



Mr. Melvin Lim

Co-founder & CEO
PropertyLimBrothers

Melvin Lim, Co-Founder and CEO of PropertyLimBrothers (PLB), stands at the helm of the only technology-driven real estate agency in Singapore. With 16 years of industry experience under his belt, Melvin is a seasoned real estate analyst who brings a wealth of knowledge and expertise to the table.

Melvin is a visionary in the real estate industry, known for his pioneering work in Home Tour videos with a presenter element. His emphasis on intensive research and analytics allow him to remain at the forefront of market trends, which he propagates through his Nuggets on the Go (NOTG) podcast. Throughout his career, Melvin has provided professional guidance to numerous clients. His comprehensive advice covers a wide range of topics on buying, selling, and investing in properties in Singapore. This has resulted in many successful transactions, solidifying his reputation as a trusted advisor in the industry.

In 2018, Melvin co-founded PropertyLimBrothers in Singapore, with employees from Malaysia and the Philippines. It has since grown to a company strength of 65 creatives. In 2022, he formed PLB Realty with 60 full-time real estate consultants.

Besides running multiple businesses within the PropertyLimBrothers Brand, Melvin is passionate about training, strategy, and market trends. He is also invested in how consultants and solopreneurs can grow personally and professionally with the adoption of mental models and frameworks.