trading firm, a satisfied purchaser of an office

His mission is simple: To help clients make profitable property decisions using his market knowledge, banking expertise and network. "It's about transformative impact — on their business, their wealth and their lives," he says.

Tan's breadth of experience includes residential transactions where his data-driven approach shines. A recent buyer shares: "We found great value in Tan's ability to benchmark different residential projects."

"In hindsight, the purchase timing was perfect. Shortly after we committed, the developer raised prices and our chosen stack/type was fully sold. Tan's recommendation contributed meaningfully to the outcome," says Ms Wong, an investor.

What drives Tan in this demanding industry is his motto: Happiness fuels success. "I love what I do. It's intellectually stimulating and deeply meaningful. Property, economics, people — they're all interconnected. And there's still so much to learn," he says.

From both personal investment and career experience, Tan has learnt this: in real estate — as in life — clarity and progress only come when we release the past and refocus on the future.

The situation is the same for banking, where he thrived in teams. He is grateful for the camaraderie, collaboration and shared values at Brilliance Capital.

"The BC team is made up of knowledgeable and driven real estate professionals — people I continue to learn from daily. Success is rarely achieved alone — just as Sir Edmund Hillary needed Tenzing Norgay, and even the Lone Ranger had Tonto," he says. Tan remains a banker at heart. Today, he channels that expertise into real estate, guiding clients through high-stakes decisions involving significant assets, negotiation, timing and risk management. By continuing to do what he does best, he helps clients future-proof portfolios, grow their business and make real estate moves that create lasting value.

His clients often remark on his personable style, sincerity and high-touch approach. "Know-how is good, know-when is better, but know-who is best. With the right advisers and team, you don't just get to your destination faster; you enjoy the journey."

Tan advises agents: "Don't chase money. It runs faster than you. Focus on doing right by the client. When that's your compass, success will follow."

To clients entering the market, he says, "Stop looking back. The best time to plant a tree was 20 years ago; the next best time is now." ■



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# FROM INTROVERT TO INDUSTRY CHAMPION: IVAN SEAH'S METICULOUS PATH TO SUCCESS



Ivan Seah rose to one of the top-performing property agents with PropNex and has been crowned the company's No. 1 champion tagger for five consecutive years (2020 to 2024). He is also a two-time recipient of the PropNex prestigious millionaire award (2021 and 2024).

Seah specialises as a property tagger — a trusted support role where he assists his fellow agents by introducing and explaining the details of the new project launches information to their client. He builds his confidence through detailed study and meticulous preparation, even to the extent of curating his own presentation kit, enhancing it with insights drawn from his research. Going the extra mile for his clients and meticulous preparation underscore Seah's success.

When meeting clients, Seah doesn't just recite facts — he shares strategic insights tailored to each buyer's profile and objectives.

"Instead of simply repeating what they may already know, I provide a broader perspective — like how the area will evolve under the URA Master Plan — to position the property as a valuable long-term asset. At times, I even highlight potential downsides to help them make informed decisions," he explains.

During our interview at a showflat in Lentor, Seah was asked whether the rising number of launches in the vicinity could pose a challenge for future resale. Without hesitation, he offered a calm and reassuring reply — explaining the government's land planning strategies, the timeline of government land sales (GLS) sites in Lentor, the current buyer demographics in Lentor and how to identify attributes that enhance the area's desirability, helping to ensure the long-term value of their purchase. "When clients understand the planning intentions and unique attributes, they gain confidence in their purchase," he notes.

## A unique showflat presentation experience

To Seah, viewing a showflat is more than just a walkthrough — it's an experience.

"I believe in adding value to every buyer's showflat visit by helping them see beyond the surface. My goal is to guide them with clarity, offering insights they may not have considered and answering the questions they didn't know they had. When a buyer eventually decides to purchase, I want them to do so with confidence, reassurance, and most importantly — genuine happiness," he explains.

To achieve this, Seah follows a structured five-stage approach to enhance a buyer's showflat experience: buyer's pre-arrival; location map; project model; show unit; and discussion table. "I have a specific objective for each stage, and I tailor my presentation to align with the buyer's area of interest," he shares.



Seah: I believe in adding value to every buyer's showflat visit by helping them see beyond the surface

What makes his achievements even more remarkable is his quiet, introverted nature. According to feedback from his peers, his calm composure that exudes sincerity and assurance further builds trust with clients.

