



LILIAN LUE



### Profile

In two decades, Lilian has acquainted with all rounded experience in property development and real estate consultancy. She has also established an extensive and close network with a group of sophisticated property investors as well as high net-worth clients.

Over the years, Lilian has succeeded to bring in billion-dollars of sales income to her companies and more than expected return to her clients.

Due to confidentiality's concern, the background of Lilian's clients and relevant deals could not be disclosed. But with no doubt, her clients are always ranked on the Forbe's list of the most riches in Asia.

### Experience

#### **DIRECTOR, LACRU LAND GLOBAL (CURRENT)**

Founder and Director; serving business operators and investors in renting or buying the best commercial spaces in Hong Kong; acting as the buyer's agent for high net-worth clients to buy properties overseas; providing real estate consultancy services to property owners for maximizing the return of their investment portfolios.

#### **ASSISTANT DIRECTOR, HONG KONG SOTHEBY'S INTERNATIONAL REALTY (2010 - 2012)**



serving sophisticated investors by requests without any boundary. No matter the clients are looking for investment or exit opportunity in shops, office, residential or en-bloc properties, Lilian has committed to get the result done.

#### **ASSOCIATE DIRECTOR, CB RICHARD ELLIS (2009 - 2010)**



one of the key members in HK Office Services Team, providing multinational companies the best office solutions to relocate, renew or restructure of the leases.

#### **ASSOCIATE DIRECTOR, LANDSCOPE REAL ESTATE SERVICES LIMITED (2005 - 2009)**



as the team head, leading a commercial team of more than 12 brokers and playing a key managerial role in assisting the company policy formulation and business development.

EMAIL  
[lilian@lacruland.com](mailto:lilian@lacruland.com)

PHONE  
+852.6280.3566

FAX  
+852.3007.9383

[www.lacruland.com](http://www.lacruland.com)

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## MARKETING & SALES MANAGER, TOP PROPERTY DEVELOPERS IN HONG KONG (1991 - 2004)

Worked for prominent property developers in Hong Kong, including



New World China Land Limited (a subsidiary of New World Group under Cheng's family) - New World is ranked as one of the top 5 developers in Hong Kong



Shun Tak Development Limited (a subsidiary of Shun Tak Group under Dr. Stanley Ho, Macau Casino King)



Tian An China Investments Limited (a subsidiary of Sun Hung Kai Company, the top local securities firm in Hong Kong) - the pioneer of HK listed developers to invest hotels and property developments in China

in charge of sales and marketing of various types of property portfolios in Hong Kong, Macau and Mainland China (covering key cities such as Shanghai, Shenzhen, Guangzhou, Beijing, Tianjin, Wuxi, Nanjing and Xiamen); playing a pioneer role to formulate and implement effective marketing campaigns with overwhelming sales achievement.

## Education

University of Stirling (Master Degree of Business Administration in Finance), UK

University of Reading (Bachelor Degree of Science in Estate Management), UK

Baptist University of Hong Kong (Honors Diploma in Economics)

## Skills & Niche

All rounded knowledge and experience in real estate development and agency industry

Fluent in Chinese & English

Mastering the skills to serve sophisticated investors and know how to win the trust of high net-worth clients

Exceptional skills in negotiation and deal closing

Personal charisma in leading and achieving



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