


EXCLUSIVE PULLOUT  
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The logo for StarProperty, featuring a red house icon above the word "Star" in red and "Property" in white.


# AWARDS 2022 REALTOR EDITION

## Strong sign of better days ahead

The StarProperty Awards 2022 Realtor Edition witnesses a surge of entries and outstanding achievements of the real estate agents and negotiators, signalling a return to good times.

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# Pushing the boundaries of real estate



To celebrate the occasion after a challenging year, no expenditure was spared so the gala dinner exudes an opulence atmosphere.

## SREA 2022 recognised the achievements of the best and brightest faces of this year's real estate landscape

By LIEW JIA YI (YANIKA)  
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**C**ELEBRATING the remarkable and persevering efforts of the Malaysian real estate industry, the fifth StarProperty Awards 2022 Realtor Edition (SREA) welcomes a plethora of elite, outstanding agents and negotiators, all of whom overcame the adversity of the past year to bring the real estate industry to new heights.

Recognising not just the finest agencies, but also exemplary personal and professional development, the awards culminated in a night of glamorous enjoyment in Sheraton Petaling Jaya, Selangor, on 10 November. Set to the theme of The Great Gatsby, the awards saw old names and new in high spirits, talking and laughing the night away as their achievements were brought to the spotlight.

The event's Platinum Sponsor was Panasonic Malaysia, with Carlsberg

Malaysia as its Official Beverage Partner and special thanks to OGAWA.

In its mission to create a more inclusive environment for the various actors of the real estate industry, allowing a fair and competitive chance for the crown, SREA 2022 returned with 23 categories and 31 sub-categories between agents and negotiators. Both groups were eligible for the All-Stars Award, Thriving Award, Rising Star Award, Developer Preferred Award, Developer Preferred Award (Bumiputra Lots), Subsale Award, Regional Award, Best Digital Marketing Award and StarProperty Readers' Choice.

Additional categories for agencies were the Key Personality Award and Best Technology Award, while negotiators had three additional categories: the Deal of The Year Award, the Most Exceptional Leader Award and the Most Transacted Rental.

Refined through a constant back-and-forth of the previous year, the judging

process was a holistic and transparent appraisal of the candidate's quantitative and qualitative performance. Prioritising the development of distinguished agents and negotiators with a fair and attentive procedure, the awards had five judges.

"In recent years, the advancement of technology and digitalisation has brought permanent changes to every sector... Yet, rather than being a threat, agencies are aware that infusing technology as a tool that can be utilised as a new way of conducting business and developing successful connections is the way forward. Those that have been adaptable in riding the tech wave have managed to use this to their advantage, growing their business and improving their bottom line," Star Media Group Bhd group chief executive officer Alex Yeow said.

With a total of 87 award recipients, SREA 2022 recognises the exceptional, innovative and principled human face behind Malaysia's thriving real estate industry.



"Real estate is a people's business. It takes a special breed to bring added value to business transactions. Trust is a key component to cultivate strong relationships with consumers and agents are able to focus on building that trust, thanks to technology that helps them carry out their roles more effectively and efficiently," Yeow said. 🏠

The decorations closely reflected The Great Gatsby theme.

### SREA milestones

#### > 2017

The first StarProperty Awards Realtor Edition was held at Connexion @ Nexus Bangsar South on Aug 8. With six categories in total, the awards acknowledged the nation's real estate agencies, agents and negotiators, highlighting their top-quality services.

#### > 2018

The second StarProperty Awards Realtor Edition was held in grand style at the New World Hotel, on Oct 10, in honour of well-deserving negotiators and agencies. The awards introduced four new categories that included the opportunity for the public to vote for their preferred real estate negotiator and agency. The total number of categories was 14.

#### > 2019

With a boom of competition in the real estate industry, the third StarProperty Awards Realtor Edition was held on Sept 19, at the Kuala Lumpur Convention Centre Grand Ballroom, racking up a total of 15 categories and 80 entries. The theme was Crazy Rich Asians, honouring the royals of real estate and their passion, commitment and innovation.

#### > 2021

After the disruption of the pandemic, the StarProperty Awards Realtor Edition returned amid much anticipation on Dec 8, at the Kuala Lumpur Convention Centre Grand Ballroom. With a theme of Bling It On, the award ceremony saw 49 trophies awarded from a total of 11 categories, paying homage to the individuals and agencies who have strived extra hard to fulfil their unique role in society.

#### > 2022

With the country in recovery, the StarProperty Awards 2022 Realtor Edition aimed for a bigger and better event. Themed the Great Gatsby, agents and negotiators came to the forefront in a stunning showcase of their talents, intelligence and ingenuity. The awards boast a total of 23 categories and 87 recipients - the biggest number of categories and entries to date.

# SREA judges give their verdict

The awards saw a strong group of both young up-and-comers and big names, judges say

By LIEW JIA YI (YANIKA)  
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**T**HE fifth StarProperty Awards 2022 Realtor Edition (SREA) rewarded the perseverance and development of Malaysia's real estate agents and negotiators in the aftermath of the Covid-19 pandemic. Welcoming five judges selected meticulously for their background and expertise, SREA 2022 saw 23 categories and 31 sub-categories, awarding a total of 87 recipients.

For a thorough and holistic judging process, the award categories were divided between agencies and negotiators. With a judging process that emphasised performance and development, judges followed a rigorous, fair and transparent procedure that truly awarded high-quality agencies and negotiators within the Malaysian real estate industry.

The judges include:

- Bank Rakyat mortgage financing head Haslina Ali
- GAN & ZUL Advocates and Solicitors group managing partner Datuk Simon Lim Seng Chai
- Gamuda Land central marketing and sales executive director Sueway Tan
- OSK Property chief operating officer Seth Lim
- Real Estate and Housing Developers' Association Malaysia (Rehda) Youth chairman Lee Han Rick

Here's what they had to say about the awards this year:

"The Real Estate Awards is an excellent recognition for an important role in the industry to complement the developers' internal marketing and sales of both the primary and sub-sale markets. The industry needs healthy sales to support a large economy whilst providing job opportunities to all levels of skills," OSK Property's Lim said.

He pointed to the fact that the participants demonstrated a maturing level of skillsets, approach and sophistication in the industry, leading to a high level of professionalism that the market will come to accept and respect.

## New generation

When it comes to the new generation of agents and negotiators, this matured and sophisticated approach has also been noted by Simon.

"To my delight, we have many outstanding young agents, in particular the female, believing in professionalism and willing to share their experience and helping others to help themselves. Their entrepreneurship and ability to innovate and adapt to changing market environments, in particular during the pandemic by using social media and technology, are encouraging and a sign of potential and sustainable growth in this profession," Simon said.

Lim pointed to the large adoption and advancement of the digital age by the participants, embracing more efficient methods such as creative digital marketing and digitalisation of processes to do better.

These aspects of real estate would further appeal to a younger purchaser audience, which was an important part of the market. Gamuda Land's Tan also emphasised on the timeliness of the awards.

"The Covid-19 pandemic has impacted



(Front from left) Tan, Haslina, (back from left) Simon, Lee and Lim pose for a group photo.

everyone, although perhaps some, in varying degrees. For some, it has also opened opportunities. As such, it was heartening to listen to the various stories shared by the participants who not just adapted to the new normal but pivoted their business and have proven themselves to be resilient in the face of adversity," Tan said.

She noted the various stories from realtors who had to grapple with health issues and overcome obstacles, yet continued their determination to succeed and turned their adversities into stepping stones towards a better quality of life.

This hopeful outlook was repeated by Rehda Youth chairman Lee Han Rick.

"I was particularly moved by some of their testimonies of how entering this industry changed the trajectory of their lives through the financial freedom it offered them and the opportunity for personal growth and development. I have no doubts that all the participants from this year will go on to have rewarding careers and play their role in elevating the real estate industry," Lee said.

## Industry trends

When it came to emerging trends, Simon applauded the strong up-and-coming young teams competing with the bigger, established names in the primary market.

"An indication that the young people are tapping into their own potential and working together to create and share the bounty. It is interesting to note that the sub-sale and rental sectors are doing equally well and this will serve the homeowners well in their dealings," he said.

"The interesting trend is that coming out of the pandemic, there are fewer primary launches and therefore a more active sub-sale market. The lower entry price of the sub-sale market also makes it more competitive besides the exemption of RPGT (Real Property Gains Tax) by the government," Lim said.

