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EdgeProp
SINGAPORE
EXCELLENCE
AWARDS 2022

RECOGNISING SINGAPORE'S
TOP REAL ESTATE SALESPERSONS

ALBERT CHUA/THE EDGE SINGAPORE



FIRST-EVER EDGEPROP EXCELLENCE AWARDS FOR REAL ESTATE SALESPERSONS

BY BERNARD TONG

This is the sixth edition of the EdgeProp Excellence Awards, and it is the most significant one for the real estate industry.

We started *EdgeProp* with a simple wish — to help people make better property decisions. This award is an extension of that dream — to help home buyers identify developments that are truly remarkable and recognise projects for which residents are proud to call home. The role that a real estate salesperson plays in the home-buying journey is undeniably important, perhaps more so today.

Why is this so? For the versatile salespersons, their roles have evolved from purely logistical, such as scheduling and conducting viewings, to a high-

er value-added one. A salesperson's responsibilities today involve assessing the suitability of a property, negotiating on prices, and scrutinising finances to ensure their client's cash flow is prudent. Furthermore, the salesperson's willingness to learn and adopt new technology, pursue digital-marketing strategy, and absorb knowledge and information from a multitude of webinars and training sessions, are highly commendable traits that we can all learn from.

For the reasons above, this year, for the first time ever, we will be giving out awards to the top transacting real estate salespersons in the industry. This is a non-judged category. Our methodology is based purely on the number of transactions that these salespersons have recorded over a 12-month period, from

July 2021 to June 2022. In line with the spirit of transparency of our awards, these transactions are published regularly on the Council for Estate Agencies' website and data.gov.sg, and have also been verified by our knowledge partner, KPMG Singapore.

To the winners on these lists, congratulations on your well-deserved achievements. We would like to applaud you on your ingenuity to stand out from a field of 30,000 salespersons.

As Singapore consumers become savvier in this Information Age, salespersons who are able to leverage new technology to create a niche for themselves will be more productive and will thrive. We look forward to being on the journey with you as together, we help property seekers find their dream home out there. **E**

Recognising and Celebrating Excellence



At the EdgeProp Real Estate Salesperson Awards on Oct 21 (from left): Adrian Lim, PLB Realty; Melvin Lim, PLB Realty; Vincent Lim, OrangeTee & Tie; Jane Ee, PropNex Realty; Shermie Tee, vice-president, agency sales and training, EdgeProp Singapore; Wendeline Goh, ERA Realty Network; Bernard Tong, CEO of EdgeProp Singapore; Julia Goh, PropNex Realty; Nicole Chia, ERA Realty Network; Esther Goh, ERA Realty Network; Eric Teo, ERA Realty Network; and Eileen Lim, ERA Realty Network

METHODOLOGY

The methodology used for tabulating the winners is based on the number of residential property transactions that the real estate salespersons have recorded over a 12-month period from July 1, 2021, to June 30, 2022. The transactions are based on the figures published on the Council of Estate Agencies (CEA.gov.sg) website and data.gov.sg as well as verified by our knowledge partner, KPMG Singapore.

CATEGORIES

The awards set out to recognise the best real estate salespersons under the three following categories:

Top Six Transactors for Landed Property

Real estate salespersons with the highest recorded number of new, sub-sale and resale landed residential properties

Top 10 Transactors for New Condominiums

Real estate salespersons with the highest number of new non-landed, private residential properties transacted (excluding executive condos)

Top 10 Transactors for Resale Condominiums

Real estate salespersons with the highest number of resale non-landed residential properties sold

TABLE OF WINNERS*

TOP 6 TRANSACTORS - LANDED

Business Name	CEA License No.
VINCENT LIM	R026632B
NICOLE CHIA	R013142G
JULIA GOH	R016837A
MELVIN LIM	R009814D
JANE EE	R059987I
SERENE ANG	R028353G
JESSIE LIM	R011680J
CATHERINE LEE	R009414I
TIM SEOW	R043534E
PAMELA CHONG	R005303E
KENT TAN	R023645H
ALEX NG	R009772E
BRUCE LYE	R005439B
CLARABELLE CHIANG	R062932H

TOP 10 TRANSACTORS - CONDO (NEW)

Business Name	CEA License No.
ESTHER GOH	R057123J
ERIC TEOH S S	R026627F
EILEEN LIM	R006329D
KENNY LOH H L	R023678D
JAVEN SOH	R059514H
MELISSA PAY	R020420C
LEE SIMON	R032012B
KELLY YU Y S	R024065Z
KAVIN KUAH	R043039D
JOSEPH LEE	R047184H
JASON CHEN	R053669I
WENDY SOH	R058193G
KRIS AW GIM INN	R024324A
STELLA POH	R029027D
JONATHAN LO	R060921A
ANNE KOH	R060977G
JOE LEOW	R020690G
ESMONDE TNG H H	R025150C
LILY TANG	R045560E

TOP 10 TRANSACTORS - CONDO (RESALE)

Business Name	CEA License No.
WENDELIN GOH	R044209J
ADRIAN LIM	R009649D
MELVIN LIM	R009814D
KAVIN KUAH	R043039D
JOEY TAN	R018026F
SHANEL LIEW	R024647Z
ANTHEA YEO	R009549H
LYNNER S L	R024060I
TERENCE TEE	R026514H
KESANG YANKI LABATTU	R047826E
ROLAND ONG	R021554Z
AILEEN CHEW	R011561H



EdgeProp
SINGAPORE
EXCELLENCE
AWARDS 2022

WINNERS

TOP TRANSACTORS - LANDED

Having a savvy and resourceful realtor in your corner is always a plus if you are looking to buy or sell your home. If you are looking to do both, having one who's able to navigate through the numerous interactions is practically a must.

That's where the services of Vincent Lim, associate executive director at OrangeTee & Tie, come in.

The veteran realtor, who has been in the industry since 2000, is one of six realtors who have clinched the highest number of transactions in the landed property segment by an individual real estate salesperson at the EdgeProp Excellence Awards (EPEA) in 2022.

