

ENTERPRISE 50

Young, fast and ambitious

By Charmaine Tan, Cliff Tan,
Tan Yue Heng Denise
and Sonia Tan

EVEN as Covid-19 curtailed real estate activity, Singapore Realtors Inc (SRI) managed to grow. In 2020, the first year of the pandemic, its force of salespeople grew 17.6 per cent.

In 2021, its headcount reached 1,200 – more than eight times the 144-strong team that SRI started out with in 2016. By the end of 2023, SRI expects this to grow to 2,000.

“Teamwork is the key to the strong foundation of our growth,” said chief operating officer Tricia Teo. To keep the sales team motivated, SRI holds regular company engagements to boost morale, award ceremonies to recognise good performers, and monthly team gatherings to strengthen company culture.

During the pandemic, SRI faced difficulties in meeting clients in person for property viewings. But the sales team was trained to be tech savvy, pivoting quickly to the use of virtual communication platforms.

Led by seven partners with a combined experience of over 100 years, SRI emphasises the importance of community and strong relationships with clients, built on “meaningful conversations” and the sharing of knowledge.

In 2022, it was named one of Singapore’s fastest growing companies.

As at June 2021, SRI recorded one of the industry’s highest figures for revenue per salesperson – and its aim is to eventually be the top for this.

To this end, SRI plans to venture into new markets and services, such as international project marketing and research consultancy.

SRI has already marketed properties in Cambodia, Australia, and Indonesia, bringing them to the attention of local investors. For further expansion, it has a dedicated international marketing team.

And although sales and leasing remains its main revenue driver, SRI has a range of other services, in-



SRI is led by a team of seven partners, including chief operating officer Tricia Teo (first from left), with a combined experience of over 100 years. PHOTO: SINGAPORE REALTORS INC

SRI has already marketed properties in Cambodia, Australia, and Indonesia, bringing them to the attention of local investors. For further expansion, it has a dedicated international marketing team.

cluding local project marketing, capital markets, as well as auction and sales. It is looking at expanding into research and consultancy.

SRI has also armed its salespeople with in-house digital tools, including a research app, up-to-date market data, digital contracts and financial calculators.

Besides strengthening its own capabilities, SRI has put a growing emphasis on corporate social responsibility and having a positive impact through various initiatives.

To improve environmental sus-

tainability, SRI has cut down on printing by moving towards full digitisation of documents and other paperwork.

On the social front, SRI has been an annual sponsor of Assisi Hospice since 2018, and participated in Sian Chay Medical Institution’s televised charity show in 2019.

During the pandemic, it handed out Covid-19 prevention packs to residents of Beo Crescent in Bukit Ho Swee, a neighbourhood located close to its office at Great World City.



*Celebrating Singapore's
Enterprising Spirit 2022*

This series is part of the Enterprise 50 Educational Project between the E50 partners and the NUS Business School. Singapore Realtors Inc was among the winners in 2021. The annual E50 ranking is co-organised by The Business Times and KPMG, sponsored by OCBC Bank, and supported by Enterprise Singapore, Singapore Exchange and Singapore Business Federation.