He often rehearses his presentations in advance to refine his delivery and ensure clarity. "One of the first few people that I rehearse with or share with is usually my wife — in fact, that's how I ended up convincing her to make our first joint investment in The Florence Residences, followed by another in the Lentor area, and possibly a third one too in the same area too," he says.

## Going the extra mile

Seah does his best to accommodate his clients' requests, grateful that they trust him to deliver. "I reach out to fellow agents, treating them as clients and striving to exceed their expectations," he says.

"Given the competitive nature of my role as a property tagger, I observe what

others do — then go one step further to differentiate myself."

This mindset was especially evident during the height of Covid-19 in 2020, when digital presentations became the norm. Taggers operate in an increasingly competitive environment, where adaptability is key. Despite the lack of a structured framework, Seah adapted quickly — creating his own Zoom presentation kits, often working from 8am to past midnight skipping meals, handling multiple virtual showings, preparing paperwork, and closing deals at an impressive average pace of one transaction per day.

"Without a physical showflat, buyers tend to focus more on facts and data. My custom digital kits helped them focus on the essentials like layout efficiency and market value, rather than being emotionally swayed by showroom aesthetics," he explains.

Since joining PropNex in 2017, Seah has worked tirelessly and achieved phenomenal success. He played a key role in closing over 150 units as the project tagger for a condominium in Hougang, and has been consistently recognised as Champion Tagger across multiple project launches islandwide.

"Every achievement shows fellow agents that being a tagger isn't just a platform — it's a viable, empowering career path. It proves that with the right tools, mindset, and support, success in this role isn't the exception — it's possible for many," he notes.

## An abundance mindset

Seah also highlights the importance of not becoming too emotionally invested in chasing every deal, as it can compromise the client's showflat experience. He recalls a period last November, when multiple launches coincided and he had to multitask under tight deadlines — he strives to uphold each client's experience, despite packed schedules.

"There were nights I worked till 4am, juggling appointments and paperwork, and spending less time with family. But I've learnt not to let stress affect the client's experience. I let go when conflicts in timings arise — but for every appointment I take, I give my best," says Seah.

It is with the same mindset that he accepts invitations to conduct training sessions for fellow PropNex agents and taggers, despite not being a natural public speaker and the extensive preparation each session requires.

"It's my nature to share — even among competitors, as I'm not afraid to lose out," he says. "My fellow colleague commented that I have an abundance mindset and I am truly grateful to God for all my achievements."

In his view: "To excel, you must do more than others — not just in effort, but in heart. And above all, pray." <sup>■</sup>



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# FROM DATA SCIENTIST TO REAL ESTATE LEADER: HOW KENNY LEE EMPOWERS LIFE TRANSFORMATION



Before Kenny Lee became one of Orchard's top three realtors and a senior district director at PropNex, he was a data scientist and held senior tech roles in global MNCs like Microsoft, NOL, and government agencies.

With a degree from the NUS School of Computing, Lee's early career was built on designing and delivering complex, multimillion-dollar tech programs.

As a project director managing over \$200 million to \$300 million portfolios with multiple stakeholders including developers, analysts, and C-suite executives, Lee mastered the art of risk management, strategic communications, and solution-driven leadership.

"There was no room for error. You had to listen with precision, solve problems fast, and speak the language of CEOs, investors, and top-tier decision-makers," Lee shares.

It's this rare blend of analytical sharpness and people-first empathy that now defines Lee's approach in real estate, which is the reason why he is often being referred to in the social circles of successful business owners and busy professionals who often value efficiency, precision and communication.

Whether serving a first-time HDB upgrader or an ultra-high-net-worth investor, his motto remains consistent: "Every client deserves the same undivided service and best advice I can offer."

And he walks the talk.

## Elevating real estate assets: A data-driven journey with heart

Starting out with a modest 53sqm studio apartment, Lee now owns a freehold 3½-storey landed property: a journey of asset elevation achieved within 10 years through discipline, data, and clear financial planning.

"I've experienced the whole cycle: industrial and commercial properties and residential HDBs, private condominiums and landed houses. This personal journey is what I now use to guide my clients and team. I know what works and why."

