



# EdgeProp

## SINGAPORE EXCELLENCE

AWARDS 2023

MCI (P) 025/08/2023 PPS 1519/09/2012 (022805)  
The week of October 16, 2023 | ISSUE 1108-330

RECOGNISING SINGAPORE'S  
TOP REAL ESTATE SALESPERSONS



# EMBRACING THE FUTURE: A CELEBRATION OF EXCELLENCE AND INNOVATION IN REAL ESTATE

ALBERT CHUA/THE EDGE SINGAPORE

First and foremost, congratulations to the winners of the EdgeProp Singapore Excellence Awards for Real Estate Salespersons. Your presence here today to receive this award is a testament to your relentless dedication in the real estate industry.

Over the last few years, it is fair to say that we, in Singapore, have enjoyed the fruits of a robust and resilient property market, especially the years after the pandemic. The second half of 2020 and the entirety of 2021 proved exceptionally productive for the real estate industry, surpassing all projections and defying every expectation.

However, with the global economy in full swing of recovery, resulting in elevated inflation and soaring interest rates, compounded by cooling measures and buyers' fatigue, the second half of 2022 and 2023 have proven to be challenging and competitive to most in the industry. Your ability to distinguish yourselves among over 33,000 real estate salespersons demands an unrivalled dedication; a creative, innovative mind; and an adaptable spirit, eager to learn and evolve, which won you a seat here today.

Looking ahead, we're in the midst of a big shake-up across various sectors, including real estate, all thanks to the constant progress in technology. We've moved from sifting through print classifieds to scrolling through online listings in the comfort of our homes, from the hassle of downloading bulky data to getting all the transactions and data we need with just a few clicks. And now, the emergence of regenerative AI is set to shake things up further.

The million-dollar question: Will it render the roles of real estate salespersons obsolete? Absolutely not! However, transformation is inevitable. There are countless instances where technology didn't displace a whole industry. Instead, it actually bolstered the companies that decided to welcome it and explore the new opportunities it brought along, embracing change and adapting to the new possibilities that arise.

For instance, the emergence of social media giants like Facebook and TikTok



hasn't rendered traditional media forms obsolete. No, what they did was reshape the manner in which we, the people, consume information, since the way the news is distributed has changed. Today, instead of going to CNN for my news, I might scroll through my Face-

book feed for the latest CNN news. Social media has, in fact, created billions of new clicks for CNN.

Furthermore, in this era, where we find ourselves surrounded by noise and information overload, it's those enterprises with robust and trustworthy brands that

will continue to attract the attention and trust of the people. Let's take the same example — the way we consume news. Even though the convenience of social media has become a primary source for many, when it comes to discerning the truth, to sifting the real from the unreal, places like CNN or BBC remain the go-to sources for verification. It's about seeking clarity in the midst of confusion and gravitating towards reliability and authenticity in a world teeming with misinformation. The rise of technology has unintentionally enhanced platforms with credible and trustworthy reputations.

The point here is that one should not fear technology. It is this adaptability, this embracement of innovation and technology, that is the compass guiding firms to excel in this modern era. Those who align themselves with progress, those who embrace the new tides of technology, they are the architects of a future filled with endless possibilities and unprecedented success. Yes, the dynamics of the salespersons' roles will change. In an era where information becomes a commodity, those who can provide added value, counsel wisely, conduct meticulous due diligence, and negotiate skilfully will distinguish themselves from the rest.

As we navigate this transformative journey, we at *EdgeProp* remain committed to work with you every step of the way, equipping you with the latest information and technology, to be your companions in your real estate journey as we move forward together. In fact, today, you'll be the first to witness groundbreaking AI technologies that we have pioneered, and we look forward to how we could work together in achieving our goals.

Once again, thank you all for gracing this occasion, and once again, heartfelt congratulations to all the winners. And here's to building a future, brick by brick, dream by dream, together. The future is bright, and we're just getting started. ■

**BERNARD TONG**  
CEO of EdgeProp Singapore

## METHODOLOGY

The methodology used for tabulating the winners is based on the number of residential property transactions that the individual real estate salespersons have recorded over a 12-month period from June 1, 2022, to May 31, 2023. The transactions are based on the figures published on the Council of Estate Agencies (CEA.gov.sg) website and data.gov.sg as well as verified by our knowledge partner, KPMG Singapore.

## CATEGORIES

The awards set out to recognise the best real estate salespersons under the following eight categories based on transactions over the 12-month period from June 1, 2022 to May 31, 2023:

### Top 10 Transactors – HDB Rental

Real estate salespersons with the highest recorded number of HDB public housing rental deals

### Top 8 Transactors – Private Condo (Rental)

Real estate salespersons with the highest recorded number of private apartment and condo leasing deals

### Top 10 Transactors – HDB (Resales)

Real estate salespersons with the highest recorded number of HDB resale deals

### Top 5 Transactors – Executive Condo (New/Resales)

Real estate salespersons with the highest recorded number of executive condo deals (both new and resale)

### Top 10 Transactors – Private Condo (New Sales)

Real estate salespersons with the highest recorded number of new private condo or apartment transactions

### Top 10 Transactors – Private Condos (Resales)

Real estate salespersons with the highest recorded number of resale private condo and apartment deals

### Top 8 Transactors – Private Condo (Luxury)

Real estate salespersons with the highest recorded number of condo and apartment deals (new and resale) in the prime Districts of 9, 10 and 11

### Top 6 Landed Property Transactors

Real estate salespersons with the highest recorded number of landed and strata-titled landed property deals

#### TOP 10 TRANSACTORS – HDB (RENTAL)

Business Name	CEA License No.
KAN CHEE HWA	R017605F
TEO KOK CHENG, BENJAMIN	R026590C
NIO GEOK BEE	R028328F
TAN HONG LAY	R023123E
WEE CHYE HENG	R031814D
CHUA HUI CHUANG	R008712F
SURYANA	R056776D
WAH FOONG PENG	R008740A
LEE HUP POON	P028781H
LIM JUN YANG, RAYNARD	R051797Z
SNG WEE SENG	R058062J

#### TOP 8 TRANSACTORS – CONDO (RENTAL)

Business Name	CEA License No.
KHOO YI LIANG	R020260Z
YEO LEE KIOW	R009549H
SATO NOZOMI	R002774C
CYRIL ARMAND TUZEMEN	R057300D
CHIA WAI KUEN	R003871J
DEWI AMELIA SOENARYO	R052795I
SENG SHIRLEY	R024448E
TEO AH KUAN	R041465H
TEO BENG TECK, STEVEN	R002719J

#### TOP 10 TRANSACTORS – HDB (SALE)

Business Name	CEA License No.
ADRIAN LIM LING CHONG	R009649D
KUAH KAI PIN, KAVIN	R043039D
CHEE KOK LEONG	R003489H
MUHAMAD SOFIAN BIN ROSLAN	R057585F
NG SER LEONG	R015104E
MUHAMMAD NAZRI BIN AWATH BAOBED	R055613D
NG GUAN WEE RONY	R008754A
CHOI YONG SUK	R040965D
HENG YI MING, JONAH	R061025B
NOOR HAIDI BIN ABDUL MALEK	R024302J

#### TOP 5 TRANSACTORS – EXECUTIVE CONDOMINIUM (SALE)

Business Name	CEA License No.
TAN CHWOON WEE	R004046D
LIM LAY LIN	R056864G
LIM KWOK WEI	R044091H
GOH SI HUI, SHERRY	R063753C
ZHAO XIAOLEI	R051311G
LEE GEK KENG	R045658Z
KOH PING FANG	R062486E
JOSEPH TAN YONG HEE	R010501I
CHUA KHOR JOO	R009646Z
HENG SOCK LING	R012398Z
CHONG CHEE HOE	R030166G
SEAH ZHANG FENG	R009795D
GOH JUNRONG, FREDDIE	R024526J
LI YEWEN, ADRIEL	R045057C
KHOO CHUN HON	R056279G
GOH NGEK KHENG	R056785C
TAN YU LIN, LORRAINE	R057344F
TOH CHEE WEE	R057673I
ANDY LIM JIAJUN	R058641F
GOH YIXUAN	R066044D

