



ASIANPRIME

ASIANPRIME GROUP

PROPERTIES | CAPITAL | ASSETS

SMARTER PROPERTY DECISIONS,
BACKED BY NUMBERS.

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At AsianPrime, we believe property decisions should never be left to guesswork. With over two decades of experience, we bring together financial clarity, bespoke strategies, and data-driven insights to help you buy, sell, or upgrade with confidence. From navigating ABSD and CPF refunds to structuring investments and timelines, we guide you with precision so that every move is smarter and every outcome clearer.

AsianPrime is a leading boutique real estate firm in Singapore. Beyond traditional brokerage, we offer investment consultancy and property management services designed to meet the unique needs of every client. Since 2005, our experienced team has been deeply engaged in the Singapore property market, combining expertise with insight to deliver trusted, comprehensive guidance in an ever-evolving landscape.

AsianPrime's story began in 2005 when founders Martin Koh and Sherry Tang entered the property industry with a vision to bring together leading consultants and deliver the highest standards of service. As a dedicated husband-and-wife team, they quickly built a strong reputation, overcoming challenging market conditions and consistently achieving top producer awards across the firms they worked with.

Their success and passion for real estate culminated in September 2014 with the founding of AsianPrime Properties Pte Ltd. Today, the firm stands as a trusted boutique agency, known for its professionalism, integrity, and results-driven approach.



04 FOUNDING OF ASIANPRIME



ASIANPRIME JOURNEY

ABOUT US

AsianPrime Properties Pte Ltd is a licensed property brokerage firm in Singapore, accredited by the Council of Estate Agencies (CEA) since September 2014.

As one of Singapore's most experienced boutique agencies, we specialise in delivering comprehensive real estate services, backed by deep market knowledge and decades of hands-on experience. From property scouting and financing strategies to legal and tax planning, our customised solutions are designed to meet the unique needs of every client.

With a proven track record, strong reputation, and trusted regional networks, AsianPrime is the partner of choice for individuals and families investing in Singapore's property market. We value long-term relationships, work hand in hand with clients at every stage, and strive to exceed expectations with each transaction. We believe that finding the right property should be smooth and stress free, and we are committed to making that a reality for every client.

Recognising the significance of each investment, we are committed to ensuring that our clients achieve both clarity and confidence in their real estate decisions.





亚洲优质产业公司

DWGW

Knight
Frank

DTZ

RE/MAX

COLDWELL
BANKER
AsianPrime Properties

亚洲优质产业公司竭诚为您提供最优质的房产体验。从销售到租赁，包括组屋、私人及商业房产，本公司都将竭力为客户提供循序渐进的指导，以确保交易顺利进行。

亚洲优质产业公是一家总部位于新加坡的房地产中介，自2014年9月起获得地产代理协会 (CEA) 的许可。

如今，亚洲优质产业公司已成为新加坡表现最好的中介公司之一。我们将这一荣誉归功于客户和敬业的物业顾问团队。亚洲优质产业公司的目标是成为拥有卓越服务和专业精神的市场领导者。亚洲优质产业公司的热情和信念驱使我们为所有客户提供最优质的物业体验。

这一切都始于2005年底，当时公司创始人许志刚和邓民洁决定加入房地产行业。这一对充满活力的夫妻团队有一个愿景——集合最优秀的物业顾问团队，为客户提供最优秀的物业体验，并在物业行业提供强有力的领导。

这对勤劳的夫妇在入行初期极为活跃，尽管当时的市场条件并不乐观。多年来，他们在行业内建立了自己的声誉，并且在其加入的各种房地产公司中经常获得顶级房产经纪人荣誉。

然后在2014年9月，许志刚和邓民洁决定创办自己的房地产经纪公司，由此成立了亚洲优质产业公司。

-2005 年：丹尼斯·威地产私人有限公司，集团高级总监

-2009 年：新加坡莱坊公司 (Knight Frank)，业务部门副主管

-2010年：戴德梁行有限公司 (DTZ Property)，高级销售总监

-2014年：创立亚洲优质产业公司 (AsianPrime Properties)

-2017 年：新加坡科威国际 (Coldwell Banker) 的特许经营公司

-2018 年：创立亚洲优质资本公司 (AsianPrime Capital)

ASIANPRIME SERVICES

What Sets Us Apart From Others

Financially-Savvy Advisory

We do not just market property, we structure it to fit your finances.

- Buyer's Stamp Duty and ABSD Planning
- CPF refund & accrued interest calculations
- Loan structuring and Total Debt Servicing Ratio

Boutique Personal Touch

C-suite-level attention, meticulous timelines, and after-sales care.

- Bespoke strategy & concierge-style support
- Clear milestones and move-management
- Founder-led oversight on key decisions

Data & Insight Driven

Clarity through numbers, not hype.

- Monthly market newsletters & insights
- Quarterly residential & rental reviews
- Transparent comparable and yield analysis

Signature Programmes

AsianPrime 360™ Advisory

End-to-end guidance across finance, legal, and execution so you avoid costly mistakes.

- Stamp duty mapping (BSD/ABSD)
- CPF, loan, and cashflow planning
- Risk, tax, and exit considerations

Smart Upgrade Pathway™

For HDB/private owners who wish to upgrade without straining cashflow.

- Sell-buy timeline with zero-stress handover
- ABSD advisory and remission checks
- Scenario modelling before you commit

Exit with Clarity™

Know your numbers before you sell: refunds, loans, and net proceeds — no surprises.

- CPF refund & accrued interest explained
- Outstanding loan and break fees review
- Sales Proceeds statement & next-move options

Investor & Leasing Solutions

Investor Strategies

From condos to shophouses and B2 industrial, we tailor portfolios to your objectives.

- Yield and cash-on-cash analysis
- Risk screens and exit planning
- Deal diligence and comparables

Leasing & Portfolio Management

Sustainable rental income through thoughtful tenancy structuring and care.

- Tenant profiling & negotiation
- Tenancy timelines & renewal strategy
- Portfolio health checks & reporting

About Our Founders



SHERRY TANG

Managing Director, KEO
Practitioner Cert-in-PDPA (SMU)
Professional Cert-in-Real Estate (SMU)
Cert-in-REA, CEHA, SAMP, MFP, MCP

Since 2005, Sherry Tang has built a distinguished reputation for exceptional client service and professionalism in the real estate industry. Known for her relentless dedication, strategic foresight, and highly personalised approach, she has consistently delivered outstanding results, earning recognition as a top producer across multiple agencies.

