

EXCLUSIVE PULLOUT  
THURSDAY 30 NOVEMBER 2023

**StarProperty**  
**AWARDS**  
**2023** REALTOR  
EDITION

# A new unrivaled year

The StarProperty Awards 2023 Realtor Edition sees a notable increase in entries, showcasing the remarkable accomplishments of real estate agents and negotiators and the addition of three new prestigious trophies—elevating the industry benchmarks.

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# Real estate agents and negotiators celebrate bedazzled gala night

StarProperty Awards Realtor Edition 2023 brings recognition to unsung heroes



Chan (front, on stage, second from right), Yeow (front, on stage, right), Wang (back row, seventh from right) and Ng (back row, seventh from left) posing with the award winners at the gala dinner.  
— YAP CHEE HONG/The Star

By YIP WAI FONG waifong.yip@thestar.com.my

**T**HE StarProperty Award Realtor Edition returned glamorously for the sixth year on the night of Nov 21, 2023 to the delight of real estate practitioners who were crowned at this very stage for their outstanding achievements as well as serving as an inspiring hallmark for the industry.

Organised under the aegis of the Star Media Group (SMG), StarProperty Award 2023 Realtor Edition not only recognises realtors' achievements but provides a lens through which the public can be informed about the latest developments in the real estate sector and its highest current standards.

With an attendance of over 400 real estate agents and negotiators as well as guests, the night was also a gathering to celebrate friendship, network and unwind from the year's unrelenting grind. Under the dazzling stage lights, passionate music and sumptuous dinner, the agents, negotiators and other esteemed guests witnessed and celebrated the awarding of achievers amongst them in 27 categories and 33 sub-categories.

Divided into awards for individual agents and negotiators and agency establishments, this year's prestigious award went to a total of 47 agents and negotiators and 11 agencies. As with last year's edition, categories that recognise both agencies and individuals were

the All-Stars Award for overall excellence, Thriving Award for remarkable growth, Rising Star Award for remarkable newcomers under three years, Developer Preferred Award and its sister award Developer Preferred Award (Bumiputera Lots) for excellence in developer-related projects, and last but not least the Subsale Award that recognised outstanding achievement in secondary market transactions.

At a more refined level, the agencies were also recognised under the Best Technology Award and Best Digital Marketing Award. For the individual agents and negotiators, the creme-de-la-creme among them received awards under categories such as Deal of the Year, Most Exceptional Leader, as well as the unique Key Personality Award, which was also conferred to an outstanding probationary estate agent as a kudos for newcomers.

Aligning with StarProperty's dedication to elevating industry benchmarks, this year marked the introduction of three new awards, namely the Chief Executive Of The Year Award, the StarProperty Millionaire Masters Award and the Real Estate Negotiator Of The Year Award, which has three sub-categories for Residential, Commercial and Industrial properties.

The Awards would not be possible without a panel of professional and impartial judges who were tireless in upholding the industry's integrity. They were Sime Darby Property Bhd group managing director Datuk Azmir

Merican, Messrs Gan and Zul, Advocates and Solicitors group managing partner Datuk Simon Lim Seng Chai, Real Estate and Housing Developers' Association (Rehda) Youth president Lee Han Rick, RHB Bank homeowners consumer finance and group community banking head Christine Wong and Gamuda Land executive director Lam Sew Chee.

At the gala dinner held at M Resort and Hotel Kuala Lumpur, SMG group chief executive officer Alex Yeow said property agencies and negotiators were the society's unsung heroes who deserve recognition for playing an essential role in the industry.

"They act as vital bridges, connecting property developers, owners and buyers, facilitating transactions and ensuring the fulfilment of all parties' interests. They empower homeowners and investors, helping them make informed choices by understanding marketing dynamics as well as sharing relevant information, laws and regulations, including those that have an impact on the seller and buyer. In certain cases, they also help investors identify lucrative investment opportunities and provide valuable advice," Yeow said.

He said that the growth witnessed in the industry this year has also been matched by the scaling up of capabilities by the negotiators to deliver added value to their clients and remain relevant to market trends.

"For this 2023 edition, not only have the

number of entries for this year increased but also the quality of the submissions, a testament to the robustness of the industry. Towards this end, we would like to thank our esteemed panel of judges for your commitment, dedication and support in conducting the necessary assessments for these submissions," he added.

Also present were SMG independent non-executive director Chan Seng Fatt, chief business officer Lydia Wang and chief content officer Esther Ng, who participated in the presentation of the trophies to the winners. ✨

**"They act as vital bridges, connecting property developers, owners and buyers, facilitating transactions and ensuring the fulfilment of all parties' interests. They empower homeowners and investors, helping them make informed choices by understanding marketing dynamics."**

— Alex Yeow

# Backstage with the SREA judges

High quality of entries posed a tough challenge for judging panel



By **LIEW JIA YI (YANIKA)**  
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**A**S the crowd gathered at the StarProperty Awards 2023 Realtor Edition gala night, the spotlight fell on the faces behind the awards. Taking pride in their holistic and equitable process, the judges ensure the event's success while backing the development of a thriving real estate industry.

The five judges are all industry leaders representing diverse sectors of the real estate landscape. With their expertise and a rigorous selection process, the judges are well-equipped to assess the best of Malaysia's agencies and negotiators.

Each category has been crafted to reflect the real estate landscape of today. Entries have been separated between agencies and negotiators, with 13 main categories for agencies and 14 for negotiators.

Throughout its conception, the StarProperty Awards Realtor Edition has been constantly refined and improved. Owing to participant contribution and feedback, this year StarProperty placed emphasis on commitment to diversity and inclusion, ensuring that every perspective is heard and every achievement celebrated.

The judges are:

- Sime Darby Property Bhd group managing director Datuk Azmir Merican
- RHB Bank homeowners consumer finance and group community banking head Christine Wong
- Gamuda Land executive director Lam Sew Chee
- Real Estate and Housing Developers' Association (Rehda) Youth president Lee Han Rick
- Messrs Gan and Zul Advocates and Solicitors group managing partner Datuk Simon SC Lim

Here's what they say about this year's awards:

"Reflecting on this experience, I am filled with optimism for Malaysia's real estate future," said Lim. The fusion

of seasoned professionals enriched by international exposure, with the enthusiasm of the younger generation, promises a bright and progressive trajectory for the industry."

The competition gathered top estate agencies from across the nation, highlighting their expertise, market acumen, and adaptability to an ever-changing industry.

"This year's competition was particularly notable for the introduction of the Chief Executive of the Year award. This category attracted distinguished executives with vast international experience, making it an extraordinary addition," Lim noted.

He said the global exposure and diverse experiences of these candidates added a layer of complexity to the judging process. Their expertise, garnered from various international markets, has profoundly influenced their vision and leadership, greatly benefiting our real estate industry.

Lee said: "As a returning judge, I was pleased to see more active participation in the awards by a larger variety of agents from different backgrounds and focus." The entries encompassed a wide range of disciplines.

He noted that it was encouraging to see the innovation and effort put into new strategies to reach a wider audience and to establish trust among their clients, pushing the industry to provide a higher quality of service.

Wong said: "It is wonderful to meet candidates embracing leadership qualities to build and grow team members collectively to deliver reliable service to customers in the property market. The award provides a positive avenue to recognise the virtues and qualities of leaders and role models."

Azmir agreed: "I was impressed by how much work all the participants put into their submissions. There's no denying that this award is a good way for real estate agencies, agents, negotiators and developers to leapfrog their businesses."

Companies that are shortlisted,

and successful at awards such as this might benefit from the status and legitimacy these events provide.

Lim added: "Judging the competition involved a detailed assessment of each agency's performance across criteria like innovation, customer satisfaction, and ethical conduct. The exceptional quality of the submissions presented a formidable but rewarding challenge."

## Communication and customer service

However, Lee noted that he would like to see improved communication skills, industry knowledge and professionalism among the next generation of agents.

Lam expanded on Lee's point by noting that he would encourage a stronger focus on professionalism by shifting from just pitching to delivering excellent after-sales service. He said this would involve educating clients throughout the process, maintaining proactive communication, and providing personalised assistance even after the deal is done.

"Agents should stay updated on industry trends and ethical standards, and seek feedback to continually improve their services. This client-centred approach goes beyond transactions and builds lasting trust," Lam pointed out.

"My judging perspective is shaped by my commitment to ensure that I value-add wherever I can, especially when it comes to analysing customer profiles and market trends in this ever-changing landscape.

"It's vital to lead by example through responsive communication, having deep knowledge of local and global property markets, and unwavering integrity – all traits that are important for property agents," Lam added.

Azmir noted that among the entries are companies whose innovation, achievements and hard work deserve to be recognised. He hopes to see agents being able to better demonstrate core values and skills including integrity

(Wong, Azmir, Lee, Lim and Lam during the judging session.)

and interpersonal skills during their presentations.

"Winning an industry-level award, especially of this scale, validates a real estate agent's commitment to service excellence and good sales performance," Azmir said.

"The best agents understand the value of being unique in the field, and how this will inspire their peers to pursue greatness," he added.

## What's next?

Lee said: "I foresee a lot of disruption in the real estate industry in the future due to increasing construction costs, shortage of labour and over-regulation by the authorities."

While property prices will continue to rise, Lee pointed out that this could be an opportunity to push the industry to the next level. Stakeholders will look to implementing new technologies in construction, project coordination and property management.

Lam reckons the real estate industry is moving towards a future marked by a strong commitment to sustainable development.

"The industry is increasingly embracing the concept by adopting green technologies like Industrialised Building Systems (IBS), environment-friendly materials, and buildings rated by the Green Building Index (GBI). This forward trajectory involves a shift towards smart city concepts where technology is leveraged to enhance efficiency, connectivity and resource management," he said.

"We're also leveraging virtual reality, drone technology, and 3D visualisation to elevate marketing strategies and provide immersive property-viewing experiences," Lam said.

Azmir noted that in order to maximise impact, green adoption has to be encouraged across the ecosystem, with incentives for property developers, end financiers, suppliers and utility providers.

Besides emphasising sustainability, the industry is also steering towards digital transformation involving integrating AI into property transactions and search processes, and enhancing customer experiences both pre- and post-sales.

Even so, when it comes to creating a future-forward real estate landscape, the industry must simplify and streamline the selling and buying process for customers, Azmir said.

"The introduction of the electronic Sale and Purchase Agreement function (eSPA) is crucial to this, so the government and private sectors need to support this initiative," he added.

Initiatives would include a reduction in fees borne by buyers including legal fees associated with loans and SPA and stamping fees, among others. In addition, he noted that buyers should have more protection from errant property developers, including against abandoned project end-financing bailouts and developers who oversell Bumiputra lots.

"Today's customers are more selective. Hence, enabling customisable designs to suit their unique preferences and popularising smart homes will be a boon," Azmir said. 🏡

# Celebrating excellence: Siva shares his vast experience in real estate

A conversation with the Chief Executive of the Year Award winner

By **JOSEPH WONG**  
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**I**n the dynamic realm of real estate, where innovation meets tradition, the StarProperty Awards 2023 Realtor Edition saw, for the first time, the prestigious Chief Executive of the Year Award bestowed upon an individual whose impact reverberates through the industry. This exclusive conversation delves into the insights, experiences and strategies of the distinguished awardee, who stands as the Rahim & Co International real estate agency chief executive officer.

Step into the world of real estate leadership excellence with this exclusive conversation with Siva Shanker – a testament to the dedication, passion and transformative leadership that defines the awardee's remarkable career.

## How does it feel to receive such a prestigious honour?

"It is an immense honour and a significant milestone in my career. To be the first recipient of this esteemed award is a privilege that I cherish deeply. It feels like a befitting culmination of my 40-year journey in the real estate sector, marking both a personal and professional achievement.

