



**ELEVATING**

YOUR PROPERTY  
THROUGH

**PROPERTYLIMBROTHERS**



# Foreword

This is a dedicated file for you to know more about PropertyLimBrothers, to address most questions at the start so you'll be more equipped in your next property journey step.

Explore more on what we have to offer, share it, discuss it. Learn more about the landscape.

We hope you enjoy the contents within, and we'll be in touch.

With love,

*Melvin Lim*

Co-Founder & CEO,  
PropertyLimBrothers

*Adrian Lim*

Co-Founder & Managing Director,  
PropertyLimBrothers

& The PropertyLimBrothers Team

# Signature Home Tour Videos To Market Properties

The boundary pushers of the presenter-stylised element property videos since 2017, our Performance Marketing capabilities market, our Creative Agency innovates through storytelling and graphics. Revolutionising the property market? Oh, most definitely.



## What You Need To Know Before Selling Your Property

<https://www.youtube.com/playlist?list=PLYIHyrOq2nW978I-NkbWhLRFv1YsEthNn>



## Common Misconceptions About PropertyLimBrothers

<https://www.youtube.com/watch?v=6xl8gKYG8pQ&t=1s>



## Explore How PLB Markets Properties!

<https://www.propertylimbrothers.com/our-signature-home-tour/>

# Tech- calculated Portfolio Upgrading

Our listings aren't static — in Singapore, wanted properties move fast, but willing buyers are faster. Check out the QR code to find out more on our available properties from HDB, to exclusive Landed Homes.

Here's to future-proofing your portfolio.



**Properties For Sale  
By PLB**

<https://www.propertylimbrothers.com/listings/>



**Upcoming & Current  
New Launches**

<https://newlaunch.plbinsights.com>

# Valuable Content On All Fronts



Bite-sized nuggets of real estate information dished out by Melvin Lim, CEO and Co-Founder of PropertyLimBrothers, our PLB Consultants and exclusive guest speakers! Popularised as one of the go-to Singapore podcasts on Spotify, we cover everything from tips, advice, facts and know-hows on buying, selling and investing in Singapore properties. Our banter discussions have placed more than just food on the table, so check it out!



**Click To Watch & Follow For More!**

<https://www.youtube.com/@notgpodcast>

## PLB INSIGHTS

PLB Insights is our research arm where we do deep analyses of market trends, property news, and all things Real Estate. Our Insights channel will cover deep dives from New Launch analyses to investments FAQs, answering relevant and insightful questions that best position our readers in this ever-volatile market. Watch our videos right here.



**Click To Watch & Follow For More!**

<https://www.youtube.com/@PLBinsights>

Or maybe you fancy articles. We've got plenty, courtesy of our Editorial Team. From Quarterly reports, breaking down timely news to even lifestyle, it's all original, tailored for your pleased reading.



**Click To Read More!**

<https://plbinsights.com/read-all/>

## PLB WEBINARS

PropertyLimBrothers is the leading voice in the market for all things Real Estate, backed by data and analyses from our in-house research team. We're always eager to educate and keep our viewers updated about the property sphere, helping them make informed choices throughout their Real Estate journey.

Whether you're an experienced real estate investor, someone who's just getting started, be sure to attend our PLB webinars to get yourself equipped with the latest property news and insights.



**Click To Watch & Follow For More!**

<https://www.propertylimbrothers.com/webinars/>

# PLB PROPTech



PLB MOAT ANALYSIS

## 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<sup>®</sup>  
BY PROPERTYLIMBROTHERS

## Disparity Effect Portal™

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.



alana

## 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.



Transacting

Over **SGD \$1,820,000,000**

worth of Total Transaction Value from 2021 'til date



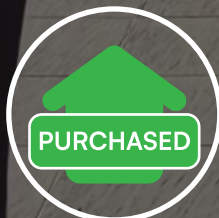
Over **2,500**

Home Tour videos and Educational Real Estate Content  
produced from 2018 'til date



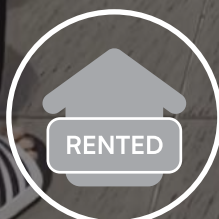
**1,275**

Homes **SOLD**  
by PLB



**505**

Homes **PURCHASED**  
through PLB



**261**

Homes **RENTED**  
through PLB



Click To Follow Us!

# YouTube

**79,048**  
Channel Subscribers

**52.3 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.



Click To Follow Us!

# Facebook

**41,000**  
Followers



Click To Follow Us!

# Instagram

**37,997**  
Followers



Click To Follow Us!

