



Derek Sun

孫偉剛

SHKP Signature Homes Managing Director
新地住宅租賃Signature Homes董事總經理

Strengthening SHKP competitive edge to attract more young talent customers

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The edge of Signature Homes and TOWNPLACE lies not just in the hardware of the properties but also in their professional services, making residents feel at home.

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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
孫偉剛與Signature Homes 團隊

強化優勢 掌握年輕專才來港機遇



香港是一個開放型社會，匯聚環球人才，加上近年政府積極吸納各方專才，刺激了住屋需求。新地住宅租賃Signature Homes董事總經理孫偉剛表示，Signature Homes擁有卓越的物業組合，配合科技應用和服務團隊的優勢，相信可以把握當中的機遇。

住宅租賃前景向好 集團具市場優勢

近年本港樓市波動，全球高息環境影響買樓意欲，但住宅租賃市場表現理想。另一方面，人才來港數字持續上升，亦帶動了住宅租賃的剛性需求。

集團旗下品牌Signature Homes，業務涵蓋住宅租賃和服務式住宅，規模上具市場優勢；近年更開創TOWNPLACE品牌，針對服務年輕客群，緊貼不同顧客需要。無論是Signature Homes或TOWNPLACE，所屬物業均坐落於優越地段，設施完備。但孫偉剛認為，他們的優勢不僅體現於「硬件」，更在於專業和細心的服務團隊，令住客即使在異鄉，也有一份「家的感覺」。

了解不同客群需要

孫偉剛剖析，Signature Homes的住客主要是專業人士及其家人，故需要在生活細節上得到更多支援。「所以我們的客戶服務團隊，會盡量了解他們所面對的問題，並提供



Derek encourages his team to innovate, for example, by continuously improving the mobile app to provide customers with even more convenient services
孫偉剛推動團隊不斷創新，例如不斷優化專屬手機應用程式，為住客提供貼心服務

幫助。例如提供concierge禮賓服務、家電維修服務等，也是根據住客的需求而制訂。」同時團隊會經常舉辦供小朋友參與的活動，務求令家庭租客感覺更加溫暖。

因應這批住客普遍對服務質素有極高要求，所以團隊中有不少同事是來自國際頂級酒店，具有服務要求高的客人的資深經驗。此外，前線同事會因應住客的需要，協助對接集團其他業務如一田等，確保能以第一時間為住客帶來優質產品和全面服務，繼而為Signature Homes建立起獨有的優勢。

針對年輕人的市場，集團於2019年創立另一住宅租賃品牌TOWNPLACE，以滿足新世代住客的需要。現時TOWNPLACE的住客年齡層不少屬40歲以下，而TOWNPLACE WEST KOWLOON大部分的住客均為40歲以下，主要是學生和專業人士。孫偉剛稱：「新世代最大的共通點，是建立人際關係時會較主動，樂意認識新朋友。」

因此，TOWNPLACE特別建立一支由年輕人組成的Community Team，一團隊既充滿活力、喜歡交朋友，同時具備專業的服務水平，令住客在TOWNPLACE有種與朋友共住的親切和自在感。Community Team會為住客舉辦不同種類的聯誼活動，特別之處是歡迎他們邀請非住客朋友參加。孫偉剛笑言：「不少人出席過我們的活動，均被這裡充滿活力和友善的氛圍所吸引，因而成為我們的住客，令TOWNPLACE這個群體不斷壯大。」

科技為「貼心服務」帶來新詮釋

集團的物業管理服務，向來以優質和貼心見著。孫偉剛表示，「貼心」的定義是隨著時代而轉變，特別是新世代自有一套想法：「一直以來，我們都認為優質的顧客服務少不了實體交流，新世代卻不希望勞煩別人，遇到問題會傾向透過電子渠道處理，故此透過提升科技應用，讓他們能以自助方式，解決不同問題，這才算是貼心的服務。」

事實上，在整個住宅租賃市場中，集團較為著重引入智慧科技以提升住客體驗。孫偉剛表示TOWNPLACE WEST KOWLOON為手機應用程式加入自助登記入住的功能，此舉屬全港首創。「只要透過TOWNPLACE手機app，住客可以直接處理訂房、辦理入住手續、

領取數碼鑰匙等程序，完全不用經過前檯同事協助，十分符合新世代的喜好和習慣。」

管理哲學：保持樂觀、追求持續進步

孫偉剛笑言自己是典型的樂觀派。因此他深信凡事都可能，認為無論市況是好是壞，也有很多事情可以做。「我2020年加入Signature Homes時，該年初正處於疫情爆發初期，住宅租賃市場深受影響。但我覺得雖然如此，但香港始終仍大有人在，於是便率領團隊轉型，由專注服務外來專業人士，轉向增強本地和內地客群。」團隊除了加強本地的數碼行銷和社交媒體宣傳外，亦與高端品牌聯乘合作，提高Signature Homes在本地市場的關注度。在團隊的努力下，入住率於2020年底已回升至理想水平。孫偉剛堅信即使身處逆境，也有打「逆境波」的策略。「Nothing is impossible」也成為了他的格言。

公餘時孫偉剛喜歡打網球，他自言接觸網球較遲，所以比別人更努力，除了每星期花兩三天上課外，也會練跑提升體能。「因為無論運動或工作，我也很享受進步的過程。」他希望團隊不僅work hard，更要work smart，除了專注眼前工作，也要思考如何進步，他甚至認為主管同事日常工作中，一半時間應該要用作尋求進步空間。因為他深信，只有「與時並進」，才是在激烈市場競爭的生存之道。