"This recognition by The Star, a prestigious publication, is deeply humbling. It affirms the hard work, dedication, and commitment that I have poured into my profession over the years. I am truly grateful for this award and see it as a testament to the contributions and impact I have made in the real estate industry."

## Can you tell us more about the key strategies and initiatives that you believe led to your success and recognition with this award?

"My success and recognition in receiving this award stem from a comprehensive approach that combines a wealth of experience with a steadfast commitment to excellence. Over the years, I've had the privilege of working across both the real estate agency and corporate sectors, gaining invaluable insights from leading local and international property consultancies. This diverse exposure has been crucial in shaping my strategic outlook. I have always prioritised ethical practices and customer satisfaction, believing that integrity is key in our industry.

"Another key factor has been my active involvement in the Malaysian Institute of Estate Agents. Serving as both a council member and as president in 2013/2015, I spearheaded various initiatives to enhance the real estate profession. This involvement not only broadened my perspective but also allowed me to contribute meaningfully to the industry. My

leadership approach is characterised by strategic foresight and a proactive stance, which has consistently driven positive outcomes and innovations within the organisations I've been part of."

## What do you think sets you apart as a recipient of the Award?

"What sets me apart as a Chief Executive of the Year Award is my hands-on experience across various aspects of this sector, combined with a deep-rooted passion for mentoring and nurturing future professionals. My commitment to furthering the real estate profession has always been at the forefront of my endeavours.

"My leadership style is underpinned by principles of transparency, integrity, and an unwavering commitment to excellence. These qualities have not only shaped my career but also allowed me to positively influence those around me. I firmly believe that a leader's role extends beyond business achievements; it involves fostering a culture of growth, learning and ethical practice in the industry."

## How have you contributed to the growth and success of your company?

"My focus has been on leveraging the collective strengths of my team and navigating through challenges with resilience. I firmly believe in the capabilities and perseverance of my team, which has been the backbone of our success. I have invested significant effort in nurturing the next generation of leaders. Recognising the importance of youth and fresh perspectives, I have concentrated on young talent and training, ensuring a sustainable leadership pipeline for the future.

"Moreover, I initiated a revamp and rebranding of several departments within our estate agency business unit. This strategic move was aimed at streamlining our activities and creating better value for our clients, thereby strengthening our market position."

## What advice would you give to aspiring real estate professionals?

"For aspiring real estate professionals looking to achieve recognition and success, my advice would be to focus on building a robust foundation of industry knowledge while nurturing professional relationships. The real estate landscape is dynamic and complex, hence, having a solid understanding of its nuances is crucial. Cultivating a mindset of continuous learning is essential, as it allows you to stay relevant and adaptable to changing market conditions."

## What are your next goals or projects in the real estate sector?

"Going forward, my goal is to build the



agency team at Rahim & Co into one of the most successful agency teams in the country. Additionally, I aspire to take up a regional or international leadership role. Exploring opportunities to expand my influence and contribute to the real estate sector on a larger scale is a fervent wish of mine. This aspiration aligns with my long-standing commitment to professional growth

and industry leadership.

"I am deeply grateful to Tan Sri Rahim Abdul Rahman for entrusting me with the leadership of the estate agency at Rahim & Co. His discipline and dedication to the profession, despite his seniority, continue to inspire me daily. These individuals have been pillars of support, guiding me through various phases of my career." 🏡

# Opening a journey of opportunities and success with a real estate career

The realities of being your own boss

By LIEW JIA YI (YANIKA)  
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**A**S Malaysians begin to move away from the more traditional career paths, more young people are considering a career in real estate. Especially after the pandemic, the promise of flexible hours, unlimited income and being your own boss is an appealing prospect.

"To build to last in this real estate industry, find out the big why or the purpose beyond money. The big why will keep your momentum in this industry," Malaysia Institute of Estate Agents general secretary Evon Heng said.

"Invest in your education and continuously expand your knowledge about real estate trends, laws, regulations and market conditions. Attend seminars, workshops and training programs to gain insight," she advised.

She encouraged any aspiring agent to embrace technology, social media, online advertising, and video marketing systems to boost efficiency. It was also important to build a strong network.

"Focus on building long-term relationships with clients, even if they don't result in immediate sales. Providing exceptional customer service and maintaining regular contact with your clients can lead to referrals and repeat business," she said.

Registered estate agent Royston Lau would be the first to agree.

"We always hear the phrase, the sky's the limit... However, [newcomers] must understand, before they can enjoy the unlimited income and the flexibility, they must first be willing to sacrifice," Lau said.

As with any career, Lau pointed out that the benefits of a real estate agent had to be earned.

"Sacrifice comfort. No doubt the work is no longer 9-5, but it could be extended to any day, the working day. It is not encouraging to tell the client this is my off day," he said.

Newcomers would also have to sacrifice time. In real estate, time is money, especially at the beginning of the career. It is only after the business and the income has been stabilised, that the time spent can be adjusted.

Lau noted that there was also a need to put aside ego when it comes to work. As real estate is a people business, it's about the relationship of one another. People like to work with those they feel comfortable with, therefore work on having good relationships with clients.

"Besides a good relationship with the clients, good contacts are an added value. Therefore, young people are advised to work and gain experience in other sectors, meeting many people. Such as banks, development companies, property advertising firms or some professional business companies which can earn them high-



end quality clientele," Lau said.

He also pointed to property portals as an important place to assist or grow the business. He advised those entering the field to subscribe to at least one website to advertise their property listing.

## Resilience and dedication

When entering a new job for the first time, especially in real estate, very few know where to begin. The reality of being a beginner in real estate means that oftentimes, agents and negotiators may not secure a deal within the first few months of their new career.

"Everything is hard in the beginning, a newly joint negotiator steps into this industry without any experience and products in hand to sell," Lau said.

"Do keep some savings before resigning from the existing job as usually a newly joint estate agent, or negotiator, may not have income for a certain period of time, estimated 3 months, therefore it is advisable to have some savings that can last for 3 months," he added.

"Partnering with the senior negotiators, assisting them and getting to learn the proper skills on closing deals may help you gain some experience or maybe exchange for some commission share,"

He noted that newcomers could join project marketing firms with many existing properties that allow the new agent to have products to sell

immediately.

As with Heng's advice, Lau agreed that they could also attend training courses, conducted and recognised by established organisations in order to gain the necessary knowledge and sharpen their skill in certain areas.

Attending property launching, and visiting developer showrooms, besides obtaining more listings, newcomers would be able to learn from the way the salesperson presents. Frequently visit the property management office and get to know some owners, he added.

"As I recall back then, I was worried, but I readjusted my focus to do rental deals at the same time, brush up my skills, learn whatever was necessary, connect with the co-agent, build my network and develop a robust online presence," Heng said.

"Property buyers are getting younger compared to a decade or two ago and they are one of the biggest markets that developers would like to capture. In view of that, the new developments are designed and packaged to suit their requirements," Lau said.

These would come in the form of flexible living and bigger spaces, Heng pointed out.

"With remote work becoming more prevalent, buyers are looking for homes with dedicated home office spaces or flexible layouts that accommodate their changing needs," she said.

There was also more of a preference for convenience and connectivity. Buyers seek homes near amenities such as grocery stores,

schools, medical, and easy access.

"Most new age buyers will prefer the location of the project near amenities, such as MRT and LRT, besides their own convenience. For those who are buying for investment, that will make it easier to rent out, especially sub-letting of rooms," Lau added.

"Many homeowners nowadays like to add rooms to rent out by room instead of renting the whole unit to a single Tenant, they foresee that renting out room by room will get them a higher return on investment. Usually, a unit of three rooms will be increased to five to six rooms by turning the living hall and kitchen into room," he pointed out.

However, Lau also noted that the concept of adding rooms had been banned for the properties in the Federal Territories. The Commissioner of Buildings (COB) department announced on DBKL's official website on 5 August 2023 that adding rooms for subletting is illegal.

Additional buyer trends indicate that there is also an increased interest in sustainable and energy-efficient homes.

## The REA journey

"Becoming a licensed real estate agent (REA) is encouraging. However, persistence is one of the important factors to determine an individual to be able to complete the whole process," Lau said.

The whole process of becoming an REA would easily take five years or more.

This would include a two-year course to attain a diploma in estate agent conducted by an institution recognised by The Board of Valuers, Appraiser, Estate Agent & Property Manager (BOVAEP). Once completed, the candidate would be a Probationary Estate Agent (PEA) who must undertake two years of practical training under supervision.

After that, the candidate would be called for a professional interview.

"The intention of BOVAEP is to make sure REA will be able to conduct the business in a very professional way and be able to supervise their real estate negotiators to complete their duties," Lau said.

"The professionalism of the property agent will let the public feel secure and confident on handing their property to them," he added. 🏠

As with any career, the benefits of a real estate agent has to be earned.



Everything is hard in the beginning, Lau said.



"The big why will keep your momentum in this industry," Heng said.

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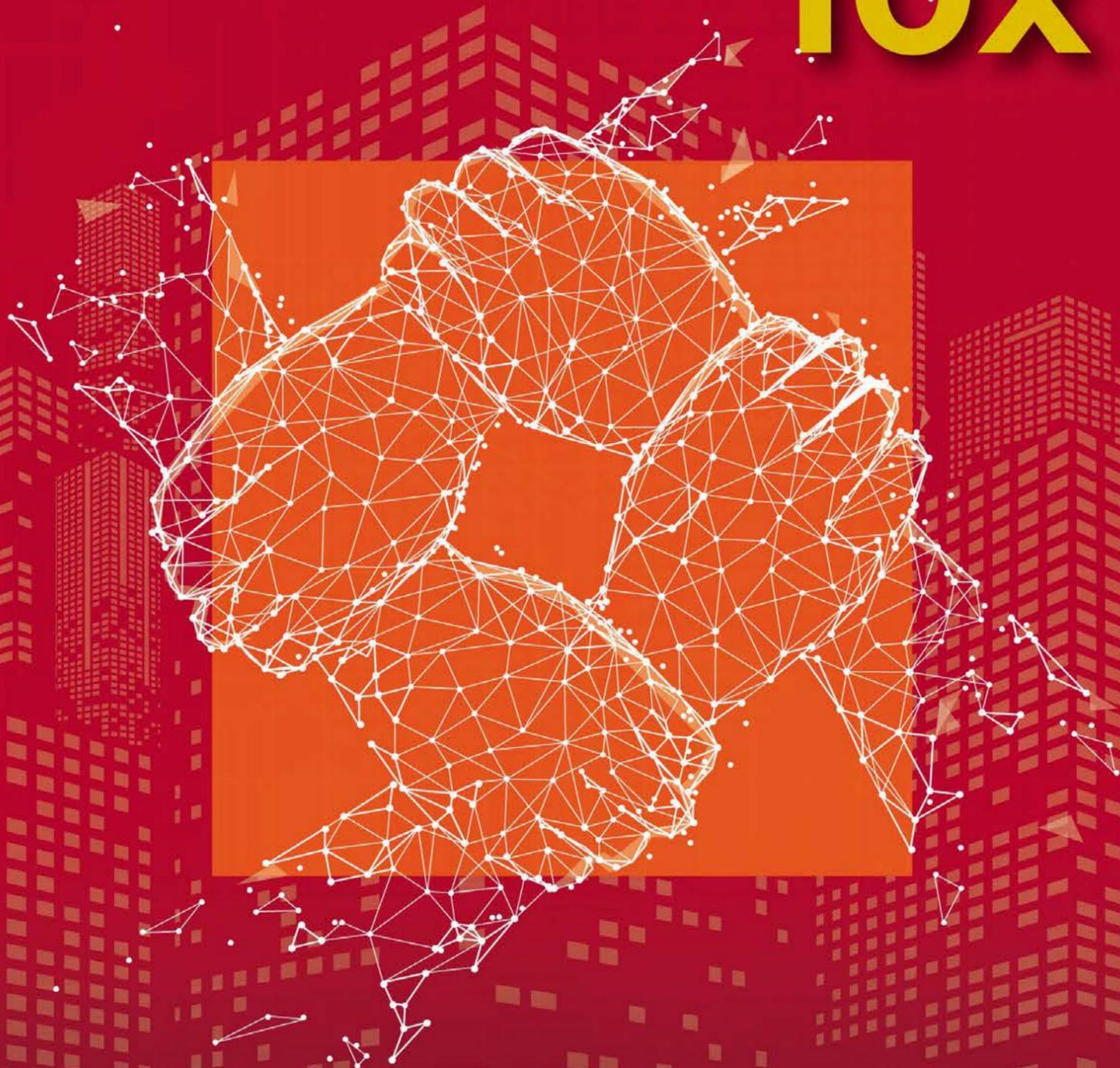



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# Three new categories introduced

Additions are to align to elevating industry benchmarks

StarProperty unveiled a set of modifications to the StarProperty Awards 2023 Realtor Edition (SREA) aimed at raising industry standards to match the dynamic nature of the real estate sector.