Today, Lee is also one of the top-performing agents in Luxury Hills, where he has achieved the highest recorded sales transaction in the estate.

As a resident in Luxury Hills himself, he is a familiar face and a trusted GTA (Geographic Target Area) agent in Seletar Hills and Luxury Hills Estate, District 28's landed segment and the Core Central Region (CCR) where he has closed more than \$100 million worth of transactions in recent years.

Whether it's an Orchard penthouse, a luxury Marina Bay unit, or corporate leasing in the CBD, Lee delivers above and beyond with his expertise in the luxury market, achieving exceptional outcomes with finesse.

But he doesn't just stop at real estate sales. Lee has also carved a strong niche in mortgage advisory, a service often overlooked by traditional agents. "Many clients fear buying before sorting out finances. We don't just show properties, we help them plan. From selecting the best bank loans to managing terms and interest rates, we ensure our clients are financially ready. That's how



Lee: Every client deserves the same undivided service and best advice I can offer

we build trust and long-term value."

It's this integrated advisory model that turns buyers into friends, and friends into advocates.

## Breaking records and raising standards

Lee's track record is one of consistent outperformance. No grandstanding, just solid delivery. Some of his recent milestones include:

- Achieving a rental of five figures per month for a prime Novena luxury unit
- Record-breaking transactions in Marina Bay Residences
- Penthouse sales in District 20
- Bungalow deals in District 15
- Office sales and leasing in the CBD for private banks, family offices, and corporates
- Most recently, the highest sales transaction in Luxury Hills

Beyond the glitz of prime sales, Lee has quietly helped many families upgrade their homes and retire early through strategic asset progression.

"Some clients who started with a small HDB have, through my planning, moved into multiple properties, seen significant gains, and are now free. That's what motivates me."

## KLD Real Estate: Building a referral-led powerhouse

In under 12 months, Lee has grown KLD Real Estate, his PropNex team, from zero to over 30 agents.

Yet unlike others who recruit through roadshows or career fairs, Lee's team is almost entirely built through referrals, from former classmates to ex-colleagues in tech and finance.

"Some of them are senior executives: CFOs of offshore banks, ex-army colonels, teachers, business owners, even the former bodyguard of a senior minister," he says. "They come to me because they know I will teach them everything I know, with heart."

"They work hard and with the right system, mindset, and mentorship, they thrive. It's not about how many hours you work. It's about clarity, strategy, and conviction," he adds.

His training system includes a 24/7 help desk chat, detailed onboarding frameworks, and

what he calls "omakase mentorship": tailored career tracks based on a person's strengths, network, and goals.

"If someone is better at project new launches, we shape them into new launch experts. If someone has a corporate network, we teach them how to work with private bankers and high-net-worth clients. Everyone's path is unique."

And if a recruit finds that Lee's style isn't the right fit? "I'll help them find another mentor. Because my goal is their growth, not my ego."

## Social media with strategy, not hype

Lee's digital marketing is about smart targeting and compelling storytelling.

His video walkthroughs, often co-hosted by his wife Rachael, present homes with an elegant, professional tone. One standout collaboration with host and radio DJ Jamie Yeo, featuring a penthouse tour at The Panorama, garnered over 30,000 views in just one week.

"When people see your real journey and not just curated content, they trust you. Authenticity can't be faked," he explains.

## Elevating mindset, overcoming fear

Lee is especially passionate about empowering mid-career switchers. "Some agents are afraid of failing, afraid of not saying the right thing. I tell them: don't worry. I'll go with you. We'll close the deal together."

Today, many experienced agents from other agencies achieve breakthroughs after joining Lee's KLD Real Estate team after dry spells for 25 years in the industry, simply after having a one-to-one session with him.

As a selfless leader willing to share his trade secrets, Lee guides his team members using a pragmatic approach on what has proven to work versus what does not.

As such, his team members can focus on closings and not waste resources on experimentation.

For instance, Annie Tan, an industry veteran with 20 years of experience, managed to achieve a new breakthrough by clinching three successive platinum awards after joining Lee within a year after applying his methodology.

And perhaps most importantly: he tells his team not to fear the worst-case scenario. "What's the worst? You don't close the deal. But the upside? It could be a \$30 million bungalow one day."

"Why let fear hold you back from that?"