#### TOP 10 TRANSACTORS – CONDO (NEW)

Business Name	CEA License No.
LIM HWEE KIAN, EILEEN	R006329D
WONG SWEE WAN	R045358J
NG JIAQI	R053443B
LIEW YEOW CHIANG	R060699I
TEOH SOO SHENG, ERIC	R026627F
KOH QIN ZHONG ELAINE	R053727Z
ONG QUNFENG	R027588G
JAVEN SOH RUI XIANG	R059514H
CHONG KWONG YUEN	R027671I
NG HWEE CHING	R026868F
NEO HUEY WEN	R027227F
PHAY HONG YONG	R042473D
SOON CHEE HENG	R024244Z
NG SUK ENG	R000769F
PAY CHER HIANG	R020420C
JEE YI SZE	R024065Z
JEREMY LEE CHEE WEE	R027172E
KUAH KAI PIN, KAVIN	R043039D
TENG YIN FERN	R057040D
SAM EDWARD CHU	R060725A
ONG JUN YI	R060904A

#### TOP 10 TRANSACTORS – CONDO (RESALE)

Business Name	CEA License No.
ADRIAN LIM LING CHONG	R009649D
FRANSISKA TANUDIDJAJA	R041991I
HOW HEE HSIANG, RANDALL	R053956F
FLORENCE HO MEI FOONG	R040261G
KUAH KAI PIN, KAVIN	R043039D
LIEW JIA XIAN	R024647Z
YEO LEE KIOW	R009549H
TAN YU LIN, LORRAINE	R057344F
TAN CHOO CHAU	R018026F
ER SAY LING	R024060I
TAN AIK HONG, MATTHEW	R042783J

#### TOP 8 TRANSACTORS – CONDO (LUXURY)

Business Name	CEA License No.
LIM HWEE KIAN, EILEEN	R006329D
ADRIAN LIM LING CHONG	R009649D
WONG SWEE WAN	R045358J
NG JIAQI	R053443B
FRANSISKA TANUDIDJAJA	R041991I
CHEN TAILONG JAY	R002551A
ER SAY LING	R024060I
JAVEN SOH RUI XIANG	R059514H
KUAH KAI PIN, KAVIN	R043039D
NG HWEE CHING	R026868F
GAO TINGYU	R006356A
YEO LEE KIOW	R009549H
HO KEAT YEW BOB	R026512A
TAY SZE YONG	R010436E
LIM BENG HWEE	R020253G
HUANG ZECHENG	R054063G

#### TOP 6 TRANSACTORS – LANDED

Business Name	CEA License No.
CHIA KAR FEI	R013142G
LYE IR-WIN, BRUCE	R005439B
ADRIAN LIM LING CHONG	R009649D
LIM CHEE AIK VINCENT	R026632B
AARON YEO YI	R057749B
ANG GEOK TIN	R028353G
LIM AI LIAN	R011680J
LAM WEI JIE, IVAN	R051132G
NG WEI CHEAH	R009772E
WONG LIN LING	R045133B

Note:  
\* The list is in no particular order.  
\*\* the list is longer than 10 because there are a few persons with the same number of transactions.

HALL OF FAME



Second row, from left: Desmond Liew, PropNex; Vincent Lim, OrangeTee & Tie; Randall How, PropNex; Johnny Tan, Kenny Kan, Huttons Asia; Joseph Khoo & Chernys Lim, ERA Singapore; Bernard Tong, EdgeProp; Eric Teoh, Daniel Lim, Aaron Yeo, ERA Singapore; Shawn Tay, PLB Realty; Brandon Lye, SRI Realty; George Peng & Jay Chen, PLB Realty

Front row, from left: Quinn Ng, ERA Singapore; Florence Ho, Propseller; Elaine Koh, Huttons Asia; Fransiska Tan, PropNex; Eileen Lim, Nicole Chia, Wong Swee Wan, ERA Singapore; Sherry Goh, PropNex; Ayu Safie & Beatrice Lim, PLB Realty



Second row, from left: Adrien Jorge, Florence Ho and Warren Chan of Propseller; Sandra Teng and Leonard Ng of EdgeProp  
Front row, from left: Aileen Chew, Kesang Labattu & Jeong Lee of Propseller; Zuki Yap, EdgeProp



Second row, from left: Francisca Tan, Jesslyn Lam, Pauline Hoo, Elaine Koh & Shermaine Tay, Huttons Asia  
Front row, from left: Kenny Kan & Johnny Tan, Huttons Asia; Melody Tan, EdgeProp; Steve Siu, Huttons Asia



Second row, from left: Sutanto Tanudidjaja (Father of Fransiska Tan), Fransiska Tan, Desmond Liew & Gary Tan of PropNex; Jaramy Teo, EdgeProp  
Front row, from left: Randall How, PropNex; Tan Hui Kun (wife of Randall How), Rosy Chia & Jimmy How (parents of Randall How); Shannan Fong, EdgeProp



From the Left: Joelle Chew, Terence Seah, Philene Lee, Amy Lim, Bowie Neo, Priscilla Wong, Quinn Ng, Wong Swee Wan, Aaron Yeo, Eileen Lim, Nicole Chia, Marcus Chu, Doris Ong, Kevin Lim, Eugene Lim, Chris Chen, Chernys Lim, Joel Tan, Daniel Lim, Andres Ong, Shen Jiaming, Eric Teoh



VIP Table 1 (from left): Melvin Lim, PLB Realty; Ismail Gafoor, PropNex; Lily Foo, Huttons Asia; Bernard Tong, EdgeProp Singapore; Justin Quek and Raymond Khoo of OrangeTee & Tie; Marcus Luah, PropNex; Adam Wang and Francis Tan of Singapore Estate Agents Association (SEAA)



VIP Table 2: Second row, from left: Eddie Lim, Life Mastery Academy; Kevin Lim, Doris Ong & Marcus Chu, ERA Singapore, Cowie Tan, EdgeProp  
Front row, from left: Shermie Tee, EdgeProp; Sean Liew & Jeffery Liew, Sapphire Windows; Eugene Lim, ERA Singapore

HALL OF FAME



Kenny Kan, Huttons Asia; Top 10 Transactor for HDB - Rental



Joseph Khoo, ERA Singapore; Top 8 Transactor for Condo - Rental



Shawn Tay, on behalf of PLB Realty Pte Ltd; Top 6 Transactor for Landed



Daniel Lim, ERA Singapore; Top 5 Transactor for Executive Condo



Johnny Tan, Huttons Asia; Top 5 Transactor for Executive Condo



Sherry Goh, PropNex Realty; Top 5 Transactor for Executive Condo



Aaron Yeo, ERA Singapore; Top 6 Transactor for Landed



Nicole Chia, ERA Singapore; Top 6 Transactor for Landed



Desmond Liew, PropNex Realty; Top 10 Transactor for Condo



Eileen Lim, ERA Singapore; Top 10 Transactor for Condo



Elaine Koh, Huttons Asia; Top 10 Transactor for Condo



Quinn Ng, ERA Singapore; Top 10 Transactor for Condo



Florence Ho, Propteller; Top 10 Transactor for Condo



Jay Chen, PLB Realty; Top 8 Transactor for Condo - Luxury



Randall How, PropNex Realty; Top 10 Transactor for Condo Resale



Fransiska Tan, PropNex Realty; Top 8 Transactor for Condo - Luxury

SCAN HERE TO VIEW ALL WINNERS



# Huttons Asia: Navigating real estate's future with vision and purpose

As Singapore's largest private real estate agency, Huttons Asia maintains an agile and inclusive company culture. The agency celebrated its 20th anniversary last year and CEO Mark Yip is focused on boosting productivity, expanding revenue streams, and increasing corporate leadership responsibility. Since leading the agency in November 2020, Yip has fostered a more accessible workplace culture at Huttons Asia, enabling agents to contact department heads and senior managers for assistance. "The real estate agency business thrives when agents on the ground receive timely support," says Yip.

He says this means breaking down communication barriers and fostering a more collaborative and conducive environment. Yip terms it as "reachable help" for each agent in the Huttons family, adding: "It is through our communication channels and training that we get them the support they need".

## Boosting productivity

Huttons Asia oversees nearly 5,400 professional salespersons, including veterans, seniors, and rookies. About 30% of its agents are young, dynamic, and tech-savvy rookies. The agency fields several teams of seniors and segment-focused agents who comprise about 60% of its workforce. Meanwhile, the remaining agents are experienced veterans with decades of experience in the industry.

