



# Business Kit

Date: \_\_\_\_\_

Prepared For: \_\_\_\_\_

Prepared By: \_\_\_\_\_

# About Us



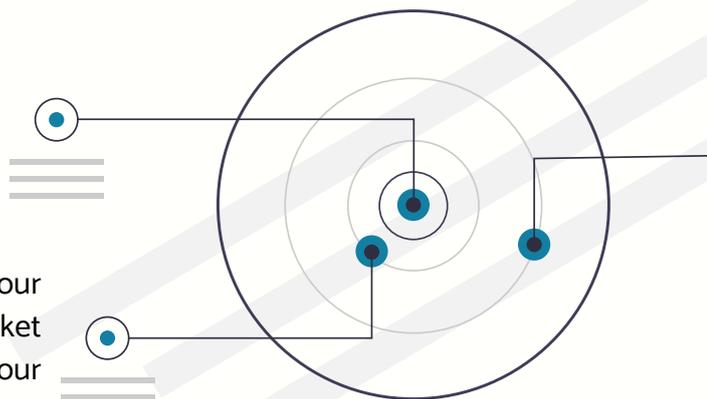
Here at Propnex, we understand that property hunting is a highly personal and intricate task. Each and every client comes to us from all walks of life and with a very unique set of interests and concerns. Yet, all of them share a common desire for their needs to be met seamlessly whilst being provided with cost efficient options. We practice a straightforward methodology of empowering our clients with the right knowledge, and strive to provide proposals tailored to them.

With this, our clients are assured to experience the most hassle-free property hunting or selling journey with their concerns wholly considered. Our dedicated team continually strives to get our clients the best deals that will stretch their dollar and make them feel comfortably fulfilled in the long haul, both intrinsically and financially.

# Services Provided

## Market Analysis

We strongly believe in empowering the right knowledge to our clients, with detailed insights into the current property market situation, trends, and economic conditions. This helps our clients to make more informed and well thought-out decisions on their purchases and investments, based on the current economic climate.



## Home Assessment

Every property has its own charm. Through the home assessment, our team will be able to highlight and showcase the positive attributes of your home or property that are likely to appeal to prospective buyers, such as the physical architecture of certain spaces.

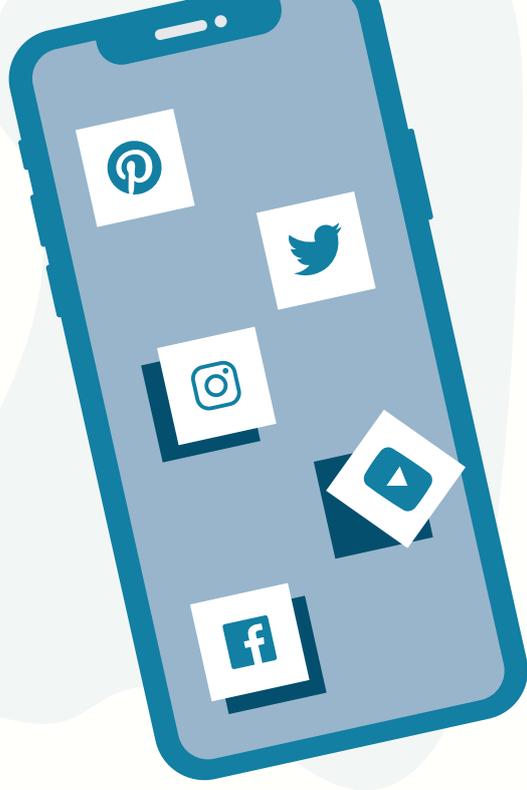
In addition, we will also assess and manage the potential obstacles that may be of concern. This allows us to better market your home to the right demographic that will appreciate the charm of your property.



## Leasing Services

Representing both Landlords and Tenants alike, we render assistance to find a good match for our clients. Well versed in Tenancy Agreements of both personal and corporate leasing structures, clients can be assured that they will be entering a fair arrangement.