## Looking ahead: Purpose over prestige

As Lee gears up for team expansion, more luxury listings, and a rebrand of his website and media content, one thing remains constant: his mission to build with heart.

With his four children as motivation, his discerning wife Rachael as his partner, and his clients as friends, Lee is not just reshaping real estate, he's redefining what it means to lead with clarity and care.

"From investors to upgraders, from clients to teammates: my mission is the same: to treat you like my neighbour."

"And that, to me, is what success looks like." E



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# ADELYN CHAN: EMPOWERING SINGAPORE'S SANDWICH GENERATION THROUGH STRATEGIC PROPERTY ASSET PLANNING



**A**delyn Chan understands what it means to carry the weight of an entire family.

Long before she rose to become one of the top 3% producers at PropNex, Singapore's largest real estate agency, Chan was already performing one of life's most demanding balancing acts: Being a single mother, the sole breadwinner and a devoted daughter caring for ageing parents.

"I'm part of the sandwich generation," she shares candidly. "And I don't want others to go through what I did — watching your parents struggle to retire while trying to raise your child and survive on one income."

Today, Chan is no ordinary agent.

She is a mission-driven property strategist with a bold vision: to help working-class and middle-income Singaporeans break the cycle of financial stress and build lasting, intergenerational wealth, starting with their homes.

## A journey forged in hardship, anchored in purpose

Chan's story doesn't begin in luxury condos or real estate award ceremonies. It begins in a modest HDB flat, where she grew up watching her parents work tirelessly, only to find themselves vulnerable and unprepared for retirement when illness struck.

"That experience taught me a tough lesson: wealth without planning is fragile," she reflects.

Her academic path was far from promising. Rebellious in her teens and struggling in school, Chan eventually dropped out with just two O-level language credits. "I felt like the black sheep," she admits.

"At 16, I was knocking on doors selling Christmas cards. Later, I was the lowest performer at jobs in advertising sales. I did not enjoy the work."

But life had more in store.

At 21, Chan joined Far East Organization as a developer sales executive. There, she discovered her passion for real estate. She later became a full-time agent and, over time, began to see that property was not just a product but a powerful platform for transformation.

## From transactions to transformation: Strategic property planning

"In the early years, I was just doing buy-sell-rent deals," she explains. "I love property, but I wasn't yet helping families think long term."

All that changed when she joined PropNex seven years ago. It was there that she was exposed to structured asset progression strategies and realised the importance of long-term planning. That revelation became a turning point.

Chan began developing her own proprietary process: the ACS Framework, a four-step approach that guides clients to:

1. Clarify their "Why" — What is the deeper purpose behind their next property move?
2. Define the "How" and "What" — What are the strategies and structures that will get them there?
3. Identify true needs vs surface wants — Retirement goals, education planning,

liquidity needs, and more.

4. Quantify with clarity — Using numbers, forecasts and timelines to show clients what's truly possible.

"In Singapore, many people feel secure simply owning a home. But when we break it down, most don't have a retirement plan. And many elderly people can't choose whether to work or not; they have to. That's not financial freedom."

Her own family's crisis reinforces that urgency.

In 2011, her father suffered a heart attack. The family needed urgent funds. Their fully paid HDB flat could not be refinanced, unlike a private property. "We had to sell our largest asset in desperation and downgrade it to a three-room flat. Even then, it wasn't enough for my parents."

During this period, Chan also struggled with financial mismanagement, which brought her to the brink of bankruptcy.

"That was my wake-up call. You don't plan

during the storm, you plan while the sun is still shining."

## Serving the most overlooked generation

Chan has since committed herself to helping one of the most financially pressured groups in society: those in their 20s to 50s, otherwise known as the "sandwich generation".

"They're juggling childcare costs, mortgage repayments, and ageing parents all at once," she explains. "They're often too stretched to plan for themselves."

Her goal is to help them break that cycle, increase their net worth and reposition their assets to prepare for the next 10, 20 or even 30 years. Through tailored consultations, she has

helped many clients double their net worth, unlock trapped equity, and create sustainable portfolios, even if they start with just one property.

Chan's strength lies not just in data, but in empathy. "I don't push. I ask questions. I make the numbers speak clearly. This is because buying a home is easy, but exiting or upgrading wrongly can cost you decades of progress."

## Grounded in faith, lifted by family

Behind her professionalism lies an unshakeable foundation: faith, family and purpose.

