

P**SITIONING** **EVERY PROPERTY TO ITS FULLEST POTENTIAL**

In a crowded real estate market, **Positioning is key**,
and at PLB, we're driven by this principle.

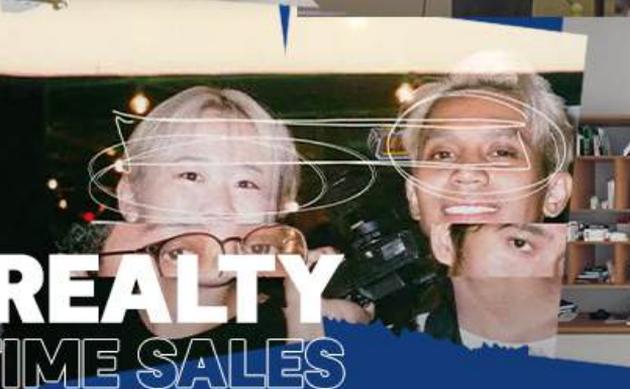
Our unique approach to real estate sets us apart.
By offering clear, strategic guidance and personalised support,
we instil confidence in buyers, sellers, and investors.

This confidence is solidified with our proven tools and
frameworks—leveraging AI and proptech—
that make even the toughest decisions easier,
no matter where our clients are in the process.

We're continuously innovating, always seeking new ways to
exceed expectations and deliver results that matter.

Welcome to PLB. We're excited to show you
how we make it all happen. Let's get started.

SINGAPORE'S LARGEST REAL ESTATE CREATIVE AGENCY



PLB REALTY FULL-TIME SALES CONSULTANTS

CONTENT

01

Who We Are

PLB's Positioning	3
Foreword	5
Introduction by Co-Founders	
Melvin Lim and Adrian Lim	7
About PropertyLimBrothers	9

02

The PLB Seller Experience

PLB Signature Home Tours	13
Marketing and Digital Presence	17
Client Services	23
Client Stories	25

03

The PLB Buyer Experience

A Simplified Property Buying Process	33
Editorial and Educational Content	35
Research & Analysis	37

04

Business Development & Collaborations

PLB Events	45
PLB In the Spotlight	50
PLB Goes Regional	54

05

The PLB Team

Team Highlights	57
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06

Under the PLB Umbrella

The bleubricks Advantage	87
PRESTIGE	89
NOTG	91
ASSEMBLY	93
Chinese PLB	95

07

Endnote

Endnote	99
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01

Who We Are

PropertyLimBrothers is a visionary real estate brand poised at the intersection of real estate, media, and proptech, driving a new era of property marketing and sales.



We market and position properties through relentless innovation & calculated analysis.



Creativity, effectiveness, efficiency. We know what it takes to **sell a home**.

From research to planning, production to marketing, our campaigns are designed to cut through the clutter— attracting real **interest**, real **buyers** and real **value**.

Foreword

Dear reader,

If you're after maximum value in real estate, you've found the right team. PLB does this by positioning every property right—with every detail considered, from pricing and presentation to the very way each property is showcased. We understand that in a competitive market, the difference between a listing that sits and one that sells is all in the execution.

PLB isn't your typical agency. We're a hybrid—a blend of real estate mastery and creative prowess. This fusion allows us to push boundaries in property marketing, and as pioneers of video-based Home Tours—what we now call PLB Signature Home Tours—we've humbly set a new standard for showcasing properties since 2017.

7 years of building our reputation as both real estate experts and creative marketers have given us the unique ability to combine deep market insight with innovative strategies. We've taken our marketing approach leaps further by leveraging cutting-edge technology, such as PropTech and AI, to fine-tune every aspect of your property's marketing, ensuring it reaches the right audience and delivers the best results.

We're here to guide you through buying, selling, and everything that comes with it. Thank you for choosing us to be part of your property journey. Let us take things beyond expectations, ensuring each step is purposeful and leads to results that exceed what's imagined.



Co-Founder & CEO,
PropertyLimBrothers



Co-Founder & Managing Director,
PropertyLimBrothers



UNLOCK YOUR PROPERTY'S FULLEST POTENTIAL



From Prison Custodians

Melvin Lim met Co-Founder and long-term buddy Adrian Lim while serving in the Singapore Prison Service as Prisons Officers in 2004. They left the service in 2007 and ventured into Real Estate.

Fast forward to 2016, with the real estate market getting increasingly competitive, they knew they had to be different.

To a Real Estate Powerhouse

In 2017, Melvin and Adrian launched the first video Home Tour with a presenter element, and the rest is history, and still in the making.





It's been 7 years since our inception,
and PLB has transformed the
property market in Singapore, instilling
#REALESTATEWITHINTEGRITY into every
home that passes through our hands.

REAL ESTATE



This tagline lies at the heart of our entire family, bolstering the core beliefs of glorifying God through our work. Bringing the familiar biblical adage “love thy neighbour” to our daily lives, it enables us to perform in the marketplace with unparalleled excellence and integrity.

WITH INTEGRITY

MEDIA PARTNER

HR Asia
ASIA'S MOST INFLUENTIAL AND PROMISING HR LEADERSHIP AWARDS

HR ASIA MAGAZINE





02

The PLB Seller Experience

As Singapore's largest real estate and in-house creative media powerhouse, PLB markets every property to its fullest potential with our unique approach, combining detailed market analyses, stunning motion graphics, 3D visualisations, and good old-fashioned, hard-earned experience. Through our Signature Home Tours, we bring out the emotional appeal of each home, and solve potential obstacles before buyers' physical viewings.

Sell Faster & Higher

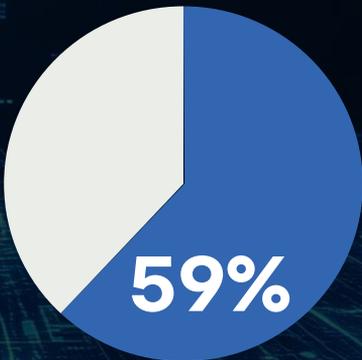
Our market-exclusive campaigns with our Signature Home Tour Videos are essential to ensure your property stays on top—comprising research, analytics, motion graphics and storytelling. And the result?

PLB Signature Home Tours Sell Properties FASTER*

Duration Distribution from Home Tour Published to Sale Completion: Home Tour Listings



1. Disclaimer: A property is considered sold upon the exercise of Option to Purchase (OTP). Data includes all successful sales by PLB where both the Signing of Exclusive with PLB and OTP Exercise are dated between 01 Jan 2021 to 30 Nov 2024. All public transaction data retrieved on 30 Nov 2024 from REALIS (for private) and Data.gov (dataset published by HDB). All PLB sales data retrieved on 30 Nov 2024 from internal company records.
 2. Note on Durations: Time taken to sold (duration) is measured in 3 ways: (1) No. of days from Exclusive Signing to Sold (2) No. of days from Home Tour Published to Sold (3) No. of days from Portal Listing to Sold. Home Tour Published date refers to when the video is first published to Youtube. Portal Listing date refers to when the listing is first put up on any property listing portals. Where relevant, the exact calculation method is stated in the chart notes. All median durations are calculated in days and rounded to the nearest no. of weeks.
 3. Note on Category: Home Tour Listings refer to all transactions for which the OTP Exercise was after the Home Tour Published date. Non-Home Tour Listings refer to all transactions for which no Home Tours were published. 'Condo' includes both Condominium and Apartment properties as per REALIS definition. 'HDB' refers to Resale HDBs. 'Landed' refers to Pure Landed properties.



of PLB Home Tour Sellers sold at POSITIVE PREMIUM

1. Disclaimer: A property is considered sold upon the exercise of Option to Purchase (OTP). Data includes all successful sales by PLB where both the Signing of Exclusive with PLB and OTP Exercise are dated between 01 Jan 2021 to 30 Nov 2024. All public transaction data retrieved on 30 Nov 2024 from REALIS (for private) and Data.gov (dataset published by HDB). All PLB sales data retrieved on 30 Nov 2024 from internal company records.
 2. Note on Premiums: Premium calculation is defined as the % difference between the PLB sales \$PSF and the mean market \$PSF for comparable transactions in the same month. Comparable transactions are units in the (i) same project (non-landed private) or (ii) same block and flat-type (HDB). Pure Landed properties are excluded from premium calculations due to lack of comparable transactions. Average market \$PSF for months with no transactions at all are interpolated using 'forward fill' method. A positive premium refers to premiums strictly > 0%. The following PLB sales transactions are excluded from premium analysis: (i) no other comparable transactions in the same month, or (ii) no matching record found in the public datasets.
 3. Note on Category: Home Tour Listings refer to all transactions with YouTube Home Tour Videos. Non-Home Tour Listings refer to all transactions for which no Home Tours were published.

Evolution of PLB Home Tour Videos



Back when Home Tours were still a novel concept, we dared to take the plunge. And over the years, in the pursuit of disrupting the real estate industry for the better, we've overcome multiple hurdles and are always finding new ways to keep our viewers entertained and informed.





In 2017, PLB was the first to adopt Home Tours with a presenter-styled element into marketing a home, leveraging our social media capabilities with our real estate knowledge through a storytelling approach. Since then, we've always been thinking of ways to incorporate more innovation into what we call PLB's Signature Home Tours, in the bid to revolutionise how properties are marketed in Singapore.

Today, our Home Tours continue to break barriers through immersive property walkthroughs featuring captivating motion graphics, in-depth location and financial analyses, and expertly curated physical staging. But when movable furniture isn't enough to showcase the potential of a space, that's when our 3D Visualisation team comes in.



Scan To Watch Our *Evolution of Home Tours*



Cutting-edge Tech and Media Innovation: **Motion Graphics**

The stories we tell in our Signature Home Tour videos are amplified with animated and dynamic visual elements to elevate the storytelling experience. This enhances the presentation of every property, transforming the way information is communicated. Our charts, comparisons, and other visual elements are digitally enhanced for added visual appeal, providing buyers with a deeper understanding of the space, its possibilities, and its true potential—and giving sellers an angle of their home they never knew about.





3D Architectural Visualisation



Our 3D artists breathe life into these spaces through realistic renders and illustrations. Think of it as a printout of an interior designer's vision, then brought to life like an instant renovation. A space transformed from vision to almost reality. With these components, our sellers' homes are showcased in ways previously impossible, ensuring every potential is realised. And as for our buyers? They get a chance to truly visualise and embrace their dream homes in ways they never imagined.

We've built the 'net' in network, and we know how to cast it.

Our content brings real estate to our audience's fingertips—educational videos like NOTG (Nuggets on the Go), engaging webinars, and authentic client reviews make complex concepts simple and stories unforgettable.