As CEO, Yip promotes a diverse mix of young, senior, and veteran agents to leadership roles, enabling the company to adapt to market changes and embrace emerging technologies. "By the end of 2024, my vision is to grow our force of agents from about 5,400 today to 6,000. This will help us command a greater market share and open opportunities for the company. We are also taking a strategic approach towards raising the overall productivity of each agent to reduce the number of relatively low-income producing agents among our ranks by the end of next year. An agency may be big, but productivity counts," he says.

He has rolled out the following key thrusts to meet this objective: Equipping each agent with the necessary knowledge to thrive, a more robust induction programme, widening its customer base, enhancing project marketing training, and increasing management engagement.

"We must continue to equip our agents with the necessary knowledge to succeed in whichever market segment they engage clients in. This will enable us to remain nimble and react quickly to changing market conditions," says Yip.

Continuous efforts in upskilling agents as well as empowering them with the latest tech tools — which enable them to go the extra mile to deliver a high level of client satisfaction — brought the agency to rank first place



Mark Yip, CEO of Huttons Asia (first row, centre), together with corporate heads of departments at Huttons Asia

in the real estate agencies category under The Straits Times "Singapore's Best Customer Service 2023/24".

## Growing revenue

In 2020, Huttons Asia merged with Savills Residential, combining their residential project sales businesses.

At that time, Huttons Asia commanded about 3,000 agents and onboarded more than 400 agents from Savills Residential due to the merger. "Our agents have benefitted from the wealth of knowledge and access to consultancy services and capital markets that Savills Singapore focuses on," says Yip.

The company's strength lies in its commanding presence in the resale market, contributing to a large portion of its annual revenue. The remaining revenue streams include contributions from auction sales, capital markets and

collective sales, and local and international project sales. It also set its sights on growing its local market share in commercial real estate, shophouse, and landed home segments.

According to Yip, the agency is working towards growing its new project market share to at least 25% by 2024. "We believe we can significantly grow our market share in the HDB and private resale market where we are already entrenched," he adds.

## Part of the family

After three years leading the way at Huttons Asia, Yip reflects on the scope of his responsibility and the importance of corporate leadership responsibility. "This job is all about getting in touch with various stakeholders, especially the agents on the ground who are the bedrock of our industry," he says.

He adds: "It is a job that requires an

energetic individual who can inspire and motivate the people around you. This energy must be authentic and well-meaning. At Huttons, we are all one team, especially the various agency leaders and corporate heads of departments".

Many team leaders and department heads at the company are relatively young. For example, senior executive officer Ngiam Juyong, 33, assists the CEO in project development and advancing property technology (proptech) investments. He is also involved in various equity deals and engages in corporate and financial due diligence for such investments.

Another rising star within the management team is Jerome Loh. At 33 years old, he holds the head of operations and administration position, synchronising operations and compliance while enhancing the agents' profes-

sional competence and service quality.

Huttons is the first local real estate agency to engage the Institute for Adult Learning (IAL) to review the agency's skills framework and internal training programmes for associates and staff.

This new training roadmap will be re-modelled to parallel the recently announced enhancement of the Council for Estate Agencies's (CEA) Continuing Professional Development ecosystem in May 2023.

"Being a part of the Huttons family is not all work; there are plenty of corporate welfare collaborations with other brands, sports activities, and community engagement events are planned throughout the year," says Shermaine Tay, 32, an assistant director and head of marketing communications at Huttons Asia. She spearheads the agency's marketing strategies, brand positioning, environmental, social, and corporate governance (ESG) and customer engagement initiatives.

Recent examples include Huttons being the first real estate agency to collaborate with IMDA Open Innovation Platform to launch its Innovation Challenge for 2023. Last April's inaugural event was an industry-first initiative that saw enthusiastic participation and quality submissions from youth participants who tackled topics such as the metaverse, algorithm-based artificial intelligence technology, and the effect of hybrid working arrangements on demand in commercial and residential real estate.

Huttons Asia raised nearly \$120,000 for the Children's Cancer Foundation during the charity drive in 2021. The agency supports initiatives such as Singapore's OneMillionTrees movement, the National Kidney Foundation (NKF) Race Inspired, the Roxy Foundation Charity Car Wash and various charity golf events.

"We strive to be the best in the industry. As a real estate agency, this is supported by having a large professional force of agents backing us up. However, our agents must continue to be productive and keep pace with consumer expectations and technology. Our key strategic focuses will help propel Huttons Asia into the future while attracting and nurturing a new generation of leaders here," says Yip. ■



Follow us on social media 

Being a part of the Huttons family is a mix of work and play, with various sports groups organising regular events



For more info, scan QR or contact  
Huttons Asia Pte Ltd | 6253 0030  
WEBSITE: WWW.HUTTONSGROUP.COM

THE STRAITS TIMES

Singapore's **Best Customer Service**

2023/24

statista



EdgeProp  
SINGAPORE  
EXCELLENCE  
AWARDS 2023

WINNERS

TOP TRANSACTORS  
CONDO – NEW

## TOP TRANSACTOR - CONDO (NEW)



“There’s no property bubble to burst in Singapore, at least not for the foreseeable future,” says Eileen Lim in response to a question about the ever-escalating prices of private properties. “But don’t just take my word for it. Let me explain why the \$2,000 psf pricing is now simply a standard and why it will continue to incrementally climb in the years to come.”

Lim proceeds to break down the entire system of home financing in a layperson’s language and goes beyond adding macroeconomic factors such as the government’s Population White Paper, home construction statistics, and land availability ratio to support her statement. It is a fascinating analysis that reveals her wisdom, strategic acumen, and experience in the market, and how she guides a client through the process of climbing the property ladder by showing them how to manage their concerns.

To her, however, this is just another regular pitch which explains why she’s a Top Transactor award winner in two categories: New Sales and Luxury Condos. Lim is a “tagger” or a product specialist in industry speak. Her job is to have all the nitty-gritty details of every new and existing sale project on hand so that buyers can make a beneficial and informed decision before a purchase.

#### A Property Coach

The way she describes her work leads me to compare her with the role of a life coach, but for property ownership, which she laughs off. But it is an accurate comparison. Lim has to assess each customer she meets, understand their aim and goals and help them plot out their property journey step-by-step. Often, this goes even beyond the current property they are considering, and she never shies away from her honest opinion of whether it’s the right choice for them.

“As a tagger, I support and help other realtors with clients who are visiting showrooms or need further guidance on what to purchase. I also have to juggle my own network of clients that I’ve built over the years,” she grins. “It’s something I enjoy very much. Being able to build a rapport with a client in a short period of time is a skill I’ve developed in my life.”

She reckons that everyone needs a good and frank realtor in their lives to help them purchase the biggest asset in their portfolio at any time. “No matter whether you’re a first-time or repeat buyer, a property is always a big purchase. Very often, when customers hesitate in a purchase, there’s something that’s holding them back. Getting them to share that concern, and having a client take my recommendation or advice gives me great satisfaction, even more than winning an award for my work!”

To dole out the right advice, Lim



Lim: I enjoy learning and gaining knowledge that can be put to practical use, and being able to apply it on behalf of my clients and to support my team is something that is very fruitful

## Eileen Lim, a realtor who pulls no punches when it comes to giving property advice

spends her time studying real estate patterns across the island and in individual regions. She also goes further, exploring URA masterplans and envisioning how that will impact real estate prices in the long run. “I enjoy learning and gaining knowledge that can be put to practical use, and being able to apply it on behalf of my clients and to support my team is

something that is very fruitful,” she explains. That’s how she’s become one of the most recognised taggers in the country.

She recalls an elderly client who was considering selling the properties he had acquired over the years or decoupling them with his spouse to avoid paying the Additional Buyer’s Stamp Duty (ABSD). “I told him very

frankly that ABSD is the cost of doing business if he was aiming to grow his wealth through property assets,” she said. Instead, she helped him formulate a plan to pay for the new property using the money from his other rented-out properties, without touching his savings. “I pointed out that he wasn’t paying the ABSD, but his tenants would be doing so. However, I had

to explain to him that his investment horizon would be a longer one.

#### A Strategic Realtor Guide

In her opinion, the market still has a lot of breathing room and that means prices will continue to climb steadily. It is why she advocates everyone to consider buying a property as soon as they are able, but by being careful and keeping it within their means. “The government’s various measures, from the Total Debt Servicing Ratio (TDSR) to the ABSD increases have ensured that speculation is minimised and therefore there isn’t a property bubble waiting to burst,” she explains.