Her career reached a significant milestone in 2014 when she successfully attained the Real Estate Agency (REA) qualification, becoming a Key Executive Officer (KEO) at an impressively young age. This achievement not only underscored her expertise but also cemented her standing as a dynamic leader and trusted advisor in Singapore's property market.



MARTIN KOH

Managing Director, KEO
Cert-in-REA, CEHA, SAMP, MFP,
MCP, B.C Eng (NUS), ACTA, RES/
CPD Trainer

Since entering the real estate sector in 2005, Martin Koh has been recognised for his drive, ambition, and commitment to excellence. Beyond his own professional growth, he has a deep passion for sharing his expertise, mentoring fellow property consultants, and raising professional standards in the industry.

In May 2017, Martin attained his Real Estate Agency (REA) Certification and assumed the role of Key Executive Officer (KEO) of AsianPrime Properties.

Alongside his leadership responsibilities, Martin is a highly regarded trainer for Continuing Professional Development (CPD) and Real Estate Salesperson (RES) courses, having taught at RIA. His multifaceted skill set, spanning leadership, investment, operations, and education positions him as a respected and sought-after professional in Singapore's market.

MEET OUR TEAM



Sherry Tang | 邓民洁

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MEET OUR TEAM



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OUR FOUNDER



INTRODUCING

SHERRY

CEA REG NO.: R020828D



Sherry's reputation is built on combining deep industry knowledge with a numbers-backed, results-driven approach. Since entering the real estate industry, she has excelled in securing quality listings, structuring win-win negotiations, and guiding clients through every stage of the property journey with precision.

Sherry is highly respected by industry peers for her analytical mindset and innovative problem-solving, often turning complex challenges into strategic opportunities. With a strong ethical foundation, she delivers clear, data-driven advice that empowers clients to make smarter property decisions with confidence.

Her success is reflected not only in the satisfaction of countless clients but also in the sustained growth and reputation of AsianPrime, where she continues to set the standard for service excellence and results.

OUR FOUNDER



INTRODUCING

MARTIN

CEA REG NO.: R020968Z



Since entering the real estate industry in 2005, Martin Koh has demonstrated unwavering commitment, passion, and a forward-looking leadership style, particularly in organisational development. One of his key strengths lies in designing and implementing robust systems within real estate firms, laying the foundation for efficiency, productivity, and sustainable growth.

In addition to his leadership at AsianPrime Properties, Martin also oversees AsianPrime Capital, the firm's investment and advisory arm. His strategic foresight and business acumen have enabled him to structure sound investment strategies and guide clients through complex transactions. With a strong focus on value creation, he has earned recognition as a trusted advisor in the commercial and investment property space.

**ASIANPRIME
ASSET**



INTRODUCING

CHERYL

CEA REG NO.: R002232F



Meet Cheryl Tan, the dedicated and client-focused Managing Director of AsianPrime Assets Pte Ltd, whose career is defined by her commitment to delivering exceptional service. With a strong grasp of the Singapore real estate market, Cheryl tailors her approach to meet the unique needs of every client. In her role as Key Executive Officer, she has established a proven track record in both customer service and managing international clientele, demonstrating her ability to bridge cultures and exceed expectations. Her extensive knowledge and expertise have enabled her to consistently achieve outstanding results for clients and colleagues alike, cementing her reputation as the trusted go-to professional for property transactions. Whether you are a first-time homebuyer or an experienced investor, Cheryl will guide you through the process with integrity, transparency, and a steadfast commitment to your success.



JONATHAN

CEA REG NO.: R020828D



Jonathan's journey into real estate began in 2007 after a successful career in engineering with a multinational pharmaceutical firm. Since then, he has excelled as a Property Consultant, guided by three core values: open communication, unwavering dedication, and complete transparency.

Placing client satisfaction at the heart of his work, Jonathan takes the time to listen carefully to each client's needs and preferences, building strong rapport and trust along the way. His aim is to make every transaction seamless, stress-free, and ultimately rewarding — ensuring outcomes that not only meet but exceed expectations.

His commitment to these principles has been the cornerstone of his success, with over 80% of his business driven by referrals from a loyal network of satisfied clients — a true reflection of the trust and confidence he inspires.



INTRODUCING

EUGENE

CEA REG NO.: R044413A



Since beginning his real estate career in 2007, Eugene has built a reputation as a passionate, dynamic, and dedicated Property Consultant. Known for his resourcefulness, problem-solving skills, and patience, he helps clients make well-informed property decisions with confidence.

Before venturing into real estate, Eugene developed strong business acumen as a Business Development Manager, gaining valuable expertise in market analysis, negotiation, and strategic planning. These skills now form the foundation of his client advisory approach.

What truly sets Eugene apart is his belief that every client has unique goals and circumstances. He rejects a one-size-fits-all approach, instead taking the time to understand each client's objectives, financial position, and long-term aspirations. Through this personalised process, he delivers bespoke strategies that align with their needs and maximise outcomes.



ALAN

CEA REG NO.: R045164B



With over a decade of experience in real estate, Alan is a highly regarded Property Consultant trusted by clients across a wide range of sectors. Before joining the property industry, he worked as a Sales Manager at Yeo Hiap Seng Pte Ltd, where he managed an extensive portfolio that included hotels, restaurants, fast-food chains, pubs, nightclubs, industrial canteens, and army camps. This diverse background gave him a broad understanding of customer needs and the ability to deliver tailored solutions.

Alan is also an accomplished property investor with a diversified portfolio spanning residential and commercial assets, both in Singapore and overseas. His personal success in investment provides clients with added credibility and real-world insights, allowing him to advise not just as a consultant but as a fellow investor.

Grounded in a strong grasp of market trends and client objectives, Alan's approach is strategic, customised, and results-oriented.

**ASIANPRIME
PROPERTIES**



INTRODUCING

CHRISTINE

CEA REG NO.: R043573F



With over a decade of real estate experience, Christine is a seasoned Property Consultant who combines professional expertise with personal dedication. Her earlier career as a flight attendant with Singapore Airlines sharpened her customer service skills and broadened her perspective through exposure to diverse cultures — qualities that now enrich her client relationships.

Beyond her role as a consultant, Christine is a proud mother of two sons, which gives her a unique understanding of the practical and emotional considerations families face when making property decisions.

Christine goes above and beyond the conventional duties of a Property Consultant by delivering a deeply personalised service. She takes the time to understand each client's requirements, lifestyle aspirations, and financial position.



SIZE YHEE

CEA REG NO.: R043326A



With more than a decade of real estate experience across three agencies, Sze Yhee brings extensive knowledge and insight to his role as a Property Consultant. His earlier career as a Project Architect at DP Architects Pte Ltd (1999–2009) provides him with a distinctive edge, allowing him to evaluate properties with a keen architectural perspective and guide clients confidently through complex transactions.