Speaking as a spokesperson for Bank Rakyat, mortgage financing head Haslina Ali similarly shared that the bank saw a positive trend in this year's StarProperty Real Estate Awards, especially when it came to the sub-sale sector.

"The sub-sale sector still plays an important role and continues to be the one with a massive portfolio. Interestingly, the rental sector is seeing an uptrend and creates an opportunity for participants to further explore and venture into this sector in a structured way by linking (meet and greet) the owners for the tenants, and vice versa and ensuring the transactions are carried out compliantly," she said.

In buyer sentiment, Tan saw a shift in purchaser reasoning, from property as an investment to property as a living space.

"As a property developer, we are starting to notice buyer movement panning towards choosing a property for own occupation versus for speculative investment in the primary market. We also see a preference towards landed and low-density developments with larger and more spacious layouts that come with an extra room or study post-pandemic, for the family," she said.

## Into the future and beyond

"Real estate agents (REA) will always have an important role in the industry as the REA captures a wider market and are more agile to embrace, train and use the latest marketing and selling techniques. I am also pleased to see that the REA are raising the bar in their approach as a more professional and progressive organisation," Lim said.

Stressing the growing empowerment of female agents and negotiators, Simon pointed out that the SREA 2022 greatly helped to recognize gender equality in the industry.

"I will suggest that their related associations petition the authorities to reduce the administrative process in the registration of transfer, charge, application for consent to transfer and charge to bring down the time required to complete the transaction which will increase their profits. Application of blockchain technology will also increase the trust needed in this industry," he added.

With the change coming into the industry, Tan pointed to sustainability and digitalisation agendas as paramount, adding that those with long-term sustainable plans and digital innovations will remain longer as top players in the industry.

"This is a reflection of the real estate industry in general as moving forward, the focus among stakeholders will be on the environmental, social and governance agenda. Industry players that shift to embrace and walk the talk in these areas will solidify the position at the perch," she said.

"We are also seeing more interest in vibrant placemaking that strengthens the connection between communities and the places they share. It facilitates a town's creative patterns of use, paying particular attention to physical, cultural and social characteristics that define a place," she added.

"Nevertheless, we still need the primary sector to continue offering potential buyers the updated or latest models while making it more affordable and sustainable," Haslina said on behalf of Bank Rakyat.

"Looking at the endemic situation, the house price plays a vital role in the decision-making process. Affordable, according to each income segment, B40, M40 and T20, with sustainable elements will be the attractive selling points for buyers to consider. We are also seeing more active support coming from Federal and State governments within the affordable segment especially," she added. ↗

# Reinventing health and wellness with Panasonic Alkaline Ionizer

Reap a host of benefits with alkaline ionized water

**I**N the new health-conscious era, Malaysians are paying more attention to their environment, their diets and their bodies. The increased awareness that has encouraged continuous innovation in the electrical and business Panasonic Corporation, utilising technology to improve the lifestyle of its users.

Panasonic came to focus on alkaline ionized water early in its history, following its goal to enhance wellness. Alkaline ionized water has been a staple in the progression of Japanese water technology since 1965, when the effect of electrolysed cathode water was approved under the Japan Pharmaceutical and Medical Device Act (PMD Act), Ministry of Health and Welfare.

Tap water is a neutral 7 on the pH scale, whereas alkaline ionized water is generated when the water is electrolysed, imbuing it with unique properties absent in other water types, contributing to a healthier day-to-day life.

Under the same PMD Act, the positive effects of alkaline ionized water on gastrointestinal symptoms were approved. The research found that drinking alkaline ionized water eased the heaviness in the stomach and encouraged better bowel movements, although consuming water with a new pH level should be taken slowly until the body has accommodated the change.



## Extracting more from less

An additional benefit to alkaline ionized water is the boost of flavour it gives to food and beverages. For example, brewing tea with alkaline ionized water is much more efficient, as components from the tea leaves are extracted faster and with more concentration than regular water, resulting in a stronger tea. This process is similar to the effect alkaline ionized water has on foods such as meat and rice, softening fibres and more efficiently extracting glutamic acid umami components, which gives your dish a more savoury taste.

While these may seem like small changes, this accumulation

The TK-AS700-WMA model is equipped with seven levels of water generation.



will no doubt be observed in your daily life. Expect the best from your diet and enjoy a healthier lifestyle with alkaline ionized water. The process of making safe alkaline ionized water is through a medical-grade alkaline ionizer, which is just as important in maintaining the desired pH level in your water.

Panasonic stands on the cutting edge of Japanese water technology, creating Alkaline Ionizers with an advanced water purification performance to generate the best, purified alkaline ionized water, whether its purpose is for washing cooking utensils or an effective

and improved consumption experience. Water takes a vital role in our everyday life, we use it to drink, bathe and clean our homes. Its quality is paramount.

Despite its name, the Panasonic Alkaline Ionizer not only generates healthy alkaline ionized water, but it is also a multi-functional water filtration system that provides

its users with safe, clean and purified water. With an adjustable pH level, refer to Panasonic's guidelines to choose the perfect level for your health.

The TK-AS700-WMA model is equipped with seven levels of water generation, which consist of four levels of alkaline ionized water, two levels of acidic ionized water, and finally, purified water. Alkaline water of pH 8.5 to 9.5 is recommended for drinking, while slightly acidic ionized water can be used to more effectively cleanse your face.

When it comes to the latest in the quality of Japanese technology, Panasonic goes beyond water technology, into the design and engineering of a customer-friendly product. Through continuous back and forth with its customers, the company places a strong priority on the user experience to create a state-of-the-art product, securing loyalty from its customer base that has lasted decades.

## Japan craftsmanship

With full emphasis on the craftsmanship of a safe and durable product, Panasonic brings Japan's technological ideas and advancements to the global marketplace. These units can easily be installed over the countertop, which integrates the main unit with the special faucet.

While the Panasonic Alkaline Ionizer

Panasonic stands on the cutting edge of Japanese water technology.

primarily attracted the older generation, today's wellness-centred population will find their interest piqued by the benefits of a quality Alkaline Ionizer, which is similarly suitable for people of all ages. In an increasingly urbanised world, working professionals will especially be interested in the investment in their future health, through small, unobtrusive methods that do not require much preparation.

Come home from work and take comfort in the knowledge that your water is clean, safe and healthy. As the Panasonic Alkaline Ionizer ushers in a more balanced and healthy lifestyle, look forward to improved complexion and appearance. With constant innovation, users will be able to customise their eating, cooking and cleaning habits safer and healthier than ever before.

For more information, visit <https://www.panasonic.com/my/consumer/home-appliance/water-purifiers-alkaline-ionizer/alkaline-ionizer/tk-as700-wma.html>.

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# Five new categories introduced

Additions are to reflect the current real estate market trends

StarProperty has revealed a series of changes to the StarProperty Awards 2022 Realtor Edition (SREA) to reflect the recovering property market. It has implemented three key changes - a shift to new venues to celebrate the subsequent occasions, fun themes for its gala dinners and, most importantly, adding five new categories. This marks the first time such a large number of new categories and sub-categories has been announced since the Awards' inception. In fact, the number of trophies is more than doubled from last year's.

This is an enormous move for this year's SREA, a sign that the elite institution is once again trying to find more ways to reward and recognise the agencies, agents and negotiators, and increase the prestige of the annual ceremony. Adding categories to the Awards could, conceivably, help to show StarProperty's proactiveness towards the changes within the Real Estate industry.

The five new categories introduced are:

- Developer Preferred Awards - Bumiputra Lots
- Key Personality Award
- Most Transacted Rental Award - Value & Volume
- Regional Award
- Subsale Awards - Value & Volume

These new categories are further broken into sub-categories involving agencies, agents, team leaders and negotiators. In all, there are 23 categories and 31 sub-categories involving 87 recipients from 15 real estate agencies.

To ensure fair play, the appointed panel of independent judges were from related real estate sectors comprising representatives from a law firm, two prominent property



developers, a bank and the Real Estate and Housing Developers' Association's (Rehda) Youth Wing.

The judges were GAN and ZUL Advocates & Solicitors group managing partner Datuk Simon Lim Seng Chai, OSK Property chief operating officer Seth Lim, Gamuda Land central marketing and sales executive director

Sueway Tan, Bank Rakyat mortgage financing head Haslina Ali and Rehda Youth chairman Lee Han Rick.