In line with StarProperty's commitment to elevating industry benchmarks, this year marked the introduction of three new awards, namely the Chief Executive Of The Year Award, the StarProperty Millionaire Masters Award and the Real Estate Negotiator Of The Year Award, which has three sub-categories for Residential, Commercial and Industrial properties. This introduction is timely, considering the substantial changes the industry has undergone since the pre-Covid pandemic days.

This year represents a significant milestone for the StarProperty Awards, marking the largest number of category and sub-category winners since its inception in 2017. In fact, the number of trophies has more than doubled from 2022 and is 13 more than last year's count. This substantial increase underscores the ambitious efforts of this year's StarProperty Awards, indicating the institution's commitment to finding more ways to reward and recognise outstanding agencies, agents and negotiators, thereby enhancing the prestige of the annual ceremony. The addition of new categories reflects StarProperty's proactive approach



to addressing the evolving landscape of the Real Estate industry.

## StarProperty Awards' reputation

Undoubtedly, Malaysia boasts numerous real estate awards and choosing which ones to enter can pose a challenge. However, it is crucial to carefully consider the time and

effort required against the potential gains, particularly when dealing with esteemed institutions like StarProperty, known for its solid track record.

Given the often stretched resources, especially in recent times, participating in a prestigious award like StarProperty can prompt Real Estate Negotiators (RENs), Real Estate Agencies (REAs) and Probationary Estate Agents (PEAs) to reassess their

A victory not only bestows a seal of approval on the respective negotiator or agent but also signifies quality for potential homebuyers, sellers and investors.

operations, providing an opportunity for self-evaluation and comparison with competitors.

To stand out in a competitive field, real estate stakeholders must embody qualities such as innovation, diversity, strategic thinking and dynamism. Engaging in such awards encourages RENs, REAs and PEAs to introspect and strive for self-improvement, which can be more valuable than the trophy itself.

StarProperty Awards, in its continuous pursuit of improvement and relevance to the industry, fortifies its commitment. A victory not only bestows a seal of approval on the respective negotiator or agent but also signifies quality for potential homebuyers, sellers and investors. Additionally, it aids in cultivating relationships with suppliers and financial institutions. Moreover, it serves as an effective means of differentiation from competitors, sending positive signals to homebuyers and investors alike. [↗](#)

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Real estate offers multi-faceted roles for young people

By YIP WAI FONG waifong.yip@thestar.com.my

**T**HERE is a good chance that Generation Z (Gen Z), the digital native generation born in the late 90s and who also care about social impact, will find the right place in a career in real estate, an ever-growing multi-disciplinary industry.

Although most are not of working age yet, both global and local real estate powerhouses are already recognising Gen Z's unique potential and see matching values between the lot of them and the industry.

One of them is Juwai IQI, a global real estate technology group with more than 30,000 agents worldwide. Its co-founder and managing director Daniel Ho sees Gen Z's qualities as being technologically savvy, preferring flexibility, and possessing an entrepreneurial spirit.

"Even though Gen Z only makes up about one quarter of Malaysia's population, they account for nearly a third of Malaysia's social media users," Ho said. "In real estate, Gen Z's digital communication skills are a competitive advantage. (As agents, they) can be Instagram influencers, host their own podcast or host events that appeal to other young people."

## Gen Z at work

As those aged 26 and younger comprise 15% of Juwai IQI's Malaysia team of agents and negotiators, and other Gen Z individuals fill various other roles at Juwai IQI, Ho was able to observe their strengths and what motivates them.

"We find Generation Z team members can be excellent as agents, but also in business development, marketing, IT, programming and much more. So we do seek to recruit them and offer them the opportunity to join our team," he said.

"Gen Z tends to be digitally savvy, so we showcase our technology and use social media much more to them. We offer flexibility and work-life balance with an emphasis on career development and training. We want them to know that, with IQI, they will have some immediate opportunities to succeed and a long-term path to even greater achievement," he added.

Forward Realty project director Vincent Chan finds Gen Z a very driven group who is attracted to real estate because of its growth and flexible work time. Gen Z makes up about 30% of the agency's team of negotiators and they are being supervised by a dedicated team of seniors. The agency also has a work



structure to ensure new negotiators receive adequate mentorship and guidance.

"We have group meetings up to three days a week where we discuss with the younger team members the challenges they face or do experience sharing and work planning. Senior negotiators will accompany and guide them during the first three appointments with

prospects, and by the fourth appointment, they will be expected to deliver a sales presentation themselves but under the observance of a senior negotiator, who will also offer help to close the deal if necessary," Chan explained.

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# Self-branding sells

Creating a personal brand builds trust and credibility

By LIEW JIA YI (YANIKA)  
yanika.liew@thestar.com.my

**T**HERE is no better time to be a real estate agent. With the industry's increasing digitisation, it becomes easier to create a brand not just for the company but for agents and negotiators themselves.

What does it mean to create branding for yourself? The real estate industry is a people-centred business, even when working under an agency with its own company brand, it is important to create a trustworthy reputation for your name. Real estate agents and negotiators are the front face of their business.

"Branding helps real estate agents build trust and credibility, stand out in a crowded market, and attract the right clients," GT Nelson Realty agency leader Alan Lai said.

Through personal branding, agents and negotiators present their record to potential clients, whether it is to showcase dedication, networking ability or credibility. Agents find ways to best leverage their most important asset, their likeability and name. In the digital

age, this extends to social media posts.

In real estate, a good reputation allows agents to receive more clients and referrals, claiming an essential part of the business.

"It helps clients, developers and owners, quickly identify and remember our agent strength. Good branding is just like a name card that can speak for itself. Real estate industry competition is fierce, having a cut through client first impression when thinking about real estate service, it makes a huge difference and a big impact in this competitive industry," Lai said.

Personal branding goes beyond behaviour and mannerisms. Having a strong brand allows agents and negotiators to introduce themselves with a clear goal in mind, increasing their credibility as a professional.

As the real estate industry continues to grow, it will only become more competitive. New tools and ways of business are emerging, and it is up to these professionals to make use of them to increase business efficacy.

Branding can come in the form of building a website, creating a logo, and establishing a style with which clients can associate you with. From a robust



In real estate, a good reputation allows agents to receive more clients and referrals.

social media strategy, content creation as well as advertisements, these are the common perceptions of what branding entails.

Successful personal branding goes further than logos and name cards.

"To be successful in the real estate line, there is no difference with entrepreneurs," Lai said.

"Discipline, passion, hard work, humbleness and last but not least, the motivation to move upward," he pointed out.

These personality traits were the ones agents and negotiators were encouraged to develop to succeed in

the field, allowing them to create a reputable brand.

These will allow clients to distinguish good agents from the rest, identifying the unique selling point an agent offers. This is not to say that marketing strategies such as content creation and social media posts are to be set aside. Rather, utilise these tools to create your personal brand.

How do real estate agents and negotiators build their brands and encourage people to recognise their names in the field?

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**Rise of social media**

"Social media, community influence, company recognition and industry recognition," Lai listed.

"I have worked on various social media platforms to build my branding including Facebook, LinkedIn, Instagram and YouTube channels," he said.

Similarly, Great Casa Realty senior real estate negotiator (REN) Mohd Rizal Hadi Rusli said that he built his brand as an estate agent through marketing and advertising.

"I also share the process of how to sell the house on my personal social media. In a way to let my friends in the list know that I'm an estate agent," he said.

These methods take time and require dedication, which Lai had stated in the beginning. Much like a social media career, real estate is all about networking and word of mouth. Agents and negotiators should know their target audience, their needs and the trends that are currently in the market. With knowledge of the real estate industry, it becomes easier to provide solutions to your ideal client.

"To start a career as an estate agent is not only to advertise [the] listing in hand. It is more than that. Agents must know the title of every listing because it is not the same at all," Mohd said.

"It is easier for agents to sell if they know who their market is," he added.

Mohd also pointed to the importance of networking between agents and clients, as

well as networking with all stakeholders in the industry, from bankers to lawyers.

"To sell a house, it is not [just] within vendor-agent-buyer, it involves many parties," he said.

"During the viewing session, I also explain to the client [what] needs to be completed before starting the booking or loan process. So that client can better prepare their documentation," he added.

Being transparent with the client will allow them to gain confidence in your abilities. Agents and negotiators can also look to marketing strategies that suit their brand.

Mohd explained that he utilises paid marketing. From that, he would be able to build trust and his personal branding as an estate agent.

"Social media is one of the best strategies to build our own branding nowadays. I can start by sharing a house tour video on YouTube to attract your audience. With the help of social media, we can present our video to our audience with zero cost," Lai pointed out.

He noted that participating in management for joint management bodies (JMB), management corporation (MC) and residents' association (RA) can improve the sphere of influence.

"[Being] trustworthy and consistent is the key. As people always said "word of mouth" is the best marketing strategy," Lai said.

Mohd noted that the key qualities necessary to succeed as an agent are to have a full grasp of knowledge of the land and listings at hand. With a comprehensive viewpoint on the product, the agent or negotiator would be able to quickly and efficiently conduct their

work, building credibility with their clients.

"Every title has a process or procedure to complete it. The timeframe is also important," he said.

"Until now, there are many marketing platforms that can be used," he added, pointing to both free and paid marketing.

All social media, from Facebook, Facebook Marketplace, Instagram, and Tik Tok can be used for free and paid marketing. Other platforms such as StarProperty and many more are often utilised by agents and negotiators to promote their listings.

Mohd noted that from last year, he had added his listings to StarProperty for advertisement.

"I have extra benefits compared to other platforms," he said.

"All the platforms that I used are to make sure I can help owners to sell out their property and get as many buyers as I can to arrange viewing," he added.

While personal branding can often be a difficult road to walk, it allows dedicated professionals to earn a distinct and unique identity for themselves to the benefit of their clients. ✨

**"Social media is one of the best strategies to build our own branding nowadays. With the help of social media, we can present our video to our audience with zero cost."**

- Alan Lai



"I also share the process of how to sell the house on my personal social media," Mohd said.



"As people always said word of mouth is the best marketing strategy," Lai said.



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Elegantly attired: Star Media Group (SMG) non-executive director Chan Seng Fatt (front, sixth left), group chief executive officer Alex Yeow (front, fifth left), chief business officer Lydia Wang (front, fourth right) and chief content officer Esther Ng (front, fourth left) together with the winners of the All-Stars (agency) Award and Chief Executive of the Year Award.

# Shanghai Nights strikes the right chord at the Awards

A spectacular night unfolds as guests dressed for the occasion

**D**RESSED in exquisite attire for the enchanting Shanghai Nights theme, guests indulged in a night of glamour and glitter at the sixth edition of the StarProperty Awards Realtor Edition (SREA). The gala event celebrated the achievements of 100 top-performing real estate practitioners and firms, with each being presented with well-deserved trophies.