To go the extra mile for our clients, we work closely with a strong pool of facilities management vendors to ensure proper maintenance is carried out. This is vital especially for our landlords that are residing overseas.



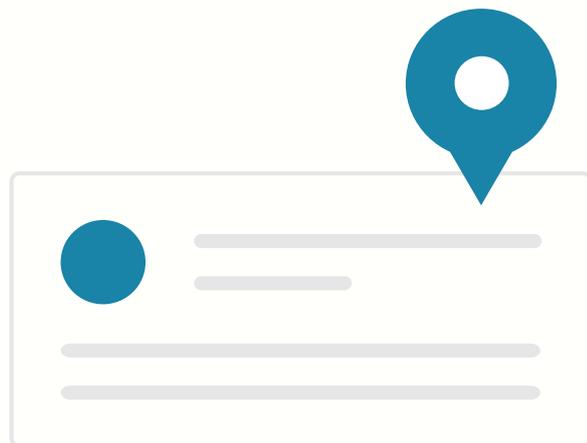
# Creative Marketing

Modern consumers are no longer fascinated by the age-old and traditional approach of marketing. We know that these days, many are turning to digital platforms. We present our unique services through rigorous creative marketing, which marries both technology and creativity!

## Social media marketing

Social media marketing allows us to connect with and appeal to our digital nomads in today's modern age. We narrate and create informative viewing videos and promote them on popular social media platforms such as Facebook, Instagram and YouTube.

Such videos highlight the most comfortable and luxurious attributes of properties, coupled with high quality videography and enthusiasm by our hosts. This effectively speeds up the selling process and allows sellers to secure a deal in no time.



# Virtual home styling



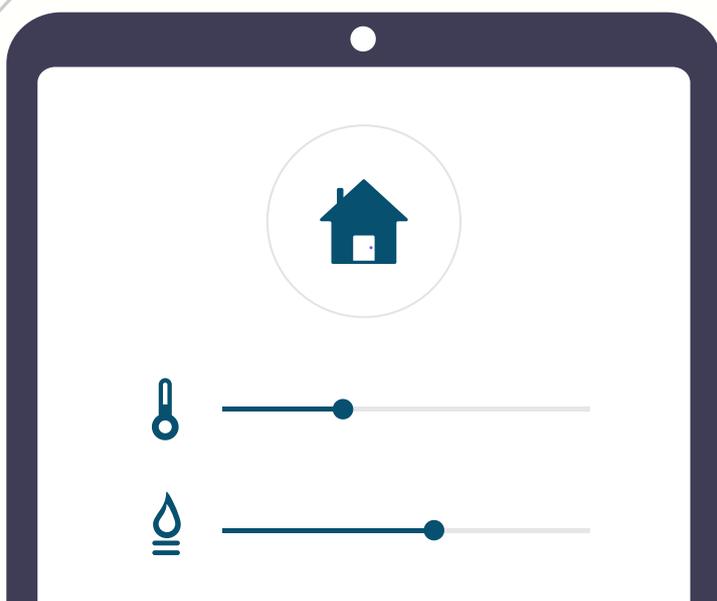
Virtual visualisation will vastly improve first impressions for prospective buyers. As potential buyers are initially viewing through a digital screen, every single detail captured in the pictures is essential. A good vibe of the space and unit allows potential buyers to have a vicarious feel of the space and how it could be utilised for their own needs, even before physically viewing has taken place.

Prospective buyers will also be able to envision how certain special requests can be met without undergoing the actual renovation. This process saves the hassle of owners, showcasing possibilities thus increasing chances of an offer.

# Virtual tour

The virtual home tour is one of the best ways to offer our prospective audience a robust, comprehensive 360° view of any room or space. It effectively complements the virtual home styling and visualisation. With high quality panoramic photography and videography, this allows prospective buyers to immerse themselves completely in the virtual home. It enables them to go on a mini adventure of every nook and cranny through a hyper-realistic lens.

This helps to engage them actively in the purchasing process by piquing their curiosity and encouraging interaction even before stepping into the physical space.