In addition, only registered real estate negotiators (RENs), real estate agents (REAs) and probationary estate agents (PEAs) were allowed to participate in the Awards.

diverse, strategic and dynamic, among others. Competing in such awards would encourage RENs, REAs and PEAs to look inward to better themselves, which could be more valuable than winning the trophy itself. And because SREA is always seeking to improve and be relevant to the industry, this helps strengthen their resolve.

A win can give a seal of approval to the respective negotiator or agent and serves as a sign of quality for potential home buyers and sellers and investors. It can also help with relationships with suppliers and financial institutions. Furthermore, it is a great way to differentiate yourselves from competitors and send out positive signals to home buyers and investors.

Awards also elevate a company's hiring stature among recruits. By pitching the company as an award-winning one, agencies can attract the talent needed to push the company forward. At the same time, it can increase employee morale to be working for an award-winning agency. This also helps to ensure staff retention as employees are focused on what's great about their company and can feel proud to be a part of it.



The Awards can be like a shining beacon to agencies to attract recruits.

## StarProperty Awards' reputation

No doubt that there are many real estate awards in Malaysia. Deciding what awards to enter could be challenging but it is essential to weigh up the time and effort it would take to join against the potential gains, especially from reputable institutions like StarProperty, which has a good track record.

With resources often stretched, especially in recent times, entering such an established award can entice RENs, REAs and PEAs to look at their operations from a different perspective and compare themselves to their competitors. To stand out from the competition, real estate stakeholders need to be innovative,

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StarProperty AWARDS 2022 REALTOR EDITION THRIVING AWARD AGENCY HONOURS

StarProperty AWARDS 2022 REALTOR EDITION STARPROPERTY READER'S CHOICE AWARD AGENCY EXCELLENCE

StarProperty AWARDS 2022 REALTOR EDITION REGIONAL AWARD (BORNEO) AGENCY HONOURS

StarProperty AWARDS 2022 REALTOR EDITION REGIONAL AWARD (CENTRAL) AGENCY EXCELLENCE

StarProperty AWARDS 2022 REALTOR EDITION REGIONAL AWARD (NORTH) AGENCY EXCELLENCE

StarProperty AWARDS 2022 REALTOR EDITION REGIONAL AWARD (SOUTH) AGENCY HONOURS

StarProperty AWARDS 2022 REALTOR EDITION SUBSALE AWARD (VOLUME) AGENCY EXCELLENCE

StarProperty AWARDS 2022 REALTOR EDITION SUBSALE AWARD (VALUE) AGENCY EXCELLENCE

# Why join the real estate sector?

The sky is the limit when it comes to success in real estate

By LIEW JIA YI (YANIKA)  
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**W**ITH property always in high demand, the real estate sector sees no shortage of work. Agents and negotiators deal not just in the buying and selling of properties but also in human relationships and connections.

According to Maxland Real Estate Agency probationary estate agent Royston Lau, the benefits of the real estate sector are abundant. It is a business that can generate good revenue with low capital investment, unlike other businesses where you need to have an office or retail space for daily operations, which may incur renovation costs, rental, staff wages and other expenses.

"Besides being a sales representative earning for living, we also able to understand the property market better and benefit in our own property investment too," Foreward Realty project director Lim Kak Yi said.

According to Firdaus & Associates Group of Companies founder and group managing director Datuk Firdaus Musa, being part of the real estate agency business opens up a plethora of knowledge, networking, marketing, sales, teamwork, training and commitment with the sole purpose of assisting purchasers or tenants in achieving their property goals and to render the best service to the sellers or landlords in disposing or renting the property.

With that, Lim noted that the most attractive part of the real estate sector is that results are measurable. The amount of effort put into the work is the amount of results returned.

"Be-your-own-boss for me is that I can plan my routine based on my pace, be it faster or slower as long as I achieve the target that I set for myself. Meanwhile, be-your-own-boss sounds nice, but we need to have good discipline and be eager to succeed in this sector," Lim cautioned.

The business of the real estate sector allows its workers to participate in wealth generation, capital appreciation and revenue income investment as compared to other income generation in terms of



shares or business, Firdaus said.

"Anytime is a good time to start. There are always buyers in the market, it is just a matter of the right price depending on the demand of the particular property," Lau said.

Joining the real estate sector had not initially been Lau's goal. He never knew the real estate business was such a lucrative option until he saw a friend making good money in the sector. At the same time, he had been encouraged by a friend to attend a recruitment talk organised by a real estate firm to understand more about the business. He joined right after listening.

"[You] get to know all levels of people, you may get to work with a company CEO (chief executive officer), a celebrity," Lau said.

For Firdaus, he had known he wanted to be an agent ever since he was introduced to his father's friend, a broker selling houses in Johor Bahru. Watching his demeanour and how he approached buyers in convincing a good purchase is what drove Firdaus into the real estate sector, particularly in agency work.

He enrolled to further his studies in Urban Real Estate Management at

Kingston University, United Kingdom, worked in a property consultancy firm, earned his registration with the Board and set up Firdaus & Associates Property Professionals.

"In the real estate agency work, in the earlier years, what surprised me was with a bit of knowledge, some basic strategy, I could close a deal within a month or less and I would suddenly earn more than my other fixed salaried friends. It was all dependent on that little effort put in and even if there were no efforts, I was then paid a salary which was decent," Firdaus said.

"There was no ambition in earning a

In real estate, the amount of effort put into the work is the amount of results returned.

huge sum of money as I was comfortable as I was. Now, It's a fast-growing industry with everyone jumping into the bandwagon to earn more than the extra income earned. And the real estate agency people are a different kind of animal in terms of networking, aggressiveness in marketing and sales, exposure and knowledge, the sophistication in the real estate process from the A to Z and the work hard play hard lifestyle of these new gens," he added.

The sky was the limit with real estate agents, Lau agreed.

However, with the benefits of flexible working hours, came the need for self-discipline and hard work, to ensure that agents do not become lazy and complacent.

Agents must be able to work independently, especially in sub-sales. Most of the time, a listing will be handled by an individual agent, the agent must take the initiative to plan and market the property effectively.

The reality of the market was that not all the property can be sold in a short period of time, Lau noted that the agent must have the persistence to continue to market the property until it is closed.

"The person must be able to work full time and be able to perform the viewing at any reasonable time, no part-time agent will be successful in this sector," he said.

"Spend more time communicating with clients to obtain good listing and close the deal at the appropriate time rather than always attending unnecessary motivation classes or keep providing info to clients which couldn't transform into a deal closing," he added. 📈



"Anytime is a good time to start," Lau said.



"We need to have good discipline and be eager to succeed in this sector," Lim cautioned.



"What surprised me was that with a bit of knowledge, some basic strategy, I could close a deal within a month or less," Firdaus said.

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# The future is looking bright

After two years of volatility, the market is bouncing back

By JOSEPH WONG josephwong@thestar.com.my

**S**TAKEHOLDERS of the real estate industry are looking towards 2023 with high expectations. While there are still many factors that could still create issues like political uncertainty, increasing interest rates and the rising cost of materials and services which will impact buyers and renters, the fact that there is a steady rise in demand for property equates to good news.

The existing stocks and properties that were recently launched will help to stabilise the prices of real estate for the short term. This gives investors, buyers and tenants a short period to lock down the prices.

Chester Group of Companies chairman and chief executive officer Kam Jun Yin said 2022 has been a turbulent time for those in the real estate sector and the uncertainties have deterred many potential buyers from making their purchases.

However, those who have job stability and steady income have begun to look for good bargains in the market during this period as this is also the best time to buy, he said.

Property developers are also feeling more optimistic about next year's outlook. "Developers such as Sime Darby Property and



Buyers who have job stability and steady income have begun to look for good bargains in the market.

SuezCap are some of the clients that we have a positive relationship with, and they have signed us on for several on-going and even upcoming projects. We see 2023 as a positive year. With GE settling down and the new budget favouring the property industry, we

believe the market will be more stable in the coming year.

"Also, many of our clients have hinted that they are gearing up for launches in 2023. Moreover, with inflation going up, we see many investors switching to property to

safeguard their wealth and hedge against currency depreciation," said Forward Realty chief executive officer Steve Yap.

Juwai IQI group managing director Daniel Ho revealed that the group's overall revenue growth for the year 2022 compared to 2021 has risen by 60%.

