

# + The will to excel

PropertyBank is an innovative organisation that believes in finding the best possible solution for all commercial real estate needs. We meet Founder & Managing Director of this fast growing network, Ms. Edith Tay and her team



## Above

Edith Tay started PropertyBank with just 50 properties in its database and today the 'bank' extends to over a thousand;

Having previously worked with the international 'big boys' in the real estate market as she puts it, Edith Tay knew she had a long, winding road ahead of her when she decided to start PropertyBank. Running a successful local business in an industry largely dominated by multinationals was almost unheard of in the real estate industry. And that's where the challenge lay. That being said, Edith had 17 years of experience in commercial and industrial properties; she had a wealth of contacts who knew her and her work ethic; and most importantly the timing seemed right. Thus, PropertyBank was started with as little as 50 properties in its database 'bank'. And today, the company has grown to represent over thousands of properties within Singapore.

Edith's career started far away from property as a marketing employee with a jewellery brand. But soon enough she found her calling in Singapore real estate. And has since managed to successfully set up her little real estate kingdom that brings people and technology together...

## **BANK ON US FOR PROPERTIES**

Today, PropertyBank is known for its knowledge and expertise; and also for the teamwork of its intimate unit of driven, property professionals. The company helps businesses to locate offices, industrial and retail spaces that are suited to their specific requirements and investment needs. Through its strong partnerships with bankers, developers, contractors and overseas alliances, PropertyBank provides a one-stop consultancy service for real estate. "It is not so much about hard selling with us, but it is about building a relationship that might not show results immediately but will go a long way," says Edith. And she is right. From setting up Hoya Medical's town office in Singapore to finding a local home for Hyper Island Institute for Higher Learning from Sweden; the company's past record shows its expertise in building relationships and securing business properties for global companies and renowned local enterprises. More recently, PropertyBank was even appointed to market The Quadrant, a heritage building located in the heart of Raffles Place. This prestigious landmark started about 80 years ago as the regional headquarters of Kwangtung Provincial Bank, and today, it is a restored jewel. This recent project only goes to highlight the company's expert capabilities in the field of project marketing.

“PropertyBank is known for its knowledge and expertise; and also for the teamwork of its intimate unit of driven, property professionals.”

Under Edith’s guidance, the company functions as a one-stop consultancy service for office, industrial and retail real estate.



#### Left to Right

The PropertyBank team sits down with clients to understand through detailed discussions, the nature of their business and their real estate requirements; PropertyBank was recently appointed to market The Quadrant, A heritage building located in the heart of Raffles Place



It is little wonder that a new company is awarded the marketing project, and Edith has had many successful projects delivered. In addition to this, what sets Edith and team apart from others is their personal approach and the undivided attention that they give to every client.

## DOING THINGS DIFFERENTLY

“Real estate doesn’t stem from the person who says ‘I need an office’ and thereafter this requirement is referred to the office department of a big company. At PropertyBank, we don’t believe in dissecting our people on the basis of property type.” This unique approach gives clients the opportunity to receive customised solutions to their real estate needs; then whether they require a warehouse space in the suburbs, a new flagship shop or even a centrally located office.

## STARTING WITH A DESIRE TO TRAVEL THE WORLD

Looking at all that PropertyBank has achieved today, it is hard to believe that Edith did not start her career in real estate. Her early years took her to many countries where she marketed genuine jewellery. And that’s when she decided to branch out into international marketing, but for properties. She joined MBf Corp, a Malaysian-based investment holding company. From there she went on to join other big players like Sembcorp, Knight Frank and DTZ. And finally, after 17 years of playing the field with international industry leaders, she decided that it was time to test her independent ability and has never looked back since.

Setting out on your own when you don’t know where the path will lead needs courage. But Edith knew she had to take that risk, “As a mother with two children, it was especially difficult to balance work life and family. But I had decided to take the leap; and sometimes once you have, you can’t worry about whether the leap will take you far or if it will keep you status quo.” Edith’s success is a clear indication of just how far that leap took her...

To know more about PropertyBank please visit [www.propertybank.com.sg](http://www.propertybank.com.sg) or dial +65 6293 3308

PropertyBank is happy to extend free consultancy for project marketing. Please feel free to drop an email to [ask@propertybank.com.sg](mailto:ask@propertybank.com.sg) for more information.