The award covers transactions made between July 2021 and June this year.

Delivering the desired results

To Lim, being able to deliver the desired results for his clients and surpass their expectations is one of the secrets of his success. "I am someone who will go the extra mile to ensure a smooth transaction," he says.

The realtor reveals that his clients are surprised that selling their property and buying another at the same time can happen seamlessly, especially due to the precision of timing required. Those who have been through the same experience before would know this is not an easy task to manage. But Lim does it beautifully.

Lim shares: "Whenever my clients are looking to sell their home, they're not sure how long they'll need to secure their next home. That's where I come in. Whether they put in this request or not, I'll request an extension from the buyer so that my clients are able to move to their new place within a comfortable time-frame."

He adds: "I usually ask for an extension of around six months, which is more than enough time for my clients to move into their new home comfortably."

On making such requests, Lim says that realtors have to do it "properly and at the right time". At the buyer's end, Lim has to ask them in advance, so they can adjust their expectations and make their own preparations too.

As a property realtor, Lim makes transactions like these look seamless. "So far, I've been able to help all my clients sell their current place easily and move into their new place without fuss," he says. "Because of my work with them, I've gained their trust, and they've referred me to their family and friends."

Closing transactions within the month

Another feather in Lim's cap is his ability to close transactions within the month. These transactions also usually happen within the first viewing, he says.

One of Lim's fondest memories of such transactions involves an owner who was selling her landed home and had had her property listed on the market for two years.

"During those two years, my client had met many realtors, and eventually chose me after I'd presented my pitch to them. Within two weeks of my presentation, I sold the place," he shares, adding that the same client called him a "godsend".

Fit for the role

Prior to joining the industry, Lim was trained as an engineer. Yet, when he followed his best friend into the property industry, his close friends had expected it. "They know that I'm an outspoken person who can excel in a sales job," he laughs. "Most of my friends agree that my decision to join this industry was no surprise to them!"

As a young realtor, Lim started out servicing clients across several property types. While he had transacted within the landed segment a

The realtor who goes the extra mile

Vincent Lim
Top 6 Transactors - Landed



Lim: Because of my work with clients, I've gained their trust, and they've referred me to their family and friends

few times, his big break came after his client, who had asked him to sell his property, noticed that he worked quickly and efficiently. After that, there were many referrals.

In addition, as his clients work their way up the property ladder, Lim is with them. "Naturally, where my clients go, I'll go with them. Whenever they grow, I, too, grow with them," he says. "Wherever the referrals come from, I'll service them too, so I must thank my clients for their trust."

While Lim prides himself on ensuring transactions go smoothly and seamlessly, the realtor also believes in offering sound advice to his clients when it comes to making decisions about their property.

"I'm very transparent in that I always share the data that I have with my clients," he says. "I am familiar with the various types of residential properties, and I have kept up with information on the economic outlook, especially that pertaining to the property sector."

He adds: "Thanks to the data that I have on hand, I am able to offer my clients excellent advice. This includes information on why they need to make certain moves due to the direction in which the economy is going, and so on."

Moreover, Lim is someone who is able to deliver results. "When my clients ask me to transact at a selling price they're satisfied with, I'm usually able to do so," he says.

A heart for the elderly

One particular segment of Lim's clientele is the elderly, whom he has a soft spot for.

"Whenever I meet an elderly client who asks me to sell their landed property before moving to a more convenient home such as a HDB flat or condominium unit, I make sure they or their children fully understand the processes," he says. "In this way, they'll be able to trust me to make the move a hassle-free one."

Lim adds that based on his experience, elderly clients do not usually know what to ask or note, as they do not have a lot of experience with moving homes.

In this vein, he says that a realtor has to be proactive in knowing what their clients need. This includes selling their home at an "appropriate price" and ensuring that they are comfortable with the overall transaction.

Lim adds that if his clients prefer him meeting their children to discuss the deal, he would be happy to do so.

Changing perceptions for the better

Winning the trust of clients is important to Lim.

"I envision changing the way people feel about property realtors or consultants. Most clients, as I understand it, don't have a good impression of realtors. I hope that after they meet me, I'll be able to change their impression," he says.

On his Top 6 Transactor award from EdgeProp Singapore, Lim says: "I am truly blessed to receive this award as there are many veteran realtors specialising in this segment who have been around for a long time. I thank God that I'm blessed this year to receive this award."

The award was unexpected for Lim and marks one of the proudest moments in his career. He looks forward to continue providing his services to clients with a good outcome. "I have to continue ensuring my clients are satisfied with the end-result. This award has truly validated my work," he says. ■



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TOP TRANSACTOR - LANDED



Nicole Chia
Top 6 Transactors - Landed

Nicole Chia has savoured sweet success in her 10-plus years as a property agent, and her latest accolade was snagging a spot in EPEA's Top 6 Realtor list, landed division. No stranger to professional recognition, Chia has garnered a reputation for closing the highest number of landed transactions at ERA every year since 2017 — and more — during her agency career, a healthy harvest that assures Chia that her way of serving clients is a productive one.

When she heard that she was on the EPEA Top 6 Realtor list, she felt shock, surprise, and, above all, a sense of blessing. "I feel very blessed," she says. "I feel very thankful for the support from the developers, sellers and clients who have trusted me. I feel like my time and effort have been recognised."

Chia has always endeavoured to treat every person she meets with respect and graciousness. She says: "I don't judge people. I serve everyone as a potential buyer. Some people may not buy from you today, but serve them well, and they may come back when they want to buy. It is very important to establish trust and confidence."

Instead of being interested in an instant sale, Chia says, the main focus should be to build a reputation in a close-knit market. When she started marketing landed properties, she opened with District 28, before swiftly expanding to include other popular districts, such as Districts 13, 14, 15, and 19.

Running open houses, Chia says, she met other folks living in the same neighbourhood. Sometimes, they even attended the viewing multiple times. Often, they were in no hurry to sell their property, and did not even intend to move. But she continued to serve them, answer their questions patiently and diligently, and provide as excellent a service as she could.

