

Propnex empowers agents through knowledge with SPH Media news

Spearheaded by Chief Agency Officer, Eddie Lim, the agency's commitment to keeping agents informed has become a cornerstone of their operations

The Challenge

- Singapore's real estate market is dynamic. Property agents need to stay informed on rapidly evolving market trends. They also need to ensure accuracy of the news in order to provide the right advice to clients.
- Propnex also believes in cultivating a proactive reading behaviour that involves deeper understanding and analysis of the latest market trends and developments.



“**Having news subscriptions allows our agents to follow up on news developments closely and not just reading articles in silos.**”

“ This equips agents with a holistic view, allowing them to make informed decisions and provide accurate advice to clients, which is crucial.”



The Implementation

- The organisation equips 200 agents with access to SPH Media news publications including The Straits Times and The Business Times to keep them updated on the latest news.
- Propnex's dedicated Research Team mines these publications for relevant topics and actionable insights which are then disseminated to their agents. On a daily basis, their agents are actively engaged in conversations around current events.

The Results

- **Better understanding on market developments**
The news articles are discussed during internal meetings to ensure agents are on top of the latest market trends and regulatory developments.
- **Develop analytical skills**
Beyond simply reading, the Propnex teams dissect articles, gather perspectives and develop analytical skills to better interpret market dynamics with clarity and foresight.
- **Lead event-driven discussions**
By staying atop of the latest events, their agents gain valuable insights into client preferences and are better equipped to address their concerns and meet their expectations.

“ Over 50% of our active agents demonstrated increased real-time news awareness through active discussions on internal chats.”

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