# Real Property Restructuring Consultation

Regardless whether you are buying or selling a property, there is a certain framework that we follow to ensure our clients are covering the necessary grounds, to ensure their goals are met. Whether you are a novice property hunter finding your first property or a seasoned property investor restructuring your property horizon, we will be there to guide and facilitate according to your motivation factor.

Our main priority is to understand the motivating factor of our clients. Different clients have different reasons to buy/sell their property, such as upgrading, downsizing, retirement and/or for future investment vehicles. With this hindsight, we will systematically customise a proposal to our client according to their motivation factor as follows:



## ▶ 1. Initial

This cordial consultation allows our experienced team to understand our client's baseline understanding of the property market and their motivational factors. This initial sharing session plays an important role in the exchange of information between Client and Property Agent. There will neither be any product introduction nor sales pitch during Initial. Clients are strongly encouraged to share their personal beliefs and preferences.

At the same time, our team will share the current property trends and essential pointers in selection of property. At the end of Initial, our clients will be empowered with new knowledge, and our team will have a better understanding of our client's position and plan solutions accordingly from baseline.



## ▶ 2. Financial & Timeline Analysis (F&T)



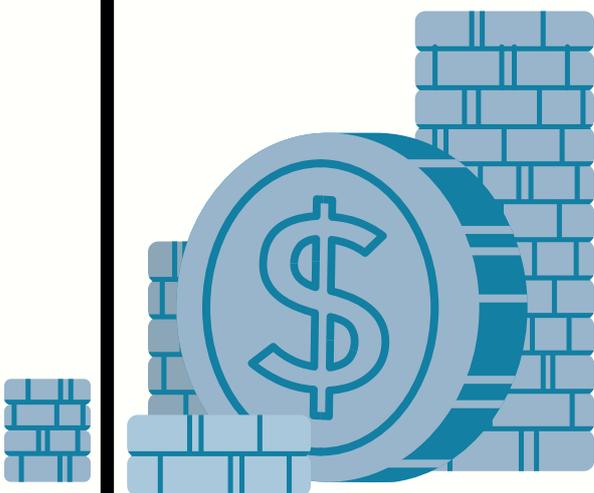
The main objective for the second session F&T, is to allow our clients to better understand the current mortgage environment, tax rates of various properties and the timeline of payments. Different types of properties have different methods of establishing a client's mortgage amount and repayment arrangement. For example, the Mortgage Servicing Ratio (MSR) applies when a client plans to acquire Public Property (HDB, ECs). The Total Debt Servicing Ratio (TDSR) applies when a client plans to acquire Private Property (Condos, Landed).

We will also touch on our clients' opportunities and pitfalls when using CPF to fund their property. CPF funds are not "free". In order for our clients to not lose sight of the fundamentals of CPF – which is retirement preparation, we will make recommendations to clients according to their life stages, risk appetite and dependent status.

## ▶ 3. Cash flow Analysis

It is always useful to spell out all the fixed and variable costs that are involved in the purchase of a property, from the construction stages till the day the property is ready to harvest its capital gain. Our team's duty is to reflect all foreseeable fixed and variable costs to prevent clients' from experiencing a "bill shock" scenario whereby mortgage repayments and other expenses surpasses expectation, resulting in an over-stretched budget. Vice-versa, we would also want to prevent an underwhelming portfolio whereby our clients' decision was too risk-averse, thus not fulfilling the portfolio's fullest potential.

Our team will propose a range for clients to ensure neither the above will occur, leaving some for rainy days and space for expansion. We understand that different clients have vastly unique reasons for buying/selling their property, such as portfolio restructuring, house swapping and selling property for retirement. Hence, we will work with our clients to establish a timeline plan ensuring that they will be able to buy/sell a property within a stipulated or expected time range, within government regulation.