Serving people with a gracious spirit has strengthened Chia's love for her profession, because, after all, she affirms: "I have a passion for property... I have a personal interest in this industry and what I do." Sharing this genuine passion for properties with others built Chia not only a network of clients and potential clients, but also a champion ecosystem of supporters who loyally referred her to their friends and families.

In fact, Chia spent years in the industry hardly distributing advertising flyers. She built her business foundation on strong word-of-mouth referrals. "When clients know I have a network in a particular estate, they are sometimes pleasantly surprised by the results — such as closing a sale within a week," Chia says. "Sometimes, the sellers have known me for years before they think about selling their property. This career is not a sprint, but a marathon."

"You need an entrepreneurial spirit, passion, and stamina to succeed in this industry," Chia



Gratitude and graciousness pave the path to sustained success

notes. This is especially important as she specialises in landed property sales, which requires a different skill set compared to agents who focus on rental transactions or HDB and condominium sales.

"Closing landed property cases can take

a very long time. The purchase price can be significantly steeper compared to buying a non-landed property, and because of that, buyers will be very careful with their viewings." Chia adds that some clients have gone for up to 100 viewings before finalising their purchase, and

this can take months, or even years.

This attitude has certainly put Chia in the right stead for not only gaining, but also sustaining success. She was formerly a mortgage broker and some of her clients encouraged her to take the dive into becoming a property agent. In fact, some of Chia's clients had so much faith in her ability to serve them well that they offered her the opportunity to handle their portfolios. "I am very thankful for my clients, who have supported me all the way," Chia says. This helped her to crest through the Covid wave. "Business was a little slow during the first year of the pandemic, but then transactions picked up and so did prices. Even with restricted viewings, we ended up closing sales," she recalls.

This positivity and support from Chia's network fuel her fire through the many viewings and long closing turnaround times. She finds her career fulfilling, especially so when she helps elderly clients who are looking to downsize and find their perfect retirement home. "Retirement planning is key," Chia says. "I feel a sense of achievement when I see how happy my clients are in a new home that suits their retirement needs, and when I assist them in buying an investment home to earn rental income. This really makes a difference in their lives."

She jokingly compares being an agent to being a 7/11 store. "It is not just a job. You can work from 9am to 5pm for an office job, but being an agent means running your own business," Chia says. "Running your own business means operating 24/7. Clients will call you at any time! I've even closed deals while on holiday."

A particularly memorable deal occurred when her seller was in Australia and she was in the UK, and a co-broking agent wanted to ink the deal. "I had to stay awake till 2am or 3am to align with everyone's timings, and we managed to close the deal." Fostering strong relationships with other agents is key, says Chia. Trust is integral to closing cases, especially when overseas.

Does Chia have any advice for clients? "For buyers looking at landed properties, I would suggest buying as early as possible. We have been on an uptrend, and low prices have gone with the wind." She observes that prices may stabilise, but are not likely to soften because of land and construction costs. "Today the price you pay seems high, but tomorrow it will be low."

At the end of the day, Chia observes that flaming the entrepreneurial spirit is essential to success, but a good work-life balance is also possible with deft time management, especially for those with families. Chia is married with two children. "You have to willingly plant the seeds and nurture your journey to reap a good harvest," she says. "I'm in this for the long term." ■



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ERA Singapore recognised Chia for clinching the most landed resale transactions in 2021



Chia and her husband Norman Tan clinched the 1st Runner-Up ERA Husband and Wife award in 2021



Julia Goh
Top 6 Transactors - Landed

Before she delved into real estate, Julia Goh had spent some time in the banking industry. Her first step into the real estate industry was a happy coincidence, at the showflat of a condominium in District 11. Goh helped to secure sales for several units and the developers were impressed with her performance. Colliers International (under whom the sales were transacted) later asked her to join them full-time. Goh joined them as an associate and around a year later in July 2008, PropNex invited her to join them. She has been with them ever since.

Goh took some time to consider the career switch from banking and decided to take a leap of faith. Today, 15 years later, she's an industry leader, securing one of the highest number of transactions last year for landed properties in Singapore. "It's not possible to juggle between working in financial planning and real estate. And to be honest, at the time, there were no push factors that made me want to leave the financial sector," she adds.

But there is something about real estate that she enjoys thoroughly: the dynamics of the industry. Goh says: "People are always happy to talk about the latest property trends, the value of their property, and they are interested in my views and experience in the industry."

Even after all these years, the prospect of helping her clients find their ideal property still thrills Goh thoroughly. She points out that "apart from helping my clients achieve a record sale or finding their dream home, there's also a deep joy that I have in seeing beautiful properties on the market".

Goh notes that buying trends have evolved during the pandemic, particularly among buyers looking for properties to live in, rather than for investment.

"The first rule of real estate is still location, location, location. But it takes on a different meaning now. During the pandemic, a lot of buyers realised that having a generous home space is important, for obvious reasons," she explains.

She adds: "But where investment-grade property buyers look for resale demand, location and yields, buying a property to stay in means you might consider other different factors as well." For some, it might be proximity to good schools, she says. For others, it might be access to green spaces, and so on.

When meeting potential clients for the first time, instead of rushing in to close a deal, Goh prefers to spend time getting to know them first.

"I try to understand their motivations for



Goh: Knowing that I've helped clients land an ideal property where they can create wonderful memories as a family, is my ultimate reward

Helping families land their dream homes

purchasing a property, because sometimes a buyer may have certain criteria that can place limits on what they are willing to consider. But if we understand their underlying desires, we

can open up their minds to other potential real estate prospects," she says.

Goh cites a recent transaction she made for a buyer as an example. One couple had been

working with another agent to look for a suitable property for two years. They had made offers for houses in the One Tree Hill area, without any success. The wife had pretty much given up on finding a landed property when a friend referred her to Goh.

Goh spoke to the client to find out what it was about the One Tree Hill area that attracted her. Goh then managed to find an alternative location with similar qualities to what the client desired, and convinced her to take a look. The client fell in love with the property. Within 48 hours, Goh successfully negotiated and closed the deal.