"We expect to achieve a total revenue of RM470 million by the end of 2022. These phenomenal achievements are attributed to our technological advancement that empowers our agents to be more efficient in the marketplace, as well as our extensive global platform with more than 700 primary projects making IQI the agency with the most projects in the Asia Pacific region. By onboarding to the IQI Ecosystem, agents can five times to 10 times their business. We are undoubtedly optimistic that 2023 will be a record-breaking year for us," he added.

However, Tech Realtors Properties brand associate director Barry Ong said the real estate's performance in 2023 will depend on several factors like the finalisation of the 2023 Budget, Malaysia's depreciating ringgit and interest hikes and the inflation rate.

**SEE PAGE 16 >**

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# A lofty but attainable goal

iLP Realty aims to be a top-notch regional one-stop property solutions provider



In less than three years, iLP Realty has risen to be a formidable firm.

**F**OUNDED and led by the multiple award-winning entrepreneur Ivon Lai, iLP Realty Sdn Bhd aims to be a top-notch one-stop property solutions provider in South-East Asia. With more than 15 years of experience in the banking, insurance and property industry, Ivon knows all the insights of the real estate industry. Armed with this knowledge, she has formed and grown iLP Realty into a powerful and respected brand using the abilities, expertise, and network she has accumulated over the years.

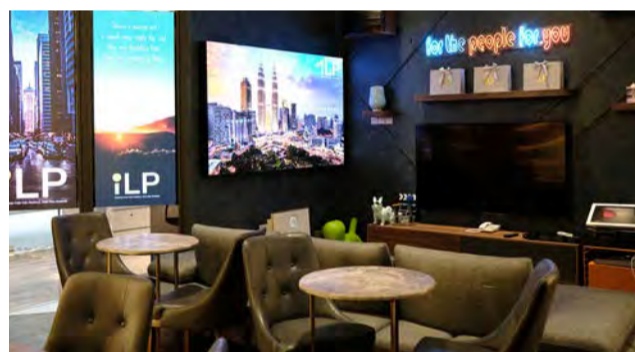
In less than three years of its establishment, iLP Realty has risen to be a formidable firm, winning the Rising Star trophy at the StarProperty Awards 2022: Realtors Edition. This is the result of the hard work of Ivon and her team who specialise in providing exclusive project deals and engagement of en-bloc purchases. Throughout the years, Ivon has nurtured a team of vibrant and innovative young people who had gained remarkable achievements and with it, the Developer Preferred Agency Award as well. iLP Realty strives to amplify the human aspects of the industry through the emphasis on talent development of their agents with

comprehensive training programs, coaching, and mentoring to strengthen knowledge and sharpen skills.

With its best-in-class services, iLP Realty has become the local presence that attracts international buyers through its unique promotional model, well-established marketing channels such as digital marketing and international roadshows as well as its collaboration with associates and strategic partners, both locally and internationally. The firm devotes itself to promoting Malaysia to the global market through a well-developed network of international property investors. To that end, it has formed a panel of professionals in properties within certain communities, particularly in and around the Klang Valley and

most prominently, within the KLCC area with such exclusive projects as Agile Bukit Bintang.

As a one-stop property solutions provider, iLP Realty offers a wide range of services to its clients, including after-sales property tenancy management, renovation, interior design, and resale services to ensure customer satisfaction. On top of that, as we enter the post-Covid-19 period, iLP Realty envisions to help improve the public's income and financial status through real estate. Through the utilisation of technology advancements, digital marketing and social media platforms, iLP Realty can reach out to more people compared to the days when promotional activities can only be carried out on physical or printed forms of the media. 📍



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The All-Stars agency and negotiator winners of StarProperty Awards 2022 Realtor Edition.



To fit the Great Gatsby theme, the choreographed dancers were performing to the part.

# Great Gatsby theme a hit at the Awards

A night of glitter and glamour as guests dressed to the occasion

**T**HE fifth edition of the StarProperty Awards Realtor Edition (SREA) witnessed the rewards of 87 top-performing real estate practitioners and firms when they were presented with their respective trophies.

Held at Sheraton Petaling Jaya Hotel, the gala dinner saw the highest number of submissions to date with 23 categories and 31 sub-categories involving recipients from 15 real estate agencies despite the challenging times.

Nearly 500 recipients and guests attended the SREA event, which debuted in 2017 and has become one of the nation's foremost awards for the real estate services sector.

The event saw live choreographed performances as dancers were spectacularly executed to the Great Gatsby theme, adding to an already exciting night as guests arrived, dressed for the occasion. Below are some of the highlights of the night:



One of the guests enjoying the OGAWA massage chair.



The Panasonic Malaysia mixologist bar was a hit with its healthier drinks.



Tech Realtors Properties founder and managing director Alex Lee with the trophies and all smiles with the team's winnings.



Noorisma Roslan poses with her trophy and bouquet of flowers after winning the Most Exceptional Leader Award for the female category.



A good turnout as guests register themselves at the registration counter.



The Roof Realty members are pleased with their trophies.



IQI Realty members celebrating their big win.



The Nexgen Realty team gives the thumbs up to the event.



The Forward Realty team is all ready to see their 2022 trophy haul.



Tech Realtors Properties team takes a photo at the start of the event.



Gather Properties members are all eager for the dinner to start.



Many of the iLP Realty negotiators and agents sportingly dressed to the theme.



The WREG Properties crew strike a pose.



The Global Link Plus Properties team hold up their trophies.



**LEFT** Chester Group of Companies chairman Datuk Howard Chew (left) and Star Media Group Bhd chief executive officer Alex Yeow having a friendly chat prior to the dinner.



The Chester Properties team attended the dinner in full force.



IQI Realty's Hugo Chan Wei Qiang took the Most Exceptional Leader for the male category.

> FROM PAGE 9

**Branding and skills**

On a brighter note, several real estate agencies are ramping up their workforce, not just hiring more staff but nurturing their existing ones. Gather Properties principal Vincent Tan believes that higher calibre agents will eventually generate and draw more talented individuals to the real estate industry.

"We constantly endeavour to nourish quality agents, who in turn will help each other and then nourish additional quality agents. Furthermore, these distinctive agents from nourishment will be able to help investors, owners or buyers to sell or find the right and suitable property in the shortest period possible. Our goal is to instil in our agents the mindset that helping others comes before getting money," he said.

For WEREG Properties, its managing director Wilson Law said service branding is an effective means of promoting customer communication for real estate intermediary enterprises, as well as an effective weapon for seizing the initiative and gaining the right to win in market competition.

"WEREG Properties will continue to forge ahead, achieve more outstanding results and become one of Malaysia's top real estate agencies in the future.," Law said.

iLP Realty founder and chief executive officer Ivon Lai pointed out that as the market recovers, her firm has put in the extra effort to strengthen its team by developing the existing talent while at the same time scouting for more talent and collaborating with other StarProperty-recognised agencies and developers.

"We aim to be the ambassador of Malaysia by promoting our local



properties positively and consistently to our international network in line with our government initiatives. As we enter the post-Covid-19 period, we identify this to be in line with our effort of improving everybody's income through real estate," she said.

**Tech savviness**

"With the continuous advancement in technology, businesses will continually be reliant on automation through the use of Artificial Intelligence (AI), big data, and other advanced technology e.g. cloud-based/online platforms.

"These are imperative to the future of real estate agents. As such, the utilisation of such tools should ideally assist agents in streamlining the process of qualifying real estate leads and closing deals as quickly as possible, so that they stay competitive and keep up with the latest real estate tech trends without incurring high costs," added Lai.

The Roof Realty group managing director Datuk Nicholas Yap agreed with the integration of property with technology.

"We have come to an era where technology has become part of our daily life.

**ABOVE** By integrating both property and technology, investors and buyers will have greater ease of mind when dealing with their properties.

By integrating both property and technology, we hope our clients will have ease of mind when dealing with their properties. Furthermore, TRR is committed to giving back to society. Numerous CSR projects will be carried out to help Malaysians who are less fortunate. Some of our moving forward plans include helping the homeless to get a proper home. This is one of our company's core values," he said.

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# Awards hit the right chords with real estate agents

Recognition is given to all the culminated hard work of industry stakeholders

THE glitz and glamour of the StarProperty Awards 2022 Realtor Edition were secondary to the appreciation of being recognised for the efforts and achievements of the real estate industry's stakeholders. The trials and tribulations while facing a challenging year have culminated into one that has witnessed the success of many in the industry. Here's what the heads of real estate agencies have to say about the annually held event.