But rather than just telling a client to buy the first property they see, an important role a realtor plays is to identify the blind spots that they may have when trying to secure a property. “Whether it’s by understanding their risk appetite in terms of financing or what their runway to returns and investment is like, we’re here to help our clients evolve their property journey according to their present and future plans,” she opines. “Sometimes a client will say, ‘Oh Eileen has brought up something interesting that we need to take into consideration.’ That’s when I know I’ve made an impact.”

She also points out some common fallacies that customers have when thinking about a property. “Very often, they think very far ahead, to 20 or 30 years later, when it comes to buying a unit. That’s a mistake. Our lifestyle will inevitably change as time passes and when that happens, that is the time to sell your existing property and get something else more suited to your needs. But for those who are buying and hoping to sell in a few years, my suggestion is not to buy into boutique developments that have only a few units. That’s because bank valuations are based on other transactions in an estate or area, and in boutique developments, you’re less likely to get many transactions in a short time.” She compares it to a sporting event: if you’re a sprinter or long-distance runner, you rely on different training tactics and build different muscle groups to run and win a race.

Lim has plenty of smart and thoughtful anecdotes and metaphors that make the process of real estate purchasing easy and relatable, which is part of her formula for success. But as an ERA team director, she also shares her knowledge freely with other agents to help more potential real estate clients figure out their property journey. “We often perceive real estate to be a competitive space but I think it’s important to reframe that and demonstrate how collaborative teamwork benefits everyone across the board, from our clients to the agencies and developers.” Meanwhile, she’s getting ready to tag into her next appointment and all set to help another customer embark on their journey to own a new property. ■



For more info, scan QR or contact

Eileen Lim | 8181 0811

CEA no. R006329D

ERA REALTY NETWORK PTE LTD



**Desmond Liew**  
Top 10 Transactor  
Condo (New)

**M**aking capital gains and growing your portfolio through property isn't just a line that Desmond Liew uses to garner interest from clients. It's an experience he's actually had himself. At the age of 30, well before most of us had entered the property market, Liew had an impressive range of five freehold properties which he subsequently sold off at a significant profit.

"I bought my first HDB unit at the age of 21 when I was working for the Republic of Singapore Navy as a Naval Engineering Officer," he explains. "I had an interest in growing my assets so I could retire early and I started buying property as soon as I could. By 25, I'd sold that unit and I used it to finance my subsequent purchases in private property. Over the next few years, I bought five properties and I lived in one while renting out the rest."

**An early property investor**

At the time, Singapore had not implemented cooling measures on the ownership of multiple properties, which made things much easier. The first deposit of 5% was all he needed to buy a property, and the remainder was loaned from the bank. Once they were rented out, the units bankrolled themselves while giving him additional passive income each month.

"While a lot of my peers were interested in investing in property, I think I was really an early mover at the time," he recalls. "I had a secure and well-paying job so I wasn't worried about not making loan repayments. I didn't have an extravagant lifestyle. In addition, property prices at the time were also far lower than they are today, which made all the difference."

Liew spent the next 20 years in the Navy before he finally decided to leave when he reached a superscale rank as the head of maritime security. "I wanted to do something different in the second half of my life," he considered. "But I didn't want my knowledge and expertise to go to waste and my interest in property made me wonder if I could combine the two. So I took the Real Estate Salesperson (RES) certification just over four years ago and I've been a professional property advocate since."

**Engineering his success**

Coming into the industry at a later age than his peers and just before the pandemic hit made Liew realise he needed to work smarter to stay ahead. "I didn't have contacts in the industry and the ensuing lockdown meant we could not hold events to build up my network, so at the start, I relied on digital marketing to connect with interested buyers," he explained. "But I began to apply my engineering experience to formulate a process that would help to connect with and take my clients through their property journey. More importantly, I used my



Liew: My own experience as an engineer and a leader in the Navy taught me how to guide agents from all walks of life to achieve their goals

## According to Desmond Liew, the best time to buy is yesterday

own experience to really demonstrate how property could be a valuable investment and tool for capital gains in the short, medium, and long term."

His efforts speak for themselves. He achieved the Top Rookie of the Year award from PropNex in his first year with the company and has been a consistent chart-topper

in the last three years, winning multiple Platinum (100K) and Super Platinum (250K) awards. This year, Liew is one of the Top Transactors for New Sales Condos in the country. A millionaire producer for the last three years, he credits his success to his methodology as well as the team that he's built. "We have a very diverse and varied team that

has a mix of experience in different property segments, and we also have a strong onboarding process to help new teammates learn the skills they need to achieve a deal," he says.

"My own experience as an engineer and a leader in the Navy taught me how to guide agents from all walks of life to achieve their goals," he adds. "We use data and modelling

to create a step-by-step programme that helps them gain experience, confidence, and the skills they need to close a deal. We couple that with first-hand experience gained from a mentor-mentee partnership, and building an emotional and social support system that integrates them closely."

"What I have done is to analyse the entire sale process and break it down into specific, manageable tasks. This system means that everyone in my team can master it no matter what their experience or seniority is," he explains further. "I have refined this system that I've developed through data and feedback and it's enabling my team members from all levels to achieve Platinum awards each month."

**What lies ahead**

He applies that same analytical background to examining trends in the market and spotting anomalies or opportunities for his clients and himself to seize at the right moments. Right now, Liew sees the Core Central Region (CCR) as an excellent opportunity due to several unique circumstances. "It's unusual that you have a market where the CCR and suburban areas are close to parity in pricing," he points out. "Now this is because there are rejuvenation plans in outlying areas that are lifting prices, but that means that when the CCR goes through the same process, their prices will rise further. However, there will still be a shortfall of housing units in Singapore. This means prices across the country will rise, so you should try to get into the market as soon as possible."

In addition, he advises his clients to avoid thinking of property as a perennial investment. "I often see people wanting to buy a property because the interiors are spectacular or worrying about future needs," he notes. "I think it's more important to develop an adaptable attitude. Whether you choose to live in it, rent it out, or sell it eventually, this is an asset that will continue to gain in value for some time." He admits that in his youth, he made the error of thinking about property like a stock that would rise and fall, not realising its full potential for wealth-building.

He understands that there are many challenges facing potential buyers today, such as the upfront capital outlay which may be stressful for many people. But he points out that it's even more stressful to be a renter, as rental prices are subject to market conditions. "Let's say you have a certain amount for the down payment of an apartment. If you hesitate for even a year or two, you will end up getting less for more," he wisely notes. "When you look back, you'll realise that the best time to buy was, in fact, yesterday, not tomorrow." ■



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TOP TRANSACTORS  
CONDO - RESALE



# How focusing on sub-sales helped Randall How become one of EPEA's top transactors

**R**andall How, Associate Group Director at PropNex Realty, has hit a milestone in his career. The agent, who has been in the industry since October 2015, is one of 10 realtors who have secured the highest number of transactions in the resale condominium segment by an individual real estate agent at the *EdgeProp* Singapore Excellence Awards (EPEA) in 2023. The award covers transactions made between June 2022 and May this year.

When he first heard the news, Randall was surprised and elated, naturally.

“Being one of the top 10 transactors was something I never thought was possible before,” he says, adding that he was simply focused on doing the best for his clients and letting things “take care of themselves”.

The key to Randall’s secret is his focus on sub-sales, which is still a relatively under-appreciated market within the real estate landscape. Although he had joined the industry in October 2015, the agent found his niche nearly six years later, in August 2021, when he was trying to sell his one-bedroom unit at Riverfront Residences. At the time, Randall discovered that there was a dearth of realtors specialising in sub-sales, and subsequently moved into this particular segment as his main focus.

When he spoke to *EdgeProp* in January this year, the term “sub-sales” was not commonly heard of among home buyers and Randall often had to explain the concept to them. In a nutshell, sub-sales, or sub-selling, is when a homeowner has purchased a new home from a developer and now wants to sell it before the project’s certified statutory completion or CSC has been achieved.

Today, while sub-selling is becoming more common among agents thanks to word of mouth and How’s training sessions for his team, it is still very much an under-served market, he says.

“Sub-selling is difficult work as there are no showflats or units to show our clients what they’re buying. Agent commissions are also lower for sub-sale and resale units compared to new projects from developers,” Randall explains.

This is where the agent stands out from his peers: his ability to step into his clients’ shoes.

“Sub-selling — or selling real estate in general — is all about understanding the day-to-day needs of your potential clients. When introducing a property, things like accessibility to the nearest bus stop or MRT station and places to shop and eat are all important to potential buyers,” says Randall.