Sze Yhee's expertise spans the purchase, sale, and leasing of residential properties, complemented by financial planning services that help clients prepare for acquisitions, portfolio restructuring, and long-term investment goals.

Resilient, transparent, and client-focused, he has built a reputation for fostering strong relationships founded on trust and reliability. These qualities remain the cornerstones of his practice, enabling him to deliver both professional results and a seamless property journey for his clients.

ASIANPRIME TRACK RECORDS

SOLD



\$11,402,300

One Holland Village Residences
Residential | 3,455 Sqft

SOLD



\$8,326,500

Marina Bay Residences
Residential | 2,479 Sqft

SOLD



\$5,250,000

8 @ Saint Thomas
Residential | 1,744 Sqft

SOLD



\$4,600,000

Skyline 360 @ Saint Thomas
Residential | 2,131 Sqft

SOLD



\$3,750,000

Duo Residences
Residential | 1,529 Sqft

SOLD



\$3,635,035

OUE Twin Peaks
Residential | 1,399 Sqft

ASIANPRIME TRACK RECORDS

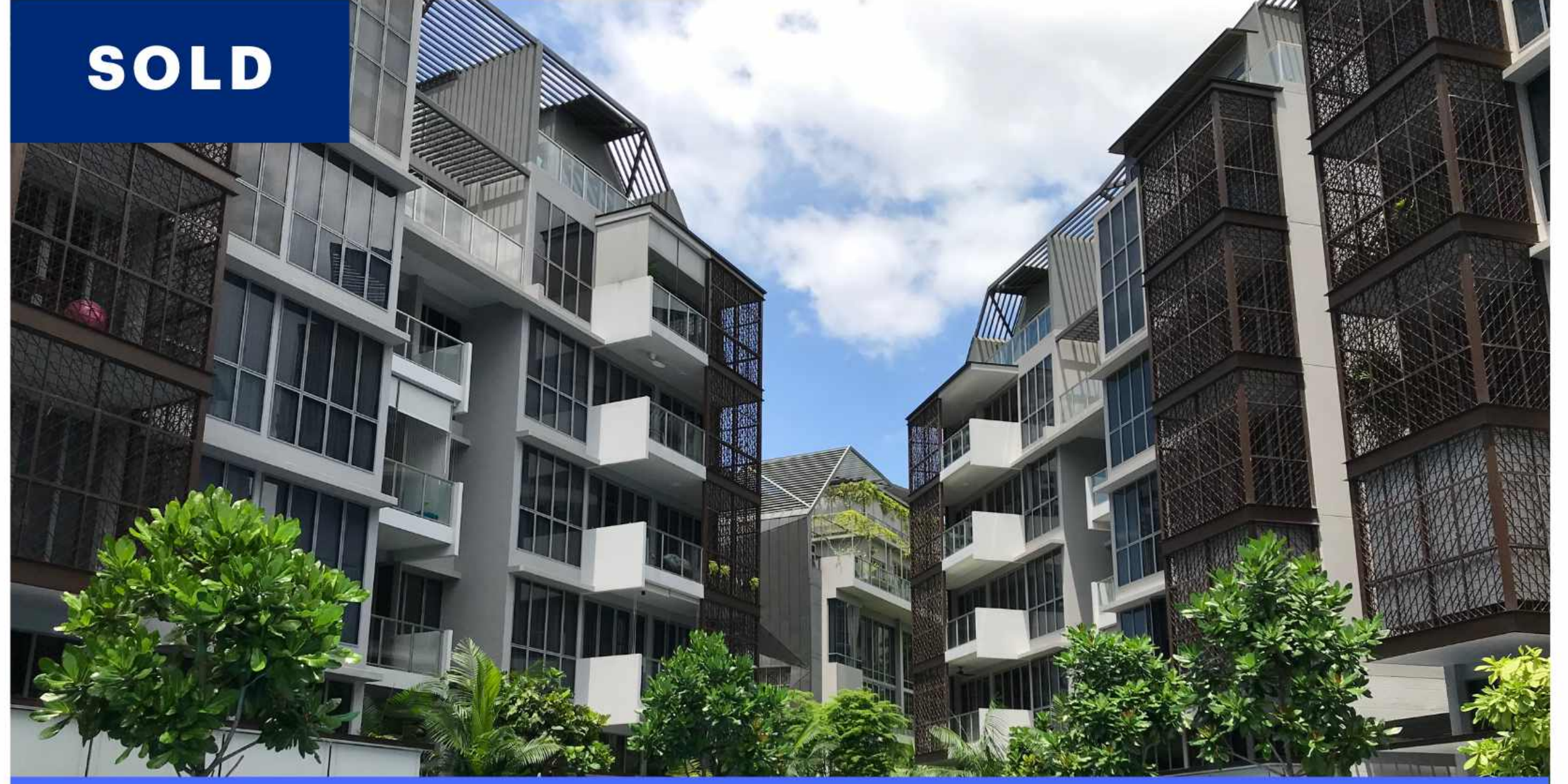
SOLD



\$3,284,000

One Balmoral
Residential | 1,410 Sqft

SOLD



\$3,269,900

Mon Jervois
Residential | 1,475 Sqft

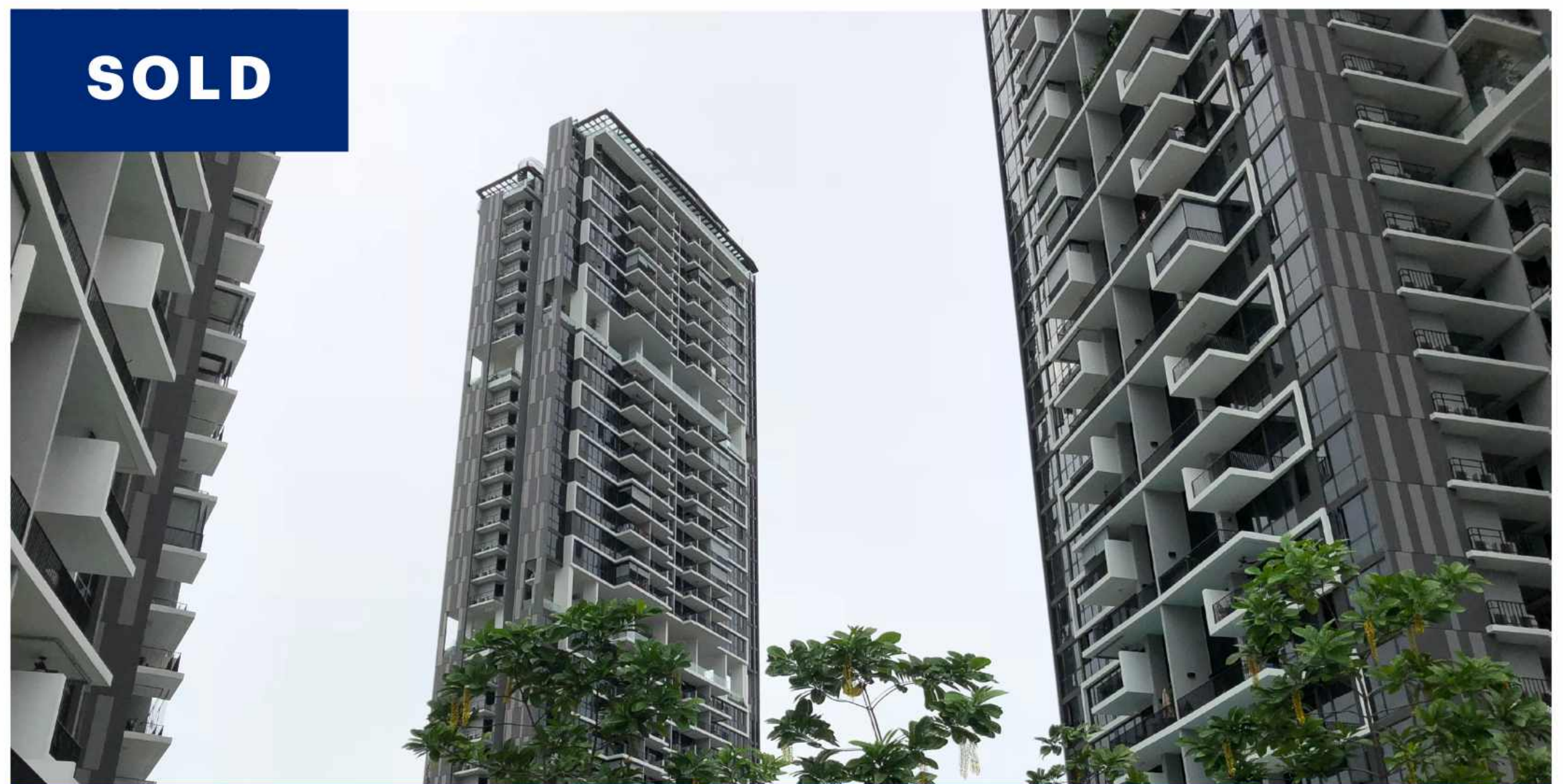
SOLD



\$3,150,000

Park Infinia at Wee Nam
Residential | 1,464 Sqft

SOLD



\$2,450,000

The Triling