When Goh represents a seller, she takes the time to understand their motivation for wanting to put the property on the market. She listens to her clients and keep their best interests in sharp focus. She would also give her clients insightful ideas and suggestions on how to update their homes to make them look amazing.

Goh says she prefers to find out why the owners want to sell, then perform in-depth analysis of the market to help her clients determine the ideal selling price range. More often than not, she would surpass her clients' expectations. Goh comes across as a realtor who truly loves what she does and enjoys all there is about landed homes.

One of the first few landed properties Goh sold was a bungalow off Kheam Hock Road that had been on the market for over two years. "It had been marketed by many big property agencies without any success," she says.

When the owner told Goh that he wanted her to help with the sale, "I presented him with a detailed marketing plan and listed the property without any delay. Within the next three days, I had presented the property to a buyer who was even willing to pay a premium for the property," she says. The co-broking agent who represented the buyer was impressed with Goh's professional attitude and knowledge, and it was a happy match for her buyer.

When it comes to landed properties, demand is generally higher than supply, given Singapore's limited land restrictions. Taken as a whole, landed properties make up only about 5% of the entire housing stock in Singapore, thus making them a valuable and highly sought-after class when it comes to housing. In Goh's opinion, potential buyers and sellers should focus on the value of the land itself that they are transacting, rather than property specifics such as basement or attic space.

She highlights: "Owners definitely need to pay attention to essentials like where the pipes are or the usable land area for construction and development, naturally. For many owners, they aren't buying a property to keep the building; they will tear it down and rebuild, which eventually translates to a higher cost per square foot."

Goh has noticed that these days, owners with existing properties and new buyers alike look for spacious garages and sufficient outdoor space for added facilities like pools, as well as convenient access to public transport.

"Many of the buyers today own multiple cars, so they need a place to house their automobiles. And many of them have busy schedules, so families with young children want to ensure that their helpers can travel around easily to pick up the kids from school or just to run errands," she concludes.

"Garden spaces are also increasingly popular," she notes.

On winning *EdgeProp Singapore's* Top 6 Transactor Award for landed properties, Goh views it as an acknowledgement of her achievements in the industry; but her clients' happiness is her greatest reward. "Knowing that I've helped them land an ideal property where they can create wonderful memories as a family, is my ultimate reward," she says. ■



PROPNEK

Goh thoroughly enjoys the dynamics of the real estate industry



PROPNEK

Goh: Apart from helping my clients achieve a record sale or finding their dream home, there's also a deep joy that I have in seeing beautiful properties on the market



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PROPNEK REALTY PTE. LTD.

TOP TRANSACTOR - LANDED


 Melvin Lim
Top 6 Transactors - Landed


 Melvin Lim
Top 10 Transactors - Condo (Resale)

The name PropertyLimBrothers is a recognisable one. Mention the name and the company's popular and innovative videos come to mind.

Previously a team under PropNex, PropertyLimBrothers recently branched out on its own to form a boutique agency called PLB Realty. PLB Realty, which has 55 full-time realtors and a staff count of over 100, was officially launched on Sept 9.

"We're the fastest-growing real estate tech company driven by tech and analytics. We're also a realty powerhouse for property sale, real estate education, insights and advisory through videos and social media. This is what sets us apart, and this is what PLB Realty is all about," states Melvin Lim, CEO and co-founder, PropertyLimBrothers and PLB Realty.

In this year's EdgeProp Excellence Awards (EPEA), Lim is one of six agents who have clinched the highest number of transactions in the landed property segment by an individual real estate salesperson. He is also a winner under the resale condo category, and the only one to walk away with two awards at this year's inaugural EPEA in recognition of real estate salespersons.

"There are many other talents in the landed segment, but to be one of the top six transactors is something we're definitely proud of. I would say this achievement is a result of the collective effort of the Inside Sales Team and our media team," he says.

In addition, Lim attributes the achievement to PLB Realty's unique PLB team model.

"We're not a one-man show here. Team effort is key, as can be seen in the collective effort of our team of seven marketing one property at any one time," Lim says.

Each property listing is handled by a dedicated team that comprises creative production, research, client care, as well as the listing managers and specialist from PLB Realty's Inside Sales team.

He says: "This forms a team of seven to take care of each listing, which enables us to give the same listing the full attention it needs. The team model allows us to focus on what we do best — which is, marketing each property to its fullest potential and finding the right buyer to secure the sale for our sellers."

"As our clients rightly want optimal focus on their property, our method also helps us clinch the maximum potential price for our clients' properties within the shortest amount of time," he adds. "We don't just sell homes, we push them to the right audience."

Breaking new ground

One of the key factors for PLB Realty's success is its innovative pitches. During our interview, Lim reveals that the team posted its first-ever home tour video in December 2016, a month after they came up with the idea.

At the time, the video was the first to feature a human element within home tour videos. The team comprised just Lim, PLB Realty's other co-founder Adrian Lim, and Lim's friend who helped to record and edit the video.

"Adrian and I desired to stand out among the pool of property agents. We wanted to reverse-engineer the traditional brokerage method, moving beyond mere transactions to focus on a customer-centric experience. We believe every home has a story, and we



Lim: Team effort is key, as can be seen in the collective effort of our team of seven marketing one property at any one time

A realty powerhouse

wanted to tell that story and position each home differently," Lim says.

The duo, who quickly leveraged the booming social media sphere, sought to offer buyers a rejuvenated property viewing experience through digital technology.

"I was inspired by home tour videos that were crafted by real estate agents overseas and was thinking of how to apply this concept to the Singapore context, as Singapore's homes are different and a lot of homes here are owner-occupied," he says.

Even today, a lot of coordination and pre-planning prep work needs to be done for each home to ensure its readiness for video production content. "When we first started out, we also had to prep owners with the concept of home staging, as some of them were resistant to the idea. We then had to share the efficacy of home-staging with our clients, as well as how the immersive viewing experience would give them the competitive edge, as well as a greater reach," he adds. "Looking back, it certainly paved the way for what we've become today."

The result of their first video? The team sold the property within 30 days, when a buyer approached the co-founders because she saw the video while shopping in a mall near the property.

