Special Feature

Realstar Premier Group set to groom the next billion-dollar landed sales superstars

/ EdgeProp Singapore | May 10, 2024 10:00 AM SGT

William Wong, founder of Realstar Premier Group which specialises in landed sales, will be launching a book to document the agency's journey since 2001 (Photo: Samuel Isaac Chua/EdgeProp Singapore)

Landed property focused real estate agency Realstar Premier Group has ambitious plans to achieve new heights by grooming and nurturing 20 current aspiring realtors, out of which 10 of them will be personally groomed by its Founder William Wong and Managing Director Julian Yip, to become the next agent to achieve more than $1 billion dollars' worth of landed sales transactions.

This is a tall task, with probably fewer than five out of 35,251 registered property agents in Singapore having reached this mark, observes William, who is also author of upcoming book Listings to Legacy, The Life of a Real Estate Maverick, his second publication.

Yet, he remains optimistic, having successfully groomed two out of the estimated five, with Julian being one of them.

The key to achieving this will be attracting the right talent who possesses the "X-factor" — confidence, drive and commitment to be able to address, curate and offer value-added solutions and suggestions to Realstar's clientele. These individuals will receive constant guidance and mentorship from both William and Julian, who will impart their skillsets and knowledge that will secure them on the path to success.

Realstar will shape agents who are the cream of the crop — those with the right attitude, persevering mindset and skills that are capable of managing the agency's ultra-high-net-worth clients. These clients are the top earners in Singapore who have set their sights on Good Class Bungalows (GCBs) or landed properties. Agents interested in Realstar will need an elevated level of confidence, caliber and demeanor to provide the best kind of service to clients.

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Realstar's Managing Director Julian Yip is a trailblazer in landed sales, having exceeded $1 billion in sales value — a feat only achieved by a handful out of more than 35,000 registered agents in Singapore (Photo: Albert Chua/EdgeProp Singapore)

The agency is looking to kickstart this aspirational goal at William's upcoming book launch on May 20. Attendees will have the opportunity to learn from William's aspiring story and possibly interact with him. In addition, there will be sharing sessions from the experienced Realstar team on how to perform in this niche industry.

Bringing pride and dignity to the real estate industry

Since its establishment in 2001, Realstar's outstanding achievements are in line with William's intention of elevating the public perception of real estate agents to greater heights and highlighting the outstanding service that comes with the profession.

The agency will continue its trailblazing legacy by enhancing its contributions to the industry. Realstar will be conducting talks and sharing sessions at the Real Centre Network, a Council for Estate Agencies-approved training provider. This initiative is a testament to Realstar's determination to leave a lasting positive mark in this dynamic industry by uplifting other agents and pushing them to extraordinary heights.

In recognition of its excellence, Realstar has clinched many accolades, marking its distinguished position as a market leader in the landed property sector. In 2022, it won the Enterprise 50 award that recognises the 50 most enterprising local, privately held companies that have contributed to the economic development of Singapore, both locally and abroad.

Stellar performance, dominant market share

Despite its smaller size of 60 active realtors, Realstar boasts stellar performance in the landed property sector. In 2021, Realstar achieved a record-breaking milestone with the sale of 32 GCBs, signifying an exceptional year of success for the company. In addition, Realstar has attained an impressive 57% market share in GCBs (based on lodged caveats) since the previous year, further solidifying its position as a leader in the industry.

Additionally, the agency has brokered more than $16 billion in total transacted value of landed properties so far. This includes the biggest GCB deal in terms of quantum as well as psf price. This record-breaking psf price of $4,500 was achieved with the sale of three GCBs at 42, 42A and 42B Nassim Road for $206.7 million.

The properties were sold individually to three ultra-high-net-worth Indonesian-turned-Singapore citizens, who are members of the same family. Each GCB sits on a freehold plot ranging from 15,131 to 15,542 sq ft, with a built-up area from 6,942.7 to 7,384 sq ft.

One of the trio of bungalows along Nassim Road being sold by Realstar Premier Group

Humble beginnings, shaping success

Realstar has come a long way from when it was founded in 2001. Its founder, William, came from humble beginnings, and steadily overcame challenges to rise the real estate ladder. Thanks to his strategic leadership and planning, coupled with a resilient attitude, he has successfully transformed Realstar to become the go-to-agency for landed properties.

William details his extraordinary journey vividly in his upcoming book, Listings to Legacy, The Life of a Real Estate Maverick. The book commemorates his career in the real estate industry, starting from his first time encountering a landed property, which was owned by his then-tutee's father. William was awed by the grandiosity of the property and moved by the owner's humility, which made him believe that he too could succeed with integrity and kindness.

In recognition of his success with Realstar, William has received the Entrepreneur of the Year award from the Association of Small & Medium Enterprises and The Rotary Club of Singapore.