Residential | 1,518 Sqft

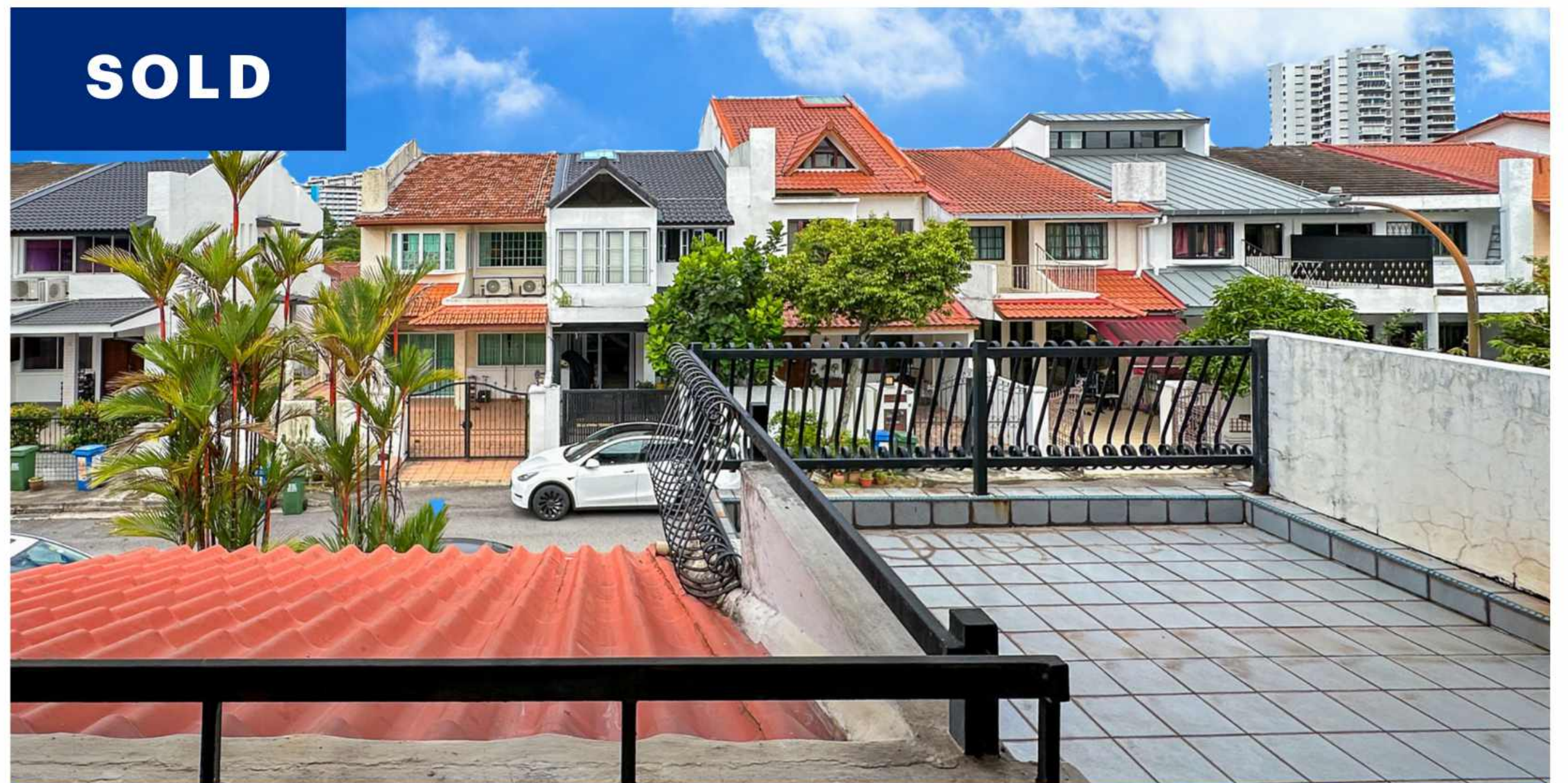
SOLD



\$6,108,888

Inter-Terrace @ Kheam Hock Road
Residential | 3,057 Sqft

SOLD



\$4,850,000

Corner Terrace @ Li Hwan Terrace
Residential | 2,517 Sqft

ASIANPRIME TRACK RECORDS

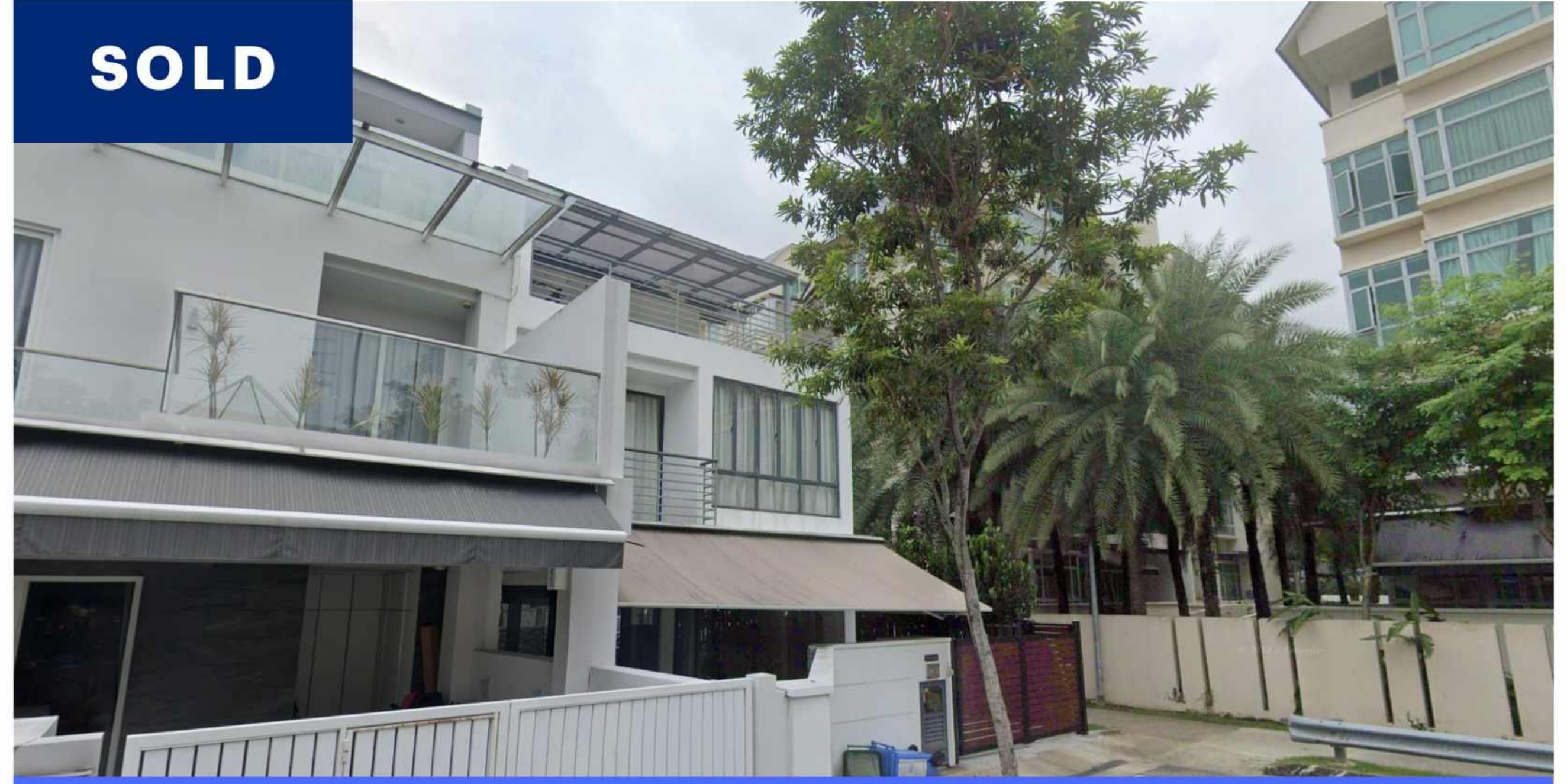
SOLD



\$4,500,000

Corner Terrace @ Still Lane
Residential | 3,057 Sqft

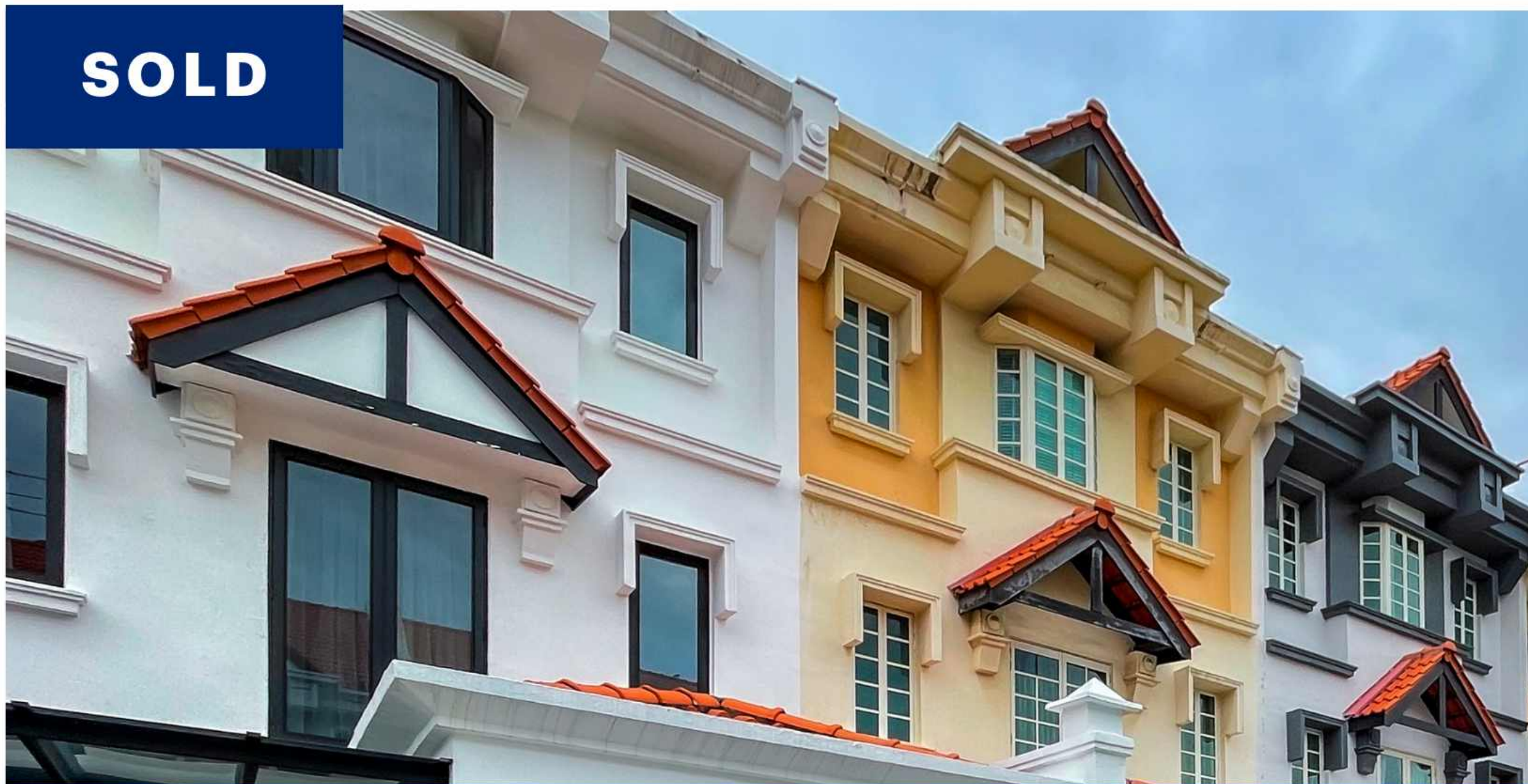
SOLD



\$3,500,000

Corner Terrace @ Lor L Telok Kurau
Residential | 2,820 Sqft

SOLD



\$3,300,000

Inter-Terrace @ Seagull Walk
Residential | 1,615 Sqft

SOLD



\$2,930,000

Inter-Terrace @ How Sun Road
Residential | 1,265 Sqft