Chester Group of Companies  
Chairman and chief executive officer  
**Kam Jun Yin**

"We feel excited and happy to receive such an award. Being recognised by a renowned media partner is definitely an honourable achievement for us. Year 2021 is definitely a challenging year for most of us in the industry. We may have to face a much more challenging year ahead. However, we just have to work harder and work closely, especially getting the greatest support from the media will be a booster for the industry." 🏠



Foreward Realty  
Chief executive officer  
**Steve Yap**

"It was an honour to win the StarProperty Awards 2022 Realtor Edition. Being awarded this title has proven that our hard work has been recognised, and we believe this recognition will elevate our brand's value and help attract more young talents who are passionate about the real estate industry. Also, we would like to take this opportunity to express our gratitude to the clients we've worked with for always trusting us and our services. They've been a great pillar of support for Foreward Realty - without their trust, we wouldn't have been able to perform with such flying colours. And, to all our Forwardians, thank you! We appreciate your hard work throughout these difficult times to make dreams come true." 🏠



Gather Properties  
Principal  
**Vincent Tan**

"First and foremost, thank you for recognising Gather Properties Sdn Bhd in the StarProperty Awards 2022 Realtor Edition. We were ecstatic to learn that Gather Properties had received both All-Stars Award and the Regional (North) Award from Star Property. The honour belongs to all Gatherians, and we are honoured by it since it validates our efforts and acknowledges what we accomplished in earning these accolades. We have faced several challenges along the way, but each of them has made us stronger and stand out among others. Winning these awards would not have been possible without our fellows' agents and strong management team. Gather Properties will continue to improve in all aspects in order to cater to different clients' needs." 🏠

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Global Link Plus Properties  
Managing director  
**Vincent Tan**

"I am truly pleased and honoured to receive this prestigious award. I would like to express my gratitude, appreciation and thank you to all of my team members. Without all of their continuous support, hard work and dedication, it would not have been possible to win this prestigious award. Meanwhile, I would like to take this opportunity to say thank you to my family as well for always being there and supporting me all the time." 🏡



iLP Realty  
Founder and chief executive officer  
**Ivon Lai**

"The management through its over 15 years of experience is extremely honoured and proud to be recognised amongst the best in the industry. We appreciate the platform provided by StarProperty as a recognition to continue to shine and look forward to the opportunity to collaborate with other similarly-recognised captains of the industry." 🏡



Juwai IQI  
Group managing director  
**Daniel Ho**

"It is truly a special moment and an honour to receive the prestigious StarProperty Awards 2022 Realtor Edition. This award is a culmination of all the hard work, dedication and passion of the entire IQI team working in concert with all stakeholders. Despite prevailing macro and micro challenges, the IQI warriors persevere to deliver more value to many property buyers, helping them to find their dream homes and supercharging this industry with the world's best practices through digitalisation and tech innovation." 🏡



The Roof Realty  
Group managing director  
**Datuk Nicholas Yap**

"We are proud to be announced the winner in a few categories in StarProperty Awards 2022 Realtor Edition. The award is well-known in the real estate industry. Being crowned as the winner in these prestigious award categories further affirmed The Roof Realty (TRR) as a leading real estate firm in Malaysia. Each victory definitely comes with passion and commitment towards the industry. There is no shortcut to every success. We would like to take this opportunity to thank everyone that trusted us along the way including our clients, partners and each and every The Roof member. Moving forward being a StarProperty Award winner, TRR vows to give its best to help take the real estate Industry to greater heights." 🏡

Nexsge Realty  
Founder and chief executive officer  
**Sean Chan**

"I feel absolutely delighted to win as this proves that our strategies and practices are working very well in the industry and we are on the right track to achieving our goal of nurturing 100 prime leaders.

Despite being a three-year-old company, we are growing very fast as we have a young and energetic team - we bagged the SME 100 fast-moving companies award last year. In addition, we've also been awarded the Top Performance Agency award by several reputable developers.

I'm also very proud of my team as I know they've worked very hard in the past year despite all the challenges faced. So this is really an award of recognition for the entire Nexsge family!" 🏡



WEREG Properties  
Managing director  
**Wilson Law**

"Although WEREG Properties has only been in the business for three years, today's award demonstrates that we have a high standard of service quality. The more advantages a company has, the more competitive it is. Faced with fierce and ever-changing market competition, we must constantly adjust and evolve to the current state of market development and constantly improve our own development model.

WEREG Properties, on the other hand, has the advantage of providing a one-stop service, implementing network management, and establishing an intermediary enterprise brand. Customers will be won by those who can continuously innovate in terms of service content, provide customers with comprehensive services, and constantly innovate service methods. Only by providing high-quality services, developing a strong corporate brand image, and building consumer trust and loyalty to the brand will we be able to compete in the future." 🏡



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# Forging ahead in challenging times

Hurdles also create opportunities for real estate industry stakeholders

**T**HE recent Covid-19 pandemic posed a great challenge for many industries, including the real estate industry in Malaysia. But it is not the only challenge. The subsequent reverberating effects from this root cause have triggered off other issues. But not everything is all doom and gloom.

Thankfully, 2022 has performed relatively much better than the previous year, said The Roof Realty Sdn Bhd real estate agent Ivan Chong.

"The Roof Realty, being the largest sub-sale agency in the market, has seen rapid growth in the industry this year compared to the previous year. The mass market has been actively sorting for properties after a long pandemic.

"Many foreigners are flocking into Malaysia for business purposes, hence increasing property ownership by them. It is due to our multi-cultural diversity which attracts FDI (foreign direct investment) influx into the country. In addition, support and incentives given by the government also increased property ownership among locals. All these have contributed to a better real estate market in 2022," he said.

No doubt that the unpredictable market environments of pre, current and post covid-19 pose new opportunities. "As tenants and buyers have to adjust their business strategy to adapt and survive, we too will need to assist landlords in adjusting our marketing efforts in order to fit into what the market need, that includes the methods we employ to attract interest, to conduct property inspections, and complete the documentation needed to conclude an offer and acceptance.

"For example, physical viewing to inspect the property has always been the gold standard pre-pandemic. During the covid-19, inspections using video calls were employed although many struggled to decide on such methods. Some accepted this as a solution, hence making it easier for them to accept that agents can witness the signing of a confirmation of sale document via a video call. The legality of this method can always be challenged, however as long as both parties honour what has been agreed and proceed to the next step and execute the deal, it is done," said Tech Realtors Properties team leaders and senior negotiator Kevin Kho.



"The award is an encouragement and affirmation for me to stay in this industry," said Leong.



Chong's real estate industry journey was not an easy route but his hard work and commitment have definitely paid off.



"During the covid-19, inspections using video calls were employed although many struggled to decide on such methods," said Kho.



Being recognised as an awardee in the Awards will build up the branding and confidence level of real estate practitioners, said Yong.

## New hurdles

"The upcoming challenges for the real estate sector include the higher borrowing cost with the increasing Overnight Policy Rate (OPR), which may continue to increase to curb inflation. It may lead to lower buying

executive officer Ethan Leong.

Another challenge, particularly for real estate agencies in Malaysia, would have been managing human resources. I can foresee a drop in professionalism due to pointless recruitment policies and lower entry of the agent or negotiator. It could jeopardise the professional quality of the agents or negotiators in the market, and many agencies need to look into that and not just focus on profit-making only. However, they could have done this better with training facilities and human resources management.

Overall, Chester Properties director Patrick Yong believes that the economy is transforming and the real estate market is recovering.

"Personally, I believe that real estate is a good choice of investment vehicle that most Malaysians prefer. It is a medium to long-term investment vehicle that gives stable investment returns in terms of capital appreciation and rental income with manageable risks. The real estate market will be the investor's choice for their hard-earned money to leverage towards their long-term financial goal," he said.

Nevertheless, all four strongly believe the real estate market in 2023 will see greater growth as the country's borders have been reopened and the economy is in full gear 📈

**"The upcoming challenges for the real estate sector include the higher borrowing cost with the increasing Overnight Policy Rate (OPR), which may continue to increase to curb inflation. It may lead to lower buying sentiment among property buyers, and lower disposable income may slow decision-making among the buyers.**

– Ethan Leong



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# Giving the thumbs up for SREA 2022

Awards serving as benchmarks for negotiators' achievements

**T**HE difficulties that came with a difficult 2022 culminated in a year that saw the success of many in the real estate sector. What better way for negotiators to be acknowledged for their efforts, determination and hard work than being recognised by the StarProperty Awards Realtor Edition.