He adds that before presenting a unit to a potential buyer, he will take the extra step by recce-ing the neighbourhood to get a better feel of the place.

## Expanding his network

Now that Randall has established himself within his niche, he is looking to branch into new launches, where he can also give advice to potential buyers on the best units to choose should they want to put their unit up for a sub-sale in future.

During an interview in early August, Randall revealed that he was aiming to become the project in-charge (IC) for Hillock Green, a 99-year leasehold condo located in District 26. The 474-unit condo is developed by Forsea Residence, Soilbuild Group Holdings and UED Alpha, a subsidiary of United Engineers. Hillock Green will receive its temporary occupation permit or TOP in 2027.

To Randall, his move into working on new launches is going to be an “interesting challenge”. “I think it’ll be fun. I like to enjoy my work, too,” he says.

That said, the agent is still positive on the prospects of sub-selling, believing that this market will remain an important one in the years to come.

## Taking that first step

It has been two years since Randall took the leap of faith to focus on sub-selling and he has not looked back since.

He still remembers the unit that started it all.

“I was visiting my client at Riverfront Residences just the other day and thought ‘why not visit my old unit?’ After all, it has been some time. When I got there, a wave of emotions came over me. Everything started from there and it felt as if I have come full circle since my journey started. Without that unit, I wouldn’t have had the career I have today, and I wouldn’t have had my current house and the wonderful memories that came with it,” he muses.

“I’ve also learnt so much from this entire experience. It took me six months to sell that unit and I could have given up. I’m so thankful I didn’t. When I first began sub-sales, it wasn’t an easy task. But through learning lessons along the way and realising that there are other sellers who have been in the same position as me, I’m glad it all worked out, for me and my clients.

“I always tell my buyers that it doesn’t matter what they buy for their first house as long as they start somewhere. It’s key to just make the first move even if they can’t afford to buy their dream home just yet,” he adds. “In my own journey doing sub-sales, it’s the same thing. Without that one-bedroom unit in Riverfront at the time, I wouldn’t have known that it’s possible to get to where I am today.” ■



Randall: Sub-selling — or selling real estate in general — is all about understanding the day-to-day needs of your potential clients



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TOP TRANSACTOR - CONDO (RESALE)

# PLB Realty clinches five awards at this year's EPEA

SAMUEL ISAAC CHUA/THE EDGE SINGAPORE

**P**LB Realty is going from strength to strength after it officially launched itself as an independent boutique realty on Sept 9, 2022. Now nearly a year later, the agency is doing better than ever.

For instance, at this year's EdgeProp Excellence Awards (EPEA), PLB Realty clinched five awards, two more than it did at the previous year's awards. In 2022, the agency's co-founder and CEO Melvin Lim received the award for the top six transactors who clinched the highest number of deals within the landed category while both he and his co-founder Adrian Lim each took home the award for being one of the 10 realtors who made the highest number of transactions in the resale condo category.

This year, PLB Realty was awarded one of the six transactors with the highest number of deals within the landed category segment. The boutique agency also won two spots among the top eight transactors in the luxury condo segment. Finally, PLB Realty was named as one of the top 10 transactors within the resale condo and resale HDB categories. The awards, which recognise the top transactors from June 2022 to May this year, showcase PLB's wide range of expertise within the prestigious landed and luxury condo segments as well as condominiums and resale HDB flats.

The key difference this time was the team's targeted campaigns that PLB Realty launched over the past year, shares Melvin.

"We wanted to serve a particular set of people within the landed and luxury categories. We've also been more involved in listings within the prime Districts 9, 10 and 11," he adds. "Our landed campaigns, in particular, have worked well. We now see a lot more recognition among landed owners and buyers," he says. One of the agency's initiatives to drive its landed segment is the PLB Landed Convention that was held in May this year. The event, which is deemed to be the first of its kind, connected over 18 landed developers and partners directly with their consumers. The event eventually saw over 375 paying participants.

### Having an all-rounded team

As a real estate agency in Singapore that has a full-fledged in-house creative team of over 60 people under the PLB Media arm, PLB Realty has been able to provide its clients with a more comprehensive suite of services that goes beyond simply listing a property for sale.

In addition to facilitating the buying and selling of homes, PLB Realty creates informative and innovative videos that other agents would have to hire the services of an external agency for.

Presentations like 3D renderings take a couple of months to do and cost a lot, reveals Lim. Visual effects, which help potential clients envision their future homes, also take a lot of effort.

"Our videos are designed to sell the homes that we list. Our home tours



Melvin and Adrian Lim: At PLB Realty, we don't want people to feel like they're part of a production line. Instead, we want to encourage creativity, have fun and grow ourselves while we serve our clients



and tech tools consisting of things like analysis, frameworks, advantages of the properties as well as solutions to solve any obstacles, address about 80% to 90% of the objections our potential clients may have," he says. "This means that when the buyer comes to view the property, they already know what they're going to see. This way, everyone saves time."

That said, it is the team's cohesiveness that brings it all together.

"Of course, we're still evolving and innovating to ensure that our business behaves like a cohesive model but the main thing we want to achieve is to create a model that serves the client from end-to-end," continues Lim.

"The main thing is that our teams see themselves as one big group instead of working in fragmented roles. This is to prevent any breakdown in communication. After all, we are serving the same customer at the end of the day," he adds.

### Expansion plans

While PLB Realty is considered to be ahead of the curve with its innovative and informative content and wide range of services, Lim is already thinking of taking the agency forward.

One of the key initiatives is providing a deeper dive into topics the agency's customers are interested in.

For instance, the agency has put out a series of webinars that are designed to educate and update their viewers about the property market. Topics covered include real estate market trends, maximising profits for one's property and so on.

Another initiative that Lim is looking forward to is the team's property tech (or what Lim calls proptech) tools, which are being developed as we speak.

"We've been building a couple of different models within our research team such as our proprietary PLB Moat analysis that we've always been using in our videos. The Trifecta Analysis by PLB includes a trio of factors about the property such as its size (per sq ft), price quantum, as well as the floor plate," says Lim.

"We use this method to calculate the gap between any particular property that's being marketed at the moment, to other properties within a 500m radius, for example," he adds.

The tools — some of which are for the agency's consultants, while the rest are for their consumers — are targeted to be launched within the next two quarters.

That said, Lim is careful not to pigeonhole PLB Realty into any particular segment.

"Throughout the years, we didn't want to say that PLB only deals in

landed homes or HDB flats. We wanted to make sure that we focus on our clients — the people — first. The assets that our clients have are what we look at next. After all, different clients have different properties and some may even have multiple properties under different categories," he says.

### Exploring new horizons

PLB Realty, which already has a presence in Singapore and Malaysia, is looking to expand to Kuala Lumpur (Malaysia), Bangkok (Thailand), Jakarta (Indonesia) and Manila (Philippines). This is slated to take place in the first two quarters of 2024.

"We'll be starting with the same model where we establish PLB Media in these cities. Once that's set up, we will be doing city-specific content within these places to help the developers market their projects there," says Lim.

The agency is also looking to expand its team of realtors to 200 by 2024, up from its current size of slightly over 60 agents.

"We are now more mature with more capabilities and the team is ready [to expand]," says Lim.

"[PLB Realty] is a brand they can be proud of. We work with integrity and put out services that have standards. Plus, our team can rely on the strong support from the company on

the whole," he adds.

"Furthermore, with our media agency arm PLB Media, our realtors can provide value adds to their clients through polished presentations, home tours and more. We have a system that provides opportunities for many collaborations with different teams and different capabilities. They are not alone in that sense because being a realtor can be quite a lonely job," he continues.

Ensuring that his people enjoy what they do is important to Lim, who acknowledges the role that they have played in building PLB Realty.

"Without the people we have here, it is impossible to get to where we are today. At PLB Realty, we don't want people to feel like they're part of a production line. Instead, we want to encourage creativity, have fun and grow ourselves while we serve our clients," he says. ■



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## TOP TRANSACTOR - CONDO (LUXURY)



**Quinn Ng**  
Top 8 Transactor  
Condo (Luxury)



**Quinn Ng**  
Top 10 Transactor  
Condo (New)

**Q**uinn Ng has come a long way as a real estate agent. The senior marketing director at ERA Realty Network bagged Top 8 Condo (Luxury) and Top 10 Condominium (New Sales) at this year's EdgeProp Singapore Excellence Awards.