The approach we adopt to present these properties is future-forward, harnessing the power of professional video content and targeted ads to engage and connect with the right buyers for every property we touch.

Digital platforms have transformed how we connect with our viewers, allowing us to reach targeted audiences on an islandwide—even global scale.

By staying ahead of trends and prioritising authenticity, we ensure every property gets the attention it deserves in today's fast-moving digital landscape.



YouTube

74.7K

Channel Subscribers

53.7 Million

Views To Date

Besides Home Tour videos, our YouTube channel hosts a wide range of educational and informative content as well as client testimonial videos that demonstrate the effectiveness of our methodologies.



Facebook

42K

Followers



Instagram

35.2K

Followers



TikTok

20,428

Followers

Our ad spend on Facebook has generated a sizeable following and viewership, which then triggers an even more favourable algorithm whenever we advertise.

There's a reason why we've spent the last 6 years building up our audience base—and the results prove that our hard work differentiates the reach.

When it comes to social media, we make the numbers work for us.

**Figures accurate as of Dec 2024.*



Scan To
Connect

Signature

PROPERTYLIMBROTHERS

PRESTIGE
BY PROPERTYLIMBROTHERS

BY PROPERTYLIMBROTHERS
nuggets
ON THE GO PODCAST

VLOG
BY PROPERTYLIMBROTHERS

bleubricks
BY PROPERTYLIMBROTHERS

PL **INSIGHTS**

sofa so good podcast
BY PROPERTYLIMBROTHERS

SHOPHOUSE
SERIES

haus
collective
BY PROPERTYLIMBROTHERS

CHIT
CHAT

HOW WE
SOLD

GOOGLE
REVIEWS



4.8
★★★★★

Over
544 Reviews
on Google

FACEBOOK
REVIEWS



4.9
★★★★★

Over
353 Reviews
on Facebook



Nuggets On The Go



Spotify

2,829 Followers

9,521 Listeners

104.5K Streams



Apple Podcasts

314 Followers

708 Listeners

28.5K Streams



Sofa So Good



Spotify

449 Followers



Apple Podcasts

108 Followers

The PLB Difference



We understand that buying or selling a home is one of the biggest decisions one can ever make, especially in a market like Singapore.

Every listing is treated as if it were our own, ensuring our clients feel supported and confident every step of the way. We know exactly what it takes to attract the right buyers and how to showcase a property's fullest potential to secure the best outcome for sellers.

We also recognise that the stakes are high and the emotional journey can be overwhelming. Homes aren't mere assets but milestones in life. As a PLB client, we're here to make sure every decision aligns with your goals and gives you peace of mind.







**SUPER-RARE CABANA-STYLED
2-BEDDER + LOFT @ FERNVALE!**

\$1,900,000

Client Stories:

A CABANA WITH A VALUE TWIST

RIVERBANK @ FERNVALE

This 2-bed, 2-bath patio cabana-styled unit at Riverbank @ Fernvale is beautifully rare, featuring unique renovations and a distinctive layout designed to suit the owner's tastes, including a current one-bedroom configuration.

The challenges were clear: the bank's indicative valuation came in \$250K below the asking price, and the asking price was also \$250K above a neighbouring unit. With this in mind, PLB consultants John and Charline devised a strategy that highlighted its true value.





To highlight its distinctiveness, they implemented a comprehensive strategy, leveraging a high-end marketing package typically done for luxury (PLB Prestige) properties. This included a virtual tour, professional photography, and our Signature Home Tours in both English and Chinese languages. What brought this listing to new heights were three specially curated social media 'reels', offering potential buyers a closer look at the thoughtful renovations. These short-form videos, though concise, provided a deeper understanding of the design process, with details that transpired the inspiration behind each choice.



By focusing on the distinct value of these unique aspects and how they contributed to the overall appeal of the property, the strategy proved successful. John and Charline sold the home for \$150K above the bank's indicative valuation, and notably, ahead of the neighbouring unit mentioned earlier.

The new owner understood the potential in the property, appreciating both its design and the thoughtful renovations, and recognised the value it could bring as a home.

The entire process took just 1.5 months, from the property's listing on portals on 1 October to securing the OTP on 13 November. With the right strategy and tailored approach, the outcome speaks to the value of precision in every detail.



Scan To Watch
PLB Signature
Home Tour



Client Stories:

ROSYTH AND SHINE

After eight long months on the market, this freehold 2.5-storey sub-Balinese-themed semi-detached home in District 19, Rosyth Ave, was thought to have lost its spark. Its expansive 4,054 sq ft plot, impressive 4,188 sq ft of built-up space, and a rare 1.2m indoor private swimming pool—a configuration seldom seen—was unique, yet had failed to attract offers. Prolonged exposure had dulled interest, and buyer fatigue set in. The owners needed a bold new strategy to elevate their listing.



Scan To Watch
PLB Signature
Home Tour



Jesslin and Felicia from PLB stepped in with a transformative approach. They reimagined the property's potential with a tailored marketing approach. Staging transformed the interiors into a warm, aspirational showcase. High-quality visuals, including a professional photoshoot, virtual tour, and PLB's Signature Home Tour video, brought the home's distinctive charm to light, reaching the right audience through targeted social media platforms.

During the Home Tour video, Melvin highlighted the home's distinctive features, such as its plot depth being 80% greater than a typical brand-new semi-detached plot—and its rare pitched roof ceilings. He addressed practical considerations, such as the cost to repurpose the pool as an internal garden or children's play area, while also illustrating its renovation potential. Viewers were able to understand the opportunity for A&A works to increase the GFA, adding even more value to the already substantial 4,188 sq ft built-up area.

Melvin further emphasised the property's value proposition: for under \$7 mil and a PSF of \$1,700, this freehold home was a more compelling choice than spending over \$8 mil on a brand-new landed property with a similar land size.

Our marketing strategy led to a successful sale at the owners' ideal price within just 2–3 months. The OTP was signed on 8 January 2024, significantly reducing the time on the market compared to the previous listing period. The property's story had been completely rewritten, proving that a fresh perspective paired with precise execution can make a difference.





Cheryl Loh

**HIGH FLOOR + BALCONY
TRUE CORNER UNIT!**

\$759,000

@ 296A Bukit Batok Street 22 | D23

95 sqm | 4-room HDB

Client Stories:

A MARKETING OVERHAUL—

**SOLD IN JUST
ONE VIEWING!**

Sometimes, the key to a successful sale lies in the details. For the owners of this 4-room HDB flat at 296A Bukit Batok, their initial listing with a friend-agent struggled to gain traction. Despite being on the market for 3–4 months, the property attracted little interest, leaving the owners searching for a fresh approach to sell quickly and at their desired price.



Scan To Watch
PLB Signature
 Home Tour



When Cheryl and Yu Rong from PLB stepped in, they knew a complete revamp was needed to showcase the property's true potential. The previous agent's marketing fell short, with unprofessional mobile phone photos taken in the wrong orientation that failed to capture the home's appeal. PLB transformed the listing by implementing a meticulous marketing strategy:

High-quality professional photography brought the flat's bright and airy spaces to life, showing buyers its potential as a warm and inviting home. Furniture staging reimaged the layout with the sofa and dining set repositioned to maximise the space's functionality and visual appeal. Thoughtful touches like curated decor, fresh lighting, and accessorised details elevated the presentation, creating a lifestyle-oriented showcase.

And within just one viewing, the flat was sold at \$750K, matching its original asking price in spite of the revised listing price of \$760K. Our refreshed marketing had turned buyer hesitancy into immediate action.

This story of 296A Bukit Batok highlights how a well-crafted approach can transform a listing. By elevating the property's presentation with eye-appealing visuals with an expert showcase, what was once a stagnant listing quickly became a sought-after home.







03

The PLB Buyer Experience

PLB serves our buyers as if we are the buyers ourselves. We understand what property seekers want, and identify the one they need.

Years in the industry have shown us the importance of seeing things from our buyers' perspective. And with the right tools and insights, we make it a priority to guide, be it for an own-stay property or an investment home.

At PropertyLimBrothers, we take pride in serving our buyers.

We take a hands-on approach, offering ongoing guidance and market insights. As a client of PLB, expect transparency and confidence with each decision. A smooth, efficient process is ensured at every step, with a focus on building a lasting, supportive relationship to meet future property needs.



Benefit from personalised support and tailored advice, simplifying the property buying process. Expert guidance is provided at every stage, ensuring well-informed choices are made based on deeper aspects like legal considerations, and financial insights. We aim to instil confidence, and guide our clients towards a seamless and strategic property journey.

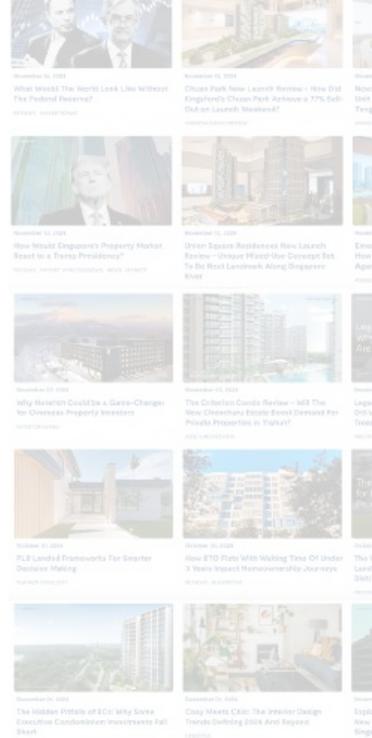


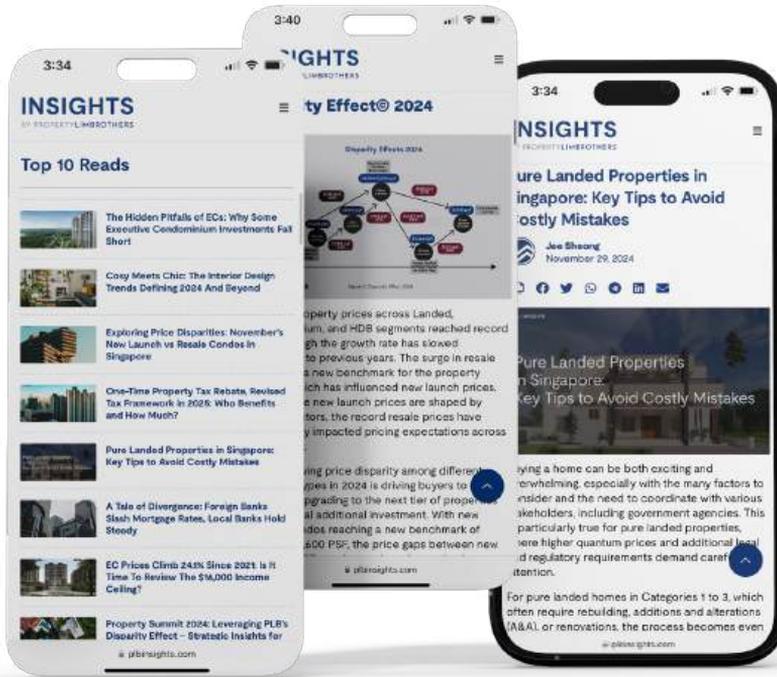
Unsure of what to choose?
We're here to provide detailed comparison analyses and reviews of the available options.