Her greatest sources of strength? Her mother and daughter — both of whom supported her unconditionally through her early struggles — and her unwavering belief in God's provision.

"Everything I have today is by God's grace. I believe I was given these blessings to be a blessing to others."

Since 2013, Chan has built up a multiple-property portfolio of her own and today leads a dedicated team of 13 under the Adelyn Chan Division at PropNex. As an associate division director, she doesn't just train new agents, she instils in them the deeper values of consultative service, financial integrity and lifelong learning.

"We are not just planning properties. We are helping families build a future. That's a sacred responsibility."

## Property planning is life planning

What distinguishes Chan is her long-game mindset.

"Most people only look one move ahead. But I work with clients to plan for 10, 20 or even 30 years. We start with the end in mind."

Each consultation begins with a one-hour, no-obligation portfolio review, where she breaks down the client's age, stage of life, earning capacity and aspirations into actionable steps.

Her message?

Start now and not when life forces you to.

"With the right plan and accountability, you can transition from surviving to thriving. Asset elevation is not just for the wealthy; it's for anyone who dares to dream differently."

## Beyond real estate: A mission to change mindsets

For Chan, the real reward is seeing her clients evolve from confused homeowners to empowered wealth-builders.

"What I do is not just about homes. It's about helping people gain clarity, dignity and direction. When clients tell me they finally feel hopeful again, that's everything."

She believes that real estate is one of the most powerful tools to build generational wealth, but only when done strategically.

## Ready to elevate your future?

Chan's story is living proof that no background, no setback and no starting point is too humble to achieve transformation if you have the right plan.

If you are a parent, mid-career professional or someone navigating the sandwich years and wondering how to build a future, Adelyn Chan wants to walk that journey with you. ☎



Chan: We are not just planning properties. We are helping families build a future. That's a sacred responsibility



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# STELLA THIO: TRUSTED MENTOR, CHAMPION TAGGER AND REAL ESTATE POWERHOUSE IN THE LUXURY MARKET



In Singapore's elite real estate circle, Stella Thio has earned a reputation few can rival. As a five-time PropNex Millionaire (2020–2024) and six-time Champion Tagger in the luxury segment (2019–2024), she stands at the pinnacle of the industry — not only for her remarkable sales record, but also for the enduring impact she has made as a leader, mentor, and trusted advisor.

### Trailblazing in the luxury segment

Since joining PropNex in 2010, Thio has played a pivotal role in more than 60 luxury projects, overseeing 14 developments as project chief. Her portfolio includes some of Singapore's most iconic residences such as Boulevard 88, South Beach Residences, The Avenir, Nouvel 18, Irwell Hill Residences, Martin Modern, and Skywaters Residences, amongst many other landmark projects.

Her exceptional performance has been recognised with the PropNex 15-Year Ambassador Award, cementing her place as one of the most consistent and influential figures in the agency's history.

### Strategist with an investor's mind

With a degree in Economics and Statistics from the National University of Singapore and a former career as a dealing director of one of the largest stockbroking firms in Singapore, Thio brings a powerful analytical lens to real estate. She is known for translating complex market data into strategic insights, backed by research from global institutions such as Morgan Stanley, UBS, Goldman Sachs, JP Morgan, and data provided by URA and Singapore Department of Statistics.

"Figures alone don't tell a story. I connect the dots to show clients the developing trends behind the statistics and help them make informed and factual decisions. It is important to have the right entry strategy as it will lead to a good exit strategy since the ease of exit will be a natural progression," Thio says.

### Trusted advisor to family and friends

Thio frequently counsels friends and family members on property decisions, helping them build wealth through data-backed, strategic investments that take into account the ever-evolving macro environments. From advising her daughter's peers on buying private property early, to securing two resale two-bedroom units in District 15 for her nieces that appreciated from \$1.06 mil to \$1.8 mil, Thio's personal success stories are compelling.

When her daughter's friends were considering applying for their first property, an HDB flat, she offered candid advice: "If they had the means, I encouraged them to enter the private property market early. It gives them a longer runway to service their loan. Based on empirical data, private properties, whether under construction or resale, not only offer good rental income but also tend to appreciate more significantly over time."