"To us, it showed that the whole idea of



Lim: From property sales, digital marketing, to research and analytics, PLB Realty aims to be the one-stop platform for everything property

viewing a home without being physically there worked, and we have not stopped since! This eventually culminated in PLB Realty's Signature Landed Home Tours that you see today, supported by an industry-leading ecosystem of property content," Lim shares.

PLB Realty has created 1,512 videos on its YouTube channel since its formation. In the last three years, 720 home tour videos were created. PLB Realty has also sold 516 properties in the past 24 months and helped 110 home buyers purchase their dream properties in 2021.

To help sellers prettify their properties for listing and filming, PLB Realty set up PLB Concierge in 2019. PLB Concierge is PLB Realty's one-stop service that takes care of the prep work from start to end. This includes decluttering advice, touch-ups, as well as assisting sellers to ready their property for marketing.

In 2022, PLB Realty also set up its own "Stage by PLB", an in-house home accessories staging arm to further enhance capabilities to add value for its clients.

"We are thankful for the continuous trust and support of our audience, clients and friends, as well as industry partners," Lim says.

Teamwork is the dream work

Teamwork is evidently important to the people at PLB Realty. Apart from the agency's proprietary PLB Team Model that is tagged to each transaction, Lim attributes its compelling and engaging videos to the agency's in-house production team as well as its research, tech and analytics team. "They collectively add and maximise real value for our clients," he says. Behind each video is a lot of work, says Lim. "[This is] because we strongly believe in not marketing a property hastily. What helped us move these homes is a combination of home staging, compelling video storytelling and aggressive social media marketing."

"As brand power increases, this results in healthier profits and collaborative power, attracting more trusted clients for our Inside Sales Team. The collaborative power allows us to invest in home staging, video production capabilities, branding, marketing for consumers, as well as our building tech capabilities for our Inside Sales Team consultants and tools to add value to our consumers," he continues.

This same model will allow PLB Realty's sales team to focus on becoming experts in providing quality customer service for its clients. "This allows our sales team to be not just transactors, but to become full-fledged consultants with key tools such as marketing, research and analysis."

Other tools that have helped PLB Realty understand the property market better are its proprietary analytics tech platform called the Moat Analysis, as well as its own PLB Candlesticks Chart.

"Each of the two core tools has multiple use cases," he explains. "The tools give us a more holistic view of properties across Singapore and how their price movement might change in the future. With just a glance, we equip our consultants and clients with the best-in-class information on the property market. Moving forward, we will continue to iterate and improve on the tools we have developed. We also have a deep pipeline of exciting new research projects in store."

Paying it forward

"Being a real estate agent can be challenging, especially when you're first starting out," Lim reveals. "When Adrian and I first started out in 2006 after leaving our 'stable' careers in the Singapore Prison Service, we had little to no help. There were no seniors who were willing to share their tips on closing deals with us or seniors who were willing to mentor us. We understood the struggles of not having the resources to learn and grow our business."

Their beginnings have inspired both Lim and Adrian Lim to build a safe space for real estate professionals to grow. "Being in the real estate industry for the past 15 years, we realised that teaching has always been in our blood. This is also what motivated us to build a safe space for real estate professionals to ask tough questions and get honest perspectives, a space where they can grow and learn together," Lim says.

While establishing PLB Realty has been one of the proudest and most memorable moments in his career, Lim is not one to rest on his laurels.

"We spent more than five years under the guidance of PropNex. We wanted to reposition PLB Realty as an independent real estate media technology brand and agency with no restrictions. We decided that it was time for us to take the next step. In order for us to grow and operate independently, we had to branch out on our own," he explains.

Following the official launch of PLB Realty, the co-founders have an aggressive expansion strategy planned for the next five years. This includes the setting up of satellite sales offices across Southeast Asia, where the offices will each have a department of creatives who will perform video shoots and 3D-mapping of the properties they are marketing.

"To add value to the property market in these countries, we're also planning to diversify PLB Realty's revenue stream by setting up training academies for aspiring realtors to improve their knowledge and skills when it comes to the sale or rental of property. It's work in progress and we'll have our hands full for sure," Lim says.

"Harnessing the power of both tech and social media, PLB Realty — with the continued support of our existing PLB Media team (the company's in-house production unit and solely owned under my name) — will continue to revolutionise the real estate realm, expanding our selection of value-added property services. From property sales, digital marketing, to research and analytics, we aim to be the one-stop platform for everything property," he adds. ■



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Jane Ee
Top 6 Transactors - Landed

When Jane Ee joined the property industry as an agent four years ago, she had intended for it to become her retirement career. Ee joined the industry after leaving her role as a senior lecturer, and after spending 32 years in the education industry. According to her, being a property agent would allow her to pursue her interest in property and to use her time wisely now that she had plenty of it.

However, Ee soon found out that she was a trusted agent by many. The senior associate division director of PropNex shares that the commission earned in the past four years in real estate is the equivalent of her income in 32 years as a teacher, lecturer, and subsequently senior lecturer.

“My first year was actually a slow one, particularly after the July 2018 government cooling measures. At that time, my commission earned only equalled my annual income as a senior lecturer. But the rest of the three years picked up very quickly,” she says. “At this point in time, I am more relaxed, and more established. I don’t have to source for new information as much like I did when I was a new agent. People approach me now and I know how to get new listings quickly too.”

All about time and effort

Ee, who is one of six agents who have clinched the highest number of transactions in the landed property segment by an individual real estate salesperson at the EdgeProp Singapore Excellence Awards (EPEA) in 2022, attributes her success to her involvement in all sorts of landed transactions.

“I serve all landed segments — whether it’s landed properties with low or high values, leasehold or freehold properties, or cluster landed. I work on rentals, too,” she says.

Ee does not choose her transactions either; she takes whatever falls on her plate. For instance, if a seller approaches her to sell their property with a high asking price, Ee would accept the challenge, even if her seniors advise her otherwise.