In fact, thorough research is conducted to identify market trends and utilise a range of tools and frameworks to help guide your decision. →

Real Estate News, Data & Analyses

Our comprehensive knowledge in real estate is the result of countless hours invested in research and analysing market trends. This allows us to offer data-driven answers to relevant questions, effectively positioning our voice in this volatile market.





INSIGHTS

BY PROPERTYLIMBROTHERS

Armed with this information, we're able to dig deep into new launches to determine their value and weed out what's worth investing in and what's not.

We handle the tedious work, so you don't have to.



Scan Now



Webinars

Our webinars are digital gateways to a deeper understanding of Singapore's ever-evolving real estate landscape. Designed to empower, educate, and inspire, each session brings together the expertise of Melvin Lim and the team, and the curiosity of aspiring homeowners and investors. What sets PLB's webinars apart is that we host them LIVE!

Our webinar topics resonate with every stage of the property journey, from making the leap to a first home to mastering advanced investment strategies. Through these sessions, we've built a vibrant community of participants eager to learn, connect, and make confident decisions in real estate.

Live Debate

In 2024, we took our webinars to new heights by introducing a live debate format for the first time. Across three engaging sessions, our consultants passionately represented opposing sides on some of the most debated topics in real estate.

These live debates created an interactive, high-energy experience that gave our audience a front-row seat to real-time discussions between industry experts. Moderated by Melvin Lim, the sessions engaged our audience in a dynamic, thought-provoking way, which we humbly believe set a new standard for property education.

And in one unique session, Melvin even debated against himself, offering an intriguing dual perspective on new launches and resale condos!



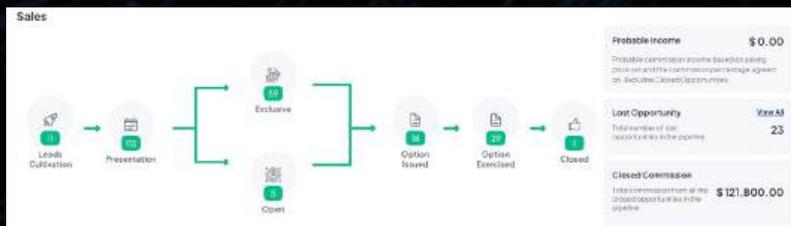
PLB PROPTECH

While PLB stands distinctively apart from traditional real estate agencies by leveraging our robust media capabilities and widespread social media presence, propelling our brand forward is our cutting-edge proptech arm, devoted to developing proprietary tech tools designed to bolster our analytics and research capabilities.



We've harnessed the power of proptech for the benefit of our consultants and clients in the form of ALANA—a comprehensive proptech tool exclusive to PLB consultants.

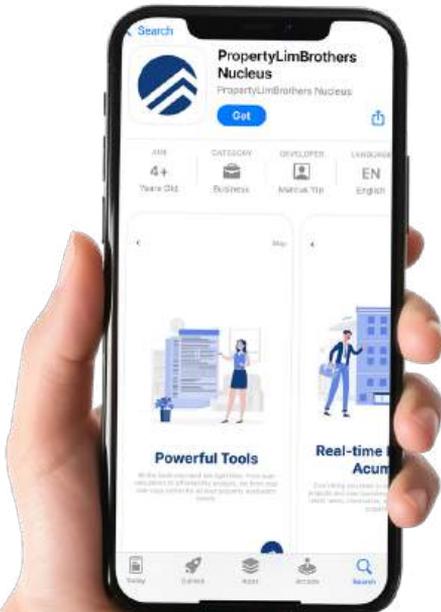
More specifically, ALANA is a PLB consultant-client dashboard that doubles as a total performance digital tracking platform. It encompasses comprehensive data viewing, follow-up reminders, lead tracking and service suggestions in accordance to every property sale.



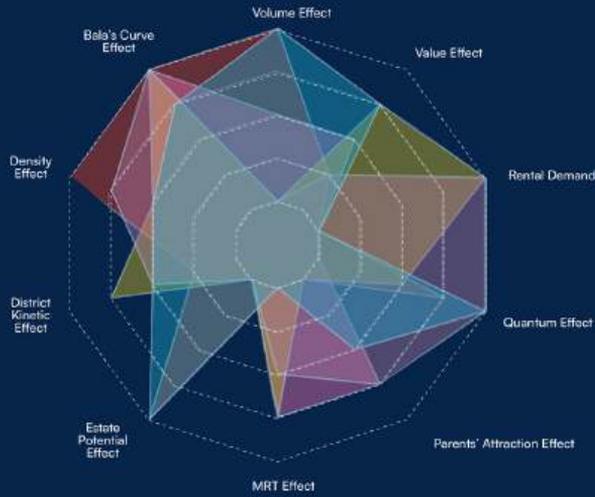
UNLOCK YOUR PROPERTY'S FULLEST POTENTIAL

PLB Market Updater

The PLB Market Updater gives our audience quick access to pricing and sales data for various property types over the past 24 months. Filter by district or rank by volume or PSF pricing. It's an easy way to assess market trends and pricing competitiveness.



The Nucleus App is a comprehensive suite of instruments specially curated to assist our consultants in answering any real estate questions that clients might have, or to help kick-start the financial planning that often comes with transacting a property.



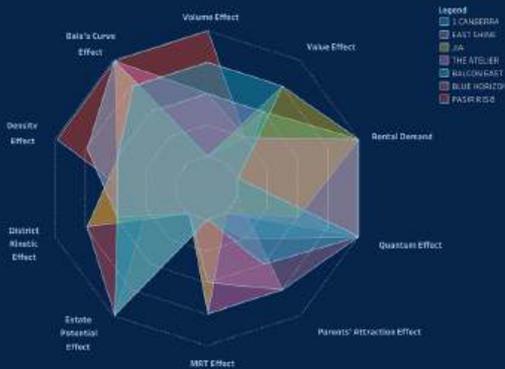
PLB MOAT Analysis

Our proprietary PLB MOAT Analysis Tool is a scoring system based on our 10 factors of research, developed through 17 years of experience and ground interactions with our clients. This tool allows us to compare and sieve out properties in accordance to desirability.



PLB MOAT ANALYSIS

PLB Condominium MOAT Analysis



- Legend
- 1 CANNIBERA
 - LAKE LARNE
 - SA
 - THE ATLEIGH
 - BALCON EAST
 - BLUE HORIZON
 - PASIR RIS

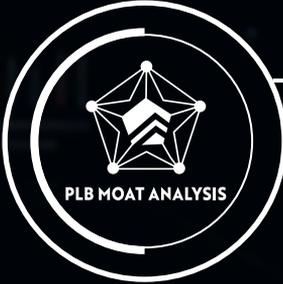
Select a Development...
Multiple values

Filter Page >

Development	Final Score	MOAT Score
1 CANNIBERA	66.0%	ESTATE POTENTIAL EFFECT
		DISTRICT KINETIC EFFECT
		MRT PROXIMITY
		PARENTS' ATTRACTION EFFECT
		QUANTUM EFFECT
		RENTAL DEMAND
		VALUE REGION EFFECT
BALCON EAST	68.0%	ESTATE POTENTIAL EFFECT
		DISTRICT KINETIC EFFECT
		MRT PROXIMITY
		PARENTS' ATTRACTION EFFECT
		QUANTUM EFFECT
		RENTAL DEMAND
		VALUE REGION EFFECT
BLUE HORIZON	64.0%	ESTATE POTENTIAL EFFECT
		DISTRICT KINETIC EFFECT

Disclaimer: The MOAT Analysis tool is proprietary "MOAT" and not an accuracy or an advisory. Property developers do not responsible for trade for any claims, damages, losses, expenses, costs or liabilities whatsoever. All analysis and predictions based on the Property professionals' Research and Services are for your general information purposes only and are not suitable for independent research and/or investment. It is not intended to be used as a substitute for professional legal, financial or real estate advice.

Tools Powering



MOAT Analysis

A proprietary scoring system based on 10 factors of research, developed through years of experience and ground interactions with our clients, allowing us to compare and sieve out properties in accordance to desirability.



Disparity Effect

A brand new PLB research portal containing extensive data on Singapore properties in easy-to-digest charts and graphs.



PLB Website

An all-in-one platform with every PLB Landed, Condo, and HDB listing for potential buyers.



PLB Journey Maker

A planning instrument for our consultants to detail a wealth and retirement roadmap for our clients.



PLB Trend Research Tool

Assist clients in their portfolio planning effectively.

Our Capabilities



ALANA

Our all-inclusive PropTech system—orchestrating the capabilities of our in-house creative agency, sales, research, and tech.

ALANA Chat

PropertyLimBrothers' very own AI-powered Chatbot that aims to provide real-time responses to customers' queries 24/7, further enhancing the client experience.



PLB Home Report Tool

Get an accurate rating and assessment of a property.

Nucleus App

Imagine all our tools on the go—designed in-house to help analyse market trends and calculate financial performances of Singapore property.



Market Updater

Providing the latest real estate news curated especially for consultants on a daily basis.





04

Business Development & Collaborations

PLB has seen tremendous success in partnering with developers to curate content that leverages our outreach, ensuring the message reaches their target audience. Here, we focus on building lasting partnerships and driving growth, constantly seeking new opportunities to collaborate, innovate, and deliver impactful business development. See how we execute this through events, content creation, and cross-brand development strategies.



PLB Landed Convention 2024

Total attendees:
423

The landed property market in Singapore is the most coveted and promising segment, offering immense opportunities for homeowners and investors alike. Recognising the growing appeal of this space, we created PLB Landed Convention to provide attendees with access to over 100 landed home listings, cutting-edge 3D virtual tours, and expert insights from industry leaders, architects, and consultants. PLB Landed Convention 2024 was actually our second iteration, branded as bigger, bolder, and better than the previous year. This expansion gave us an even greater platform to show attendees what PLB can offer in the landed property market.