Taking place at the M Resort and Hotel Kuala Lumpur, this edition of the awards marked a significant milestone, boasting the highest number of submissions to date, surpassing the 87 winners of the previous

year. The SREA event, inaugurated in 2017, has evolved into one of the nation's premier recognitions for the real estate services sector, attracting over 400 recipients and guests.

Adding to the allure of the night were live choreographed performances, executed with spectacular precision, perfectly aligning with the enchanting Shanghai Nights theme. As guests arrived, adorned in attire befitting the occasion, the atmosphere was set for an exciting and memorable evening. Here are some of the captivating highlights from this splendid night: 🏠



The distinguished VIPs are all prepared for the commencement of the evening.



The performers, comprising their violinist and ballerinas, are ready to put on an entertaining show.



The IQI Realty team members celebrate their big haul of trophies.



(LEFT) The Tech Group of Companies team gives the thumbs-up to the event.



(RIGHT) The first Chief Executive of the Year winner goes to Rahim & Co International's Siva Shanker.



The Maxxan Realty team takes a group photo with the trophies that they won.



Race Phua Wan Hui of IQI Realty won the Most Exceptional Leader (Female) trophy.



The Forward Realty members are all dressed for the occasion.



The Quinco Realty team shows their support.



Knight World Realty winners celebrate their achievements.



The first five winners of the StarProperty Millionaire Masters Award taking a photo with SMG group chief executive officer Alex Yeow (third from left). The recipients (from left) are Desmond Gan (Knight World), Felicia Lee (IQI Realty), Kimberly Yang (IQI Realty), Jibril Chong (Believe Realty) and Hugo Chan (IQI Realty).



The Roof Realty took home the Outstanding Achievement Awards for their Malaysia Book of Records accomplishments, having achieved the Highest Subsales Value Transacted in 2021 By A Property Agency and Highest Monthly Transacted Value with Stamped SPA For December 2021.

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**Learning curve**

Gen Z's unique potential also comes with some issues that may not serve them at work.

"As Gen Z can be impatient and wants to see the financial fruits of their hard work quickly, we often guide them to focus their goal on their annual income so that they can sustain their passion for the work. We remind them very early on that real estate requires dedication and the first six months or the first year requires much more patience and mental endurance," Chan said.

To ensure Gen Z's unique talents and as well as quirks can be turned into strengths, global real estate firm JLL Malaysia adopts a culture of diversity that respects each generation's unique habits and learning paths.

"The JLL Malaysia team has quite a lot of young talents who are learning from their more experienced colleagues. They are brought into the profession by their desire to work with people, learn negotiation skills, and be part of the global corporate culture that allows them to develop their careers. They also benefit from a mature company like JLL offering the latest management techniques, developments, and technology," head of research and consultancy Yulia Nikulicheva shared.

Chief growth officer Christophe Vicic observed that although Gen Z is naturally proficient in technology, they do need to acquire a stronger suit of industry-specific skills.

"Younger talents tend to have strong presentation skills, which they acquire through their academic studies. Growing up with various devices and apps, they are quick to learn new software and applications required and are creative in applying what

they've learned into practice in the real estate profession," Vicic observed.

"When considering (Gen Z), they often need to focus more on hard skills, such as industry-specific real estate market knowledge and project management. Conversely, Generation Z is sometimes referred to as demanding, as they expect flexible work hours and prioritize their free time. However, their familiarity with apps and devices often leads them to suggest using tools that can increase work efficiency, better visualization of the work and faster task completion," he added.

**Success lies in the individual and other's support**

As real estate remains one of the country's important economic pillars, Nikulicheva said young graduates will be in demand to fill its various roles in engineering, business, accounting, social sciences and many others, including in transactions where she saw a high interest among the younger generation.

For Chan, who himself started his second career in real estate transactions when he was just 26 years old, the industry has been a rewarding place where he learned through ups and downs.

"Rising to becoming a project leader after seven years, I've learned to solve problems, to think more about team mission rather than individual goal, and management skills. I've thought about quitting when times were down, for example during Covid, but I persisted," he said.

"For young people in this field, I think those who do well have a support network, perhaps in the family, but more importantly in an agency that has the right system and policies," he emphasized. ↗



Gen Z tends to be digitally savvy, so we showcase our technology and use social media much more to them. We offer flexibility and work-life balance with an emphasis on career development and training," said Ho.



Gen Z works hard but also expects to see results fast, so they should learn to be patient and have a long term goal, Chan said.



Real estate is one of the important economic pillars in Malaysia and demands for talents will always be high, Nikulicheva said.



"Growing up with various devices and apps, they are quick to learn new software and applications required and are creative in applying what they've learned into practice in the real estate profession," Vicic observed.

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# A tribute to real estate achievements

Awards resonate with property agents

IN the dazzling ambience of the StarProperty Awards 2023 Realtor Edition, the spotlight shone not just on glitz and glamour but on the heartfelt acknowledgement of relentless dedication and achievements within the real estate industry. The challenging year, marked by trials and tribulations, has seen the industry's stalwarts rise to the occasion, turning adversity into success. Let's delve into the perspectives of real estate agency leaders who share their thoughts on this annual celebration.



Foreward Realty Sdn Bhd  
Founder

## Darien Mah

"It is truly an honour to be recognised for this prestigious award. We set out to help our clients, and indeed the real estate industry, to meet and exceed property buyers' expectations. Staying true to our mission to be the most reliable realtors in the nation and beyond, we constantly work with our clients to improve their products and refine how they help potential home owners to envision a better future – and this award is a powerful encouragement for our team to go further."



Nexsge Realty Sdn Bhd  
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 four-year-old company, we are growing very fast as we have a young and energetic team. 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!"



Juwai IQI  
Group managing director

## Daniel Ho

"Winning the StarProperty Awards 2023 Realtor Edition has brought an indescribable sense of pride and accomplishment to the entire IQI family. This prestigious recognition reaffirms our dedication to delivering unparalleled service and fostering enduring relationships with our valued clients. We are truly honoured to be acknowledged as the leading force in the Malaysian property market and this accolade further motivates us to continue raising the bar and setting new benchmarks in the realm of real estate. We are immensely grateful for the trust and support bestowed upon us by our clients and partners and we remain steadfast in our mission to redefine the standards of excellence in the real estate industry."



Quinco Realty Sdn Bhd  
Co-founder

## Jacelyn Tan

"Thank you to StarProperty for recognising and acknowledging Quinco with this prestigious award. A hearty thanks also goes out to our entire team who played a part in securing this prestigious award, as it not only recognises our dedication but also reinforces our commitment to consistently deliver excellence. This serves as a powerful incentive for us to persist in our pursuit of excellence."



Knight World Realty (M) Sdn Bhd  
Founder

## Scott Tan

"Winning the StarProperty Awards Realtor Edition 2023 is a tremendous source of pride and satisfaction for us. It is not only a recognition of our company's achievements but also a testament to the outstanding efforts of our agents and partners.

"We extend our heartfelt gratitude to the organisers of the StarProperty Awards for their discernment in recognising not just our real estate agency but also the contributions of various companies within the market. This award reinforces our commitment to maintaining high standards and continuously striving for excellence in the real estate industry.

"The recognition goes beyond a mere trophy; it symbolises the culmination of a year's worth of dedication and hard work. We are thankful for the opportunity to accept and celebrate these hard-earned results, and we remain committed to upholding the standards that have earned us this prestigious accolade."

Tech Realtors Properties Sdn Bhd  
Northern region associate director

## Selina Khoo

"Winning the StarProperty Top Agency award in the Northern Malaysia region fills me with immense pride. This accolade recognises not only my 13 years of personal career achievements but also affirms the unity, collaboration and relentless efforts of our team. It inspires us to maintain our excellence and continue to provide even more professional services to our clients, while also fueling our positive outlook for the future of the real estate market. This achievement is the result of our collective efforts, and I am incredibly honoured and grateful for it."



Maxxan Realty Sdn Bhd  
Managing director

## Sam Jee

"Winning the StarProperty Awards Realtor Edition 2023 is truly an honour and a testament to the hard work and dedication of our entire team at Maxxan Realty. We are thrilled and humbled to be recognised in such a prestigious industry accolade. It's a reflection of our commitment to excellence, client satisfaction and innovation in the real estate sector.

This award serves as motivation for us to continually raise the bar, maintaining our standards and pushing boundaries to better serve our clients and the community. We are immensely grateful for this recognition and will use it as inspiration to further improve our services and continue providing exceptional experiences in the real estate market."

# The secrets to their success

First winners of StarProperty Millionaire Masters Award share their stories

In line with StarProperty's commitment to raising industry standards, this year saw the introduction of three new awards, with the StarProperty Millionaire Masters Award being one of them. The award aimed to acknowledge the outstanding achievements of real estate agents (REAs), probation estate agents (PEAs), and real estate negotiators (RENs) who demonstrated dedicated efforts to achieve a minimum of RM1mil in total accumulated professional fees to the firm in the respective year.

Believe Realty Sdn Bhd's Jibril Chong Kim Hui, IQI Realty Sdn Bhd's Hugo Chan Wei Qiang, Felicia Lee Choy Fun and Kimberly Yang as well as Knight World Realty (M) Sdn Bhd's Desmond Gan Pui Chow are the first five to achieve the StarProperty Millionaire Masters Award. Here is what each winner had to share:



Knight World Realty (M) Sdn Bhd  
Senior REN

### Desmond Gan Pui Chow

"As a real estate negotiator, maintaining a positive mindset is the secret ingredient that fuels my success. Whether I follow a conventional route or embark on an entirely unconventional journey, I harness the power of social media strategies, tap into innovative advertising platforms, and utilize the incredible tools my company provides me with to proudly showcase the properties I have on hand. And let me tell you, the thrilling part is this - I thrive on conjuring up fresh and inventive methods.

"This positive mindset drives me to draw upon the wisdom of more successful real estate agents, learning from their experiences. Thinking outside the box and perpetually exploring new approaches is second nature to me - it's the compass that guides my journey in the world of real estate."



IQI Realty Sdn Bhd  
Senior REN

### Felicia Lee Choy Fun

Lee takes a five-pronged approach to achieving her goals. They are:

**Property Selection** - The property must be of high marketable value, ideally located in a strategic area with high demand.

**Marketing Initiative** - Comprehensively understand the property and initiate a strong marketing plan and strategies to effectively promote the property.

**Marketing Platform** - Choose the most cost-effective marketing channels to reach the target audience.

**Prospecting** - Identify the most suitable client for the property and consistently provide the best service to clients in a professional manner.

**Close The Deal** - Always follow up to seal the deal.

support and encourage each other is crucial. Compared to being a negotiator years back, I have learned to empower and trust the team members to unleash their potential in building a more result-oriented team.

"One can find success by being determined and diligent, yet it takes a well-built ecosystem to nurture talents for the success of thousands. Agencies have played a vital part with their tech innovations, securing quality projects, and being financially sound, which gives members peace of mind to strive for better and, consequently, achieve positive results. Not to mention, partnering with the right developers has created a win-win synergy to ensure consistent project launches for the agency, while steady sales and sufficient big data provide steady cash flow and accurate decision-making for developers.

"Last but not least, the result is contributed to by the higher exposure in advertising and marketing efforts. Thanks to industry marketers who put up great work in creating not only great exposure to give recognition to the achievers but also promote positive cultures and provide an awesome platform for networking and opportunities."



