

“Property Agents, Investment Clubs and Property Tourism:  
Facilitating the Migration Mobilities of Middle-Class  
Investor-Migrants in Asia”

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IAS Meeting Room 2.27, Level 2, FASS Building

Abstract

This paper examines the ways through which property agents and investment clubs facilitate the investment migration mobilities of middle-class investor-migrants in Asia. Drawing from ongoing research conducted in Singapore, Johor Bahru, and Brunei, this paper analyses the direct and indirect marketing strategies employed by these intermediaries. This paper argues that the property marketing industry can be conceptualised as a *transnational mobility industry*. This is because this intermediary industry (1) exposes potential investor-migrants to the idea of transnational investment migration; and (2) educates and facilitates the investment migration of its clients and their capital, especially through the use of subtle marketing strategies such as social activities and exploratory property tours – what I call ‘property tourism’. As most sales rely on repeat and referral clients, these intermediaries in turn facilitate diverse and multiply overlapped migration mobilities amongst investor-migrants (e.g. tourism, temporary, transnational, retirement). This paper concludes by highlighting the implications of this transnational mobility industry for our understandings of transnational mobilities, the relevance of national borders, and the perpetuation of inequalities.

Speaker's Profile



Koh Sin Yee is Assistant Professor of Geography at the IAS. She was previously Postdoctoral Fellow at the Department of Public Policy at City University of Hong Kong. Her research, positioned at the intersection of migration studies and urban studies, is informed by three areas of interests: (1) postcolonial geography and colonial legacies; (2) migration/mobilities and citizenship; and (3) urbanisation, inequality and social change. She has published on postcolonial approaches to migration in Asia (*Geography Compass*), temporalities of citizenship (*Asian and Pacific Migration Journal*), Malaysia's differentiated citizenship and education-induced skilled migration (*Journal of Ethnic and Migration Studies*), and Malaysia's talent return migration policies (*Singapore Journal of Tropical Geography*).