

INTEGRITY THE KEY TO SUCCESS

WENDY KWEK WK Events Pte Ltd

Ms Wendy Kwek is a highly inspiring business woman who knows what she wants in life. She is clear about her mission and strives to live a life with passion and purpose. She is candid and believes in the importance of living a fulfilling life guided by core values like integrity, win-win mindset and the focus on adding value to others. Wendy also talked about the importance of having the courage to admit one's weaknesses and creating great success by bringing on board people who can complement you.

As the CEO of WK Events Pte Ltd, Wendy is indeed a highly successful entrepreneur and astute property investor who currently owns more than 100 properties worldwide. This is an amazing feat considering that she was brought up in an average family where her father was a policeman and her mother, a home maker. Due to her humble beginnings, she understood first-hand the struggles of an average household and of an average person. She decided to make it her mission to help others by guiding people toward achieving financial freedom through property investments and collaborative deal structures.

She is a strong believer of continuous personal development and shares the importance of having good mentors and the ability to build strong networks to accelerate success. She estimates that she has invested more than a quarter million dollars on attending self-help seminars and learning from mentors internationally to date. But it is money well invested. "I found the shortcut to success by finding the right mentors in life. Now the role has been reversed and my mission is to help average people create extraordinary wealth through property investments."

You may read more about her personal sharing at www.wendykwek.com or visit her website at www.WKEvents.com.sg.



Up Close & Personal

What motivates you every single day?

What motivates me is when our clients write to us with very encouraging emails and testimonials about how we have transformed their lives and their finances. What gives me the most satisfaction is when retiree couples thank me for helping them retire comfortably. My number one rule is to always put customers' and investors' interests first. Only when my customers and investors are successful can I become more successful. That's why I am careful to exercise due diligence and ensure that our customers' interests are well taken care of.

What are some qualities that all entrepreneurs should possess?

I think that entrepreneurs must follow their passion and have the tenacity to focus on creating long term success. To survive long term in business, one must act with integrity because credibility takes years to build and seconds to be destroyed. One must also act decisively and that requires courage to take on calculated risks and sometimes to make tough

decisions. So, overall, it is about following your heart, serving with passion and acting with integrity always.

What programmes do you run and are you planning to introduce more programmes?

"At WK Events, we focus a lot on properties – we educate people on the selection of properties, how to negotiate good deals, how to structure properties with little or no money down," she explains. "It's enriching and power-packed. Our Property Riches Programme is specially tailored for participants to learn from real-life case studies, tap into the minds and skills of successful developers and – most importantly – learn how to make money when you buy, not when you sell."

In time to come, I may introduce programmes not related to property investments. Likely, it would be in the areas of personal development, healing relationships and about developing spiritual awareness. I believe that wealth is not just making money but about growing holistically."

*The highest form of
leverage is education*