In another instance, she helped her godson to select a unit in Rest of Central Region (RCR) four years ago and which he and his family moved into recently. Its price psf has since



Thio: It is essential to have integrity, to be self-motivated, willing to learn, and committed to the team

increased from \$1,600 to \$2,500 — a testament to Thio's strong insights that provided much confidence to the decision-making process by the younger generation in acquiring the biggest-ticket item in their life.

### Impactful leadership across projects: discipline and drive behind every deal

As chief IC for some of PropNex's highest-performing luxury launches, Thio works closely with like-minded leaders to close record-breaking deals. Her leadership style blends deep product knowledge, sharp negotiation skills and relentless energy.

To excel as a luxury tagger, Thio believes that besides market knowledge, agents must sharpen their pitching techniques, refine their presentation skills, and be agile enough to think on their feet. She recalls a recent weekend where she had nine consecutive appointments from

9am to 9pm, demonstrating the stamina and commitment required in the field.

"Taggers earn only a fraction of the closing agent's commission, so we must rely on volume and consistent performance to succeed," she explains.

With a surge in Core Central Region (CCR) launches this year, PropNex's luxe division will be structured to scale: one chief IC, two senior leads, and two lead ICs. Thio is set to take on the role of senior lead IC for the upcoming launch of Zyon Grand, where she will work closely alongside the appointed chief IC.

"Integrity is non-negotiable," she affirms. "The chief and lead ICs are accountable to both the developer and the company, not just for results but for grooming the team. The chief IC must have the expertise to train others in pitching and closing effectively."

By stepping into the senior lead IC role instead of the chief IC position, Thio will have a greater capacity to focus on her priority: recruitment to double the size of her team. She is actively investing time in training and mentorship.

Her team meets one to two times a month: a townhall focusing on market developments and problem-solving, and a knowledge-sharing session featuring guest speakers. Thio conducts regular training alongside her husband, a market research specialist with experience managing institutional portfolios, thus giving her team an analytical edge.

"We are looking to attract a diverse pipeline of talents," she says. "It is essential to have integrity, to be self-motivated, willing to learn, and committed to the team. Agents must be street-smart and vigilant as they are entrusted with closing multimillion-dollar deals and they must protect their licence and reputation at all times."

Beyond her business acumen, Thio is known for her compassion. When a fellow agent passed away unexpectedly, she mobilised the PropNex community to raise over \$100,000, which — combined with PropNex's dollar-for-dollar match that amounted close to \$300,000 — enabled the agent's widow to purchase an HDB flat for their five children.

This spirit of service was one of the reasons for her appointment as the inaugural chairperson of PropNex's RES Chapter (a "union" under the umbrella of NTUC) from 2021 to 2024, where she championed agent welfare and community support.

"It was deeply meaningful to personally hand the family the cashier's order and to thank every donor individually," she reflects.

### Educator and myth-buster

Thio regularly hosts her signature training series, "Debunking the Myths", where she addresses common misconceptions about real estate through the lens of empirical data, instilling clarity and confidence in buyers navigating a high-stakes market.

"In Singapore real estate, buy to wait, don't wait to buy. According to data from Morgan Stanley, prices are set to double in 14 years with 5% compounding growth per annum," she says.

### Success with presence and purpose

Despite her packed schedule, Thio believes in living fully with balance. She recently enjoyed a week with family in Desaru, followed by two weeks in Paris and London.

One of her guiding philosophies comes from the book *The Present* by Spencer Johnson that taught her the importance of being present and staying focused in the moment, which has become a cornerstone of her success. **E**



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# DRIVEN BY PURPOSE: HOW BRIAN WONG EXCELS THROUGH CLIENT-CENTERED REAL ESTATE



Equipped with a strong combination of people-centric skills, market knowledge and investor instinct, Brian Wong, a senior district director at Huttons, is honoured to be recognised in the top 2% of all realtors in Singapore at the Realtors' Roundtable of Top Achievers.

As a testament to his professionalism, commitment, and ability to deliver, Wong has taken on project leadership roles in project launches such as Chuan Park, Nava Grove and The Hill @ One North. His portfolio spans across Good Class Bungalows (GCBs), landed homes, luxury condominiums and commercial properties.

His track record of excellence began when he won the coveted Champion Rookie Award in his first year, followed by being consistently ranked in the top 1%–2% among more than 13,000 agents annually in PropNex where he first started out.

