



KONG SHUM UNION PROPERTY MANAGEMENT (HOLDINGS) LTD

At Your “Outstanding” Service!

Some iconic success stories form the very pillars on which Hong Kong’s place in history rests. This is one such enigmatic story with roots deeper than any words could possibly express. By GLENN ROGERS.



(Left) David Ho, Chairman of Kong Shum Union Property Management (Holdings) Ltd, along with (Right) Jimmy Ho, Chief Executive Officer/Executive Director

When David Ho founded Kong Shum Union Property Management (Holdings) Ltd in 1984, it is highly unlikely he would have thought that one day, his labour of love would grace the Hong Kong Stock Exchange and trade publicly as Stock Code No. 8181.

Neither could his brother Jimmy, who

joined in him in 1992 to help expand the business, taking their quality of service to every corner of Hong Kong, bringing comfort, security, safety and reliability to us all.

So, what’s all the song and dance about a property manager that got listed? It’s not about the listing but rather about the growth of an idea that grew to become a living, breathing force that continues to play its part in building the vibrant economy of our great city.

Early Days

In those early days, the property management industry was still in its infancy, many firms providing threadbare services to Hong Kong’s growing high-rise population.

There was a niche to be filled by a proactive, services-hearted company that would educate, train, empower and offer prospects for a workforce motivated by a higher calling.

Hailing from the sandwich class,



“We take effective operations control, conduct regular training and reviews, secure feedback on our performance from our customers and deal with queries or issue that crop up, swiftly and qualitatively.”

David Ho hit upon the idea to form a company that would offer the kind of services that he himself would want to avail of. He not only spotted the market but he discovered that he could think like the market.

He decided that Kong Shum would be a company that would anticipate customer’s requirements, provide ‘value-added’ service and grow in step with the times.

At the time, the competition was mostly (as it is today) the property management arms of the big developers in Hong Kong.

Kong Shum entered the market parentless and decided to compete on quality and price.

“We saw the trends way back then and knew that the mega housing projects would come about in Hong Kong and there would be a huge demand for cost-effective property management services,” says David Ho, Chairman of the company.

“We have always been optimistic about Hong Kong’s growth and a strong believer in staying true to our core competencies,” his brother Jimmy adds. Jimmy Ho currently serves as the Chief Executive Office/Executive Director of the company.

“Over the year’s we’ve expanded to employ thousands of professionals in Hong Kong and empower our workforce with quality training that matches the best-in-class,” say the brothers.

“A pragmatic approach toward growth has been the cornerstone of our success. From day one, we’ve focused on the preventative approach in our business model. Thanks to the experience of our management cadre, we are able to anticipate challenges and put in place systems that effectively deal with them when and if they arise, thus causing little or no discomfort to our customers.”

“We take effective operations control, conduct regular training and reviews, secure feedback on our performance from our customers and deal with queries or issue that crop up, swiftly and qualitatively.”

Kong Shum is currently accredited in ISO:9001:2008, OHSAS 18001:2007 and ISO14001:2004 certificates, the adherence to which translates to effective quality control and customer satisfaction.

Designs on the Future

“We are customer driven,” says Jimmy Ho. “From day one, our central purpose is to supply services that meet

the needs of our markets. We have grown, in part, thanks to the customer loyalty we have built upon. From hereon the challenge is to maintain our market share and grow pragmatically. Our company is shaped by our customers without whom we would not exist,” says Jimmy Ho.

“We aim to stay competitive by boosting the quality of our service, customer response, training and our investments in related technology. As a proactive player in the industry, we have no choice but to constantly improve and offer services that comes from the heart. At Kong Shum we always remember that we treat our customers as we would our own family members. This thinking is fundamental to our operations because after all, satisfied customers are our best advertisers and this is what we remind ourselves of every day.”

“We hire a team of professional property management staff, qualified maintenance personnel, accounting staff and licensed security staff to serve the clients responsibly and diligently,” says Ho.

“The company is duty-bound to maintain the best interest of the clients namely the Owners Incorporations and all the owners of the properties. Quality property management of the buildings including the routine maintenance of the building facilities ensures the normal operation of the properties and keep their market value and this is important for us as service providers.”

Our Service Ambassadors

“We are lucky to be able to find, train and retain the quality of people we have working with us,” says Ho. “In this competitive industry it is rare to sustain this level of employee loyalty. A key ingredient of our success in this sector is our belief that our employees are the building blocks of our success. This is why we invest heavily in training our people, and this in turn translates to satisfied customers. We may have the advent of the Internet, security technology, and latest cleaning machines but at the end of the day you still need a human being to run these and that’s what Kong Shum has understood from our birth. We look forward to serving the people of Hong Kong for many years to come as we celebrate this latest milestone with humility and dedication to our customers,” concludes Ho. ■

For additional information please visit www.kongshum.com.hk