SOLD



\$2,600,000

Inter-Terrace @ How Sun Avenue
Residential | 1,281 Sqft

SOLD



\$2,310,000

Inter Terrace @ How Sun Road
Residential | 1,265 Sqft

ASIANPRIME TRACK RECORDS



SOLD

\$4,788,000

East Village
Commercial | 969 Sqf



SOLD

\$3,500,000

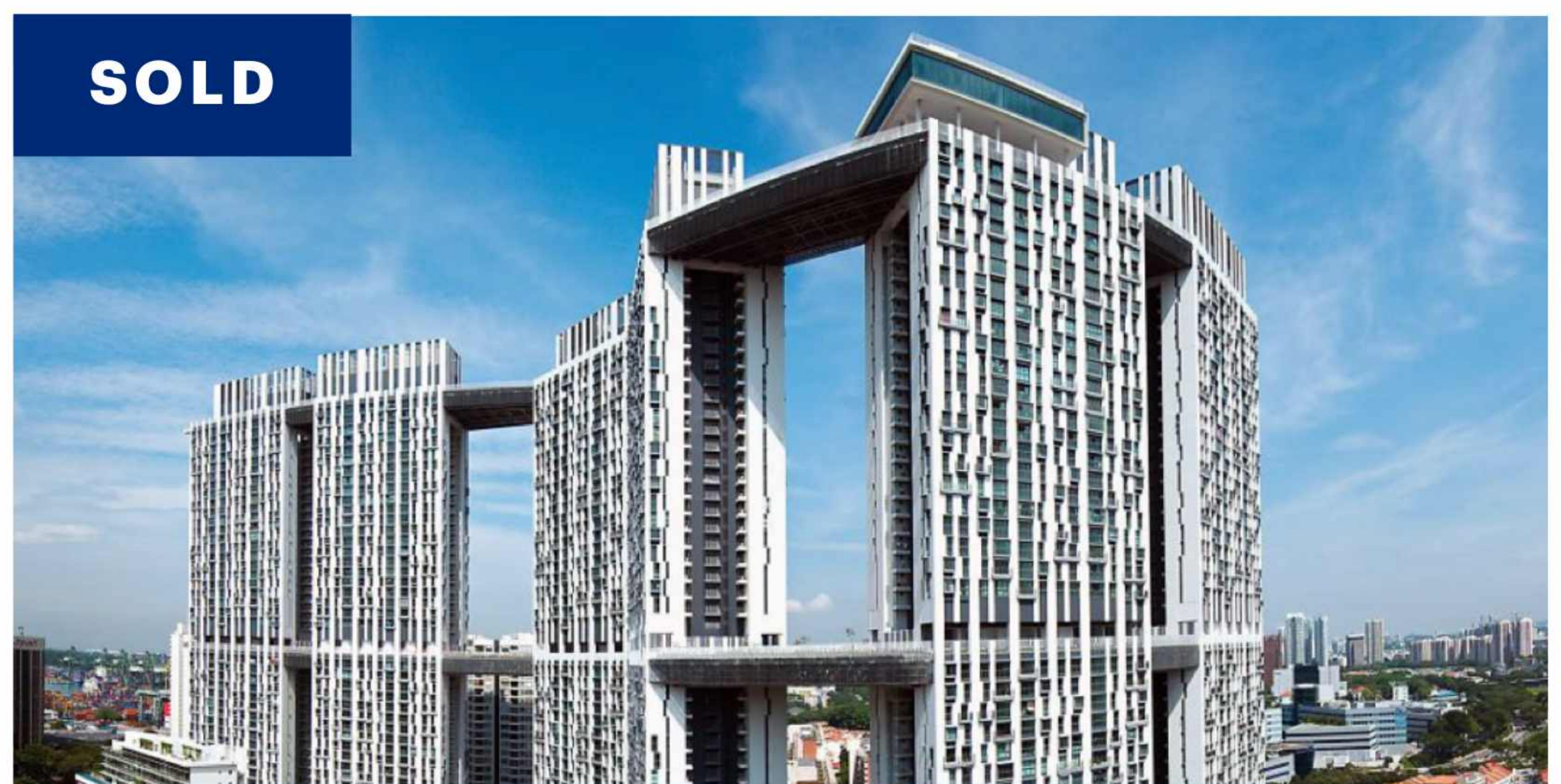
101 Beach Road
Commercial | 2,202 Sqft



SOLD

\$2,460,000

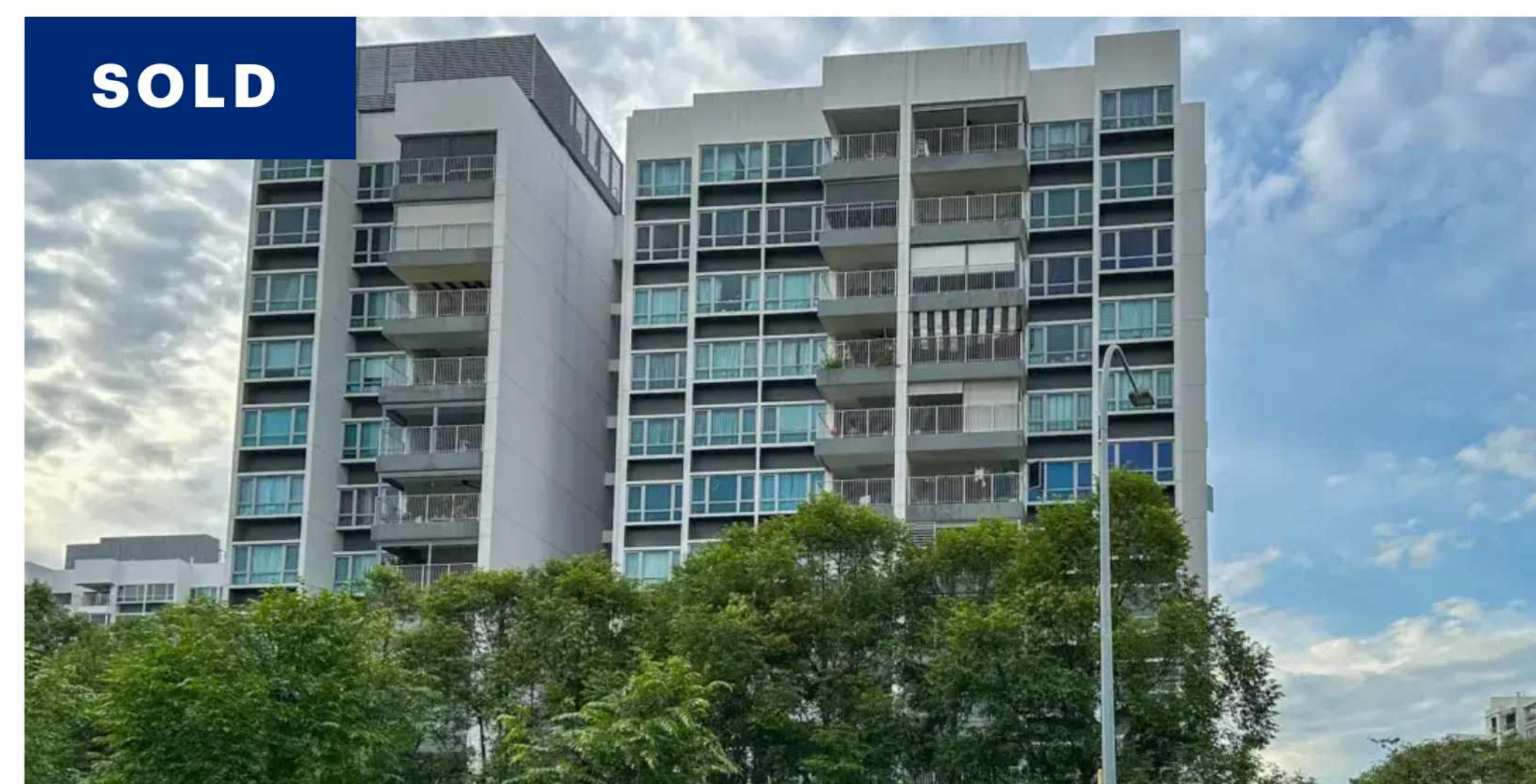
Sembawang Road
Commercial | 1,260 Sqft



SOLD

\$1,300,000

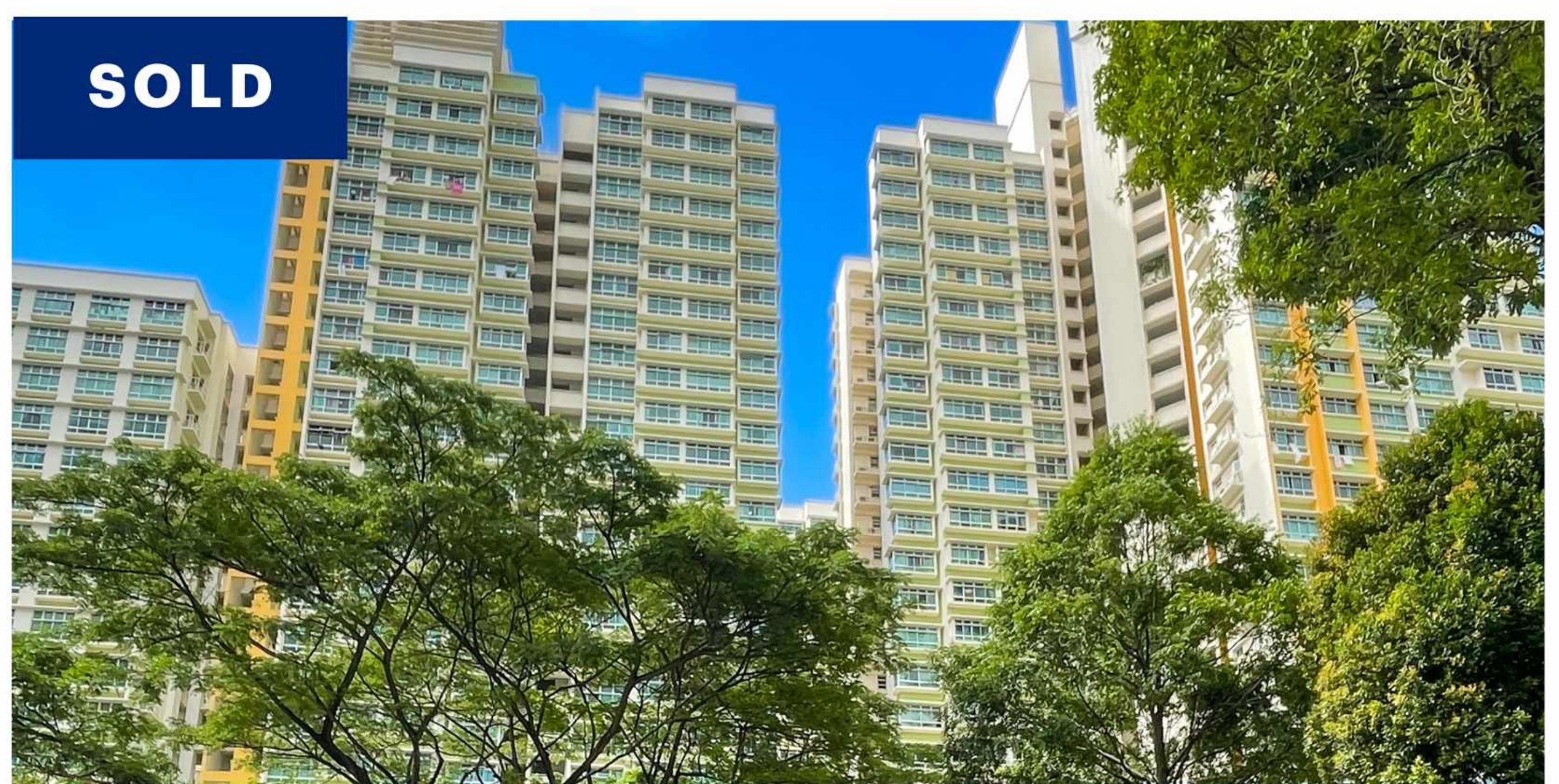
The Pinnacle @ Duxton
HDB | 1,022 Sqft



SOLD

\$930,000

Parc Lumiere
HDB | 1,195 Sqft



SOLD

\$680,000

61B Strathmore Avenue
HDB | 1,012 Sqft