Here are what the real estate negotiators and team leaders have to say about the annually held event.



*IQI Realty  
Team leader*

**Cathryn Lim**

"It is unbelievable to me. This is more than just an award. I hope this will inspire more young people to believe in their dreams and pursue them relentlessly. We believe energetic young people could make a difference in their lives as well as others. This award has confirmed that belief and I hope to extend that belief to impact more young people and change their lives for the better. In hindsight, it also helped me achieve my goals." 🏡



*IQI Realty*

*Senior real estate negotiator*

**Kimberly Yang**

"My immediate reaction was an overwhelming sense of joy and gratitude – that I am so blessed! No words could describe the euphoria. My persistence, determination and hard work have yielded results that are far beyond my dreams or expectations. As a nation, Malaysia is still struggling to recover economically from the Covid pandemic and many businesses are still facing uncertainties, yet God has blessed me with immense success. I am so grateful to God, my husband and my family for their endless prayers, love and support." 🏡



*IQI Realty  
Team leader (sub-sale)*

**Felicia Lee**

"I feel extremely excited and honoured to win the StarProperty Awards 2022 Realtor Edition. It's a very significant award as it is not just the recognition from the industry for my achievement but also the recognition for me for my hard work, determination and persistence. I'm very proud of myself to be able to excel in 2021 during the peak of Covid 19 pandemic. It was a year full of challenges, especially for the real estate industry. This award will definitely strengthen my profile and will certainly motivate me further to strive for greater achievement in the coming years!" 🏡



*IQI Realty  
Team head*

**YC Liow**

"I feel honoured, for standing out from so many outstanding and experienced realtors from different groups and companies. Last year was a year full of challenges for all of us, yet we gave our full effort and overcame all of them. In other words, we all are winners in terms of breaking through our limits and achieving greater heights. I am grateful as this achievement can't be done alone. Without the support from my dear teammates and company, things might end up differently. Happy to have you guys with me." 🏡

*Global Link Plus Properties  
Project person-in-charge*

**Leon Lim**

"I feel very happy and grateful to be given accolades and the Developer Preferred Award for negotiator this year. I am truly blessed by this great honour and recognition given by StarProperty. Being honest, the journey towards this award is not easy. I appreciate the cooperation and support given by the developer and my beloved colleagues at Global Link Plus Properties. It was all teamwork and the never-ending belief in our hard work eventually paid off. This will motivate me to continue to work harder in achieving another milestone in the coming year." 🏡



*Gather Properties  
Team leader*

**Andy Teoh**

"I am extremely honoured to be receiving such an important award. I am earnestly grateful for the recognition I have received for my work, because I am very sure that every other nominee for this award was as capable, if not more, of winning this award. Winning this award would not have been possible without the support from our valued developers, all my purchasers and my team members, for whom I have the deepest respect and from whom I have derived the strength to challenge myself and perform better." 🏡

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First Industrial  
Real estate agent  
**Jimmy Hon**

"I am indeed very delighted and honoured to receive this award. As this is a national award and the recognition for my achievement from a publication like Star is certainly a great motivation and encouragement for us at First Industrial to continue with our work diligently and professionally. Whilst this award will improve our company's prestige and standing in the industry, we are equally inspired to continue serving our clients with impeccable service and to consistently deliver the desired results thereafter."



Nexsgen Realty  
Chief technology officer and project manager  
**Albby Koah**

"I personally think that it is very hard to win this award so I feel so proud and thankful to StarProperty, Nexsgen Realty and all my peers. With the winning of this award, it can give me more recognition to developers as well as the real estate market. I would like to set a good example for my team members, hoping they will participate in the StarProperty Awards in the coming years and set it as a milestone in their achievement. I told myself everyone should not look down on themselves, it is because the sky's the limit and we should keep on dreaming to achieve a better life."

Kingsman Realty  
Group manager  
**Jay Lee**

"It's an honour to embrace the prestigious StarProperty Awards 2022 Realtor Edition, after overcoming various industry challenges in this post-pandemic environment. In the face of the housing market's new normal, getting adequate and dynamic support from people who have constantly encouraged my dedication towards a real estate career, I sincerely pay my heartfelt appreciation to them, including Kingsman Realty, teammates, and my family. Words can't fully express my gratitude. In return, I always seek to grow and advance with strong conviction, on the path of the property success journey. Thank you."



Nexsgen Realty  
Real estate negotiator  
**TT Chan**

"First of all, I would like to thank the organising team of SREA 2022 for giving me and my company a chance at this stage. A big thank you to my company's leaders, management and colleagues for their encouragement, trust, and support to me. Equally important, is my beloved family members, especially my wife who has given me her unreserved support throughout my property journey. I firmly believe in the quote the harder you work, the luckier you get. I'm truly honoured to be receiving this award as it's not only a testimony to my perseverance and hard work but also a fulfilment of my aspiration to become others' role models and influence more people to believe in and be passionate about the property industry."

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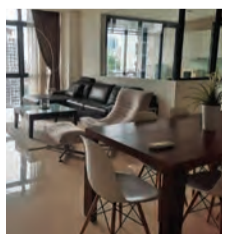
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**AWARDS**  
2022 REALTOR EDITION

**WINNERS' COMMENTS**



Polygon Properties  
Division director  
**Aaron Kua**

"I am honoured that StarProperty awarded me the 2022 All-Stars Award for negotiators. Thanks for giving me this opportunity, I would also like to say thank you to the Quantum Group members and my beloved partner Kristina Leong for always giving me full support and backup. It is a remarkable milestone in my life for having this prestige award. Thank you StarProperty for having this award to keep firing up all the outstanding negotiator momentum. I will keep moving forward at a fast pace with all my team members and contribute to the real estate industry."



Foreward Realty  
Project manager  
**Jackson Chan**

"I feel truly happy and honoured to receive this prestigious award, as I understand this year the competition is getting tougher and there are many outstanding negotiators out there competing for the same award. It is indeed a great recognition of all my hard work in the year 2021 and motivates me to push beyond my limit this year. I would also love to express my gratitude towards all my colleagues in Foreward Realty, they have been very supportive and helpful throughout my journey here in the real estate industry. They are just like a family to me and contributing to what I have achieved today."

IPG Realty  
Leader  
**Kenny Chia**

"I am extremely honoured and grateful to win this award consecutively for two years. I would like to express my gratitude to StarProperty for setting up a platform that allows me to showcase my talents and my efforts because winning this award is not in any way easy. Having said that, I hope this award can inspire the potential of my team members and motivate them to pursue their goals and dreams bravely and to be ambitious. I am also confident that this award will increase my reputation and fame in the real estate industry. I will continue to work harder and excel!"

Polygon Properties  
Team manager  
**Kingsley Chai**

"It's an honour to receive this recognition from StarProperty. The award is an encouragement and affirmation for me to stay in this industry. The dedication of this award I would like to extend to my company Polygon Properties and my leader Jason Cho, I am what I am today because of the support and guidance of my leader. Last but not least, the award will only motivate me to achieve more success in the future."



Tech Real Estate  
Senior negotiator and team leader  
**Joshua Selvan Yogaselvam**

"I feel grateful, thankful and blessed to once again be a winner of this prestigious award at StarProperty Award 2022 Realtor Edition. I would like to express my heartfelt thanks to my family, my leaders, my bosses Mr Ryan and Alex Lee, Tech Real Estate, and StarProperties for organising this amazing event to recognise all of us achievers and our efforts throughout the year. Despite 2021 being a difficult year as we gradually transition from the Covid 19 pandemic to the endemic phase, I'm glad to have pulled through and blessed to have been nominated for this award. Looking forward to an exciting 2023!"

Foreward Realty  
Project director  
**Adrian Lim**

"First and foremost, winning the StarProperty Real Estate Awards 2022 is actually one of my biggest achievements in my career goal in real estate. I'm very grateful that I also won two awards last year and another two this year. These awards are definitely the biggest motivation for me to strive for another level in real estate. I never expected I could have been this far in this industry. I would also take this opportunity to thank my company Foreward Realty for giving me many great opportunities to be here today and also to all my project teammates that help me a lot whenever I need them and give me endless support. Also thanks to my family members that keep motivating me when I face any difficulties. I promise for 2023, I will double up my efforts and break my own personal record to be here again next year."



