



Derek Sun

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## Strengthening SHKP competitive edge to attract more young talent customers

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Hong Kong is a cosmopolitan city that brings together professionals from all over the world. In addition, the government has actively attracted professionals through various schemes in recent years, which has stimulated the demand for housing. Derek Sun, SHKP Signature Homes Managing Director, said the unique property portfolio of Signature Homes, bolstered by its technology applications and dedicated service teams, has helped the Group seize the business opportunities arising from the growth of talent arriving from the mainland and overseas.

### A leader in the residential leasing market

While the high interest rate environment has dampened demand for home purchases in Hong Kong, the local residential leasing market has performed well. This can be attributed, in part, to the sustained growth of talent moving to Hong Kong.

As the Group's residential leasing arm, Signature Homes, has established itself as a leader in providing residential leasing services and serviced apartments, benefiting from its extensive business scale. TOWNPLACE is a new residential leasing brand tailored for a younger clientele. The properties of Signature Homes and TOWNPLACE are in prime locations and offer comprehensive facilities. Derek Sun said their edge lies not

just in the hardware of the properties but also in their professional services, making residents feel at home despite the unfamiliar setting.

### Understanding the needs of different customers

The residents of Signature Homes are primarily professionals and their families, who expect more services in their daily lives. “Our customer service teams understand their needs and provide tailor-made assistance accordingly,” says Derek. “For example, we provide hotel-like concierge services and home appliance repair and maintenance.” The teams often organize activities for the children, giving our residents a warm home feeling.

In response to the demand for exceptional service quality, the team recruits staff who previously worked at top-tier international hotels and are accustomed to serving discerning guests. The frontline staff also collaborate with the Group's other businesses, such as YATA, to swiftly provide quality products and comprehensive services. These measures have helped Signature Homes build up its unique advantages.

To cater for the needs of the young generation, the Group launched TOWNPLACE in 2019. Currently, the residents of TOWNPLACE are mostly under the age of 40, with majority of TOWNPLACE WEST KOWLOON residents falling within this age group. Most of the residents are students and professionals. “The new generation is particularly proactive in making new friends and cultivating relationships,” said Derek.

TOWNPLACE set up a Community Team, which is a professional services team staffed by energetic young colleagues who have a genuine passion for building connections. They strive to create a friendly and comfortable environment at TOWNPLACE that fosters a strong sense of camaraderie. The Community Team organizes a variety of activities, encouraging the residents to participate and invite their friends to join. “Many people, attracted by the vibrant and friendly atmosphere, moved into our properties after attending our events,” says Derek. “This makes TOWNPLACE a growing and thriving community.”

### Leveraging technology to define ‘attentive service’

The Group's property management service is highly regarded for its quality and attentiveness. Derek said the definition of ‘attentiveness’ has evolved over time, particularly as the new generation has their own expectations. “In the past, face-to-face communication was essential for delivering excellent customer service. But the new generation tends to prefer using electronic communication channels. We have therefore embraced technology to meet their needs.”

TOWNPLACE WEST KOWLOON was the first service-apartment project in Hong Kong to add a self-check-in function to its mobile app, using smart technology to enhance the residents' experience. “Through the TOWNPLACE mobile app, residents can directly complete tasks like booking rooms, checking-in and collecting the digital key. This aligns perfectly with the preferences of today's tech-savvy younger generation.”

### Management philosophy: stay positive and pursue continuous enhancement

Derek, an optimist at heart, firmly believes that “nothing is impossible” and there are always strategies to navigate through various scenarios that arise, whether they are favourable or challenging. “I joined Signature Homes in 2020 when the residential leasing sector was impacted heavily by the onset of the COVID pandemic,” said Derek. “However, I realized that there was still considerable demand for housing in Hong Kong. With this insight, I guided my team to revamp our approach from primarily serving overseas professionals to focusing more on appealing to local and mainland customers.” Through strengthening its local digital marketing campaigns, enhancing its social media presence and establishing collaboration with high-end brands, the team elevated the prominence of Signature Homes in the market. Thanks to the team's efforts, the occupancy rate rebounded to a satisfactory level by the end of the year.

In his leisure time, Derek loves playing tennis. As he picked up the sport only in recent years, he spends two to three days a week taking lessons and incorporates running into his fitness regimen. He said, “I find great joy in making improvements, whether it is in work or sports.” He hopes his team not only works hard, but also works smart. He believes that in addition to doing their regular duties, they should constantly seek ways to improve. Managerial staff should allocate up to half of their working time to this pursuit. Staying updated is the key to thriving amid fierce market competition.



