



ASIANPRIME

# ASIANPRIME GROUP

## PROPERTIES | CAPITAL

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.

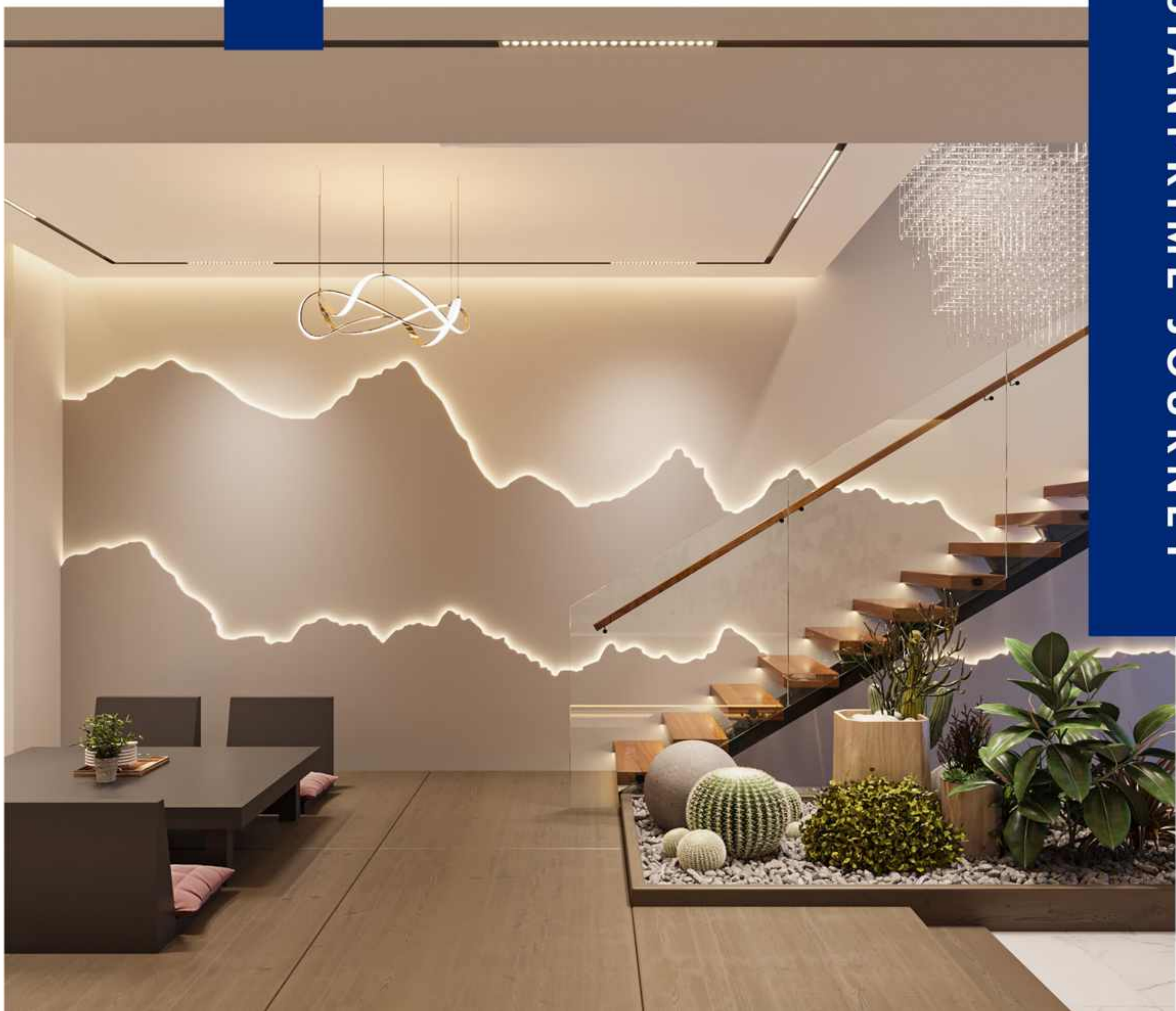
AsianPrime is a leading boutique real estate firm in Singapore. Beyond traditional brokerage, we offer investment consultancy and property management services designed to meet the unique needs of every client. Since 2005, our experienced team has been deeply engaged in the Singapore property market, 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.