Since entering real estate 10 years ago, Ng has steadily accumulated an impressive list of achievements. This includes earning the sought-after platinum Tagger award and a list of Top Project Tagger awards for Pullman Residences, Kopar at Newton and Reef at King's Dock, among others.

Ng is grateful for the support of her tight-knitted and high-performing team. Her accolades are a testament to their collective wisdom and competitive spirit, which have pushed her to go further in this business.

After seven years in the insurance industry, becoming a realtor was a breath of fresh air for Ng.

"Insurance can be quite compliance-driven and technical," Ng muses. "So, joining real estate was somewhat liberating for me. After all, who doesn't like talking about beautiful houses and properties compared to death and diseases?"

#### Owning her role

Her upbeat demeanour aside, Ng takes her job seriously.

She sees herself playing a critical role in her clients' financial affairs and wants to uphold the standards of excellence set by her mentors and predecessors in the field.

"Our advice can have real-world implications for clients," Ng says. "Some of their retirement plans may hinge on my proposal or recommendation so each case requires my utmost care and dedication."

As a self-professed introvert, Ng takes more care and consideration in understanding and relating to her clients. She exercises discretion and is sensitive to their requests for privacy.

"The landscape of marketing has changed, and digital marketing plays a significant role today," Ng shares. "Having a more targeted approach also yields favourable results over the long term. I get quality referrals and a healthy pipeline of clients I can confidently commit to long-term."

#### Establishing her presence and reputation in CCR

Ng has both the experience and financial acumen to confidently hold a conversation with affluent clientele. She attributes this to the time spent at her former international property consultancy which exposed her to corporate clients and the luxury property market.

Thereafter, Ng concedes she was fortunate to have a good role model who taught her the ropes when she



Ng: Instead of it being purely transactional, I prefer to see each exchange as a step towards a long-term relationship

## Quinn Ng: From rising star to luxury real estate maven

first started in the business.

"My first mentor who was well-off herself was gracious enough to show me everything about dealing with high-net-worth clients," Ng reveals. "I picked up a lot of things. From choice of words to conduct, she helped me understand how the affluent clients think and behave."

Ng specifically honed and developed her knowledge and experience in the CCR (Core Central Region). With Singapore's fast-growing reputation as a safe and secure financial hub in the region, the

number of high-net-worth individuals in the city-state has risen in tandem.

Undoubtedly, this influx of rich clients is an opportunity for realtors like Ng, but she maintains that deep market knowledge and value expertise will be necessary to meet their needs.

"The population of the ultra-high-net-worth has risen in Singapore over the years, with reports predicting a 17.7% growth by 2027," Ng explains. "Many profited and increased their wealth immensely during the Covid-19 pandemic especially. The

landscape has evolved and naturally, some of their needs have become more complex as well."

#### Defining her service and value proposition

Noticing that most of her affluent and wealthy clients already had existing bankers and brokers supporting them, Ng opts for a softer approach.

"For many of these high-net-worth individuals, real estate may sometimes be a smaller part of their portfolio compared to other clients," Ng shares. "Rather than selling, I

focus on listening as there are many intangible needs that I often have to uncover."

"A client might be retiring but their goals might vary. Are they right-sizing? Or are they thinking about what they want to leave behind for their child? I always aim for a mutually beneficial outcome where I can meet their needs naturally without forcing an agenda."

Being a strong presenter and having a background in wealth management is also a boon for Ng. She personalises her interactions, which enlivens discussions and helps clients to feel more comfortable.

"I'm fond of architecture myself and I enjoy sharing with clients the design influences and aesthetics that can sometimes go unnoticed to the untrained eye," Ng says. "Every development has its beauty and value. It's up to us to discover and communicate this to our clients."

This aligns with a core part of Ng's service philosophy — helping her clients to evaluate new perspectives. Whether it is helping her clients appreciate the design intent of the architects or decide if the property truly meets their needs, Ng sees herself as a facilitator, first and foremost.

But she notes it is more so her expertise, particularly her valuable knowledge and skills in CCR properties, that lends further credibility and builds rapport.

"Within my first year in ERA, I was able to establish myself as a strong tagger, and I was fortunate to be invited to be part of the project management team for Irwell Residences in my second year," Ng recalls. "This was huge as it further allowed me to establish myself in the CCR market."

Her experience continues to bear fruit today as Ng is invited to be part of another management team for an upcoming exclusive and ultra-luxury development later this year.

#### Developing her connections and committing to the long-term

For someone who has hit her stride from referrals, Ng is invested in building long-term relationships with her clients and gearing up for new CCR projects on the horizon.

"Instead of it being purely transactional, I prefer to see each exchange as a step towards a long-term relationship," Ng shares. "CCR has always had a strong demand from locals and new immigrants alike, and there has been a shortage of supply with the narrowing of prices in the RCR (Rest of the Central Region) & OCR (Outside Central Region)."

This outlook has Ng undoubtedly optimistic for the future.

"It's interesting times with so many things that have happened in the market recently," Ng says. "I'm excited to see what these changes will bring to the luxury market." ■



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# Wong Swee Wan: Real estate powerhouse defying age



Wong: I take pride in building and maintaining relationships

**A**t 60, Wong Swee Wan is living proof that age knows no boundaries. While many among her peers are retired, this vibrant senior passed her real estate exam at her first attempt and embarked on a new career.

Today, Wong is a highly sought-after project tagger with Platinum status, specialising in condo launches in prestigious Districts 9 and 10.

“I’m an energetic person, and I genuinely love what I do,” she enthuses. “I’m thrilled to engage in something that challenges me mentally — it’s my safeguard against dementia!”

### Childhood fascination turned career

Hailing from Ipoh, Malaysia, Wong’s journey into real estate began when she struggled to sell her own home due to the shortcomings of her real estate agent. Determined to do it herself, she decided to obtain her own real estate licence.

Her fascination with beautiful homes from her Ipoh childhood played a pivotal role in shaping her career.

Wong fondly reminisces: “I remember playing and studying in my classmate’s 10-room bungalow. She lived on the same street as Michelle Yeoh, and the houses there had gardens as big as football fields!”

This led her to establish roots in Singapore’s premium landed districts, which also became the heart of her business. From her initial rookie

project, Victoria Park Villas, to memorable launches like Clement Canopy and Martin Modern, Wong naturally gravitated towards clients seeking homes in areas renowned for Good Class Bungalows and prestigious schools.

### From teaching to real estate

Wong’s background as an ex-teacher with a maternal instinct to help and serve has been a cornerstone of her success. After decades of being an education officer and raising three children, Wong’s nurturing demeanour and genuine care for her students, regardless of their academic backgrounds, have seamlessly transitioned into her current role.

Her ability to listen attentively to the needs of families with children looking for their dream homes has earned her the trust and appreciation of her clients. Wong vividly recalls an amusing anecdote from her rookie days when she had to deal with a family who insisted on their tantrum-throwing grandson choosing their condo unit due to his supposed Midas touch.

Her innate ability to connect with the most challenging clients, knack for asking pertinent questions, and straightforwardness, including asking for a cheque when necessary, have solidified her reputation among co-brokers as a go-to professional.

### Prioritising ethics over profits

Fairness has always been Wong’s approach in an industry known for cutthroat competition. While some agents might prioritise lucrative deals, Wong maintains a first-come, first-served approach, regardless of the deal’s size.

Wong emphasises: “I’m really willing to work with anyone, and I take pride in building and maintaining relationships. I don’t just send out broadcast messages on

WhatsApp; I would rather contact my fellow agents directly.”

Her dedication to going above and beyond the call of duty has earned her a stellar track record in closing deals and building trust among her clientele.

### A trusted adviser in real estate

Being someone her network looks to for real estate investment advice and deals, Wong makes herself always available. Her daily presence on the ground makes her the first to discover promotional deals on balance units or fire sales.

Beyond her own projects, Wong possesses a discerning eye for identifying lucrative opportunities in Districts 9 and 10. She has assisted friends and clients in making substantial profits from their real estate investments.

Wong proudly recalls advising a friend to purchase the 999-year tenure Ki Residences during its launch, resulting in a more than 20% price appreciation on a four-bedroom unit, initially bought for \$2.2 million.