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Tech Realtors Properties  
Founder and managing director  
**Alex Lee**

"Thank you, StarProperty. It is a great honour for Tech to receive this award. Receiving this award is a sign that our effort for our fellow Tech Realtorians has been acknowledged and recognised. The amount of hard work and time commitment they have dedicated towards their respective positions is genuinely commendable. Various challenges and problems arose along the way, but we still made sure that the delivery of quality standards should be the highest possible. However, receiving this award doesn't mean we will stop, we will continue to improve and expand our company."



Tech Realtors Properties  
Brand associate director  
**Barry Ong**

"Winning the StarProperty Awards 2022 Realtor Edition gives Tech Melaka the biggest honour and all this accomplishment is not imaginable without the collaboration from all team leaders and team members, the hard work they put in, the service provided to our customers make all this conceivable. Not to forget, our principal and founder from Tech Realtors, Mr Alex Lee and his team, their continuous backing and sharing of know-how really benefit Tech Melaka a lot during the challenging times especially during the MCO."

Tech Realtors Properties  
Team leader and senior negotiator  
**Janice Ng**

"It's a great honour for me to be given accolades and awards for the execution of a highly important industrial property of this year. I am truly obliged for this great honour and recognition given by StarProperty. I actually specialise in residential properties but I was able to successfully transact this important industrial property through the trust and confidence of my client and my determination and hard work. I hope I can convey a message to all agents that we should not limit the nature and type of properties we can market, the potential for agents in the real estate market is unlimited."



Tech Real Estate  
Team leader  
**Terence Tih**

"It is a great honour for me to be given an award from StarProperty. I am truly happy about this great distinction and recognition given by StarProperty. It gives me validation and boosts my confidence for continuing my real estate journey. It also means a lot to me because it is an acknowledgement of a job well done and a recognition of my hard work. It is a benchmark that I can work on each year."

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- 2) SUBSALE AGENCY (VALUE CATEGORY)
- 3) SUBSALE AGENCY (VOLUME CATEGORY)
- 4) SUBSALE NEGOTIATOR (VALUE CATEGORY)
- 5) SUBSALE NEGOTIATOR (VOLUME CATEGORY)
- 6) DEAL OF THE YEAR (RESIDENTIAL)
- 7) DEAL OF THE YEAR (FACTORY)
- 8) KEY PERSONALITY (PEA CATEGORY)
- 9) REGIONAL AGENCY (SOUTHERN REGION)
- 10) REGIONAL NEGOTIATOR (SOUTHERN REGION)
- 11) MOST TRANSACTED RENTAL (VALUE CATEGORY)
- 12) MOST TRANSACTED RENTAL (VOLUME CATEGORY)

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# StarProperty Awards 2022 Realtor Edition's red carpet

The men and women of real estate go Gatsby



Star Media Group Bhd chief executive officer Alex Yeow (third from left) posing with the six best dressed winners of the night. From left are Ismadi of Chester Properties, Brandie Jee of iLP Realty, Datuk Firdaus Musa of Firdaus & Associates Group of Companies, Kimberly Yang of IQI Realty, Angeline Gan of iLP Realty and Muhamad Anas Irfan from The Roof Realty.

THE StarProperty Awards 2022 Realtor Edition saw many head-turners this year as attendees dressed for the occasion in the theme of The Great Gatsby. The many guests seek to be seen donning snazzy suits and elegant dresses at the awards dinner, held in the Grand Ballroom of the Sheraton Petaling Jaya Hotel.

Beyond the prestigious accolades, the festive atmosphere, the fine imbibements, and the multi-course dinner, one of the other notable highlights of the evening was the requisite red carpet stroll that real estate negotiators and agency representatives took while dressed in their best finery. Here are the best dressed men and women at the 2022 Awards.



Rachel Chu (left) and Andy Teoh from Gather Properties make their way to their table.



The Forward Realty team looking dapper as they marched into the ballroom.



Halimantun and Faizal Ismail from Chester Properties have each other's back.



Wincent Liang (left) and Yen Tan from IQI Realty are all smiles.

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BEYOND EXPECTATION



(From left) Wan Azima, Alan Ng and Iza from Chester Properties show love for the event.



Noor Hidayah from Firdaus & Associates Real Estate Agency strikes a vogue pose.



**ABOVE** These three iLP Realty ladies (from left) Serene Ho, Ivon Lai and Brandie Jee can easily pass as Charlie's Angel.



**LEFT** The Roof Realty chief operating officer Datin Angel Got showing her gold trophy even as she is dressed to kill.



**ABOVE WEREG** Properties managing director Wilson Law (left) and chief executive officer Ethan Leong showed their vogue pose at the event.



**RIGHT WEREG** Properties' Mallie Kuan is all glittered up for the night.



Panasonic Malaysia general manager Chew Keng Heng certainly looks the part for the theme.



Jeff Choo (left) and Stephanie Yong of The Roof Realty do make a matching couple.

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**HONOURS**  
 THE ROOF REALTY SDN. BHD.

**AGENCY - BIG**  
 (500 to 999 Registered RENs)  
**EXCELLENCE**  
 CHESTER PROPERTIES SDN. BHD.

**HONOURS**  
 TECH Group of Companies  
 TECH REALTORS PROPERTIES SDN. BHD.  
 TECH REAL ESTATE SDN. BHD.  
**MERIT**  
 GATHER PROPERTIES SDN. BHD.

**AGENCY - MEDIUM**  
 (51 to 499 Registered RENs)  
**HONOURS**  
 FORWARD REALTY SDN. BHD.  
**HONOURS**  
 NEXSGEN REALTY SDN. BHD.

**AGENCY - SMALL**  
 (50 & below Registered RENs)  
**HONOURS**  
 GLOBAL LINK PLUS PROPERTIES SDN. BHD.

**THRIVING AWARD**  
**EXCELLENCE**  
 FORWARD REALTY SDN. BHD.  
**HONOURS**  
 IQI REALTY SDN. BHD.

**RISING STAR AWARD**  
**EXCELLENCE**  
 NEXSGEN REALTY SDN. BHD.  
**HONOURS**  
 WEREG PROPERTIES SDN. BHD.  
**MERIT**  
 ILP REALTY SDN. BHD.

**DEVELOPER PREFERRED AWARD ABOVE RM1 BILLION**  
 (TOTAL SPA AMOUNT FOR THE YEAR 2021)  
**EXCELLENCE**  
 IQI REALTY SDN. BHD.

**DEVELOPER PREFERRED AWARD BELOW RM1 BILLION**  
 (TOTAL SPA AMOUNT FOR THE YEAR 2021)  
**EXCELLENCE**  
 NEXSGEN REALTY SDN. BHD.  
**MERIT**  
 ILP REALTY SDN. BHD.

**DEVELOPER PREFERRED AWARD BUMIPUTRA LOTS**  
 (TOTAL SPA AMOUNT FOR THE YEAR 2021)  
**HONOURS**  
 GLOBAL LINK PLUS PROPERTIES SDN. BHD.

**SUBSALE AWARD (VALUE)**  
**EXCELLENCE**  
 IQI REALTY SDN. BHD.  
**EXCELLENCE**  
 THE ROOF REALTY SDN. BHD.  
**MERIT**  
 TECH Group of Companies  
 TECH REALTORS PROPERTIES SDN. BHD.  
 TECH REAL ESTATE SDN. BHD.

**SUBSALE AWARD (VOLUME)**  
**EXCELLENCE**  
 IQI REALTY SDN. BHD.  
**EXCELLENCE**  
 THE ROOF REALTY SDN. BHD.  
**MERIT**  
 TECH Group of Companies  
 TECH REALTORS PROPERTIES SDN. BHD.  
 TECH REAL ESTATE SDN. BHD.

### REGIONAL AWARD (NORTH)

**EXCELLENCE**  
 IQI REALTY SDN. BHD.  
**MERIT**  
 GATHER PROPERTIES SDN. BHD.  
**MERIT**  
 THE ROOF REALTY SDN. BHD.

**REGIONAL AWARD (SOUTH)**  
**EXCELLENCE**  
 THE ROOF REALTY SDN. BHD.  
**HONOURS**  
 IQI REALTY SDN. BHD.  
**MERIT**  
 TECH REALTORS PROPERTIES SDN. BHD.

**REGIONAL AWARD (CENTRAL)**  
**EXCELLENCE**  
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**HONOURS**  
 THE ROOF REALTY SDN. BHD.  
**MERIT**  
 NEXSGEN REALTY SDN. BHD.