PLB New Launch Convention 2024

Total attendees:
727

The new launch property market in Singapore has seen an exciting surge, presenting incredible opportunities for investors and homeowners to capitalise. To add value and guide individuals through this dynamic segment, we teamed up with Seedly and Uearthed Productions to present the first-of-its-kind New Launch Convention 2024. This collaborative event showcased over 80 new launch projects, and aimed to offer attendees with enlightening insights from industry experts, actionable strategies and proven frameworks pertaining to new launch condos as an investment. As an attendee of this event, you can expect nothing less than valuable advice, expert tips, and game-changing opportunities for navigating the new launch condo market.



PLB Partner's Soiree 2024

PLB has come a long way, thanks to our amazing clients, dedicated teammates, and the invaluable collaboration with our brand partners, some of whom have been with us from the beginning.

With immense gratitude, we hosted our first-ever Partners' Soiree at 33Club on the night of 6 March 2024, to celebrate the support of these partners from various industries.

Through these strategic collaborations, we continue to enhance our ability to provide clients with unparalleled expertise and market-leading insights. It's this dynamic network of partners that allows us to stay ahead, adapt to market shifts, and bring the best of the property world to those we serve.

PLB x Gaggenau

PLB collaborates with inter-industry brands to bring unique and enriching experiences to our audience. We teamed up with Gaggenau to deliver an event that beautifully merged real estate insights with an exceptional culinary experience. Attendees were treated to an enlightening session on the latest property trends, presented by Melvin Lim, followed by an evening of exquisite dishes.

The evening featured live cooking demonstrations by two renowned chefs, showcasing Gaggenau's industry-leading kitchen equipment and inspiring our attendees to tap into their culinary creativity at the same time. It's events like these that remind us of the power of bringing together different worlds—offering value, inspiration, and an unforgettable experience to everyone involved. Starting with the unlikely fusion of real estate and culinary!



PLB Property Summit 2024

Property Summit 2024 brought together real estate professionals and enthusiasts for an immersive experience in cutting-edge strategies and market insights. Over 17 masterclasses in two power-packed days, PLB and guest speakers tackled 11 critical topics, ranging from navigating HDB and condo dual ownership to mastering the latest market trends.

For those committed to elevating their property portfolios, Property Summit 2024 was the ultimate must-attend event. Attendees gained exclusive insights on complex market dynamics, uncovered lucrative opportunities, and learned proven strategies directly from the industry's top experts. Make bold, informed moves in real estate, and we'll see you at the next one.



Total attendees:
86

PLB x Hundred Palms MOParty

PLB believes in a culture of education where like-minded individuals can exchange experiences and tap into our expertise. At times, we educate our audience through unique formats to foster deeper understanding and inspire actionable growth.

On 27 November, PLB hosted over 100 Hundred Palms EC owners at our exclusive MOParty—the first of its kind! This event was a celebration of a milestone and an opportunity for residents to explore post-MOP strategies, discuss the 2025 real estate outlook, gain tailored portfolio planning for various stages of their journey, and receive a free property valuation.

We look forward to continue offering valuable events like this, exploring opportunities for more owners of upcoming MOP properties to make the most of their real estate investments.





PLB Landed Clinic

Recognising the growing passion for landed homes, we curated PLB Landed Clinic—cosy, monthly sharing sessions where we chat about anything and everything pertaining to landed properties.

Unlike traditional webinars or seminars, this in-person event centred on localised discussions about landed properties and are held in roving locations.

This new concept aims to foster deeper engagement by providing tailored advice, neighbourhood-specific analysis, knowledge exchange, and face-to-face interactions with property experts—all in a casual and laid back setting.



Following the success of the PLB Landed Clinic, we also introduced the EC Clinic, which follows a similar format. These in-person events focus on helping EC owners navigate crucial decisions, such as whether to sell, wait for privatisation, or explore options like decoupling once their properties reach their MOP.

EC owners receive tailored advice, engage with our consultants, and connect with others in similar situations. The goal is to empower EC owners with the knowledge they need to make confident, well-informed choices about their next steps.

PLB EC Clinic



Melvin's Coaching Assembly

At two recent events hosted by 99.co and Seedly, followed by Singtel and Etiqa Insurance Singapore, Melvin Lim shared his expertise on navigating the challenges and opportunities in Singapore's dynamic real estate market.

Melvin discussed common pitfalls property owners face when upgrading their homes, including inaction, random buying, the latest market trends, cooling measures like the 15-month wait-out period and ABSD, and how these factors impact buyers and sellers.

For Melvin, sharing these insights is all about empowering others to confidently navigate the real estate market and make informed property decisions.

Speaking Engagements

Melvin regularly shares his expertise on the evolving real estate landscape in Singapore. Through his speaking engagements, he provides valuable insights into market trends, property demand, and investment strategies.

His speaking engagements often dive into key factors shaping the property market, from shifting demand patterns to the latest regulatory changes.

Through these speaking engagements, Melvin aims to equip property owners, buyers, and investors with the confidence and tools needed to navigate Singapore real estate.





Career Talks

On 25 September 2024, PLB took part in the NUS Career Fair at Suntec City Convention Centre, connecting with aspiring talents eager to explore opportunities in real estate and media. Students were shown how PLB's innovative blend of social media, data-backed frameworks and creative storytelling has redefined the industry, offering students a peak into a dynamic career path.

The career talk continued on 17 October 2024, with an engaging sharing at the Hon Sui Sen Memorial Library by Melvin Lim, Co-Founder and CEO of PLB, joined Grayce Tan, VP of Strategy. They discussed career growth in real estate and marketing to the students in attendance, while providing actionable advice on navigating Singapore's property market.

PLB remains committed to supporting the next generation as they explore their career paths, and we hope we've inspired them one way or another.

SME100[®] Awards 2024

The SME100[®] Awards is an annual recognition programme organised for SMEs across Southeast Asia. On 14 June, PropertyLimBrothers proudly received the SME100 Fast-Moving Company Award 2024!

It was an incredible honour and achievement for us to be one of the 28 winners, and we're deeply grateful that our journey of growth, innovation, and dedication has been recognised. Here's to many more milestones and achievements ahead!



PLB Goes International



Melvin Lim was invited to deliver a keynote speech at the Malaysian Annual Real Estate Convention (MAREC) held on 6 March 2024, which was a great opportunity to bridge value to industry experts across the Causeway.

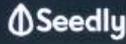
His keynote, titled: Selling is Storytelling, introduced transformative strategies, mental models, and frameworks, demonstrating how a narrative-driven approach can elevate success in real estate. This was followed by a fireside chat, where he explored achieving excellence through mindset shifts and niche specialisation—insights that deeply related to the consultants present.

During our time in Malaysia, we immersed ourselves in the local property market, capturing the essence of stunning developments like BBCC and Eco Ardence through our Signature Home Tours. That's right, our property marketing formula has now been extended to Malaysia—starting with Kuala Lumpur.

With that, PropertyLimBrothers is excited to share our regional expansion plans into Malaysia! For our audience, this development goes beyond a new location; it's about accessing unparalleled opportunities, leveraging our innovative marketing strategies, and experiencing our success formula on a global scale.

Stay connected with us as we turn the page to this exciting new chapter. Follow our journey, explore more prime properties, and witness the PLB difference as we continue to deliver excellence across borders. Ready to see what's next? Subscribe to PLB International on YouTube today!





NEW LAUNCH CONVENTION 2024





05

The PLB Team

PropertyLimBrothers is also the only proptech-driven real estate agency running concurrently on two engines—a full-fledged media team and a full-timer-only sales team.



Melvin Lim

Co-Founder & CEO

Melvin Lim, Co-Founder and CEO of PropertyLimBrothers, has more than 17 years of real estate experience and has sold over 1,800 homes for our clients. He pioneered the art of selling homes through home tour videos, marketed through various social media channels.

Melvin pushes boundaries through the inception of our media team, research team and digital marketing with the objective of revolutionising how properties are being marketed in Singapore.

Melvin's years of experience have equipped him to identify the key features of a property, and together with his knowledge of modern advertising, this culminates in outstanding value for his clients.

Home is where the heart is, and Melvin sees every property as having its own character with a unique story waiting to be told.



Recognition for PLB in 2021:

Titanium Achiever 4th position 2021 Millionaire
9x Top Private Property Transactor
8x Top Exclusive Lister
6x Top Producer
4x Top Landed Property Transactor
4x Top Individual Producer
4x Platinum Achiever 51st Position
4x Super Platinum Achiever
4x Platinum Achiever
2x Top Senior Associate Group District Director

Recognition for PLB in 2022:

Millionaire Platinum Achiever
Top Exclusive Lister
Top Landed Property Transactor
Top Private Property Transactor
6x Top Senior Associate Group District Director
4x Top Producer

Recognition for PLB in 2023:

Dot Property Southeast Asia Awards 2023 |
Agency Excellence Awards for Real Estate
Content and Innovation
Awarded to PropertyLimBrothersMedia Pte. Ltd.
EdgeProp Property Excellence Awards 2023
Top 10 Transactor – Landed
Top 10 Transactor – HDB
2x Top 10 Transactor – Condo (Luxury)
Top 10 Transactor – Condo (Resale)

Recognition for PLB in 2024:

SME100 Awards (for Fast Moving Companies)
Awarded to PropertyLimBrothersMedia Pte. Ltd.
CEO Insights Asia
Awarded Top 10 Leaders in Singapore 2024



Recognition for PLB in 2021:

Top Individual Producer Award
2021 Millionaire
7x Top Producer
6x Platinum Achiever
5x Top Exclusive Lister
5x Super Platinum Achiever
2x Top HDB Transactor

Recognition for PLB in 2022:

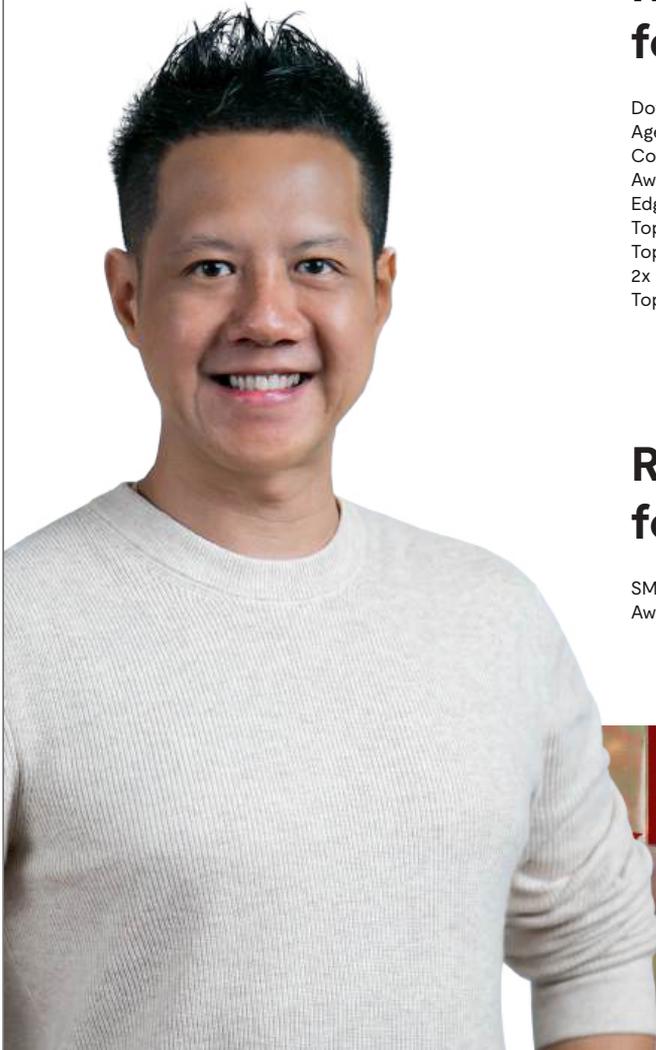
Millionaire Platinum Achiever
Top Exclusive Lister
Top Landed Property Transactor
5x Top Producer
5x Super Platinum Achiever
5x Top Private Property Transactor
4x Top HDB Transactor

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Recognition for PLB in 2024:

SME100 Awards (for Fast Moving Companies)
Awarded to PropertyLimBrothersMedia Pte. Ltd.





Adrian Lim

Co-Founder & Managing Director

Adrian Lim, Co-Founder and Managing Director of PropertyLimBrothers, has over 17 years of real estate experience in the industry and has sold over 1,800 homes to date as well.

Adrian's expert communication skills and experience in selling homes has consistently delivered exceptional results and unparalleled satisfaction to our clients over the years.

Currently, Adrian helms the Inside Sales Team in PLB, leveraging his extensive expertise to drive the rest of the team towards success.

He focuses on bridging strong connections between PLB consultants and our clients, facilitating authentic and supportive relationships.



At The Helm

Where creativity and strategy intertwine, the PLB Management Team provides the clarity and direction needed to navigate the complexities of Singapore's real estate market. This team blends forward-thinking strategies, creative ingenuity, and operational precision with exceptional client management, onward to a cohesive vision that propels us forward, while keeping PLB grounded.



Marc Chan

Vice President (VP) of Operations

Marc ensures the smooth and efficient execution of our day-to-day operations and plays an active role in managing the client services and digital marketing teams, driving productivity and maintaining high standards across PLB.



Grayce Tan

Vice President (VP) of Strategy

Grayce oversees the content across various departments and strategises innovative approaches to ensure PLB stays ahead in this fast-paced industry while aligning every move with our long-term goals.



Wayne Tang

Director of Client Engagement

Wayne and his team of consultants build strong, lasting relationships with PLB clients, ensuring their needs are met and exceptional experiences are delivered at every opportunity.



Carrie Teoh

HR & Finance Director

Carrie manages PLB's finances and people operations, establishing a solid foundation for career growth and ensuring an environment where every team member thrives.

PLB Realty Consultants



Marc Chan

Vice President (VP) of Operations

Prior to joining the real estate industry, Marc was an entrepreneur and business owner in the education and F&B space. He brings with him a wealth of entrepreneurial insights, as well as experience in crafting creative marketing strategies for his clients' properties.

As a property investor himself, he brings vision and acumen, as well as first-hand experience to his clients' property planning and investment journey.



Wayne Tang

Director of Client Engagement

Wayne is a service-oriented and seasoned product storyteller with over a decade of marketing experience in the consumer electronics industry, enabling him to transition seamlessly to real estate.

Since then, the personal connections he established has pushed him even further. His adaptability has allowed him to naturally build trust with clients and cultivate a sense of camaraderie among his team members. Under his guidance, PLB's consultants benefit from his attention to detail, transparency, and his approachable demeanour.



Grayce Tan

Vice President (VP) of Strategy

Multi-faceted, influential and learned, Grayce plays a dual role as the Vice President (VP) of Strategy at PropertyLimBrothers, while also serving as a real estate consultant.

In addition to her daily interactions with her clients, she leads both the Editorial and Corporate Communications Teams, and oversees content across various departments.

Grayce ensures PLB stays aligned with the latest industry trends, driving strategies that promote collaboration and innovation.



George Peng

Associate Senior Investment Director

Prior to real estate, George enjoyed a fast-paced career in the offshore marine industry. While the tasks are different, the responsibilities are similar—solving problems, meeting deadlines, ensuring that clients' needs are met.

The major difference, and pull factor, is the ability to offer sound, unbiased real estate advice to his clients and gain their trust and appreciation.



Ong Yu Rong

Associate Senior Investment Director

Over the last decade, he has helped his clients amass a profitable property portfolio. With an unwavering passion for investment planning and financial literacy, Yu Rong has individually transacted over 250 properties and consistently achieved Top Performer in the industry.

Armed with strong analytical skills and a diverse knowledge in real estate, Yu Rong is adept at spotting properties with growth opportunities.



Alan Koh

Associate Senior Investment Consultant

A high-touch real estate agent with extensive market knowledge and unmatched dedication, Alan is known to be information-ready in most situations, and to offer quick responses to all queries and requirements.

He is sales-driven and service-oriented, and often goes above and beyond his duties to meet his clients' needs.



Christina Tan

Associate Senior Investment Consultant

What's clearly noticeable about Christina is her bright and positive disposition and unwavering enthusiasm in getting the job done well. She is a valuable team player who contributes cheerfully to her clients' and team's needs without hesitation.

Coming from a sales background, she naturally takes initiative and is determined, handling all her clients with confidence and capability.



Kevin Lim

Associate Senior Investment Consultant

A former banker with over a decade of experience in Citibank, DBS Bank, UOB and Standard Chartered, Kevin took a natural transition into the real estate industry leveraging his background in finance. He offers a solid consultancy for his clients combining fresh market perspectives and holistic financial planning.



Eunice Lam

Associate Senior Investment Consultant

Hailing from a background in automotive production, Eunice has developed strong capabilities in negotiation and coordination, which she now applies purposefully to achieving her clients' real estate objectives.

Her passion and dedication is apparent in the way she strives to exceed her clients' expectations by going the extra mile in every aspect of her role.



Shawn Tay

Associate Senior Consultant

Shawn draws inspiration from his teammates' commitment and drive, as well as his own observation of the human emotions behind his clients' real estate decision drivers.

Naturally empathetic, his strength lies in his ability to put himself in the clients' shoes, and understand their motivations so as to act in their best interest.



Jeremy Yong

Associate Senior Consultant

From a cadet pilot to a real estate agent, Jeremy decided to make a career switch. He utilises similar skill sets such as thinking fast yet thinking straight, through discipline. Searching for the dream home is never an easy task, and just like the occasional turbulence, these obstacles can be weathered through. Combined with the right skills and technique, Jeremy aims to provide a smooth experience for all clients.



Bryan Koh

Associate Senior Consultant

Bryan was previously from the Hospitality Sector, where he learnt that customer service is of utmost importance. Bringing that value onward, he strives to achieve the best for his clients, possessing both a high level of logical thinking and empathetic understanding to maximise value for clients.



Jesley Lim

Associate Senior Consultant

Jesley's cheerful and friendly personality effortlessly puts even the most worried clients at ease.

With a sincere and listening ear proven through her tutoring and merchandising experience, coupled with her background as a mathematics graduate from the National University of Singapore, Jesley's knack for numbers continues to make her a standout professional in real estate.



Felicia Cai

Associate Senior Consultant

Felicia comes from a family of entrepreneurs in the floristry business where she developed her innate quality of being resourceful and having the constant drive to pursue new opportunities which helps her clients discover the real value in real estate. Having also specialised in Human Resource for 10 years, Felicia is passionate about service from the heart so clients know they can count on her for trusted and tailored Real Estate advice. Felicia speaks fluent Korean as a third language.



Wirdayu Safie

Associate Senior Consultant

With a Masters in Mass Communication and a career as a marcom practitioner under her belt, Wirdayu understands the importance of marketing communications and uses her experience and knowledge to come up with creative marketing plans for her clients.

Her patience, resourcefulness and attentiveness makes her a highly sought-after real estate consultant who always tries her best to solve her clients' problems.



Caline Leong

Associate Senior Consultant

Caline entered the real estate industry right after graduating from university. Her passion in real estate and her accommodating nature has been reflected in her clients' property goals. Caline strives to be the best among the rest through her transparent work ethic of "no-hard-selling" policy, which bodes well with our company ethos.



Rachel Koh

Associate Senior Consultant

Leveraging over 20 years of project management experience in the advertising industry, Rachel transitions with ease into the real estate industry. She now advises and runs her clients' real estate campaigns as she would in her brand campaigns previously.

Similarly, Rachel thrives on the successful completion of each "project." However, this time, achieving her targets is a more personal accomplishment than ever.



Jay Chen

Associate Senior Consultant

Jay, formally a corporate banker with various banks, found his true calling in the real estate industry. He believes real estate should form part of everyone's investment portfolio, and that everyone deserves to have a chance to own their dream home. A family man who enjoys the company of his wife and daughter, he enjoys the beach life hangout over a cuppa Jay.



Kee Seng Huat

Associate Senior Consultant

As an Engineering graduate, Seng Huat has worked in a distinguished MNC for over 13 years, helping his clients meet timelines and solve engineering deadlocks. Coupled with his jovial nature and diligence, Seng Huat now strives towards providing optimal solutions in his client's real estate portfolio.



Gabriel Ding

Associate Senior Consultant

Gabriel is a passionate and sincere individual who enjoys the thrill of meeting new people and chatting over a cup of coffee. Prior to joining the real estate industry, Gabriel was a business process analyst; from which he developed strong communication and analytical skills that have continued to serve him well. Gabriel sticks by his personal value that building a strong relationship with his clients is of utmost priority, much to the delight of them.



Patricia Kong

Associate Senior Consultant

Specialising in commercial real estate, Patricia now joins PropertyLimBrothers, managing both residential and commercial listings with equal dedication. Speak to any one of her clients from her last 12 years as a realtor and you'll hear the same thing—meticulous in her work and always prioritising her client's interests.

She believes that a home is not only where the heart is, but also one of the biggest investments that we make in our lives. Thus, the right conversation needs to be conveyed clearly.