"I've had the privilege of serving clients from all walks of life — from first-time buyers to seasoned investors. Many have become repeat clients and strong referrers, demonstrating the trust, results and relationships I've built. My business continues to grow through word-of-mouth and client recommendations, which I take as my highest compliment," he highlights.

For Wong, having a firm grasp on clients' needs takes precedence over simply fulfilling their stated wants. By asking the right questions, he uncovers the underlying motivations behind each sale or purchase, allowing him to offer thoughtful proposals that better align with their long-term goals.

"Understanding the root reason behind why a client wants to buy or sell a property is crucial, and it's what I aim to identify during our initial consultation," says Wong.

"Clients are welcome to ask me anything, and I always offer my advice as a friend. To truly understand their needs and assess whether their goals make sense, I would pose this question: Are you sure you need to sell your current home and buy a new one?" he adds.

Before entering the real estate industry, Wong acquired decades of experience in senior leadership roles across leading media conglomerates and MNCs, where he specialised in strategic management and client engagement, and led large, cross-functional teams.

His work experience instilled in him a deep foundation in business acumen, negotiation skills and high-performance leadership — all of which now drive and enhance his real estate practice.

## Customers' needs come first

Wong adopts a holistic approach, making recommendations based on key factors such as lifestyle, affordability, and risk appetite — after first gaining a thorough understanding of both his client and his family's needs.



Wong: What truly drives me is helping people improve their lives and guiding them to turn their dreams into reality

"As a realtor, I go beyond just the business transaction. From a Traditional Chinese Medicine (TCM) perspective, if I choose to do something, I do it with good intention and with a beneficial outcome in mind," explains Wong, who is also a certified TCM practitioner.

Wong is known for his client-first philosophy, often advising homeowners to reconsider selling if it doesn't align with their long-term well-being.

One such case involved a couple with disabilities — the husband was visually impaired and the wife hearing impaired — who wanted to sell their fully paid HDB flat in Redhill after a neighbour had cashed out. Having been told they could fund a

new flat through instalments, they turned to Wong. Understanding their financial vulnerabilities and emotional attachment to the familiar environment, he advised them to stay put — a move that ultimately safeguarded their stability.

In another instance, an elderly couple sought to sell their penthouse after their children moved out. Wong conducted viewings and marketed the unit, but also

recognised the couple's deep connection to the home and its view. Instead of pushing for a sale, he suggested a smaller unit in the same development and stack — preserving the view while offering a more manageable lifestyle. The couple agreed, and Wong brokered the purchase.

For a family of five eyeing a compact two-plus-study condominium, Wong recommended a larger unit with better proximity to amenities, recognising the spatial needs of their three teenage children — even though it meant a lower commission.

Another client looking to right-size for a lifestyle of gardening and travel was guided towards a smaller home near the airport and overseas property options in Japan, giving them the flexibility they desired.

"I customise every proposal to reflect each client's unique motivations and circumstances," Wong shares. "Their priorities always come first."

## Role model-cum-inspiring leader

Inspired by his achievements, some former office workers — such as general managers, department heads or accountants — have approached Wong through word of mouth to seek his advice about becoming real estate agents.

Wong builds their confidence by addressing their fears around issues such as forgoing a fixed salary and incurring outlays such as marketing and transport expenses. He also guides them on where to start and how to collaborate effectively.

"I treat my team members the same way I treat my clients: like a consultation where I focus on them wholeheartedly," he says.

He also reassures his more mature team members not to let age be a deterrent. "Older people have a wealth of knowledge that they can apply to any job, including real estate," he adds.

Nevertheless, there is no shortcut to success — only hard work and dedication. Wong began his career as a real estate salesperson just like any rookie, setting clear targets such as the number of blocks to door-knock, streets to cover and flyers to distribute.

As a teenager, Wong was a Boy Scout who volunteered in the community by knocking on doors to offer help to the residents. This early experience shaped his philosophy of building relationships and understanding customers' needs.

"New realtors need a mentor to keep them on the right track," Wong shares. "Life as a real estate salesperson is not a bed of roses — it requires hard work, discipline, and doing it with heart and the right mindset."

"It's never just about the money — financial gain is merely a byproduct. What truly drives me is helping people improve their lives and guiding them to turn their dreams into reality." ■



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