**ASIANPRIME  
PROPERTIES**



**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**

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



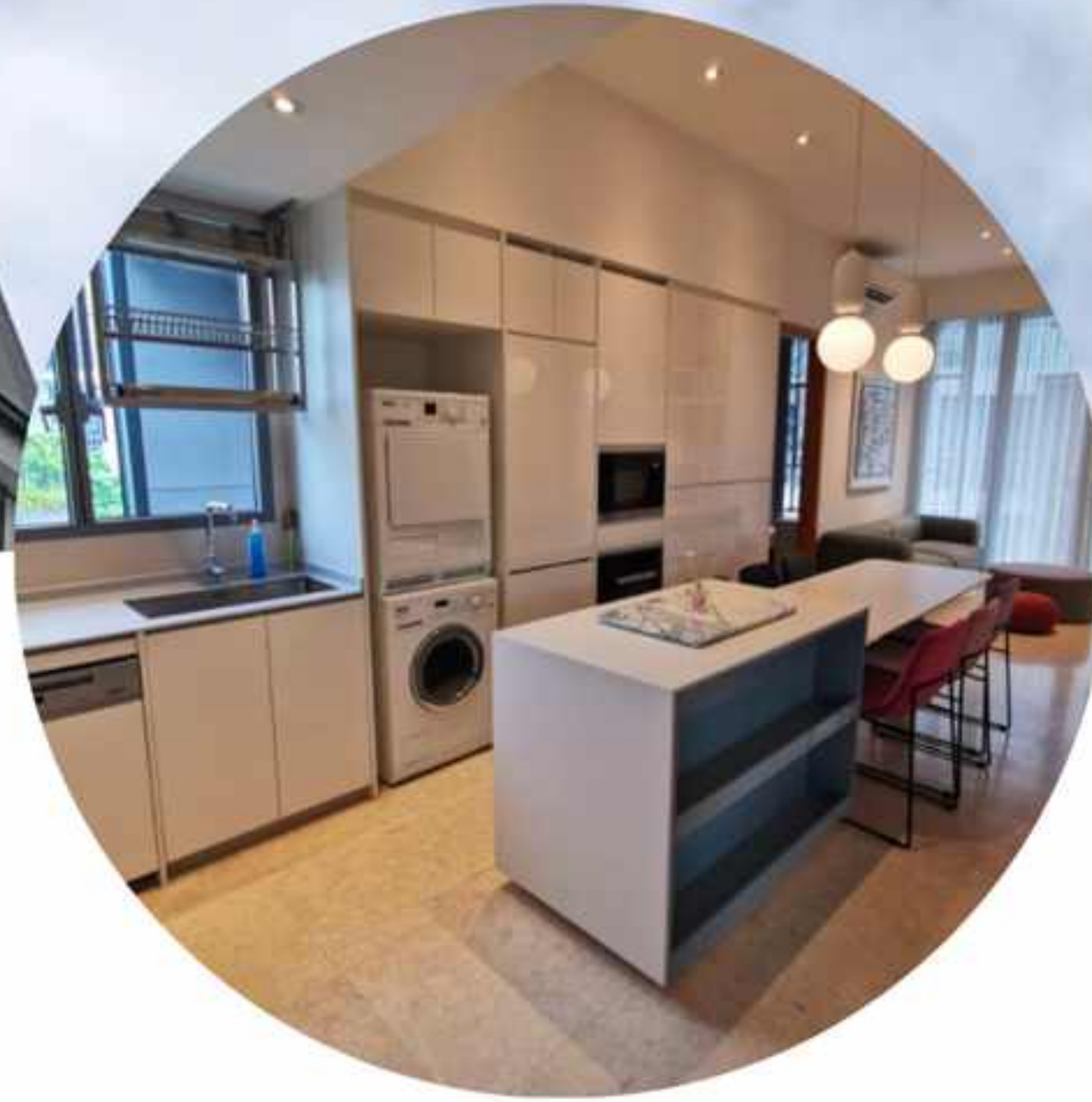
"SERVICE-ORIENTED  
AND PROMPT TO MY  
ENQUIRIES"



**Mr Sim**  
**Multiple Home Owner**

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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**

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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**

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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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### LEARN MORE

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