IQI Realty Sdn Bhd  
Senior REN

### Hugo Chan Wei Qiang

"The results achieved in 2022 are mainly attributed to the team members' efforts in securing nearly RM500 million GDV (gross development value) conversion throughout the year. It couldn't have been done without the countless meetings, marketing efforts, and support from each and every member of the team. The real estate journey, to me, is always like a voyage. To travel far and steadily, I believe a team whose members mutually



Believe Realty Sdn Bhd  
Senior REN

### Jibril Chong Kim Hui

"My marketing strategy involves collaborative efforts with our teams, clients, and developers, aiming for a win-win situation. This means ensuring that everyone receives the value they deserve."

"Working hard as well as working smart involves perseverance and wisdom. It's about knowing when is the right time to follow up with clients and suggesting the right type of property for each client. All this knowledge comes with experience.

"Being able to quickly identify time wasters is really helpful. You develop an intuition about this after speaking to many people on the phone. I work on both big and small deals at the same time. In between big deals, I spend some time on smaller deals and rentals because big deals take slightly longer incubation times.

"I tap into my network of relatives and friends built up over the years. They are my best source of listings and buyers, as they know my personality and character. I always do a good job of getting referrals from satisfied clients. I took the time to study and absorb data on the property market in my areas of specialisation. Concentrate on a few areas and know them very well - your clients will appreciate your in-depth knowledge and advice."



IQI Realty Sdn Bhd  
Senior REN

### Kimberly Yang



### JOHN TEH

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- Malaysia Real Estate Integrity Elites 2022-2023 Award
- StarProperty Award 2021 - All Star Negotiator ( Excellence)
- StarProperty Award 2021 - Thriving Negotiator (Merit)
- StarProperty Award 2021 - Developer Preferred Negotiator (Excellence)
- IQI Nationwide Top Project Performer Overall (Malaysia) 2020, 2021 and 2022
- IQI Central Region 4 times Monthly Champion in Project Sales Year 2022
- Malaysia Top 100 Outstanding Real Estate Agent by Top Corporate Leader Magazine Year 2020
- Malaysia Book Of Records Holders (72 hours Non Stop Property Talk Live Show) Year 2019
- IQI Top Project Rookie Year 2019

# Technologies transforming the real estate industry

Generative AIs are remaking the industry's operation model

By YIP WAI FONG

waifong.yip@thestar.com.my

**N**O industry seems immune from using generative artificial intelligence (AI) tools ever since such technology made its appearance just barely a year ago.

But in such a short time, real estate industry practitioners have said generative AI can greatly empower work efficiency, accuracy, personalisation and decision-making.

Global real estate firm JLL, for example, found ChatGPT to be a strategic tool. Its Asia Pacific head of client growth Vivek Satpathi said the AI tool is being utilised at JLL to process and analyse vast amounts of data, enabling various teams in the organisation to identify patterns and trends more efficiently.

"By automating data analysis tasks, our teams have been able to save time and focus on higher-value activities such as complex problem-solving," Satpathi said, adding that the JLL team's experience with using the tool has been a positive one.

"The technology has empowered JLL teams to work smarter and more efficiently, allowing for faster insights and more informed decision-making. While there is a learning curve associated with adopting any new technology, our staff members have found that generative AI tools streamline their workflows and improve the overall quality of their work," he said.

JLL Malaysia chief growth officer Christophe Vicic added that JLL Malaysia has a customised internal JLL GPT platform, designed specifically for real estate purposes.

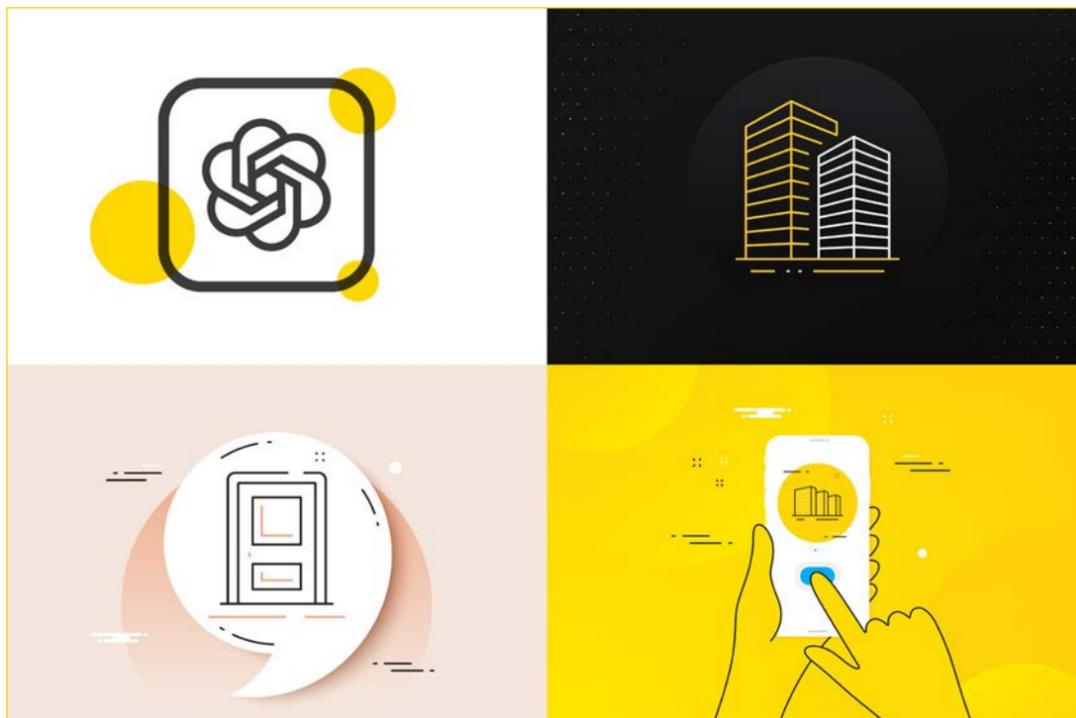
"This platform is highly valuable for conducting quick searches and finding information on real estate-related topics. It is trained to understand real estate language, which helps save time for users. JLL welcomes the use of the GPT platform by its employees as it increases our efficiency and allows us to focus on more creative tasks," Vicic said.

"However, it is important to exercise caution and remember that although the platform is powered by AI, human verification is still essential to ensure accuracy and validity of the information generated," he shared further.

## Impact on the industry

Gleaned from the results of using generative AI in JLL, Satpathi's forecast is that generative AI's capacity in data analysis will cascade into multiple areas such as market analysis, process automation, customer experience and even sustainable development, leading to a significant impact on the industry.

He said as it is able to analyse large volumes of data, identify patterns and trends and make accurate predictions or suggestions, many types of analytics can be fed into it.



Give it data on market and property valuations, the technology can assist real estate professionals to make more informed decisions and reduce risk. If the data are rental rates, occupancy rates and property performance, it can identify opportunities for portfolio diversification, help recommend optimal rental rates and suggest strategies for maximising property value. Feed it with environmental data, energy consumption patterns and construction materials, generative AI can provide insights into sustainable building design, energy-efficient retrofits and green infrastructure planning. This supports environmentally friendly decision-making that aligns with the growing focus on sustainability.

On the customers' side, the technology can analyse customer data and preferences, thus providing tailored recommendations and suggestions to buyers, sellers and tenants. This helps in delivering a more personalised and engaging experience. Generative AI's potential also extends to automating tasks such as property appraisal, lease analysis and tenant screening to save time, improve efficiency and reduce human error.

## A super app

Other than generative AI, the application of other machine learning models has also put real estate practitioners at an advantage. Global real estate technology group Juwai IQI has a super app powered by machine learning to provide convenience to both agents and customers. Using the super app, known as the IQI Atlas to validate consumers' identities when they purchase property, the transaction process is made much quicker, simpler and more transparent.

"Ultimately, we want to liberate our agents and negotiators to spend

nearly 100% of their time advising and consulting with clients. Consumers need the advice and support of an expert to help them feel comfortable with their decisions and work through the process. Naturally, agents who use technology to help support their clients will do the most business," said co-founder, group chief operating officer and chief information officer Nabeel Mungaye.

IQI Atlas is specially built for Juwai IQI agents and gives them access to the group's technology infrastructure while they are on the go. The app has functions for marketing and sales, data management, contact management, social media and access to training programs, combining features on multiple apps into a single and powerful tool.

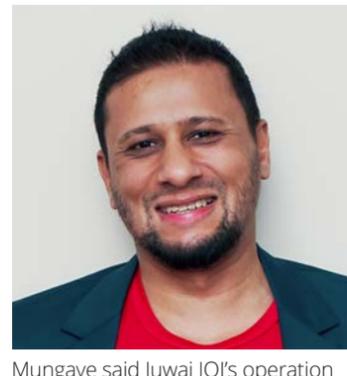
"Juwai IQI's (operation model) combines marketing portals, a super app, back-end technology and a global agent network. That makes it easier for us to apply new technology and amplify the benefit of efficiency. We believe you need the right business structure to thrive in the face of rapid technological change," Mungaye added.



"By staying proactive, adaptable and client-focused, we aim to leverage technology as a catalyst for growth and deliver exceptional value to our clients," Satpathi said.



Vicic said that JLL Malaysia utilises an internal GPT platform customised for real estate purposes.



Mungaye said Juwai IQI's operation model combining marketing portals, a super app, back-end technology and a global agent network makes it easier to apply new technology and amplify the benefit of efficiency.

## Other technologies at play

Satpathi said there are other cutting-edge technologies that the industry has been exploring, such as IoT, blockchain, robotics and augmented/virtual reality (AR/VR) to foster more growth and address certain challenges. For example, the use cases of IoT were in enhancing a building's energy performance, blockchain in making secure property ownership records, streamlining title transfers, reducing the risk of fraud and making smart contracts, while AR/VR's application area was in marketing and customer experiences such as virtual property tours, 3D visualisations and AR apps that allow remote property viewing.

As fast-paced technological changes are always followed by an uncertain scale of disruption, the real estate industry is constantly adapting itself.

Satpathi said that JLL has several forward-looking policies, such as having a dedicated technology team, investing in R&D, collaborating with technology partners, having a client-centric approach and an agile work culture.

"(Our) forward-looking policies and initiatives demonstrate JLL's commitment to embracing technological changes and disruptions. By staying proactive, adaptable and client-focused, we aim to leverage technology as a catalyst for growth and deliver exceptional value to our clients," Satpathi said.

Mungaye said that Juwai IQI will be leveraging its global clout to build a 1,000-strong data and technology team with operations in more than 20 countries.

"That allows us to take innovative tools from one market and apply them in others," he said, adding that it is more important than ever now for real estate professionals to have access to the latest tools.

"The immediate impact of AI has been to make clear that continuous education and adaptation will be even more essential than it has been for agents and negotiators, (and for this end) IQI offers regular weekly training programs," he added. ↗



The Knight World Realty (M) team takes a group photo prior to the dinner.



The sporting Knight World Realty team enlivened the event with their rattles as they cheer their winning colleagues.



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Crowd participation: The best dressed candidates drew the crowd as their teammates gathered to cheer them on while they perform on the stage.



This year's look of the Shanghai Nights set up just before the arrival of the guests.



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# Negotiators unfazed by industry challenges

RENs share their experiences and views

**T**HE challenges faced in the tumultuous year gave rise to a period of success for many in the real estate sector. The StarProperty Awards 2023 Realtor Edition emerged as a beacon, acknowledging real estate negotiators (RENs) for their unwavering efforts and determination. Here's a glimpse into the sentiments shared by experienced negotiators regarding the industry.



Tech Realtors Properties Sdn Bhd  
Senior REN

## Chen Ching Huei

"The Malaysian real estate sector grapples with a range of challenges, including economic fluctuations, potential imbalances in property supply and demand, affordability constraints and the impact of government policies. Economic uncertainties introduce unpredictabilities that influence property demand and investment dynamics. Striking a balance between property supply and demand, especially concerning the affordability concerns of first-time homebuyers, remains a pivotal focus. Adaptability to evolving government policies is essential, as regulatory changes can shape investor behaviour and consumer confidence. Furthermore, integrating sustainable practices and navigating the impacts of technological advancements pose ongoing challenges for the sector. Success in this dynamic landscape requires a proactive approach to address these multifaceted challenges."



