

Audrey Wong: a rising powerhouse in Singapore's landed real estate scene

My first impression of Audrey Wong was that she looked tiny for someone with a big reputation. She arrived early, poised and composed — her presence is reassuring, quiet yet deliberate. She takes a moment to connect, her tone warm, her eyes observant. There's an ease about her, the kind that comes from steady confidence and clarity. What sets her apart isn't showiness or drama, but an air of thoughtful composure — a focus on substance over show.

In an industry where momentum is everything, Wong's rise through 2024 and 2025 has been nothing short of remarkable, culminating in over \$100 million in landed property transactions during this period. A multiple Platinum Award recipient — platinum awards are conferred to agents with extraordinary performance — Wong is often engaged in the negotiation of real estate deals that are in the eight-figure range. Her portfolio of clients includes esteemed clients who are billionaires and centi-millionaires. Among her many recent landmark deals is the successful negotiation of a residential landed property slated for redevelopment in District 10, transacted for over \$30 million.

Today, Wong moves confidently among clients whose portfolios are valued in the eight- or nine-figure range. Serving Singapore's high- and ultra-high-net-worth clientele, the Top Landed Agent's approach blends financial logic with intuition — she doesn't just identify properties, she advises portfolio strategies.

"Real estate is serious business — often one of the largest investments in a family's portfolio," she says. "I understand my clientele, their time is their most valuable resource and opportunity cost is always part of the equation. My role is to look beyond the address — to consider liquidity, aspiration and the balance between risk and return."

Strategic foresight beyond the present

Her strength lies in her ability to recognise the intrinsic value, combined with proven analytics. After graduating from the National University of Singapore in Real Estate, she began her career as a research analyst, where she learned to read markets like blueprints — each line revealing opportunity, each shift a signal. She then developed a proprietary assessment system, which is highly sought after by her clientele base. "Most clients engage me for my strategic insights. My approach helps to quantify intrinsic value swiftly and accurately," she says.

As a former bespoke jeweller, Wong possesses a disciplined eye for rarity and refinement. Her clientele then, and now, are entrepreneurs, founders and inheritors who value heirlooms that are built to last. From prime jewels to prime homes, she continues to work with the same discerning circle who recognise enduring value and timeless assets. "People came to me for my taste and my discernment," she recalls. "Hence, doing landed deals was a natural transition."

Where legacy meets foresight

That special skillset is no coincidence — Wong's lineage is steeped in design and planning. Growing up, she observed her parents at work; her mother — a seasoned realtor — was a masterful applicator of keen observation on the real estate markets. Her father, an urban planner with the Urban Redevelopment Authority (URA), had an intuitive rhythm for the ever-evolving urban landscape. She inherited both legacies, developing a spatial foresight that enables her to see beyond the present, anticipating how our city will evolve and, in turn, spot opportunities before others do.

From this dual inheritance grew a signature style — measured, meticulous and modern. "I pride myself on being unbiased in my advice," she adds. "Clients tell me they value my authenticity and my sharp eye for value."

Behind the scenes, Wong does not work alone — she has a team of landed specialists behind her. Their combined strength has produced phenomenal results, often breaking benchmarks in the landed segment.

Patient, pragmatic and precise

When negotiations begin, that calm exterior reveals a strategist's mind at work. Patience, pragmatism and precision define her approach. "Negotiation is controlled tempo," she muses. "Pressure is a constant; progress is engineered in micro-steps."

For Wong, every deal successfully concluded is never an easy journey but a culmination of her in-depth research, market acumen and grasp of the macro developments of the real estate landscape.

Her routine mirrors that same discipline — rising at 5am, she begins her day with a simple meditation or nature walk in her neighbourhood, as she believes that the day starts best before the city wakes up. "There is a stillness in the early hours that allows me to reset my mind and sets the tone for the day ahead," she adds. Wong also takes occasional time out by engaging in physically challenging hobbies such as rock-climbing, as well as catching up with friends over coffee.

Excellence, done quietly

Those who've worked with her describe a professional who commands trust without demanding it. She listens deeply, speaks thoughtfully and acts with intent. "Clients value rigour without pressure," she says. "I give my 101% and release what I cannot control."

To Wong, success is more than record-breaking numbers. It's about the quiet privilege of stewardship — guiding families, protecting value and shaping the next chapter of Singapore's most coveted enclaves. "I'm grateful for my team at Eminence Landed Propnex and especially the trust and support of my clients. I hope to continue to be an integral part of their lifelong journey in property, and I sincerely thank them for their testimonials and positive feedback", says Wong.

In a marketplace driven by noise and speed, Audrey Wong stands apart — thoughtful, deliberate, and strategic. Every decision, every conversation, every deal reflects the same philosophy: excellence, done quietly. **E**



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