"ASIANPRIME
PROPERTIES ARE
AMONG THE MOST
COMPETENT"



Mr Chan
Multiple Home Owner

I have worked in many countries
and with one of the best
consultants in the world.
AsianPrime Properties are
definitely among the most
competent.

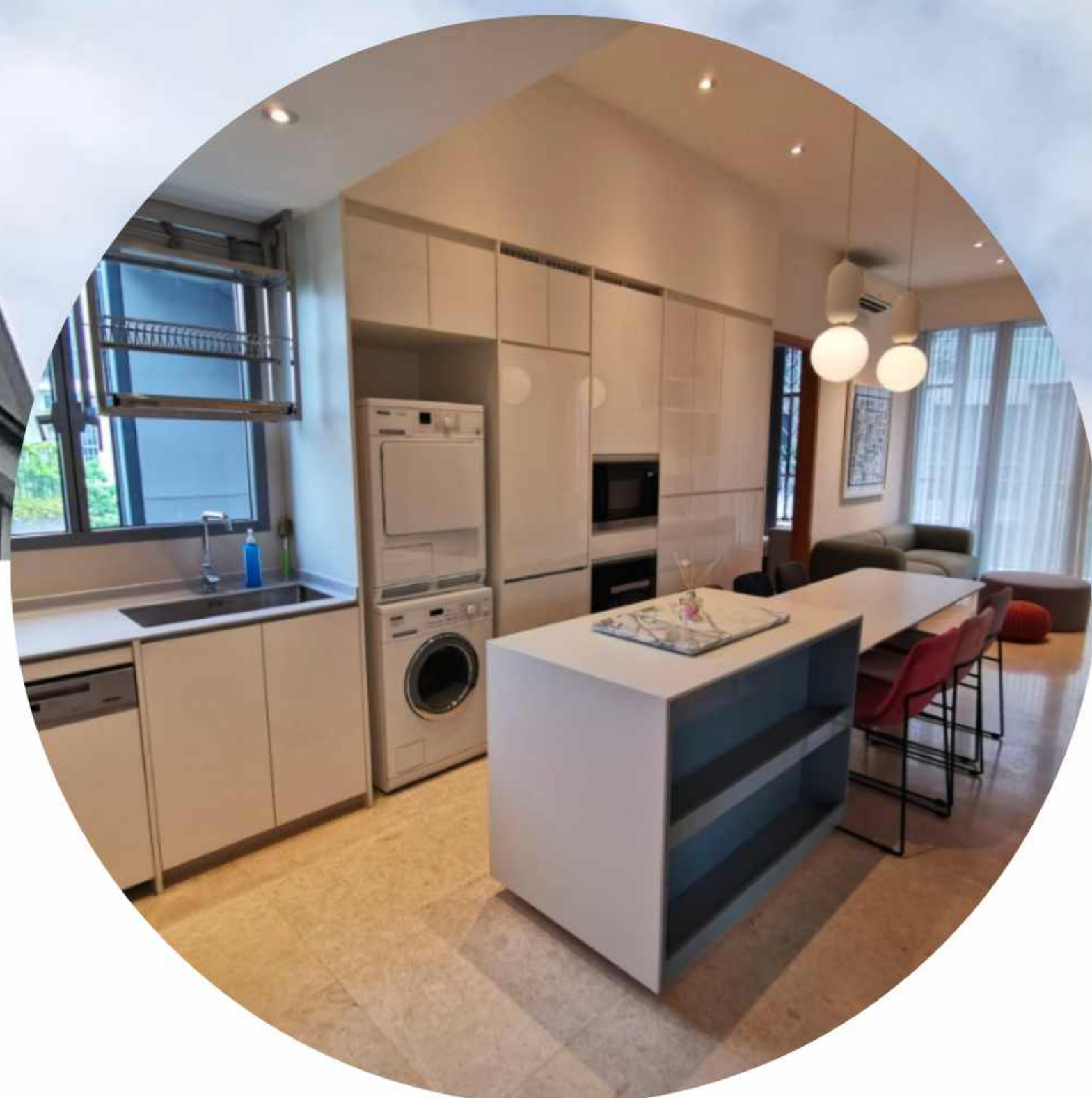


"SERVICE-ORIENTED
AND PROMPT TO MY
ENQUIRIES"



Mr Sim
Multiple Home Owner

AsianPrime Properties has been
handling all my properties,
including sale and rental
management, since 2007. They
are service-oriented and prompt
to my enquiries.



"IT HAD BEEN A
BREEZE!"



Mr Chan
Investor

Thank you, AsianPrime
Properties, for providing me with
the step by step guidance on my
purchase and managing my
property while I was overseas. It
had been a breeze.



"WON OUR FAMILY'S
COMPLETE TRUST
FOR OUR REAL
ESTATE NEEDS"



Mr Tay
Multiple Home Owner

A quintessential real estate professional firm. The consultants from AsianPrime Properties were firm, very truthful and extremely helpful. She has won our family's complete trust for our real estate needs.



“Smarter Property Decisions, Backed By Numbers”

ASIANPRIME GROUP

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AsianPrime Capital Pte Ltd | L3011010B

AsianPrime Assets Pte Ltd | L3010504D

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