Mikaela-Joy

Associate Senior Consultant

A passionate and dynamic individual, Mikaela-Joy's initial interest in real estate stemmed from her father, who was in the building industry. Her previous field of expertise as an educator has honed her skills as a detailed planner, ensuring that the needs of her clients are always being taken care of. Constantly taking initiative to look out for her clients' needs, Mikaela-Joy values the trust that they place in her and is committed to guiding them through their asset progression journey.



John Lin

Associate Senior Consultant

John comes with over 6 years of experience helping individuals on the autism spectrum to gain meaningful employment. Empathetic and a great problem-solver, John prioritises to seek and understand his clients' concerns. His patience and reliability ensure that the highest standards of customer service are met. John believes that win-win situations are always possible to exceed clients' expectations.



Melvin Chan

Associate Senior Consultant

Coming from a background of digital marketing & advertising, Melvin Chan spent his time before PLB helping brands form meaningful connections to their customers, ensuring their content reaches the right audiences through the digital space.

A rather empathetic and humble guy, he is able to listen and identify pain points of his clients followed align with providing suitable recommendations so that they are able to make the best informed decision.



Alexa Loh

Associate Senior Consultant

With over a decade of experience in the education industry, Alexa's strengths lie in effective communication and empathising with her clients' needs. The candid advice that she offers sincerely to her clients has earned her their respect and loyalty over the years. As a real estate consultant, she continues with this same dedication and commitment, understanding how important the decision to buy or sell a property can be.



Tian Wenbin

Associate Senior Consultant

Previously a manufacturing engineer within the aviation industry, Wenbin prides himself on being detail-oriented and meticulous in delivering the best solutions for his clients. He is agile in the ever-changing property landscape, rising to challenges and thriving under pressure. In addition to being an empathetic listener, his flair in Mandarin provides him with an edge in negotiations and building rapport with his clients. As a customer-oriented individual, Wenbin dedicates himself to his clients, day or night.



Lee Jun Wei

Associate Senior Consultant

Having specialised in hotel management for luxury hotels, Jun Wei has an eye for detail and is an excellent team player. Jun Wei often goes beyond what is required of him to proactively help his clients and guests, for an above and beyond experience; just like how it is when he was a hotelier.

He has a pleasant disposition, and is highly competent in communication and interpersonal skills, contributing to positive client experiences.



Tabitha Teo

Associate Senior Consultant

Tabitha is a passionate and naturally empathetic individual who warms up to clients through her sincerity and pleasant demeanour. Her dedication though, takes on a whole different level.

Captivated by the idea of helping people find their dream home, she found a nesting place at PropertyLimBrothers.



Jessin Chua

Associate Senior Consultant

Prior to joining the real estate industry, Jessin was a Bank Relationship Manager, managing onshore and offshore corporate clients. Her time in the banking industry had groomed her into a strong individual and team player with stellar work ethics.

Genuine relationships are what matters, and her passion for service puts clients at ease.



Alfred Cheong

Associate Senior Consultant

Crossing over from the corporate training industry, Alfred brings an impeccable skill set that is crucial in the Real Estate landscape which is empathetic listening and clear communication.

Alfred has a larger-than-life personality, paralleled by his worldliness. Well-equipped, he applies his customer-centric strategies to his clients and people around him to help build a healthy real estate portfolio, future-proofed.



Jonathan Poh

Associate Consultant

Jonathan is one of the most hardworking young members in our team, attributed to his accommodating qualities showcased in the hospitality industry in the past. He still holds a natural flair for customer care, and is both attentive and sensitive to his clients' needs and preferences. With this, Jonathan brings along this same care to his clients in the real estate industry, extending the bond between client and agent relationships.



Loong Yanyan

Associate Consultant

Having co-founded a small events company back in 2016, Yanyan carries that same resilience, entrepreneurial spirit, and growth mindset as strengths for her real estate career.

No matter the task, Yanyan believes in providing the utmost honest and genuine service. With her dedicated personality complemented by her vibrant and cheerful demeanour, she has won the hearts of the people whom she has worked with.



Cheryl Loh

Associate Consultant

Engineering school trained Cheryl to be systematic, analytical and good with numbers. It's a skill sought-after in the property scene, and one that we value.

Cheryl seeks to provide service excellence to her clients, providing valuable insights to property purchases. She is results-driven and always looks out for her clients' needs and interests in every deal she makes.



Sebastian Lau
Associate Consultant

Sebastian thrives on the essentials that enrich life and the intricacies that make it exceptional as seen in his passion for food and real estate.

Prior to real estate, Sebastian managed risk and insurance portfolios for major corporations and MNCs, overseeing multi-million-dollar assets—bringing the same level of expertise to the realm of property.



Jollene Leow
Associate Consultant

From a young age, Jollene has been exposed to the real estate industry due to her mom's (read: Christina's) career journey. From the multiple case studies shared by her inspirational mom, she has since developed a deep interest in the real estate industry, hoping to help connect the right buyer and seller together.



Nicole Ng
Associate Consultant

Nicole has years of experience in the advertising industry under her belt, specialising in account management, which draws parallels to client servicing for property.

She believes in the importance of a dwelling, and now answers the calling to bring the right homes to the right folk.



Tan Yong Zhun
Associate Consultant

Having a keen interest in the built environment industry and majoring in real estate locally, Yong Zhun uses his knowledge to aid his clients. Prior to joining the industry, Yong Zhun used to work as a client service analyst in JP Morgan for 3 years, where he honed his client communication skills as well as build up his expertise in finance.

With a strong passion to be a client-focused consultant, Yong Zhun built strong and lasting relationships with his connections and is a culture carrier to PropertyLimBrothers' values.



Angela Yee
Associate Consultant

Angela has a passion for making things happen. With 9 years of sales experience, she believes in genuine and long-term relationships with her clients' matters.

Her advocacy for efficiency, perseverance and two-way communication enables Angela to ease her clients through the process of letting go their current home while looking for their "dream home" next, enabling a smooth and transparent experience.



Ong Boon Guan
Associate Consultant

An ACCA-trained accountant with four years at DBS Bank, Boon Guan adeptly translates numbers into sound financial advice. Additionally, as a licensed tourist guide recognised by the Singapore Tourism Board, his entrepreneurial spirit motivated him to run a successful tourism venture.

Having since transitioned to real estate, Boon Guan blends his financial expertise and entrepreneurship, offering a unique perspective in navigating Singapore's property market and creating engaging experiences for clients.



Charline Wong
Associate Consultant

She has earned a diploma in Property and Facilities Management before graduating with a degree in International Hotel and Tourism Management. Adventurous and outgoing by nature, her sales career spanned a decade in advertising, travel, and information technology before coming full circle to real estate.



Joan Loh
Associate Consultant

Her first home purchase intrigued her into the property landscape, realising the technicalities required for a single transaction. After chatting with her connections, Joan believes the value of real estate is still very much underrated, yet a powerful leverage.

Joan began her career in policy development and digital transformation, and in a similar vein, her property advice is built on foresight, empathy, genuine relationships, and prioritising her clients' needs above all else.



Jesslin Ong
Associate Consultant

With almost 8 years in the service industry, "Serving from the heart" has always been the guiding principle wherever Jesslin operates. This resonates with the same ethos as PropertyLimBrothers, and hones what she provides for property buyers/sellers.

A good listener and empathetic, her gentle vibe eases stressful situations, leading her to guide and ensure clients that property progression doesn't have to be nerve-racking.



Ramzi Razak
Associate Consultant

Compassionate by nature, Ramzi is driven by his belief in helping others with sincerity and integrity. A hardworking yet down-to-earth individual, his strong work ethics coupled with his ability to truly listen to what clients need allows Ramzi to connect them seamlessly to the property sphere.

Ramzi aims to share his knowledge and insights to value-add to others, building meaningful relationships and enriching his clients' real estate journeys.



Zoe Lim
Associate Consultant

Zoe was an educator in the public sector for 10 years, and did sales before that. Now she has returned to her initial calling, and this time in real estate.

Her priority is to make every client feel safe, heard and understood. Naturally empathetic and attentive to her clients' true needs, this has allowed her to develop a strong initiative. She aims to either help her clients achieve clarity in their goals or supersede them and create greater ones.



Tiffany Ng
Associate Consultant

A cheerful individual and former "full-time traveller", Tiffany anchored herself at PropertyLimBrothers after clipping her wings.

Having spent the past 10 years exposed to the gruelling demands of the aviation service industry, she developed an acute sense of composure, adaptability, and collectedness, putting her on top of her game.

Armed with these transferrable skill sets, Tiffany is ready to go above and beyond, tending to her clients' every enquiry.



Deborah Guo
Associate Consultant

A fitness fanatic and an equally health-conscious individual, Deborah has branched out from her qualification in sports science and experience from working in business development and corporate wellness at an overseas gym, to join us at PropertyLimBrothers.

As a highly adaptable person, she's someone who you can definitely level with, and is someone who will deliver results against all odds.



Ahmad Faruq
Associate Consultant

Faruq's outgoing personality grants him a natural proficiency for establishing meaningful connections and building strong relationships with clients.

Faruq understands that buying or selling a property can be a major decision, and he takes the responsibility of guiding his clients through the process seriously.



Lyndon Leong
Associate Consultant

Having worked personally with clients for 8 years, everything has been very significant for him in his line of work, from funeral director to real estate.

Knowing how important a home or the journey is, Lyndon always takes pride in putting himself in his clients' shoes, treating each sale, purchase, or rental as if it were his own or for his family members'. He meticulously makes sure that everything goes smoothly and problem-solves should the need arise.



Judith Chia
Associate Consultant

Judith's motivation to enter real estate stemmed from her personal journey of searching for the ideal home. Eventually, she developed a fascination for houses, their history, and the unique stories they hold, which inspired her to transition into the industry.

At PLB, she continues to harness her determination and passion to not only excel in her career but also make a meaningful impact on the lives of her clients.



Thenesh Rajasekran
Associate Consultant

Thenesh spent most of his real estate career in Australia as a licensed land agent and auctioneer for 7 years, following his background and Masters in Marine Engineering. He views real estate as a platform to build relationships and help people achieve their goals.

Thenesh brought over a wealth of experience into the real estate landscape here in Singapore since his return, having sold numerous properties in Australia.



Tang Wai Mun
Associate Consultant

Wai Mun has over 12 years of experience in the banking industry and has held various roles from branch operations to corporate banking. He is no stranger to real estate, having obtained a mortgage broker license in Australia, and contributed to a property tech start-up there.

Wai Mun's motivation to transition full-time into real estate is fuelled by a genuine passion for diverse architectures, the stories embedded in each property, and the freedom to chart a personal and rewarding career path.