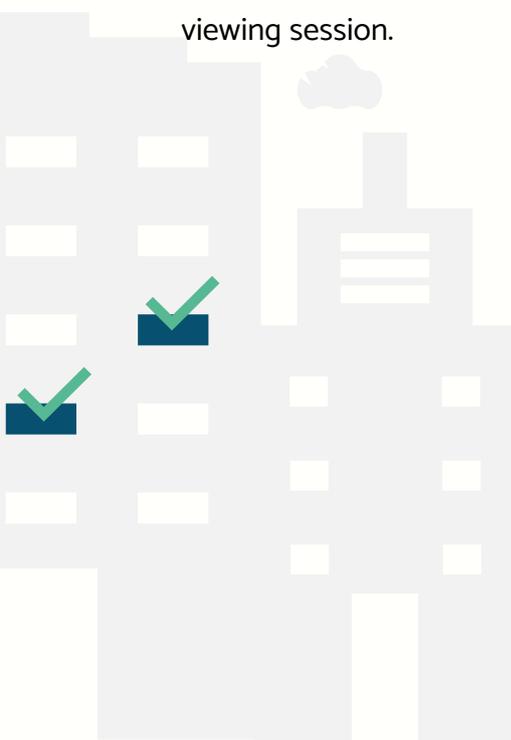
## 4. Project Recommendations (For Purchase)

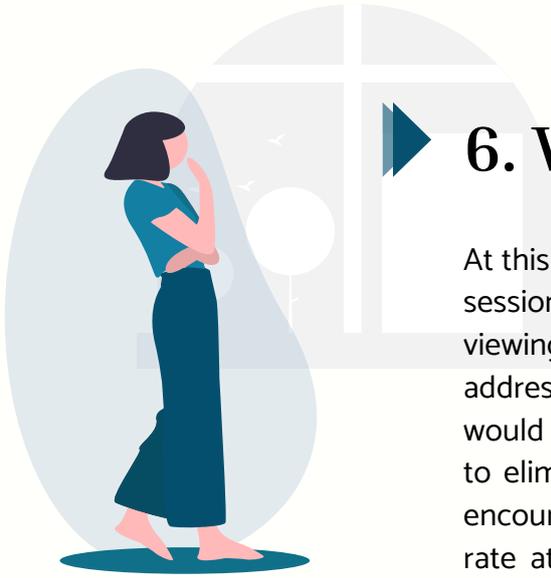
We understand that purchasing a property is a huge financial investment for many individuals. Thus, we need to provide our clients with a variety of product recommendations; from various new launch projects with the potential of greater capital yield, to the wide selection of ready to move-in resale property of all locality. By covering the entire option spectrum, our clients will be in a better position to make a non-regrettable decision with contentment and confidence.



## 5. Competitive Pricing Strategy (For Selling)

To ensure that our clients who are looking to sell their existing properties are able to successfully complete a transaction, we practice competitive pricing strategy that can effectively speed up this process. This takes into account the prices of competitors, and we will work with you to set a reasonable price that best accommodates the purchasing behaviour of current consumers in the property market, as well as your needs. After all these are completed, we will work together to establish the next viewing session.





## 6. Viewing Sessions

At this stage, we will assist our clients in setting up the viewing sessions by making appointments on their behalf. After each viewing session, we will come together to discuss and also address any obstacles or objections on hand that arise. We would prefer to take this active process together with our clients to eliminate any glaring problems that potential buyers may encounter in a timely manner, improving our client's success rate at every subsequent viewing experience. Note that our team might suggest doing home staging to further improve the unit's competitiveness if necessary.

## 7. Closing

Successfully finding the property of your dreams is not the end of the process. There are still various administrative processes to be ironed out for transactions to be in order. Working closely with a panel of Lawyers, Bankers and not forgetting the Interior Designers, our team again will take the extra mile to ensure these post-purchase arrangements can be coordinated without hiccups.

A team representative will be specially appointed to accompany our clients to liaise with the various stakeholders. In the end, our clients not only walk away with their dream home, but also a seamless and pleasant experience delivered by our team that will be imprinted in their mind.



# Connect with us



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