

ETC and OrangeTee Announce Strategic Merger

- Unites complementary strengths of two iconic homegrown real estate brands, building on the success of their 2017 joint venture
- Establishes the Group as the region's most comprehensive real estate company by extending its line of services, broadening its expertise into new markets and deepening its regional presence to achieve sustainable growth
- Offers an end-to-end suite of real estate brokerage and consultancy services to address the diverse needs of different client groups – from individual property seekers and first-time buyers to high-net-worth investors, developers and leading corporations – with a growth-oriented approach to long-term value creation

Singapore, 24 February 2025 — [ETC \(宜迪产业咨询公司\)](#), Singapore's trusted commercial real estate consultancy firm, and [OrangeTee Group \(橙易集团\) \(OrangeTee\)](#), Singapore's leading proptech agency, jointly announced today a strategic merger that unites their complementary strengths to become the region's most comprehensive real estate services firm, offering unparalleled expertise and reach to meet both B2B and B2C needs.

The unification brings together two of Singapore's iconic homegrown real estate brands under one umbrella to create a transformative, full-service avenue addressing the evolving needs of the real estate market. This integration marks a significant milestone, bolstering the Group's capabilities with a combined bench strength of more than 520 employees and 2,800¹ real estate advisors.

Merger for Growth

The merger signifies a long-term commitment to enhancing service offerings and driving sustainable growth, leveraging ETC's expertise in corporate advisory and consultancy, and OrangeTee's innovative proptech capabilities and extensive agency network.

Building on the success of their 2017 joint venture — OrangeTee & Tie which was the union of ETC's agency business with OrangeTee, the merger now aligns the overall business operations and service offerings to unlock powerful synergies. The Group is now primed to delivering an unmatched full suite of services in the real estate value chain for organic growth in Singapore, while expanding regionally.

¹ Based on CEA agent count as of 24 February 2025



The Group will be helmed by Mr. Desmond Sim, the current CEO of ETC, as Group CEO, alongside Mr. Justin Quek, the current CEO of OrangeTee & Tie, who will take on the role of Deputy Group CEO. They will be supported by an experienced leadership team drawn from both companies, and together, drive the Group's mission to provide comprehensive real estate solutions, while fostering growth for employees, real estate advisors, clients, and stakeholders.

Mr. Desmond Sim (沈振伦), Group CEO, says, "The full merger is a natural progression, reinforcing our enduring partnership with OrangeTee and positioning us even more competitively to navigate evolving market demands, while capitalising on the region's high-growth opportunities. By combining our expertise, resources and networks, we can drive meaningful growth, create value for all stakeholders and achieve the scale needed to thrive in today's dynamic real estate landscape. Together, this 'Merger for Growth' strategy reinforces our commitment to building a robust ecosystem – one that empowers our people and enhances client experiences in Singapore and across the region."

Mr. Justin Quek (郭建廷), Deputy Group CEO, says, "This merger fortifies our shared heritage and deepens our connection to the communities we serve. With a strengthened brokerage and consultancy team supported by advanced proptech, we are set to scale our capabilities to deliver innovative, seamless solutions across all real estate sectors. This unified strategy impeccably aligns with OrangeTee's renewed vision of simplifying real estate, making it more accessible, seamlessly helping real estate advisors and clients find their homes, business solutions, or commercial spaces in Singapore and beyond."

The leadership team is working closely to ensure a smooth integration process, with a focus on preserving the values and strengths that have defined each company. The integration roadmap includes aligning operational competencies, enhancing proptech capabilities, and ensuring clear and transparent communications with all stakeholders.

At present, ETC and OrangeTee will continue operating under their current branding. Following OrangeTee's successful brand refresh in January 2024, ETC has also launched its refreshed brand identity in January 2025. Both companies' brand refresh efforts are part of the broader strategy to strengthen the distinct strengths of each entity, while paving the way for a unified identity under the Group.

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About ETC (宜迪产业咨询公司)

Headquartered in Singapore, ETC is a trusted commercial real estate advisory firm with offices in Malaysia and Thailand. Local at heart, global in mind, we provide comprehensive services across the real estate asset life cycle – including advisory, investment, management and divestment services. With deep expertise, regional reach and global collaborations in markets such as Australia, China, the Philippines, the United Kingdom and Vietnam, we deliver bold and transformative solutions tailored to meet our clients' evolving needs. For more information, please visit etcsea.com or follow us on [LinkedIn](#), [Facebook](#), [Tiktok](#) and [Weibo](#).

About OrangeTee Group

OrangeTee Group (OTG) was incorporated in February 2000 and has since established itself as a reputable, dynamic, and forward-thinking real estate enterprise committed to redefining the real estate landscape. With over two decades of experience and a global perspective, OTG encompasses a diverse portfolio of businesses, including the agency-focused OrangeTee & Tie, the advisory-focused OrangeTee Advisory, and the international arm, OrangeTee International.

Founded on principles of innovation, integrity, and community engagement, OTG is dedicated to being a trusted, tech-driven leader within the real estate ecosystem and aims to provide a one-stop solution to the real estate needs of both corporate and individual clients. OTG remains at the forefront, fostering growth, driving positive change, and leaving an indelible mark on the industry.