To her numerous satisfied clients in Singapore’s real estate industry, Wong’s story serves as a testament that age is no barrier to success when fuelled by passion, ethics, and a genuine desire to do a job well. **E**



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**V**incent Lim, two-time winner of the 2023 EdgeProp Excellence Award for Top 6 — Landed, graduated with a Bachelor's degree in Mechanical Engineering, but decided to embark on a property career. "I realised my work really allowed me to help people," Lim says. "For many clients, every cent counts. I found myself doing my very best to serve them."

He spent his initial career working mostly with HDB sales before his close friend encouraged him to sign up for Nanyang Technological University's postgraduate Master of Science Technopreneurship and Innovation (TIP) Programme in 2004.

"It was life-changing," Lim recalls. "Our professor was Dr Tan Teng Kee, a successful entrepreneur who had a very unconventional way of thinking."

Tan never shot any ideas down and he gave his students the freedom to develop their inner selves in the spirit of true entrepreneurship. He believed that restrictions and limitations hinder imagination and creation.

Tan's oft-repeated words of wisdom were designed to inspire growth and break boundaries. "He used to say, 'I have a dream to change the way...' and would let us fill in the blanks ourselves," Lim says.

It was then that Lim first told himself, "I have a dream to change the way the world feels about real estate."

Back then, the general perception of property agents was not always positive. Most people were leery of agents. Lim wanted to change that.

#### Unlocking the bravery to soar

Attending the TIP Programme helped propel Lim's career, though he had not expected it. Lim relates: "Dr Tan said to me, 'Vincent, I can see that you will do great things in the future.' Getting such kind words from such a venerable and intellectual man made all the difference to my career."

Lim had never thought of focusing on the private property sector, until Tan spurred him onto his new stage of success.

"I always thought it wouldn't be easy to enter the private property arena, especially the landed segment; but when Dr Tan spoke to me so confidently and said he could see me doing great things, I decided to take that leap of faith," he says.

The TIP Programme had been dynamically designed to challenge the status quo, help students break out of their mental strongholds, and find ways to adapt quickly.

"We had an eight-day simulation programme called Marketplace. Dr Tan split us up into groups to decide on how to sell computers worldwide. What we had to do was adjust our plans daily according to the latest market movements," Lim says. "It was through this activity that I realised that the world doesn't fit in a neat box, where everything is black and



Lim's dream of changing how people see the property market always keeps him going

## Taking the right course supercharged Vincent Lim's success

white. Instead, I learned that my plans should change with the market if I wanted to succeed."

#### Reframing his property journey

Returning to agency work in 2005 after the TIP Programme was both familiar and novel. Familiar because Lim had already notched up four years of expertise, but novel because he now saw opportunities through a brand-new lens.

"When Dr Tan told me that he believed I could do great things, I was not just encouraged, but greatly so. I also saw myself as

being capable of doing much more — including becoming a successful landed property agent," Lim says.

Plunging into the private property market right after finishing the TIP Programme, Lim was cheered by his rousing success. He started with new launches, eventually becoming project in-charge for developments such as The Minton, Sky Habitat, Seaside Residences, and most recently, LIV@MB.

#### Entering the landed arena

Lim then moved on to landed property, where he found the clientele vastly different from other housing tiers. "In the landed segment, you meet

many high-net-worth (HNW) clients. They are efficient and want to get the job done quickly and smoothly. It can also be hard to convince them in some cases," he adds. "However, I found it easier to break the ice by discussing various other topics apart from property, including the economy and business world."

The TIP Programme gave Lim detailed insight into how business circles worked, as well as a strong foundation for speaking with his HNW clients. "I could relate to them in their lingo, which helped a lot with negotiations and collaborations," he says.

Having a strong belief in being able to overcome every problem has served Lim very well as a landed property agent.

"I had a client who made an offer for a landed house I was marketing," Lim recalls. The offer was on the low side, he says, and the seller would not have agreed. He asked the client to raise the offer, but they said it was not feasible because of renovation costs.

Lim met both the client and their contractor to tease out the details of the renovation budget. They eventually made it work, and his client was able to match the owner's price. He says: "They are still living there happily!"

Another couple shared with Lim that they had been house-hunting for seven years. He took the time to understand their exact needs.

"We found their dream house in two weeks," Lim shares. "It's important in our line of work to gain trust. Once you win a client's trust, it's much easier."

#### Asking the right questions

Lim also learned that asking the right questions would unveil the answers to any challenge. "Through experience, you learn which clients respond well to which questions and which respond better to others. Then you ask accordingly, and use that to build your client profile and meet their unique needs."

Asking the right questions is also a skill Lim finds useful for inward reflection.

"The market has not always been easy to succeed in," Lim says honestly. "There have been seasons where I've asked myself, 'Do I really want to stay in this industry?'"

During those times, Lim always asked himself why he was in this line. He asked himself what his purpose was. In the end, his dream of changing how people see the property market always kept him going.

Good planning also matters. "It's important for agents to have a healthy cash reserve for difficult times," he advises. "Many agents would agree this year's property market is more difficult than last year's. The economy is shifting, and being prepared will keep an agent going. Have a careful budget for your spending, including your marketing and other expenses."

Lim attributes these vital tips for sustaining his success to Tan, who passed on in 2015. "When we went to Seattle as part of the course, Dr Tan invited us to his home and cooked delicious salmon. He was successful but humble, and treated us all with his golden heart."

Learning from Tan gave Lim the breakthrough to achieve a new level of success, Lim says. "I have a dream to change the way to do something that can impact everybody's life." Dr Tan's key words still linger within me. I will never forget them. **E**



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EdgeProp  
SINGAPORE  
EXCELLENCE  
AWARDS 2023

WINNERS

TOP TRANSACTORS  
EXECUTIVE CONDO

**Chernys Lim**  
Top 5 Transactor  
Executive Condo

Chernys Lim says executive condos (ECs) are among the best buys for Singapore citizens jointly applying with another Singapore citizen or permanent resident. However, only a handful are launched yearly, and guidelines are much more complex than private properties. Luckily for her clients, she possesses expert knowledge of this specialised property sector.

Before entering real estate in 2016, Lim had spent 12 years in pharmaceutical sales and decided on a whim to pursue the Real Estate Salesperson (RES) certification. She says: "I was at a crossroads in the pharmaceutical industry. I could have stayed on, but I needed to master new skills and find a new challenge. Coincidentally, two of my girlfriends considered taking the RES exam. I decided to join them, and we all passed it on our first attempt." In what could be perceived as an ironic twist, she is the only one who became a full-time realtor.

After obtaining her RES license, Lim left pharmaceutical sales, setting a determined one-year goal to succeed as a realtor. She never turned back. One of the earliest property launches she was involved in was iNz Residence, an EC development in Choa Chu Kang.

As she advised and made recommendations to potential buyers, she realised some of the complexities involved in acquiring an EC unit. "There are a lot of details involved in buying an EC, from fulfilling the eligibility criteria to the challenges in upgrading from a HDB flat. Being able to help my clients successfully transit and elevate their property holdings is very fulfilling," she says.

**A smooth upgrade**

Many of her clients are families with financial commitments and require guidance and a sound financial plan to buy an EC. Here is where Lim offers her expertise and adds value to their upgrading process by helping them figure out how to ready themselves for the purchase and facilitating a smooth transition. "HDB owners often have a significant portion of their CPF funds sunk into their HDB flat, which they cannot utilise for an EC purchase. That means they need to come up with additional funds before their HDB flat is sold or find alternative ways to work around this," she explains. Her experience has made her one of Singapore's Top 5 EC Transactors and an award winner this year.

Her top choice property would be an EC, if one is eligible, due to its high capital appreciation potential. "You can enjoy an upgraded lifestyle for yourself and your family while enjoying a convenient transition which doesn't require you to sell your HDB flat until the EC is completed," she says, adding that master planning in the Outside Central Region (OCR) means ECs will



Lim: Being able to help my clients successfully transit and elevate their property holdings is very fulfilling

## Chernys Lim: Offering expert insights on exec condos and market dynamics

continue to increase in value. That makes ECs attractive, considering that prices compared with a newly launched private condo are lower by about 35% or more, based on recent launches.

She observes that due to Singapore's limited land availability, government land sale prices are unlikely to decrease significantly. Rising manpower and construction building costs also impact overall

development costs in the future. The cyclical trend in land development across Singapore means every part of the country will enjoy rejuvenation. "This is something that many buyers don't think about or understand its importance in defining price trends across the island."