Likewise, if she encounters a client who is keen on a particular property that is going at above the market price, Ee does not write the transaction off immediately. Instead, she will go for the viewing and try to negotiate a price that is closer to her buyer’s budget.

“Sometimes you don’t know if the transaction will happen or not, but if you try your best, you never know what’ll happen,” Ee shares. Her tenacity had paid off more than once, with one of the most memorable transactions in her career — involving a seller looking to sell his place way above market value and a direct buyer giving a real low offer — being carried out successfully, after various attempts at negotiating, with three occasions of near-burst.

Ee also credits her success to the time and effort she puts in with every one of her clients and her mentees.

For instance, she was working till past midnight the night before our interview in September, just to ensure that a particular transaction for one of her clients went smoothly.

“My keeping long hours is not for the income. It’s only because I promised this particular client that I’d work on their request, and I wanted to get it done well and on time for them,” she says, adding that this is a habit she picked up as a teacher. “At the time, what drove me in my career was seeing my students doing well and knowing



Ee: I believe in serving people around me wholeheartedly

From retirement career to top realtor



Ee: It is my aspiration that each and every one of my team members models after my success formulae and surpasses my record

that I was working in their best interests.”

In this industry, Ee has applied the same working spirit, including mentoring her team of 18. “With my team in particular, my main focus is for them to do well, better than me even. They all have a much longer runway than me, since I am now 61 years old. It is my aspiration that each and every one of my team members models after my success formulae and surpasses my record,” she says.

Reflecting on her retirement plans, Ee recognises that she should be taking it easy at this stage of her life. “People like me should be doing nothing and enjoying their life after retirement. But what is enjoying life? To me, it is being able to groom people to do well, spending time with them and seeing my mentees doing well,” she shares.

“With my clients, seeing them grow their property portfolio, buying the best type of property they can afford, helping my sellers sell at the best price in the current market... I enjoy doing these too,” she adds. “I know that I’ll keep doing my best for everyone around me. This is also enjoying life, in making a difference in the lives of

people who come in contact with me.”

Putting herself in her clients’ shoes

Looking back, Ee attributes most of her success stories to the priorities she puts in her listings.

When she receives requests from viewers for one of her clients’ properties, she tries to meet at their preferred timing whenever possible.

“Being able to accommodate my clients’ schedules most of the time is a flexibility I offer them. This is something that my clients appreciate. After all, everyone is busy,” says Ee.

Similarly, when it comes to negotiating for her client, she is not one to give up easily.

What helps is Ee’s way of putting herself in her clients’ shoes.

“Even during difficult cases, I’ll always tell myself to do my best for my client; after all, he or she likes the property enough to make an offer for it,” she shares. “Likewise, as a seller, his or her ultimate goal would be to achieve the best price for his or her property.”

“Even if there are direct buyers where I have to liaise between both parties, I’ll try to do my best for them, so both parties end up walking away happy,” she adds.

In addition, Ee makes it a point to be responsive to her clients’ requests whenever she can. Again, this stemmed from her days as an engineering lecturer where students would text her to ask if their solutions were correct at the last minute, before their exams the next day.

Likewise, her clients are welcome to contact her any time if need be.

Efforts do pay off

In her first year, while she was trying to establish herself as an agent, Ee did the legwork by meeting up with as many potential clients as possible, including friends.

However, she believes that her approach to selling, and only at her clients’ pace, is important.

As she gradually builds her network of clients, team members and bankers, with the volume, Ee is now able to obtain property valuations for her clients in 30 minutes. For small transactions, for example, room or flat rentals, Ee is able to close within the same day, with all viewings conducted within an hour.

Due to her speed, Ee now gets clients through word of mouth, and they include her friends who have asked her to value their properties and/or rent their rooms/apartments.

As further proof of her can-do attitude, Ee reveals that she is a tagger of 55 projects; and she will be receiving her top tagger award for the month of August.

She will also receive an award as one of the top managers within PropNex for August. This award recognises managers based on their team’s commissions brought in for the month.

Humility is one of the things Ee believes in, especially when it comes to her clients. “As long as you made that mistake, you have to apologise,” she says.

In addition, she sees her clients and fellow agents as friends. “I believe in serving people around me wholeheartedly, and I don’t believe that spending time with a buyer, seller, agent, or anyone, should amount to a transaction,” she says. “I regard each and every one of the people I meet as a friend. I think that’s what has really helped me to enjoy my work in this industry.” ■



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PROPNE X REALTY PTE. LTD.

HALL OF FAME

Top Transactors of Landed Property



Vincent Lim of OrangeTee & Tie receiving the Top Transactor Award for Landed Property from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of Landed Property



Nicole Chia of ERA Realty Network receiving the Top Transactor Award for Landed Property from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of Landed Property



Julia Goh of PropNex Realty receiving the Top Transactor Award for Landed Property from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of Landed Property



Melvin Lim of PLB Realty receiving the Top Transactor Award for Landed Property from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of Landed Property



Jane Ee of PropNex Realty receiving the Top Transactor Award for Landed Property from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of New Condos



Esther Goh of ERA Realty Network receiving the Top Transactor Award for New Condos from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of New Condos



Eric Teoh of ERA Realty Network receiving the Top Transactor Award for New Condos from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of New Condos



Eileen Lim of ERA Realty Network receiving the Top Transactor Award for New Condos from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of Resale Condos



ALBERT CHUA/THE EDGE SINGAPORE

Wendeline Goh of ERA Realty Network receiving the Top Transactor Award for Resale Condos from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of Resale Condos



ALBERT CHUA/THE EDGE SINGAPORE

Adrian Lim of PLB Realty receiving the Top Transactor Award for Resale Condos from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

Top Transactors of Resale Condos



ALBERT CHUA/THE EDGE SINGAPORE

Melvin Lim of PLB Realty receiving the Top Transactor Award for Resale Condos from Shermie Tee, EdgeProp Singapore vice president, agency sales and training

SAMUEL ISAAC CHUA/THE EDGE SINGAPORE



From left: Adrian Lim, Shawn Tay, Zaki Zakwan, Wayne Tang, Beatrice Lim, Patricia Kong, Melvin Lim, Grayce Tan, Bonie Li and Gavin Chan of PLB Realty