**REGIONAL AWARD (BORNEO)**  
**HONOURS**  
 IQI REALTY SDN. BHD.  
**HONOURS**  
 THE ROOF REALTY SDN. BHD.

**BEST DIGITAL MARKETING AWARD**  
**EXCELLENCE**  
 IQI REALTY SDN. BHD.

**BEST TECHNOLOGY AWARD**  
**EXCELLENCE**  
 IQI REALTY SDN. BHD.

**STARPROPERTY READER'S CHOICE AWARD**  
**EXCELLENCE**  
 IQI REALTY SDN. BHD.

**KEY PERSONALITY AWARD (REAL ESTATE AGENT)**  
**HONOURS**  
 IVAN CHONG WAI KIT  
 (THE ROOF REALTY SDN. BHD.)  
**HONOURS**  
 LEONG YUNG SEN (ETHAN) -  
 WEREG PROPERTIES SDN. BHD.

**KEY PERSONALITY AWARD (PROBATIONARY ESTATE AGENT)**  
**HONOURS**  
 KEVIN KHO HOI LUM  
 (TECH REALTORS PROPERTIES SDN. BHD.)  
**HONOURS**  
 YONG WAI FOONG  
 (CHESTER PROPERTIES SDN. BHD.)

## NEGOTIATOR

**ALL-STARS AWARD (by ranking)**  
**EXCELLENCE**  
 HUGO CHAN WEI QIANG  
 (IQI REALTY SDN. BHD.)  
**EXCELLENCE**  
 KIMBERLY YANG (IQI REALTY SDN. BHD.)  
**EXCELLENCE**  
 ADRIAN LIM KIAN GIAP  
 (FORWARD REALTY SDN. BHD.)  
**EXCELLENCE**  
 JOYCE YEOH HUI RU (IQI REALTY SDN. BHD.)  
**EXCELLENCE**  
 ALBBY KOAH SUH YEN  
 (NEXSGEN REALTY SDN. BHD.)  
**HONOURS**  
 AARON KUA (POLYGON PROPERTIES SDN. BHD.)  
**HONOURS**  
 KEN LOW (FORWARD REALTY SDN. BHD.)  
**HONOURS**  
 SAM CHAN HOW YEN  
 (FORWARD REALTY SDN. BHD.)

**HONOURS**  
 JAY LEE YONG HWI  
 (KINGSMAN REALTY SDN. BHD.)  
**MERIT**  
 KENNY CHIA SIA HOO  
 (IPG REALTY SDN. BHD.)

**THRIVING AWARD**  
**EXCELLENCE**  
 ANDY TEOH KOK BOON  
 (GATHER PROPERTIES SDN. BHD.)  
**EXCELLENCE**  
 CATHRYN LIM CHEW TENG  
 (IQI REALTY SDN. BHD.)  
**EXCELLENCE**  
 KIMBERLY YANG (IQI REALTY SDN. BHD.)

**RISING STAR AWARD**  
**EXCELLENCE**  
 ANDY TEOH KOK BOON  
 (GATHER PROPERTIES SDN. BHD.)  
**EXCELLENCE**  
 CATHRYN LIM CHEW TENG  
 (IQI REALTY SDN. BHD.)  
**HONOURS**  
 JAYDEN NG ZI HENG (IQI REALTY SDN. BHD.)  
**MERIT**  
 JACKSON CHAN HAW FOU  
 (FORWARD REALTY SDN. BHD.)  
**MERIT**  
 RON ONG WENG QUINN  
 (FORWARD REALTY SDN. BHD.)

**DEVELOPER PREFERRED AWARD (TEAM LEADER)**  
**EXCELLENCE**  
 ADRIAN LIM KIAN GIAP  
 (FORWARD REALTY SDN. BHD.)  
**EXCELLENCE**  
 ALBBY KOAH SUH YEN  
 (NEXSGEN REALTY SDN. BHD.)  
**EXCELLENCE**  
 HUGO CHAN WEI QIANG  
 (IQI REALTY SDN. BHD.)

**DEVELOPER PREFERRED AWARD (INDIVIDUAL)**  
**EXCELLENCE**  
 TT CHAN TIAM TONG  
 (NEXSGEN REALTY SDN. BHD.)  
**HONOURS**  
 ANDY TEOH KOK BOON  
 (GATHER PROPERTIES SDN. BHD.)  
**HONOURS**  
 KENJI SAR SOON FEI  
 (FORWARD REALTY SDN. BHD.)

**DEVELOPER PREFERRED AWARD BUMIPUTRA LOTS (TEAM LEADER)**  
**EXCELLENCE**  
 LEON LIM CHI LEONG  
 (GLOBAL LINK PLUS PROPERTIES SDN. BHD.)  
**MERIT**  
 SKY YAP CHIEW WEN  
 (GLOBAL LINK PLUS PROPERTIES SDN. BHD.)

**DEVELOPER PREFERRED AWARD BUMIPUTRA LOTS (INDIVIDUAL)**  
**HONOURS**  
 J.S HENG  
 (GLOBAL LINK PLUS PROPERTIES SDN. BHD.)  
**HONOURS**  
 YC LIOW (IQI REALTY SDN. BHD.)

**SUBSALE AWARD (VALUE)**  
**EXCELLENCE**  
 JOSHUA SELVAN  
 (TECH REAL ESTATE (S)) SDN. BHD.)  
**MERIT**  
 KINGSLEY CHAI KIM HEN  
 (POLYGON PROPERTIES SDN. BHD.)

**SUBSALE AWARD (VOLUME)**  
**HONOURS**  
 CALVIN LAW PO SOON  
 (TECH REALTORS PROPERTIES SDN. BHD.)

**MOST TRANSACTED RENTAL AWARD (VALUE)**  
**HONOURS**  
 TERENCE TIH KAH KIT  
 (TECH REAL ESTATE SDN. BHD.)

**MOST TRANSACTED RENTAL AWARD (VOLUME)**  
**HONOURS**  
 CHEN CHING HUEI  
 (TECH REALTORS PROPERTIES SDN. BHD.)

**REGIONAL AWARD (NORTH)**  
**HONOURS**  
 KOBE CHANG SWEE FAI  
 (IQI REALTY SDN. BHD.)

**REGIONAL AWARD (SOUTH)**  
**HONOURS**  
 CHEN CHING HUEI  
 (TECH REALTORS PROPERTIES SDN. BHD.)

**REGIONAL AWARD (CENTRAL)**  
**EXCELLENCE**  
 KIMBERLY YANG (IQI REALTY SDN. BHD.)  
**EXCELLENCE**  
 TT CHAN TIAM TONG  
 (NEXSGEN REALTY SDN. BHD.)  
**HONOURS**  
 JAYDEN NG ZI HENG (IQI REALTY SDN. BHD.)

**BEST DIGITAL MARKETING AWARD**  
**HONOURS**  
 WAN ROSMAN ROZALI  
 (THE ROOF REALTY SDN. BHD.)

**DEAL OF THE YEAR AWARD (RESIDENTIAL)**  
**EXCELLENCE**  
 JOANNE KHOO CHOONG NGEN  
 (TECH REALTORS PROPERTIES SDN. BHD.)

**DEAL OF THE YEAR AWARD (COMMERCIAL)**  
**EXCELLENCE**  
 FELICIA LEE (IQI REALTY SDN. BHD.)

**DEAL OF THE YEAR AWARD (FACTORY)**  
**EXCELLENCE**  
 JANICE NG PEI PEI (TECH REALTORS PROPERTIES SDN. BHD.)

**DEAL OF THE YEAR AWARD (LAND)**  
**EXCELLENCE**  
 JIMMY HON (FIRST INDUSTRIAL)

**STARPROPERTY READER'S CHOICE AWARD**  
**EXCELLENCE**  
 CATHRYN LIM CHEW TENG  
 (IQI REALTY SDN. BHD.)

**MOST EXCEPTIONAL LEADER AWARD (MALE)**  
**HONOURS**  
 HUGO CHAN WEI QIANG  
 (IQI REALTY SDN. BHD.)

**MOST EXCEPTIONAL LEADER AWARD (FEMALE)**  
**EXCELLENCE**  
 NOORISMA BINTI ROSLAN  
 (FIRDAUS & ASSOCIATES REAL ESTATE AGENCY SDN. BHD.)

Platinum Partner  
**Panasonic Malaysia**

Beverage Partner  
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**OGAWA**