IQI Realty Sdn Bhd  
Senior REN

## John Teh Yew Seng

"There are currently numerous new developments, providing buyers with a wide range of options in both the primary and secondary markets. In this fast-paced world, buyers can easily access various property information through the internet and social media. In other words, buyers are more knowledgeable and informed. This requires agents to equip themselves with comprehensive property information, stay updated on the latest market trends, financial news and government regulations, and possess investment knowledge. In essence, agents must be professional, resilient, and well-versed in market changes. In the era of social media, agents also need to establish their own online presence to stand out among the increasing number of agents and gain recognition from a larger audience in the market."

IQI Realty Sdn Bhd  
Senior REN

## Lisa Khoo

"Looking ahead, my primary focus is on expanding my team and empowering them to thrive in the real estate industry. My goal is to identify and nurture future leaders within the team who share the same drive for excellence. At the same time, I am absolutely committed to assisting homebuyers in finding their dream homes."



Knight World Realty (M) Sdn Bhd  
Senior REN

## John Lee

"In the dynamic realm of real estate, challenges such as economic fluctuations, changing interest rates, and technological shifts are not roadblocks but opportunities for growth. Solutions? Dive into innovative technologies, dance with agility in response to economic changes, champion sustainability, and master the art of adapting to evolving regulations. By uniting in collaborative efforts and unleashing the power of data analytics, the real estate sector transforms challenges into stepping stones, propelling itself towards a vibrant and thriving future."



Foreward Realty Sdn Bhd  
Senior REN

## Vincent Chan

"In my opinion, the upcoming trend in 2024 suggests that more people will choose to rent rather than own a property. However, there's a bright side to this: the demand for rentals will increase, leading to higher rental yields and occupancy rates. For those who have the capability to buy a house, now is the best time for you to make a purchase. Considering the growth of our nation, here's a tip for you: A good location and neighbourhood matter the most. A good location equals higher demand, and a good neighbourhood translates to higher rental rates. Therefore, choose your property wisely to make a sound investment."



Foreward Realty Sdn Bhd  
Senior REN

## Cindy Lee

"Looking ahead, there are several challenges that I foresee for the real estate sector. One significant challenge is the ongoing impact of economic fluctuations and market volatility. Economic uncertainties can affect property values and create uncertainty among buyers and sellers. To address this challenge, real estate professionals must closely monitor economic indicators, stay informed about market trends, and provide clients with a clear

understanding of the potential impact on their real estate investments.

"Another challenge is the evolving preferences of consumers, including a growing interest in sustainable and eco-friendly properties. The sector needs to adapt to meet these changing demands by promoting energy-efficient homes and eco-conscious practices. Embracing technology and data-driven insights is also crucial to improving the overall customer experience and remaining competitive. By recognizing these challenges, embracing innovation, collaborating with industry peers, and putting clients at the centre of our efforts, we can not only overcome these challenges but also create opportunities for growth and advancement within the real estate sector."



Tech Realtors Properties Sdn Bhd  
Senior REN

## Shirley Beh Siew Luan

"Economic volatility at both global and national levels, along with fluctuations in inflation and interest rates, can impact the real estate market. The instability in the economy may lead to a cautious attitude among homebuyers and investors, influencing market demand.

"If loan interest rates increase, it can make purchasing a home more expensive and have an impact on the real estate market. Higher interest rates may reduce the purchasing power of homebuyers, slowing down market activity."



Nexsgen Realty Sdn Bhd  
Senior REN

## Zax Phooi Yik Chun

"Real estate may face challenges from economic fluctuations, evolving market demands, and regulatory changes. However, proactive adaptation, technological integration, and strategic responses can help the sector overcome these obstacles."

# Navigating the path forward in real estate industry

Turning challenges into opportunities

**A** MIDST an economic recovery, numerous sectors, including Malaysia's real estate industry, have grappled with substantial challenges. Despite the hurdles and their far-reaching consequences, stakeholders in the industry maintain an optimistic outlook and stand prepared to overcome these obstacles.

"The real estate industry has experienced significant challenges in 2023, with market uncertainty, rising bank interest rates and increasing prices of consumer goods and services impacting buyer behaviour as they strive to make wise investments," said Quinco Realty Sdn Bhd Real Estate Agent Ken Yap.

"Looking ahead to 2024, it will be crucial for industry professionals to adapt and find innovative solutions to navigate these ongoing obstacles," he said.

Possessing a property offers a feeling of stability and security, aligning with the wisdom passed down by our parents who often say It is better to buy than to rent, said Chester Properties Sdn Bhd real estate agent Alan Ng Boon Hsiung.

While many view property ownership as a long-term investment, anticipating appreciation in property value over time, it is important to acknowledge that it also entails a substantial and enduring commitment in one's life, he said.

The property market in Malaysia is not solely influenced by economic and political conditions; external factors such as interest rate hikes in the US and the Israeli-Palestinian conflict also play roles, he said.

"The increase in bank interest rates in Malaysia over the last one-and-a-half years has already resulted in increased rental activities, especially in the B40 category. This is primarily due to people's concerns about their ability to make monthly repayments to the bank. Ultimately, owning a property will likely remain a prevailing trend as it can help avoid potential rent increases in the future. However, the decision to buy or rent should depend on an individual's specific financial situation, lifestyle preferences, and long-term goals. These factors are crucial for making an informed decision," he added.

Receiving the Key Personality Award has instilled in Tech Realtors Properties Sdn Bhd probationary estate agent Melissa Kee Noy Huang with a clear vision and inspired aspirations for the future.

The recognition serves as a powerful motivator, propelling her to persist in her pursuit of excellence within the real estate industry. Throughout my life, the quest for knowledge and personal growth has been a constant driving force.

Her journey has been remarkable, marked by diverse careers, each contributing significantly to her personal and professional development. Transitioning from a civil servant to a lawyer, followed by roles in insurance and will writing, and now finding herself immersed in the real estate profession, Kee serves as an inspiration for many.

As a person who has consistently embraced change and seized the opportunities it presents, Kee shows that it



Crucial for industry professionals to adapt and find innovative solutions, said Yap.



Many factors are crucial for making an informed decision, said Ng.



"I will strive to give back, by mentoring and empowering others," said Kee.



Phua's plans forward include ways to enrich the real estate industry.

education, attending specialised workshops, conferences and exploring emerging trends and technologies in the real estate industry," she said.

As for IQI Realty Sdn Bhd senior real estate negotiator Race Phua Wan Hui, her plans forward include ways to enrich the real estate industry. Among her many aspirations include publishing a book that is useful for the market, creating more educational videos for the industry, building more leaders who are genuine which can provide more value to clients and growing her team in other states in Malaysia. 📍

**"Looking ahead to 2024, it will be crucial for industry professionals to adapt and find innovative solutions to navigate these ongoing obstacles."**  
 - Ken Yap

is never too late to pursue a career in real estate.

Approaching the milestone of 70 years old in a few months, she said her life has been a testament to continuous reinvention, with a dedication to achieving educational and professional accolades. Notably, at the age of 68 in 2021, she was honoured to receive the Chairman's Gold Medal Award from UCSI University.

Drawing from her vast experience, Kee has four aspirations: Drawing on age-old wisdom to create value, mentoring and empowering the younger generation, making a positive impact on the lives of clients and seeking continuous professional and personal development.

"I will strive to give back, by mentoring and empowering others. I firmly believe in sharing my invaluable journey to inspire others, regardless of their age, to never give up on their dreams.

"As someone who has experienced the ups and downs of life, I share my experience and guide and encourage young minds to relentlessly pursue their aspirations. I plan to use this platform to provide mentorship to aspiring agents and guidance to newcomers

"I am committed to making a positive impact on the lives of my clients. I understand the significance of purchasing a home for one's family, as it establishes a lasting foundation where cherished memories are made. By helping my clients realise their dreams, I aim to bring joy and fulfilment to their lives. For me, real estate is not just about transactions; it's about creating homes and spaces that foster happiness and well-being for my clients.

"I live by the principle of continuous growth. I firmly believe that learning should never cease because life never stops teaching. I have a strong drive for continuous learning and innovation. I have intended to have a plan to invest in advanced

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> FROM PAGE 22



Nexsge Realty  
 Senior REN

**Will Khor Tze Hong**

"One of the challenges anticipated for the real estate sector is the growing competition arising from an influx of new entrants, intensifying the industry's overall competitiveness. Furthermore, advertising has become more daunting in this competitive landscape. With the ascent of social media and digital platforms, the audience's interest has shifted towards engaging and creative content. Consequently, real estate agents are compelled to formulate innovative marketing strategies to capture the attention of potential buyers. Additionally, current market trends point towards a buyer's market, where customers have a plethora of choices, further escalating the competition for real estate agents. To address these challenges, it is crucial to stay abreast of market trends, leverage engaging short videos, and prioritise exceptional customer service."



Foreward Realty  
 Senior REN

**Desmond Goh**

People will choose to buy property because people are seeing more benefits of purchasing property instead of rent such as building equity and a sense of belonging. For example, it's a long-term investment to purchase property as property has been known to increase its value over time which helps to build your wealth. Besides that, it's important to acquire a home as it provides you and your family with empowerment and the stability to create lasting memories while you build a life together.



Tech Realtors Properties  
 Senior REN

**Jenny Ong Chen Hee**

"My plan is to become a comprehensive real estate agent, starting by getting involved in new projects to have the opportunity to be at the forefront of the real estate ecosystem. This initial step allows me to grasp new market trends and establish a network with key industry professionals such as developers and builders. Subsequently, I aim to gradually expand into the secondary market, providing clients with professional services and assistance to build a reliable reputation, laying a solid foundation for future business growth. Once firmly established, the plan is to further expand into the land transaction sector, a more complex yet challenging area that requires profound market understanding and strategic insight."



Knight World Realty (M) Sdn Bhd  
 Senior REN

**Pui Teck Sin**

"The choice between buying and renting property depends on various factors, and it can vary among individuals. There is no one-size-fits-all answer to this question. The decision to buy or rent largely depends on several key considerations, as outlined below:

**Market Conditions:** This reason can significantly impact and influence the decision. In a strong seller's market with rising home prices, potential purchasers might opt to rent until the market becomes favourable for the purchasers. It is a different scenario if the market becomes favourable to the purchasers, in which the prices are lower and affordable, plus an abundance of housing projects, more people might choose to buy a property.

**Lifestyle and Mobility:** Renting allows individuals to move freely and easily when it comes to job opportunities or other relocation reasons. There is no commitment of selling a property as it offers flexibility.

**Interest Rates:** Financial institutions' mortgage interest rates can influence the decision to purchase a property. If the banks offer lower interest rates, it will definitely attract the purchasers to enter the market as the monthly instalments would be lower.

**Economic Uncertainty:** Global and regional economic conditions, especially in the turmoil of events like recessions, job losses, economic downturns, natural

disasters, pandemics and wars between countries definitely would impact the confidence in real estate investments. For those who are not confident, they would rather rent and wait.

**Government Policies:** Alterations in real estate policies at national and local government levels could impact the market dynamics and the outcomes, for example, fiscal policy changes in taxes, trade, subsidies, regulations and much more, that will shape the buying market and rental market instantly.

**Investment Goals:** Buying a property can provide potential long-term value and appreciation growth. Others may prefer to invest in other assets, therefore they opt for renting.

**Financial Situations:** Factors like income, credit score and down payment affordability will play a significant role in how to make decisions in order to own a property or not. In some cases, renting is far more affordable as it requires less down payment, instead of purchasing a property which requires a hefty sum initially."