ALBERT CHUA/THE EDGE SINGAPORE



From left: Liza Xu, Darren Teo, Eric Teoh, Wee Tat Luay and Michael Lau of ERA Realty Network

ALBERT CHUA/THE EDGE SINGAPORE



From left: Victor Ho, Gibson Ho, Sophia Ong, Vincent Lim, and Davion Wong of Orange Tee & Tie with Shermie Tee, EdgeProp Singapore vice president, agency sales and training

HALL OF FAME



From left: Lee Choon Li, Frasers Property; Michael Ng, CEL Development; Marcus Chu, ERA Realty Network; Bernard Tong, EdgeProp Singapore; Melvin Lim, Shawn Tay and Wayne Tang of PLB Realty



From left: Eric Goh, Bowie Neo, Nicole Chia and Norman Tan of ERA Realty Network



From left: Bennie Cheong, with Delphine Chan, Wendeline Goh, Marcus Chu and Melvin Neo of ERA Realty Network



From left: Gibson Ho, Victor Ho, Vincent Lim, Sophia Ong and Davion Wong of OrangeTee & Tie



From left: Esther Aw, TC Lee, Julia Goh, Novita Tamara and Lina Tay of PropNex Realty



From left: Regine Phay, Esther Goh, Zann Low and Eugene Koh of ERA Realty Network



Seated, from left: Eugene Kang, Eugene Koh, Eric Goh and Marcus Chu of ERA Realty Network
Standing, from left: Zann Low, Esther Goh, Regine Phay, Norman Tan, Bowie Neo, and Nicole Chia of ERA Realty Network



Seated, from left: Wayne Tang, Beatrice Lim, Gavin Chan, Grayce Tan and Patricia Kong of PLB Realty
Standing, from left: Zaki Zakwan, Bonie Li, Melvin Lim, Adrian Lim and Shawn Tay of PLB Realty



Seated, from left: Victor Ho, Davion Wong, Sophia Ong and Vincent Lim of OrangeTee & Tie
 Standing from left: Gibson Ho of OrangeTee & Tie; ERA Realty's Delphine Chan, Wendeline Goh and Melvin Neo; Bennie Cheong; and Frankie Ong of ERA Realty Network



Seated, from left: Liza Xu, Darren Teo, Chris Chen and Eileen Lim of ERA Realty Network
 Standing from left: Melvin Neo, Wee Tat Luay, Michael Lau, Eric Teo and Marcus Chu of ERA Realty Network; Dora Chng of GuocoLand; Daryl Ng, Amy Lim and Alyssa Tan from ERA Realty Network



Seated, from left: Novita Tamara of PropNex; Kamran Hassan Siddiqui of HAELON; Ee Huei Ching of DBS; and Stella Wong
 Standing, from left: Lee TC and Esther Aw; Lina Tay, Julia Goh and Jane Ee of PropNex Realty; and John Low

PICTURES: SAMUEL ISAAC CHUA/THE EDGE SINGAPORE



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TOP TRANSACTORS - CONDO (NEW)

TOP TRANSACTOR - CONDO (NEW)



Esther Goh

Top 10 Transactors - Condo (New)

It would be accurate to say that Esther Goh is living the dream of aspiring realtors. She achieved close to a million dollars in commissions in 2021 and led a high-performance team. But we got a surprising and interesting story when we dove deep into her motivation.

Goh's parents piqued her interest in real estate from an early age through exposure to the diverse property landscape in early 2000. Thanks to her parents' early investments in property, she vividly recalls the weekends spent at show flats, surrounded by prospective homeowners and agents and her family's frequent change in residence during her adolescent years. Goh remembers every home she lived in and all the lovely memories built around them. The idea that she might be instrumental in helping families find their perfect homes and create memories was her reason for entering the property industry.

As a former national rugby player, Goh advocates hard work that pays off and leads by example. She believes in constantly challenging herself, and improving her skills and capabilities, to advance in the fast-moving real estate industry. With a determined spirit and strong emphasis on camaraderie, Goh works well in a team and has her fair share of working in challenging situations. "You always want to better yourself, challenge yourself and improve your game," she says of the similarities between sports and real estate.

Client-centric

An outgoing personality coupled with an eye for detail gives Goh the edge when finding the right property that matches her client's needs and requirements. There is no "one size fits all" approach to finding the right home or investment. Instead, her method is discovering her client's end goals through sincere communication and a thorough understanding.

"As real estate agents, we help our clients make probably the biggest purchase in their life, and with it comes great responsibility. The entry into the market is just as important as the exit." Goh emphasised the need for exit plans when purchasing a property, as you only realise your capital appreciation gains when you exit. Knowing the demand and driving force behind future buyers will help to remediate this.

She goes the extra mile for her clients and works on trust to build long-term relationships with her clients, and in the process, she creates a robust referral system.

That system has withstood many challenges recently, from the implementation of multiple cooling measures by the Government, the rise and fall in the interest rate and most recently,



the Covid-19 pandemic.

Part of what she does includes stress testing her clients' portfolios and keeping a healthy safety net buffer in anticipation of interest rate hikes and changes in general market situations. She advises property enthusiasts: "Play the long game, buy value properties and hold, and do not speculate."

Building her team

A founding member of Galaxy Group (ERA #1 Top Project Team), her career has been dedicated to helping people — providing clarity to her client's goals, offering winning solutions, and delivering value and insights to her clients.

Always around to lend a helping hand, Goh touched many lives through her work, and her training is highly sought after by fellow realtors.

In 2022, she recruited newly minted RES agents who had gone on to achieve multiple ERA Top 5 New Achievers awards and helped an experienced agent to double his income even when they already earned a six-figure income in his previous agency.

"More often than not, new agents are starting from ground zero; I was very fortunate to meet the right mentor when I started and managed to have a relatively smooth transition into the industry." The truth is, you might have the potential to be a great realtor, but if you choose your mentor wrongly, your career can quickly go the other way.

