

## Her clients' needs are her topmost priority

Written by Belinda Wan

### ERA Realty Network's Jas Ng puts her clients first in her job, and her motto reflects this

Despite having just returned from a vacation, Jas Ng asks a couple of quick questions before the interview commences. It is not surprising to know that this petite lady with a big smile is widely acknowledged for her drive and passion – nor that she had only joined the company in late 2012 before assuming her current role.

#### Pursuing her interests

Before joining ERA, Jas was working in a Fortune 500 US-based multi-national corporation, handling Global Sales in the Asia-Pacific region, where she harnessed her experience, and made a discovery. She says, "Although I came from a strong sales background in my former corporate career path, what got me really excited was not just the amount of sales commission that I raked in, but the number of investors whom I managed to create wealth for, and home seekers who managed to find their dream homes."

She decided to join ERA because she knew it was an established brand with the largest pool of agents, which she knew would put her in a competitive position.

Being new to the real estate sector, Jas attended the company's sales training programmes, for instance, the comprehensive Acceleration training course, and received in-house training from the ERA Victory Group. In addition, she was ably assisted by ERA mobile apps and project applications, which impressed her clients, enhancing her competitive edge. While she describes herself as an independent worker, her ERA mentor, Senior Group Division Director Joe Tng in the Victory Division, guided her towards success by constantly providing sales support and advice.

#### Building her personal brand

The motto or slogan printed on her namecard reads "Your Interests – My Priority" – a one-liner that sums up her sales approach succinctly, as Jas believes in putting her clients' needs first.

The self-described "self-driven, detail-oriented and highly motivated" go-getter also feels "rapport, reputation and integrity" to be why many of her clients have stayed with her, becoming her good friends, and even referring potential clients. They even send her encouraging SMS and WhatsApp messages to motivate her.



Jas Ng

**Clients need to feel that they can relate to you, before they can entrust their affairs to you. I guess the fact that I am an upfront and honest person also helps – I state facts, not ambiguities.**

Jas elaborates, "I think value-added services in today's market are important. I don't believe in a purely transactional approach. I assess the situation – the driving force behind the selling – is it based on profit margins, because they need the money, or is it some other reason? There are deals that I turn away – if I think it is better for my clients not to sell, I give them my advice based on my knowledge and market expertise."

She adds, "I am very much in touch with technology and innovation. Of course, the personal touch is also very important."

#### A positive attitude

In spite of illustrious achievements such as consistently being amongst the top salespersons for consecutive months under her belt, Jas looks forward to exceeding her sales target for the year.

"I am a goal-oriented person, but my passion and interest for the business is what really keeps me going. I believe the clients can feel it as well. They know that I do have their interests at heart – when I put forth something, they will know this is actually the best. I always commit to giving my best, maybe because I am a perfectionist."

She also credits the ERA management team of CEO – Jack Chua; COO – Marcus Chu; and KEO – Eugene Lim for their support and approachability.

Jas has this to say to aspiring agents, "Have the courage to follow your heart and intuition. Never give up – persevere. Live your dreams!"