Knight World Realty (M) Sdn Bhd  
 Senior REN

**Rahim Zulkifli**

"My plans for the future involve maintaining momentum and improving individual sales. I also aim to enhance my skills in selling projects that are currently under construction. Additionally, I plan to add members to the team who are eager to develop their careers in the real estate industry. My goal is to assist more people in owning homes and provide the best service for my clients. Furthermore, I will strive to achieve various prestigious awards in the future."



Nexsge Realty Sdn Bhd  
 Senior REN

**Yee Yong Fatt**

"So far, our team has been focusing exclusively on the Subang & Petaling Jaya area. We are planning to expand into other areas to tap into more opportunities, as well as to access larger markets, for example, Seremban, Melaka, Johor, and the Penang market. In order to achieve the goal, we need more manpower. We will be ramping up our recruitment efforts. We will also allocate additional funds for research into marketing, as we all know that marketing is very important for real estate agents. I hope that we can achieve our goals."



Foreward Realty Sdn Bhd  
 Senior REN

**Frederick Tan Yek Hui**

"One compelling reason why more people may choose to buy property in Malaysia is the attractive cost of living and relatively affordable real estate prices compared to our neighbouring country and Western countries. Malaysia offers a diverse range of property options, from city condos to landed houses, making it an appealing destination for both investors and those looking for a high-quality lifestyle at a lower cost. Additionally, Malaysia has introduced various property investment incentives and programs for local and foreign buyers, further increasing its appeal as a real estate destination."



IQI Realty Sdn Bhd  
 REN

**Chong Khai Jia**

"I have faced a significant challenge in my endeavour to comprehend the intricacies of real estate investment and its mechanisms for value generation. The complexity of this subject arises from its profound connection to economic dynamics and political decisions, making it a formidable obstacle. To address this challenge, I have adopted a multifaceted approach to broaden my knowledge base. This strategy has involved engaging with professionals from diverse fields, including but not limited to the banking, finance and construction industries. Through these interactions, I have gained valuable insights into the precise determinants of property value generation, encompassing aspects such as inflation, supply and demand dynamics and the influence of governmental financial policies. This comprehensive understanding has significantly enhanced my capabilities in the real estate industry, enabling me to make more informed decisions and navigate the complexities of this dynamic field with a higher degree of proficiency."

**AWARDS**  
2023 REALTOR EDITION

**WINNERS' COMMENTS**



Tech Realtors Properties Sdn Bhd  
Senior REN

**Adam Wong Chun Yian**

"In my opinion, I believe that more people will continue to choose to buy property rather than rent. This inclination is rooted in our cultural and societal perspectives. In our culture, there's a belief that a house holds immense significance in one's life, with some equating a house to the concept of home itself. The absence of a house is often seen as the absence of a home. Moreover, various government policies are structured to incentivise property ownership. For instance, policies like the exemption of Stamp Duty for first-time homebuyers purchasing properties below MYR500,000 and affordable housing schemes like PR1MA are designed to stimulate interest and facilitate property ownership."



Nexsgen Realty Sdn Bhd  
Senior REN

**Ivan Hay Lee Guan**

"The most significant challenge I face is navigating through periods when our marketing endeavors fall short of expectations, despite numerous adjustments. These phases, which can persist for weeks or months, directly impact sales and conversions, presenting a substantial hurdle. In response, I adopt a resilient approach. During these downtimes, I prioritise self-reflection, maintaining composure while meticulously reviewing potential oversights. Collaborating with my team, I firmly believe in internal adjustments before seeking external results. I recognise this cyclical nature as inherent to the real estate profession."



Foreward Realty  
Senior REN

**Chiew Samson**

"I would assert that both buying and renting property are equally in high demand in the current market. People who opt for buying property seek equity over time, viewing it as a long-term investment. Homeownership provides a sense of stability, privacy and high living quality, offering the freedom to customise and personalise one's living space. On the other hand, renting offers greater flexibility, allowing individuals to easily relocate for work or personal reasons. With lower initial costs, renting typically requires a smaller upfront financial commitment than purchasing a home. Nowadays, people also rent properties for investment purposes, such as using platforms like Airbnb for homestays."

"The choice between buying and renting will continue to be influenced by economic conditions, housing market trends, individual financial situations, and lifestyle preferences. Some may choose to buy for long-term stability and investment, while others may opt to rent for flexibility."



Nexsgen Realty Sdn Bhd  
Senior REN

**Chloe Tan Jia Wei**

"My plan is to continue providing value-added services to our customers, simplifying their property search without the need for individual inquiries. Additionally, I aim to offer a more comprehensive range of services, which includes streamlining loan approvals, providing renovation guidance, as well as offering rental and sales services, among others."

"Furthermore, I will persist in disseminating real estate knowledge through various media channels, reaching a broader audience. Implementing a more systematic team training approach is also on my agenda, with the goal of nurturing talents within the team. One of our primary objectives for the upcoming year, encompassing both personal and group sales, is to achieve a growth rate that surpasses the previous year by more than 50%. This ambitious target reflects our commitment to continuously improving and serving our clients more effectively."



IQI Realty Sdn Bhd  
Senior REN

**Connie Lee Zher Qing**

"The current property market in Johor Bahru is experiencing a significant boost due to several major developments. This has resulted in a surge in confidence and positive signs for the future. Looking ahead, I am optimistic that next year will bring even more success in terms of sales and providing value to my clients. Additionally, team recruitment and growth are priorities of mine, as I am passionate about developing people."



Knight World Realty (M) Sdn Bhd  
Senior REN

**Vincent Seow**

"Moving forward, my primary goal is to further enhance my skills and expertise in the real estate industry. I plan to continue providing exceptional service to my clients, ensuring that their needs are met with the utmost professionalism and care. Additionally, I aim to expand my professional network, foster new partnerships and explore innovative approaches to stay ahead of the ever-evolving real estate market. I am also dedicated to staying updated with the latest trends and developments in the industry, allowing me to offer the best possible guidance and solutions to my clients."



IQI Realty Sdn Bhd  
REN

**Jayden Teh Khai Je**

"Regardless of whether people are living in a property they bought or are renting, they often plan to eventually buy a property. One of the primary motivations is the opportunity to build equity at an early stage. With each mortgage payment, homeowners increase

their ownership stake in the property. As a long-term investment, property values tend to appreciate over time, enabling individuals to build wealth. Real estate has also historically served as a hedge against inflation, providing a level of financial protection.

"In contrast to renting, where landlords can increase rent at the end of a lease, mortgage payments on fixed-rate loans remain constant, offering a stable and predictable housing cost. Additionally, homeownership opens the possibility of generating rental income, either from a portion or the entire property. This flexibility allows individuals to choose to stay in their property for an extended period or sell it when life circumstances change."

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REAL ESTATE NEGOTIATOR OF THE YEAR AWARD (COMMERCIAL) NEGOTIATOR MERIT

REAL ESTATE NEGOTIATOR OF THE YEAR AWARD (RESIDENTIAL) NEGOTIATOR MERIT

REAL ESTATE NEGOTIATOR OF THE YEAR AWARD (COMMERCIAL) NEGOTIATOR HONOURS

REAL ESTATE NEGOTIATOR OF THE YEAR AWARD (RESIDENTIAL) NEGOTIATOR HONOURS

MOST TRANSACTED RENTAL AWARD (COMMERCIAL) NEGOTIATOR HONOURS

DEAL OF THE YEAR AWARD (COMMERCIAL) NEGOTIATOR EXCELLENCE

DEAL OF THE YEAR AWARD (RESIDENTIAL) NEGOTIATOR EXCELLENCE

MOST TRANSACTED RENTAL AWARD (RESIDENTIAL) NEGOTIATOR HONOURS

ALL-STARS AWARD (AGENCY) HONOURS

SUBSALE AWARD (DUAL/RENTAL/LEASE/RENTAL) AGENCY HONOURS

SUBSALE AWARD (RENTAL) AGENCY HONOURS

REGIONAL AWARD (SOUTH) MERIT

REGIONAL AWARD (NORTH) HONOURS

REGIONAL AWARD (NORTH) HONOURS

SUBSALE AWARD (DUAL) EXCELLENCE

SUBSALE AWARD (RENTAL) HONOURS

REGIONAL AWARD (SOUTH) HONOURS

RISEING STAR AWARD (NEGOTIATOR) MERIT

REGIONAL AWARD (NORTH) HONOURS

REGIONAL AWARD (NORTH) HONOURS

TECHREALTORS PROPERTIES SDN BHD

TECHREALESTATE

REAL ESTATE AGENCY

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# StarProperty Awards 2023 Realtor Edition's red carpet

The men and women of real estate celebrate Shanghai Nights



All dressed up: From left are Kayden Kiew, Vanness Chong, Yunice Khoo, Chong Khai Jia, Lisa Khoo, Kevin Chong and Beatrice Tang from IQI Realty.

In a dazzling display of style, the men and women of the real estate industry gathered to celebrate the StarProperty Awards 2023 Realtor Edition, this time embracing the theme of Shanghai Nights. The event, held in M Resort and Hotel Kuala Lumpur, witnessed a remarkable showcase of fashion, where attendees adorned both traditional and snazzy suits and elegant dresses, turning the red carpet into a runway of glamour.

Beyond the allure of the prestigious accolades, the evening exuded a festive atmosphere, complemented by fine beverages and a sumptuous multi-course dinner. Amidst all these, one of the standout moments was the requisite red carpet stroll, where real estate negotiators, agents and agency representatives showcased their best finery, making a statement with every step.



Kimberly Yang from IQI Realty sits prettily on the trishaw.



The IQI Realty strike a pose.



John Teh from IQI Realty is also a winner of the best dressed male after snatching several trophies.



(ABOVE) John Lee (left) and Maydelyn Cheng from Knight World Realty both give the thumbs up to SREA 2023.

(RIGHT) Beautiful twins? Both Forward Realty ladies share the same name - Janice Tan.



IQI Realty's Low Han Fung gets ready to pull his colleague Miki Lim on the trishaw.



A handsome Zax Phooi from Nexsge Realty said he just arrived by trishaw.

(LEFT) (From left) Mohamad Azhar, Frederick Tan, Cindy Lee, Tracy Ch'ng, Natalie Wong from Forward Realty take a snapshot to remember the grand occasion.



(From left) Charlie Chia, Larry Kum, Elaine Chong, Vincent Chan from Forward Realty strike a pose for the photographer.



(From left) Torres Chan, Ricky Chen, Crystal Lim, MC Tan, Sky Lim from Knight World Realty take a photo at the award display.



Pretty ladies (from left) Ashley Leong, May low, Chloe Tan and Cassie Chong from Nexsge Realty take advantage of the photo booth.



(From left): Melissa Kee, Carine Ng, Barry Ong, Chen Ching Huei, Sebastian Siew, Alex Lee from Tech Realtors Properties chill at the lobby prior to the event.



We are ready to go: Carol Soong (left) and Mikka Teh from Believe Realty want to go for a ride.



Ready to party: From left are Net, Aran, Wan, Azuin, Alan Ng, Quendy, Iza and Tim from Chester Properties.



Sky Lim (left) and Joel Tee from Knight World Realty show the contrast of modern and traditional attire.



Ken Yap (left) and Jacelyn Tan from Quinco Realty takes a traditional style photo.

StarProperty

# AWARDS

## 2023 REALTOR EDITION

# Congratulations!

## AGENCY

### CHIEF EXECUTIVE OF THE YEAR AWARD

#### EXCELLENCE

SIVA SHANKER  
(RAHIM & CO INTERNATIONAL SDN. BHD.)

### ALL-STARS AWARD AGENCY - MEGA

(1,000 & above Registered RENs)

#### EXCELLENCE

IQI REALTY SDN. BHD.