Besides HDB upgraders, Lim has noticed an uptick in younger buyers entering the EC and private housing market. "Many of these younger

clients have greater knowledge of the capital appreciation opportunities that EC and private housing offer. They also have the support of their families, especially with the initial payments required while they sort out their mortgage," she says.

Lim recalls a young couple who had visited the showroom of Ola EC launched in 2020, and after explaining the financial requirements to them, they decided they needed

more time to consider. Not too long after, an older couple came down to the showroom, and she again showed them the different units available, checking with them for their expectations and requirements before finally settling on a suitable unit that would still have a partially unblocked view in the future.

Surprisingly, the older couple was one of the young couple's parents, providing financial assistance for the EC purchase. One parent was so satisfied with Lim's service that they bought a unit at Canninghill Piers through her again for their son.

**Above and beyond**

In addition to ECs, Lim handles HDB flats, private properties, and commercial and industrial properties. "As real estate agents, we're here to help our clients find the right property options for their needs. Sometimes, they see what they want; other times, it may not be their ideal choice. There will always be a right buyer for every property unit," she adds.

Lim also functions as a tagger or project specialist in coordination with other realtors, providing the knowledge to help them secure the right projects for their clients. She is currently a titanium tagger in ERA, a title earned through an accumulation of transacted new launches, meaning she can tag all new projects for her colleagues.

Her success led ERA to appoint her as one of the leaders for the launch of AMO Residence in Ang Mo Kio — one of the most successful in recent history — with 97% of all units sold on the first day of its launch. It also sets a record with a benchmark price of just under S\$2,000 psf for a condo in the OCR.

Leading the development's sale was a significant career milestone for Lim. "When you're the leader, you're not only responsible for your sales but to ensure that every agent involved has the right knowledge to help them deliver satisfied customers," she adds. "That was a new experience for me, and I'm humbled but also proud that my company placed that trust in me."

Even as her role continues to rise within ERA, she has completed and successfully attained the Workforce Skills Qualifications (WSQ) Advanced Certificate in Learning and Performance to become a trainer for adult learning. She sees this as an opportunity for more fulfilling work and to prevent stagnation in her career.

Says Lim: "I want to be able to share my experiences and methodology with other agents, to help them develop their skill sets or show them how to connect with customers more effectively so that they can meet their needs." ■



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## TOP TRANSACTOR - EXECUTIVE CONDO



**Daniel Lim**  
Top 5 Transactor  
Executive Condo



Given their low supply and potential for capital appreciation, newly launched executive condos (ECs) have been sought after in recent years.

Having clinched Top 5 in the Executive Condominium category at this year's EdgeProp Excellence Awards, realtor Daniel Lim is excited to continue achieving in this space. After all, Lim — an 11-year real estate veteran — is extremely well-versed with ECs.

“Keep Evolving, Keep Learning” defines Lim's successful mid-career transition from a market research professional to a full-time property agent.

With over a decade of experience under his belt, Lim feels that it is now time for him to give back to the real estate industry by helping to groom the next generation of realtors. Starting with a small group of associates, Lim has the ambition of expanding his team and hopes his story can inspire a new batch of aspiring property agents.

#### Transitioning into a new industry

When Lim started off as a project agent with Huttons in 2012, he was splitting his time between international and local projects.

“When I first became a property agent, Malaysian properties were the in-thing and I was getting a number of enquiries about Malaysian properties, especially JB (Johor Bahru) properties,” Lim recalls. “As we were not taught in-depth about overseas properties during our Real Estate Salespersons course, my knowledge about overseas properties then was very limited.”

Despite not having firsthand knowledge, Lim displayed tenacity and resourcefulness to get the information he required to close the deals.

“I did not reject any of these enquiries. Instead, I sought help and learned from my project leaders about the procedures for marketing and selling Malaysian properties, including the rules and regulations in this segment,” he says.

It led to a well-deserved breakthrough for Lim as he managed to close the first few deals in his budding real estate career. This experience taught Lim the value of going the extra mile, which has since become a staple of his service philosophy.

Before demand for international projects started to taper, Lim was already exploring other segments. He was drawn to ECs, as they share similarities with the international projects he was already familiar with.

“Overseas properties and ECs don't require ABSD (additional buyer's stamp duty), so it felt like a natural transition for me,” Lim shares. “Also, I realised that very specific knowledge is required to advise clients on these niche areas and not every agent is well-equipped with the expertise to do so.”

Seeing this gap in the market, Lim started to specialise in ECs. Thanks to his background in market research, Lim was able to quickly amass knowledge about the EC segment, while consistently familiarising himself with the rules, regulations and requirements when closing property deals.

However, in 2013, barely a year into his new career as a full-time property agent, the Singapore government introduced ABSD. Where others viewed this as a challenge for the industry, Lim instead saw opportunities, and he continues to adopt this mindset today.

“The new wave of younger Singaporean buyers is coming into the market,” Lim explains. “Their parents are more educated, and they are using this opportunity to not



Lim: Every deal, big or small, rental or sale, has allowed me to evolve as an agent and understand the market better. That has helped me to identify customer needs and position myself as the go-to realtor when it comes to ECs

## Keep evolving, keep learning: How Daniel Lim gained his competitive advantage

only add to their real estate portfolio, but also help their children secure property and plan ahead for the future.”

#### Carving out a successful niche

As regulations and market trends evolve, Lim believes that agents must adapt by developing their soft skills and knowledge accordingly.

Despite his market research and analytical expertise, Lim does not focus purely on technical know-how. He also sees himself as a facilitator who holistically considers the client's interests and needs. This often requires a deeper appreciation of the practical aspects and considerations that his clients might have.

“It's not just about studying floor plans, layouts, or memorising fact-sheet details,” Lim says. “I also think about how the developer has added value to the unit with their design decisions and effectively communicate that to my clients.”

Compared to first-time homeowners, a family looking to upgrade may have other concerns. These include childcare, schooling their kids, or caring for elderly parents. Lim carefully balances these competing demands to ensure the property meets his clients' needs and goals.

Lim appreciates the significance of his role and believes agents must stay up to date on matters related to real estate.

“A property agent's role is now more like a trusted adviser to our clients. Hence, we need to have some knowledge and skills of not just a realtor, but also that of a banker, lawyer and tax planner,” Lim explains.

Lim recalls a client who was planning for her son's Primary 1 registration. “She approached me because her banker only had knowledge of mortgages and was ill-equipped to advise her on other aspects of managing her property,” he relates.

He proceeded to map out various possible options for the client to consider, while explaining the pros and cons to aid their decision-making.

Naturally, the client was extremely grateful for Lim's professionalism, particularly the patience he showed in understanding her needs in detail. It was par for the course for Lim, who continues to update his knowledge on tangential aspects to property, such as legal, finance and wealth management.

Lim gains immense satisfaction from providing recommendations that his client may not have otherwise considered.

“Whether it's in the realm of real estate, finance or law, my value as an agent comes from my ability to match my clients' requirements with the current rules and regulations,” Lim asserts. “I'm also forward-thinking and consider the future outlook, so my clients can navigate this market with confidence.”

#### Evolving to stay ahead and deliver value

Believing that real estate is evolving into equal parts science and art, Lim is confident he can further leverage his skills in market research and sales to preempt and address any client concerns.

“Our job is not to choose for the client, but rather present them with the best possible options to help them make the right decision,” he emphasises.

In land-scarce Singapore, notwithstanding short-term market fluctuations, Lim feels that property will always have demand — whether it be for own stay or investment.

Furthermore, ECs are drawing appeal because they are less location-dependent than other developments. While he is bullish, Lim also cautions that the limited EC supply means that buyers should avoid sitting on the fence for too long.

More importantly, Lim dispenses the same advice to both clients and new agents alike: Take a chance and be open-minded to consider all options.

“I've had clients who thanked me for proposing post-launch ECs as opposed to new-launch ECs. They were finally able to get their dream home without having to deal with the 30% quota on second-time applicants,” Lim shares.

“With the constantly evolving compliance and market trends, many new agents and clients believe they need to first know all the answers and prepare thoroughly before entering the market,” he says. “Having the courage to take the first step is actually far more important.”

Lim strives to inculcate his service philosophy in his team of junior associates as he begins grooming the next generation of agents.

“Every deal, big or small, rental or sale, has allowed me to evolve as an agent and understand the market better,” Lim says. “That has helped me to identify customer needs and position myself as the go-to realtor when it comes to ECs.” ■



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