Phyllis Goh

Associate Consultant

Phyllis, an NUS graduate in Real Estate and Urban Planning, brings four years of industry experience and a proven track record. She has served hundreds of clients, crafting tailored strategies to meet their goals.

Known for her transparency and integrity, Phyllis offers top-tier service across legal, financial, and construction sectors, combining analytical expertise with deep market knowledge to guide her clients effectively.



Isaac Liu

Associate Consultant

A dedicated real estate agent with a passion for finding perfect homes and a naval architect by training, Isaac has a sharp eye for detail and keen analytical insight.

This allows him to streamline the home buying or selling process for his clients, ensuring it's smooth and enjoyable—just leave the facts and figures to him.



Ethan Lim

Associate Consultant

Ethan brings a refreshing perspective to real estate, backed by a decade of experience in computer graphics, where he designed stunning spaces for Hollywood blockbusters.

His sharp eye for detail and ability to envision a property's potential shape his thorough, client-focused approach, ensuring his clients find their ideal home with precision and care.



Andy Neo

Associate Consultant

Andy carries with him decades of real estate experience, understanding the value of making a positive and lasting impression on clients.

Andy leverages the power of social media and AI to continuously grow his skill sets. As much as he likes to learn, he gladly shares his knowledge with the team and his clients, embodying the spirit of a true entrepreneur.



Irene Tan

Associate Consultant

With over a decade at the Ministry of Social and Family Development, Irene led national campaigns to strengthen family bonds in Singapore, earning the National Day Award – Commendation Medal in 2023, embodying her dedication and passion for making a positive impact.

Irene believes a home is more than just a place—it's where memories are made. She helps families find spaces that truly meet their needs, prioritising integrity and collaboration to ensure a personalised experience.



Isaac Tan

Associate Consultant

Isaac's experience across government, corporate, and non-profit sectors has honed his skills in communication, trust-building, and problem-solving.

Passionate about connecting with people, he combines empathy and adaptability to guide clients through finding a place to call home and foster meaningful relationships at PLB. Committed to authenticity and excellence, Isaac delivers tailored solutions that create lasting value.



Shaun Tham
Associate Consultant

Shaun's background in accountancy provides a strong foundation for number-crunching, while his tenure in the education sector enhances his ability to simplify complex concepts and connect with people from all walks of life.

This has allowed Shaun to focus on making the real estate process clear and accessible. He quickly understands each of his clients' needs and enables forward-thinking choices in an ever-evolving market.



Quek Li Ying
Associate Consultant

Li Ying joins PLB with seven successful years as an F&B entrepreneur, where she honed her ability to blend creativity with practicality and balancing innovation.

Her interest in architecture and passion for real estate drives her to view properties as opportunities to build meaningful connections and lasting value. At PLB, Li Ying combines her business acumen, customer focus, and love for design to guide clients in achieving their property goals with confidence.



Joyce Ng
Associate Consultant

Joyce's unique ability to adapt, learn, and excel stems from her athletic background, where resilience and strategic thinking were second nature. Transitioning these qualities into her real estate career, she has developed a reputation for going above and beyond for her clients, ensuring every transaction is handled with precision and care.

Joining PLB then felt like a natural step for Joyce—a place where she could combine her expertise with our innovative tools, resources and unique approach to property marketing.



Celest Chong
Associate Consultant

Celest brings over two decades of experience as an aviation professional, embodying adaptability and a commitment to excellence.

Driven by lifelong learning and growth, she transitioned into real estate to offer innovative, team-driven support. Celest exemplifies PLB's core value of holistic service, ensuring every client enjoys an easy, enriching journey backed by collective expertise.



Quah Jun Hui
Associate Consultant

Jun Hui's expertise in land use, development, and real estate operations—honed from over a decade in public service—equips him with deep knowledge of Singapore's evolving property market.

A natural connector, Jun Hui excels at understanding the diverse needs of his clients through attentive listening. His adaptability enables him to craft innovative solutions unique to each challenge.



Adele Lau
Associate Consultant

Adele brings a refreshing perspective to real estate, combining her expertise in marketing with a deep-seated passion for transforming lives through property.

As a marketing graduate, Adele's foray into real estate felt like a natural progression—where she could marry her academic background with her desire to create purposeful impact in people's lives.





PLB MEDIA Creative Video Team



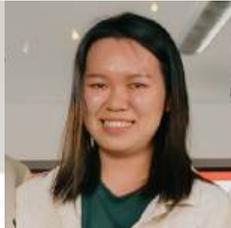
Our Home Tours are the cornerstone of PropertyLimBrothers, and behind these immersive Home Tour videos and more is our dedicated video team, tirelessly engaged in shooting, editing, refining, and meticulously crafting memorable motion graphics.



The visuals in these videos are enhanced by our 3D Visualisation team, allowing each space to be reimagined and transformed to align with a specific vision.



Fronting our Creative Video Team are our Media Director, **Kenneth**; Art Director, **Bahri**; Senior Video Team Lead, **Josephine**; Senior Studio Team Lead, **Cephas**; and Creative Producer, **Timothy**. These individuals know the ins and outs of what goes into every piece of video content we create.





People Team

Led by HR & Finance Director **Carrie**—and for the longest time, we’ve affectionately called her the “mother of PLB”—this team ensures PropertyLimBrothers’ financial strategies are both sound and aligned with the company’s values, while also cultivating a culture of growth and development. They manage the company’s budgeting, financial reporting, and resource optimisation. But beyond the numbers, they’re equally focused on creating an environment that supports and nurtures.



Operations

The Operations team, led by **Marc**, VP of Operations, manages key resources, aligns systems, and implements processes that drive efficiency and effectiveness across PropertyLimBrothers. Part of this team are also the Marketing Consultants, who play a critical role in ensuring each listing is carefully managed for maximum exposure and success.



PLBCare

The first voices you hear when you reach PropertyLimBrothers are from none other than the representatives of the PLBCare Team, which is also helmed by **Marc**, VP of Operations.

They ensure every client feels heard, supported, and well taken care of at every step of their journey with us. PLB Care is always ready to assist and offer timely solutions at any time. Ask them anything!



Corporate Communications

This multifaceted department, led by VP of Strategy **Grayce**, unites Business Development, Marketing, Corporate Communications, and PLB Chinese Real Estate under one cohesive vision.

The Business Development team drives brand partner collaborations, the marketing team amplifies our brand identity, while corporate communications ensures a unified and impactful voice. PLB Chinese Real Estate deepens connections with our growing chinese-speaking audience.

Together, this team integrates strategy and execution to strengthen our core operations.





Graphics Team

Mei May leads the Graphics Team as Head Designer, with **Richard, Tang Yee, Shi Hui,** and **Julio** working hard alongside her. While most of the team remains omnipresent in a remote capacity, their efforts are seamlessly integrated, ensuring every design and visual element aligns perfectly.

The very Creative Kit you're browsing owes its stunning visual appeal to their creativity, precision, and expertise.

Tech Team

Led by Chief Technology Officer, **Marcus**, the tech team integrates cutting-edge innovations with our real estate insights to improve both client and consultant experiences.

This team of five is the brainchild behind PLB's website, unique mobile applications and centralised data hubs, as outlined in PLB Proptech (Page 27).

They ensure that these all-encompassing tools serve as a comprehensive dashboard for our consultants, offering an integrated platform that delivers exceptional real estate clarity to our clients.





Performance Marketing + Copywriting (PMKTC)

PMKTC—which is also helmed by **Marc**, VP of Operations—is the amalgamation of two previously independent teams, the Performance Marketing team and the Copywriting team.

The Copywriting Team, led by Senior Copywriter, **Erdie**, handles everything from social media captions and flyers to landing page content and YouTube thumbnails—basically everywhere that has words—ensuring every piece makes an impact. And yes, that includes this Creative Kit you're reading right now.

Meanwhile, the Performance Marketing team, headed by **Adil**, Senior Digital Marketing Specialist, takes all of that a step further—managing digital ad strategies, optimising SEO, and leveraging data to ensure every campaign reaches the right audience.

Together, they are an impregnable force. If you've caught any of PLB's Signature Home Tour videos on your socials or received one of our email updates, that's just their coordination at work.





Listings Marketing Team

The Listings Marketing Team (LMT), led by **Marc**, VP of Operations, ensures every property gets the spotlight it deserves. Marketing Coordinator **Jenell** and Media Campaigns Manager **Kimm** craft tailored strategies for each listing, designed to attract the right buyers.

The team employs personalised approaches, manages targeted advertising, and maximises exposure across PLB's key platforms. Their objective is to support our consultants in marketing each property and driving engagement, allowing them to focus entirely on the sale and achieve the highest price.



Events & Campaigns

The Events & Campaigns team, led by **Nicolea**, Senior Campaign & Community Consultant, conceptualises and executes both internal and external initiatives that amplify PropertyLimBrothers' brand presence.

This small but powerful team focuses on creating moments—from consumer events targeted at specific property classes or developments, to teammate engagement events aimed at fostering better collaborations across teams.

The team works hand-in-hand with various departments to produce impactful campaigns which are targeted to the right audience, effectively showcasing our value, solidifying our influence in the market and strengthening our reach.



PLB Realtor Growth & Development

At PropertyLimBrothers, as much as we believe a property should be marketed to its fullest potential, we also believe in empowering our consultants to reach their fullest potential as well.

Helmed by **Wayne Tang**, Director of Client Engagement, and supported by **Jun Yang**, Realtor Growth & Marketing Coordinator, the PLB Realtor Growth and Development team focuses on personal growth of PLB consultants with clear roadmaps, in-house marketing assets via Pixel, and celebrating achievements through quarterly awards.



PLB Insights Editorial Team

In the editorial arm, content and research writers: **Ravhina, Lester, Jee Sheong** and **Yi Qian** are the talented individuals behind the engaging editorial content available for perusal on PLB Insights.

Their informative articles are written to educate our audience on topics pertaining to Singapore's real estate landscape—from buying know-hows to the latest news, what you can and can't do in Singapore Real Estate, as well as quarterly reports and in-depth reviews of New Launch projects.

Much like the daily newspaper, it's more than just timely delivery of editorial content, they ensure each written article is a carefully crafted piece, so our readers not only stay informed but also find joy in reading the

All of this is overseen by **Grayce**, VP of Strategy, who ensures that every editorial piece aligns with PLB as an educational hub.



Partnering Up for Your Journey in Real Estate



When you engage with PLB on your property journey, you're joining forces with a dynamic, three-pronged approach. Our experienced consultants guide you through the selling and buying process. At the same time, our creative media team works tirelessly behind the scenes, producing stunning visuals and impactful marketing collateral to make your property stand out.