### AGENCY - BIG

(500 to 999 Registered RENs)

#### HONOURS

MAXXAN REALTY SDN. BHD.  
TECH Group of Companies  
TECH REALTORS PROPERTIES SDN. BHD.  
TECH REAL ESTATE SDN. BHD.

### AGENCY - MEDIUM

(50 to 499 Registered RENs)

#### EXCELLENCE

FOREWARD REALTY SDN. BHD.  
NEXSGEN REALTY SDN. BHD.

#### MERIT

KNIGHT WORLD REALTY (M) SDN. BHD.

### AGENCY - SMALL

(49 & below Registered RENs)

#### HONOURS

QUINCO REALTY SDN. BHD.

### THRIVING AWARD

#### EXCELLENCE

FOREWARD REALTY SDN. BHD.  
KNIGHT WORLD REALTY (M) SDN. BHD.

#### MERIT

IQI REALTY SDN. BHD.

### RISING STAR AWARD

#### HONOURS

KNIGHT WORLD REALTY (M) SDN. BHD.

### DEVELOPER PREFERRED AWARD (ABOVE RM1 BILLION)

(TOTAL SPA AMOUNT FOR THE YEAR 2022)

#### EXCELLENCE

IQI REALTY SDN. BHD.

#### MERIT

NEXSGEN REALTY SDN. BHD.

### (BELOW RM1 BILLION)

(TOTAL SPA AMOUNT FOR THE YEAR 2022)

#### HONOURS

FOREWARD REALTY SDN. BHD.

KNIGHT WORLD REALTY (M) SDN. BHD.

### DEVELOPER PREFERRED AWARD BUMIPUTRA LOTS

(TOTAL SPA AMOUNT FOR THE YEAR 2022)

#### HONOURS

QUINCO REALTY SDN. BHD.

### SUBSALE AWARD (VALUE - Above RM3 BILLION)

#### EXCELLENCE

IQI REALTY SDN. BHD.

### (VALUE - Below RM3 BILLION)

#### HONOURS

MAXXAN REALTY SDN. BHD.

TECH Group of Companies  
TECH REALTORS PROPERTIES SDN. BHD.  
TECH REAL ESTATE SDN. BHD.

### (VOLUME)

#### HONOURS

IQI REALTY SDN. BHD.

MAXXAN REALTY SDN. BHD.

TECH Group of Companies  
TECH REALTORS PROPERTIES SDN. BHD.  
TECH REAL ESTATE SDN. BHD.

### REGIONAL AWARD (PEARL OF THE NORTH)

#### EXCELLENCE

IQI REALTY SDN. BHD.

#### HONOURS

TECH REALTORS PROPERTIES SDN. BHD.

### (JADE OF THE SOUTH)

#### EXCELLENCE

IQI REALTY SDN. BHD.

#### MERIT

FOREWARD REALTY SDN. BHD.

TECH REALTORS PROPERTIES SDN. BHD.

### (DIAMOND OF THE CENTRAL REGION)

#### EXCELLENCE

IQI REALTY SDN. BHD.

#### MERIT

FOREWARD REALTY SDN. BHD.

### (SAPPHIRE OF BORNEO)

#### HONOURS

IQI REALTY SDN. BHD.

### BEST DIGITAL MARKETING AWARD

#### HONOURS

IQI REALTY SDN. BHD.

### BEST TECHNOLOGY AWARD

#### EXCELLENCE

IQI REALTY SDN. BHD.

### STARPROPERTY READERS' CHOICE AWARD

#### EXCELLENCE

IQI REALTY SDN. BHD.

### OUTSTANDING ACHIEVEMENT AWARD

THE ROOF REALTY SDN. BHD.

listed in

THE MALAYSIA BOOK OF RECORDS  
(Highest Subsales Value Transacted In 2021 By A Property Agency)

### OUTSTANDING ACHIEVEMENT AWARD

THE ROOF REALTY SDN. BHD.

listed in

THE MALAYSIA BOOK OF RECORDS  
(Highest Monthly Transacted Value With Stamped Spa For December 2021)

## NEGOTIATOR

### STARPROPERTY MILLIONAIRE MASTERS AWARD

#### EXCELLENCE

DESMOND GAN PUI CHOW  
(KNIGHT WORLD REALTY (M) SDN. BHD.)

FELICIA LEE CHOY FUN (IQI REALTY SDN. BHD.)

HUGO CHAN WEI QIANG  
(IQI REALTY SDN. BHD.)

JIBRIL CHONG KIM HUI  
(BELIEVE REALTY SDN. BHD.)

KIMBERLY YANG (IQI REALTY SDN. BHD.)

REAL ESTATE NEGOTIATOR OF THE YEAR AWARD (RESIDENTIAL)

EXCELLENCE JOHN TEH YEW SENG (IQI REALTY SDN. BHD.)

HONOURS JOHN LEE (KNIGHT WORLD REALTY (M) SDN. BHD.)

MERIT TOM TING TUNG MING (TECH REALTORS PROPERTIES SDN. BHD.)

### (COMMERCIAL)

EXCELLENCE KEN YAP (KNIGHT WORLD REALTY (M) SDN. BHD.)

### MERIT

TERENCE TIH KAH KIT  
(TECH REAL ESTATE SDN. BHD.)

### (INDUSTRIAL)

#### HONOURS

ALEXIS YEONG KWAI LING  
(TECH REALTORS PROPERTIES SDN. BHD.)

### ALL-STARS AWARD (by ranking)

#### EXCELLENCE

CINDY LEE SHEEN DEE  
(FOREWARD REALTY SDN. BHD.)

KIMBERLY YANG (IQI REALTY SDN. BHD.)

IVAN HAY LEE GUAN  
(NEXSGEN REALTY SDN. BHD.)

YEE YONG FATT (NEXSGEN REALTY SDN. BHD.)

#### HONOURS

VINCENT SEOW  
(KNIGHT WORLD REALTY (M) SDN. BHD.)

KEVIN CHONG KHAI JHIN (IQI REALTY SDN. BHD.)

LISA KHOO (IQI REALTY SDN. BHD.)

WILL KHOR TZE HONG  
(NEXSGEN REALTY SDN. BHD.)

ZAX PHOOI YIK CHUN  
(NEXSGEN REALTY SDN. BHD.)

FREDERICK TAN YEK HUI  
(FOREWARD REALTY SDN. BHD.)

### THRIVING AWARD

#### EXCELLENCE

CHLOE TAN JIA WEI  
(NEXSGEN REALTY SDN. BHD.)

#### HONOURS

DESMOND GOH CHEE SHENG  
(FOREWARD REALTY SDN. BHD.)

#### MERIT

PUI TECK SIN  
(KNIGHT WORLD REALTY (M) SDN. BHD.)

### RISING STAR AWARD (by ranking)

#### EXCELLENCE

IVAN HAY LEE GUAN  
(NEXSGEN REALTY SDN. BHD.)

CHLOE TAN JIA WEI  
(NEXSGEN REALTY SDN. BHD.)

#### HONOURS

JAYDEN TEH KHAI JE (IQI REALTY SDN. BHD.)

DESMOND GOH CHEE SHENG  
(FOREWARD REALTY SDN. BHD.)

CHONG KHAI JIA (IQI REALTY SDN. BHD.)

EVA TEE SAY JIN (IQI REALTY SDN. BHD.)

OOI ZHENG YANG (IQI REALTY SDN. BHD.)

#### MERIT

ANSON TAI HOONG HUAT  
(TECH REALTORS PROPERTIES SDN. BHD.)

CELESTINE TING SIEW CHIAN  
(IQI REALTY SDN. BHD.)

### DEVELOPER PREFERRED AWARD (TEAM LEADER)

#### EXCELLENCE

ANDREW YEO YUNG SEONG  
(FOREWARD REALTY SDN. BHD.)

YEE YONG FATT (NEXSGEN REALTY SDN. BHD.)

#### HONOURS

VINCENT CHAN WAI KIT  
(FOREWARD REALTY SDN. BHD.)

### (INDIVIDUAL)

#### EXCELLENCE

JOHN TEH YEW SENG (IQI REALTY SDN. BHD.)

#### HONOURS

JAYDEN TEH KHAI JE (IQI REALTY SDN. BHD.)

WILL KHOR TZE HONG  
(NEXSGEN REALTY SDN. BHD.)

### DEVELOPER PREFERRED AWARD BUMIPUTRA LOTS (INDIVIDUAL)

#### EXCELLENCE

RAHIM ZULKIFLI  
(KNIGHT WORLD REALTY (M) SDN. BHD.)

#### MERIT

JEON LIM  
(KNIGHT WORLD REALTY (M) SDN. BHD.)

KEN YAP (KNIGHT WORLD REALTY (M) SDN. BHD.)

### (VOLUME)

#### HONOURS

ANSON TAI HOONG HUAT  
(TECH REALTORS PROPERTIES SDN. BHD.)

### MOST TRANSACTED RENTAL AWARD (VALUE)

#### HONOURS

TERENCE TIH KAH KIT  
(TECH REAL ESTATE SDN. BHD.)

### (VOLUME)

#### HONOURS

CHEN CHING HUEI  
(TECH REALTORS PROPERTIES SDN. BHD.)

### REGIONAL AWARD (PEARL OF THE NORTH)

#### HONOURS

ADAM WONG CHUN YIAN  
(TECH REALTORS PROPERTIES SDN. BHD.)

JENNY ONG CHEN HEE  
(TECH REALTORS PROPERTIES SDN. BHD.)

SHIRLEY BEH SIEW LUAN  
(TECH REALTORS PROPERTIES SDN. BHD.)

### (JADE OF THE SOUTH)

#### HONOURS

ADAM WONG CHUN YIAN  
(TECH REALTORS PROPERTIES SDN. BHD.)

JENNY ONG CHEN HEE  
(TECH REALTORS PROPERTIES SDN. BHD.)

SHIRLEY BEH SIEW LUAN  
(TECH REALTORS PROPERTIES SDN. BHD.)

CHIEW SAMSON (FOREWARD REALTY SDN. BHD.)

CONNIE LEE ZHER QING (IQI REALTY SDN. BHD.)

### (DIAMOND OF THE CENTRAL REGION)

#### HONOURS

KIAN NG  
(KNIGHT WORLD REALTY (M) SDN. BHD.)

LISA KHOO (IQI REALTY SDN. BHD.)

ZAX PHOOI YIK CHUN  
(NEXSGEN REALTY SDN. BHD.)

### DEAL OF THE YEAR AWARD (RESIDENTIAL)

#### EXCELLENCE

KIMBERLY YANG (IQI REALTY SDN. BHD.)

### (COMMERCIAL)

#### EXCELLENCE

KEN YAP  
(KNIGHT WORLD REALTY (M) SDN. BHD.)

### (FACTORY)

#### EXCELLENCE

ALEXIS YEONG KWAI LING  
(TECH REALTORS PROPERTIES SDN. BHD.)

### (LAND)

#### EXCELLENCE

WONG WAI LING  
(TECH REALTORS PROPERTIES SDN. BHD.)

### STARPROPERTY READERS' CHOICE AWARD

#### EXCELLENCE

ZAX PHOOI YIK CHUN  
(NEXSGEN REALTY SDN. BHD.)

#### HONOURS

RACE PHUA WAN HUI (IQI REALTY SDN. BHD.)

### MOST EXCEPTIONAL LEADER AWARD (FEMALE)

#### HONOURS

SR. ALAN NG BOON HSIUNG  
(CHESTER PROPERTIES SDN. BHD.)

#### MERIT

YAP KOK KEN (QUINCO REALTY SDN. BHD.)

### (PROBATIONARY ESTATE AGENT)

#### HONOURS

MELISSA KEE NOY HUANG  
(TECH REALTORS PROPERTIES SDN. BHD.)

#### MERIT

YAP KOK KEN (QUINCO REALTY SDN. BHD.)