Derek and the Signature Homes team  
孙伟刚与Signature Homes团队



## 强化优势 掌握年轻专才来港机遇



香港是一个开放型社会，汇聚环球人才，加上近年政府积极吸纳各方专才，刺激了居住需求。新地住宅租赁Signature Homes董事总经理孙伟刚表示，Signature Homes拥有卓越的物业组合，配合科技应用和服务团队的优势，相信可以把握其中的机遇。

### 住宅租赁前景向好 集团具市场优势

近年香港楼市波动，全球高息环境影响买楼意愿，但住宅租赁市场表现理想。另一方面，人才来港数字持续上升，也带动了住宅租赁的刚性需求。

集团旗下品牌Signature Homes，业务涵盖住宅租赁和服务式住宅，规模上具市场优势；近年更开创TOWNPLACE品牌，针对服务年轻客群，紧贴不同顾客需要。无论是Signature Homes或TOWNPLACE，所属物业均坐落于优越地段，设施完备。孙伟刚认为，他们的优势不仅体现于“硬件”，更在于专业和细心的服务团队，令住客即使人在异乡，也有一份“家的感觉”。

### 了解不同客群需要

孙伟刚剖析，Signature Homes的住客主要是专业人士及其家人，故需要在生活细节上得到更多支援。“所以我们的客户服务团队，会尽量了解他们所面对的问题，并提供



Derek encourages his team to innovate, for example, by continuously improving the mobile app to provide customers with even more convenient services  
孙伟刚推动团队不断创新，例如不断优化专属手机应用程序，为住客提供贴心服务

帮助。例如提供concierge礼宾服务、家电维修服务等，也是根据住客的需求而制订。”同时团队会经常举办供小朋友参与的活动，务求令家庭租客感觉更加温暖。

因应这批住客普遍对服务质量有极高要求，所以团队中有不少同事是来自国际顶级酒店，具有服务高要求客人的资深经验。此外，前线同事会因应住客的需要，协助对接集团其他业务如一田等，确保能在第一时间为住客带来优质产品和全面服务，继而为Signature Homes建立起独有的优势。

针对年轻人市场，集团于2019年创立另一住宅租赁品牌TOWNPLACE，以满足新世代住客的需要。现在TOWNPLACE的住客年龄层不少属40岁以下，而TOWNPLACE WEST KOWLOON大部分的住客均为40岁以下，主要是学生和专业人士。孙伟刚称：“新世代最大的共通点，是建立人际关系时会较主动，乐意认识新朋友。”

因此，TOWNPLACE特别建立一支由年轻人组成的Community Team，该团队既充满活力、喜欢交朋友，同时具备专业的服务水平，令住客在TOWNPLACE有种与朋友共住的亲切和自在感。Community Team会为住客举办不同种类的联谊活动，特别之处是欢迎他们邀请非住客朋友参加。孙伟刚笑言：“不少人出席过我们的活动，均被这里充满活力和友善的氛围所吸引，因而成为我们的住客，令TOWNPLACE这个群体不断壮大。”

### 科技为“贴心服务”带来新诠释

集团的物业管理服务，向来以优质和贴心著称。孙伟刚表示，“贴心”的定义是随著时代而转变，特别是新世代自有一套想法：“一直以来，我们都认为优质的顾客服务少不了实体交流，新世代却不希望劳烦别人，遇到问题会倾向通过电子渠道处理，故此通过提升科技应用，让他们能以自助方式，解决不同问题，这才算是贴心的服务。”

事实上，在整个住宅租赁市场中，集团较为著重引入智能科技以提升住客体验。孙伟刚表示TOWNPLACE WEST KOWLOON为手机应用程序加入自助登记入住的功能，此举属全港首创。“只要通过TOWNPLACE手机app，住客可以直接处理订房、办理入住手续、

领取数码钥匙等程序，完全不需前台同事协助，十分符合新世代的喜好和习惯。”

### 管理哲学：保持乐观、追求持续进步

孙伟刚笑言自己是典型的乐观派。因此他深信凡事都可能，无论市场情况是好是坏，都有很多事情可以做。“我2020年加入Signature Homes时，正处于疫情爆发初期，住宅租赁市场深受影响。但我觉得虽然如此，香港始终仍大有人在，于是便率领团队转型，由专注服务外来专业人士，转向增强本地和内地客群。”团队除了加强本地的新媒体营销和社交媒体宣传外，也与高端品牌联名合作，提高Signature Homes在本地市场的关注度。在团队的努力下，入住率于2020年底已回升至理想水平。孙伟刚坚信即使身处逆境，也有打“逆境波”的策略。“Nothing is impossible”也成为了他的格言。

工作之余，孙伟刚喜欢打网球，他自言接触网球较迟，所以比别人更努力，除了每星期花两三天上课外，也会练习跑步提升体能。“无论运动或工作，我都很享受进步的过程。”他希望团队不仅work hard，更要work smart——除了专注眼前工作，也要思考如何进步，他甚至认为主管同事在日常工作中，一半时间应该要用作寻求进步空间。因为他深信，只有“与时俱进”，才是在激烈市场竞争的生存之道。