Together, our consultants and media team form a powerful collaboration that ensures your property's story is captured and communicated in the most compelling way possible, solidifying its positioning in the market. This dynamic partnership is what defines PLB, and this is how we turn property goals into a reality.





Scan To Join
PLB Team



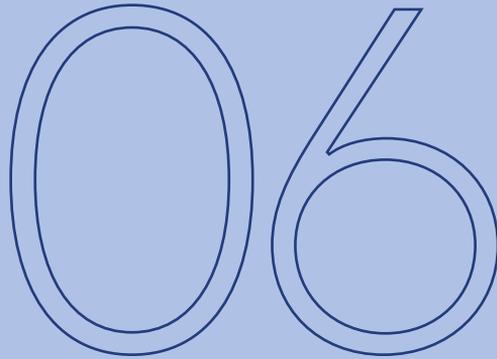
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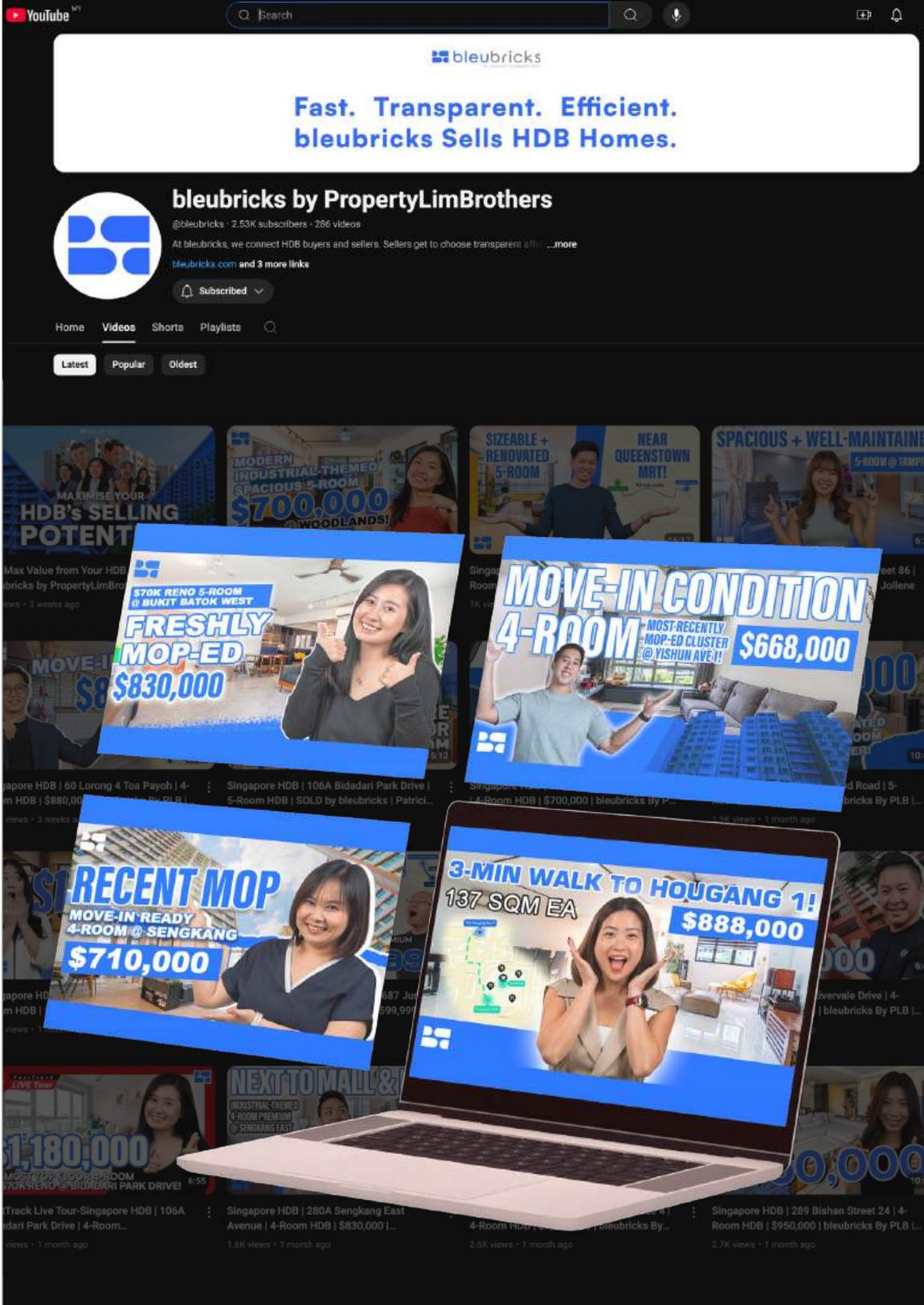
 Assembly

 PLB | 新加坡林氏房产



Under the PLB Umbrella

PLB and our suite of sub-brands are purposefully crafted, each with a distinct focus to deliver impactful, high-quality content. These brands reflect our team's diverse expertise and creativity, allowing us to engage with our audience in unique and meaningful ways across various platforms.



Fast. Transparent. Efficient. bleubricks Sells HDB Homes.



bleubricks by PropertyLimBrothers

@bleubricks · 2.53K subscribers · 286 videos

At bleubricks, we connect HDB buyers and sellers. Sellers get to choose transparent affi...more
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MAXIMISE YOUR HDB'S SELLING POTENTIAL

MODERN INDUSTRIAL-THEMED SPACIOUS 5-ROOM \$700,000 @ WOODLANDS!

SIZEABLE + RENOVATED 5-ROOM NEAR QUEENSTOWN MRT!

SPACIOUS + WELL-MAINTAINED 5-ROOM @ TAMPAK SELATAN

Max Value from Your HDB
bleubricks by PropertyLimBrothers
1 week ago

MOVE-IN CONDITION 4-ROOM \$830,000

MOVE-IN CONDITION 4-ROOM \$668,000 MOST-RECENTLY MOP-ED CLUSTER @ YISHUN AVE!!

Singapore HDB | 60 Lorong 4 Toa Payoh | 4-Room HDB | \$880,000 | bleubricks By PLB | 3 weeks ago

Singapore HDB | 106A Bidadari Park Drive | 5-Room HDB | SOLD by bleubricks | Patricia | 3 weeks ago

Singapore HDB | 106A Bidadari Park Drive | 5-Room HDB | \$700,000 | bleubricks By PLB | 1 month ago

RECENT MOP MOVE-IN READY 4-ROOM @ SENGKANG \$710,000

3-MIN WALK TO HOUGANG 1! 137-SQM EA \$888,000

Singapore HDB | 280A Sengkang East Avenue | 4-Room HDB | \$830,000 | bleubricks By PLB | 1 month ago

Singapore HDB | 289 Bishan Street 24 | 4-Room HDB | \$950,000 | bleubricks By PLB | 1 month ago

INDUSTRIAL-THEMED 4-ROOM PREMIUM @ SENGKANG EAST \$1,180,000

Track Live Tour-Singapore HDB | 106A Bidadari Park Drive | 4-Room... 1 week ago

Singapore HDB | 280A Sengkang East Avenue | 4-Room HDB | \$830,000 | bleubricks By PLB | 1 month ago

Singapore HDB | 289 Bishan Street 24 | 4-Room HDB | \$950,000 | bleubricks By PLB | 1 month ago



bleubricks

Selling an HDB isn't just about listing it on portals anymore. It's about positioning it for a win because viewers want to see more.

bleubricks by PropertyLimBrothers guarantees a streamlined marketing and selling journey crafted for those who demand more—more speed, more certainty, and more value.

With new marketing campaigns to choose from, each tailored to elevate a property's presence, ensure targeted outreach, and maximise engagement.

Leave the heavy lifting to us and focus on what matters—because with the bleubricks strategy, we'll get the right buyers to find you.



*Learn how we sell
HDBs right*

Prestige

Step into Singapore's most exclusive residences, where every property tells a deeper story of artistry and ambition.

Prestige by PropertyLimBrothers opens the door to spaces that embody exceptional sophistication. Think luxury landed homes, breathtaking duplex and triplex penthouses, and iconic Good Class Bungalows—timeless emblems of opulence.

Allow us to guide you through these extraordinary spaces—a celebration of design, elegance, and the unparalleled charm of refined living in Singapore.

UNLOCK YOUR PROPERTY'S FULLEST POTENTIAL



Sold by Prestige



BY PROPERTYLIMBROTHERS

nuggets

ON THE GO PODCAST

Nuggets On The Go

Prefer audible versions of property content? Tune in to NOTG by PropertyLimBrothers on Spotify or YouTube for bite-sized nuggets of real estate wisdom, covering everything from tips and advice to facts and know-how on buying, selling, and investing in properties in Singapore.

Watch or listen anywhere—while commuting, during workout sessions, or even during some downtime—and get the real estate insights needed in the most convenient way possible.



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UNLOCK YOUR PROPERTY'S FULLEST POTENTIAL





School of Real Estate, Media & Entrepreneurs

As thought leaders of our crafts, the next stage has always been to impart that knowledge and experience. This applies to realtors and creatives alike, injecting the next wave of fusion and evolution to Real Estate and Creative Work.

Assembly.sg aims to foster professional growth and competence among realtors, ensuring that more clients gain the benefits of our capabilities.

In parallel, our creatives have documented processes and newfound skillsets; discovered through pushing boundaries of their own capabilities. We understand that creative guidance is not easy to find, and here, we aim to make it accessible through tutorials, in-depth sessions and more.

Stay tuned on our socials for more.



Scan Now



PLB Chinese Real Estate

PLB Chinese Real Estate is Singapore's first and only Chinese-language realty platform, dedicated to providing market insights, Home Tours, and educational content for everything real estate.

As an extension of PropertyLimBrothers, PLB Chinese Real Estate broadens our reach to the growing Chinese-speaking audience, offering the same top-quality, informative content.

PLB Chinese Real Estate is the go-to resource for educational videos, market updates, and real estate tips, all designed to inform and empower Chinese-speaking buyers, sellers, and investors on their journey to real estate excellence.



Scan Now





NEW CO





07

Endnote

As you've seen, real estate has become multifaceted—dynamic, ever-changing, and full of new possibilities. What's ahead will speak for itself, and we'll be right there, every step of the way.

**We've reached the end;
this is where your exciting
property journey begins.**

Consider this a little sneak peek into our world.

Welcome to PropertyLimBrothers.

Melvin Lim

Adrian Lim

**Finally, scan to
connect with us.**





@propertylimbrothers