# TikTok

**22,559**  
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 2023.*

GOOGLE  
REVIEWS



**4.8** Over  
**424 Reviews**  
on Google

FACEBOOK  
REVIEWS



**4.9** Over  
**327 Reviews**  
on Facebook

*\*Updated 2 Jan 2024*



**Scan For More Info**

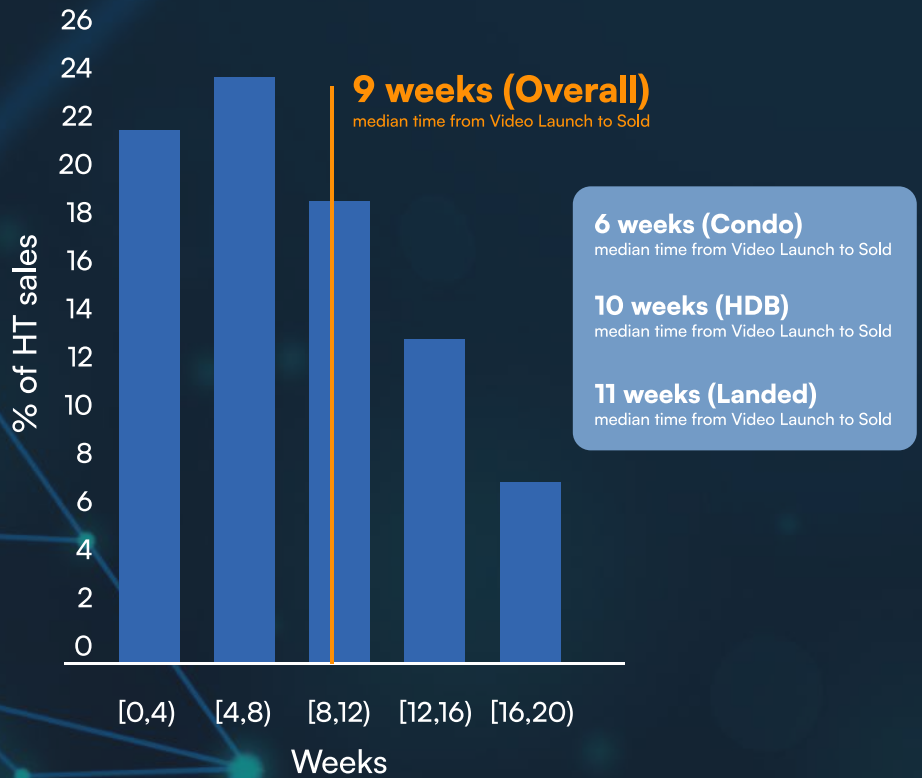
<https://linkin.bio/propertylimbrothers/>



# Proven Property Performance

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.

**PLB Signature Home Tours Sell Property FASTER\***

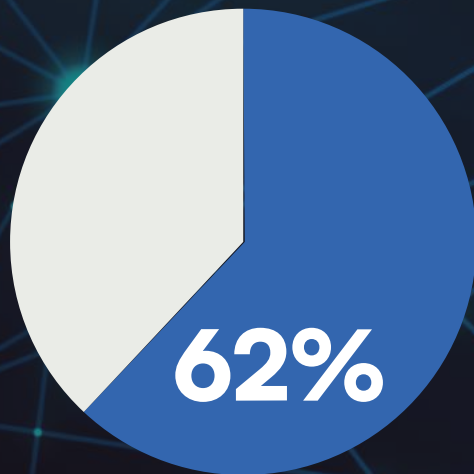


\*In comparison to properties sold without PLB Signature Home Tours.

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 2022 to 31 Dec 2023. All public transaction data retrieved on 22 Jan 2024 from REALIS (for private) and Data.gov (dataset published by HDB). All PLB sales data retrieved on 22 Jan 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.




**62% of PLB Home Tour Sellers sold at POSITIVE PREMIUM**

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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 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. Analysis grouped by Year of OTP Exercise date.



**Fusing Calculated  
Marketing, Creative  
Content, Industry-leading  
Tech and Dedicated Service  
— Culminating To  
PropertyLimBrothers**

And we're going bigger  
than our Signature Video  
Home Tours. Stay tuned.

# Get a Creative Agency and Realty Combined

PropertyLimBrothers is Singapore's  
first tech-driven Real Estate Company

— with the largest social media presence.



## PLB Media

Creative Agency | 3D Architectural Visualisation | Virtual Tours |  
In-House Videography | Social Media Agency | PLB Signature Home Tours

71  
Creatives



## PLB Realty

Property Sales | Property Investment | Timeline Planning | Portfolio Strategy |  
Research & Analysis

62  
Realtors

We don't just sell homes,  
We create success stories.



小红书

@propertylimbrothers

*Our PropertyLimBrothers Associate Listing Managers & Listing Executives are full-time professional Real Estate Salespersons licensed with CEA and registered with PLB Realty Pte Ltd (Estate Agency License No.: L30109681).*