Goh hopes to share what she learned on her journey, through the failures and successes, to cut short the learning curve for her agents. She attributes her success to Galaxy Group's Supernova Programme. The 120-hour programme equipped realtors with best practices, techniques, and tools to give realtors the highest probability of winning. The programme is suitable for new and experienced agents and includes the critical techniques an agent needs to know and do to succeed in the real estate industry. "We even listed the common roadblocks and obstacles for our agents to pick themselves up faster and shorten the downtime."

Goh conducts weekly meet-ups with her agents and teammates to set the direction for her agents to acquire skills and achieve more success. All the hard work and endurance have paid off in spades — the icing being a top real estate agent at the Excellence Awards.

"Honestly, I am thankful and thrilled with my choices. The only way to improve is by pushing harder and going beyond my best." She is determined and passionate about making a difference and growing alongside her team members, whom she is ever so grateful for their trust in her. ■

Take total ownership



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In March, Goh was placed second in the Top Five Managers category at the Young ERA Awards



"You always want to better yourself, challenge yourself and improve your game," says Goh, a former national rugby player

TOP TRANSACTOR - CONDO (NEW)

**Eric Teoh**

Top 10 Transactors - Condo (New)

Eric Teoh has been in the sales line for as long as he can remember. “People who don’t know me well always think I’m quite an outgoing person because I’m in sales, but when I’m in the company of strangers, I’m quite shy,” admits the 49-year-old.

After completing National Service in October 1995, the then 22-year-old started as a direct sales agent for magnetic beds. His friend told him he was a terrible salesman who did not speak well and was not aggressive enough. Those comments made Teoh a better salesman. It also made him stay in that healthcare company for six years.

After getting his real estate licence, he joined ERA in 2003, just after the Severe Acute Respiratory Syndrome (SARS) epidemic, when the recession started unravelling. With housing prices at their lowest, it was a buyer’s market until the end of 2006.

For a decade, Teoh made a name for himself in the resale and rental market. “The commission on rentals is low, but it’s something that we need to do because it’s a way to stay connected with clients. If you cultivate good relationships from the start, customers will want to contact you when they are ready to sell or buy property,” he says.

For his achievements, he was named ERA Top 10 Achievers and the Top Resale Achievers award in November 2014. “I’m a late bloomer. After 11 years in the company, I finally had the chance to go up on stage to collect not one but two awards.”

“2014 was also the year that I ventured into my first new launch project. I decided to join as a Core Team member for Commonwealth Towers because I was very familiar with the Commonwealth area. I thought (okay), now’s the time to break out of my comfort zone and do something new,” adds Teoh, who owns a five-room flat in the Queenstown area.

“This project is a 99-year leasehold private condominium launched in May 2014 that just sold 200 odd units of its 845 units sold on the first day of sales as the property market is still feeling the impact from the cooling measures that were implemented in January 2013, causing the take-up rate to be lukewarm.”

After more than two years as part of the Core Team in Commonwealth Towers and as the “senior guy in the team”, he eventually became a Tagger — a real estate salesperson in charge of introducing the project to clients brought over by colleagues — in September 2016. He did so well that he became known as the guy who tagged and sold the most units in Commonwealth Towers. That led to more awards and more recognition from fellow agents and clients.

“Being a Tagger is hard work because you



Teoh: In my work, knowing the market and making correct predictions are important

Breaking out of his shell

need to know about the project inside-out and be able to answer every question that comes your way. But I realised I had a knack for it and could earn a decent living from it.”

His greatest hope is that his clients love his professionalism and hopefully reap handsome profits with their properties. “In my work, knowing the market and making correct predictions are important. So far,

so good. My clients haven’t come back to scold me!”

Banking on technology

When Teoh started in the early 2000s, social media did not exist, so promoting oneself was done through flyers and advertisements. But these days, he uses social media to showcase the properties he tags or has

successfully sold.

When the pandemic hit, he became more proficient with PowerPoint and Zoom and learnt how to conduct viewings and broker deals. “With 30,000 agents fighting for the same pie, it’s all about who can market their loudest. We have no choice but to follow suit.”

He continues: “At my age, many people would resist such major change. I have to force myself to do things that I feel uncomfortable with because I know it can help me. That’s a huge part of why I’ve stayed in this industry for so long.”

Still, news of agents earning six-figure salaries from million-dollar sales makes it sound like they are rolling in money. He says there are some months when they barely close sales and some of his colleagues have high running costs. “Everybody has different starting points, but as long as we move forward in the right direction, we will reach our destination or objective. I’m a “turtle”, but as long as I keep moving, I can complete the marathon. I discovered that if I put my mind to doing something, I can achieve it, eventually.”

Today, Teoh is a year-on-year ERA multi-award winner and an EdgeProp Singapore Top 10 Transactor in the New Launch category based on sales from June 2021 to June 2022. “I was scratching my head because I’m sure there are others better than me. This award makes me feel honoured and excited that I’ve been chosen. I’ll take it as a good way to promote myself above my usual agent listing.”

A soft but stable market

For Teoh, 2021 was an excellent year for new launches with over 30 properties and close to 10,000 units. In the past year, he closed so many deals that he clinched numerous awards like Top Project Tagger and Star Taggers Achievement, in which he received the Platinum position and ERA Asia Pacific Elite Award.

One of his more memorable launches was Piccadilly Grand at Farrer Park MRT Station, where all his buyers that submitted Expression of Interest (EOI) managed to get a unit on booking day. “I remember serving a buyer who got a late queue number. After finding a unit he liked, he submitted his document and booking fee, turned to me and said he helped me get my 100%, so I owe him coffee,” remembers Teoh. “We both laughed and went home happy that day.”

Although the rest of this year will be a quiet year for new launches — due to limited project launches and cooling measures like the raised Additional Buyer’s Stamp Duty (ABSD) — Teoh is confident the buying will continue as there are leftover units from past launches.

While the market seems quiet, fewer transactions due to lack of supply do not mean lower prices. “Profit margins for developers will be slightly narrower due to market sentiment and increased construction costs, but I foresee prices will continue to be very stable. Usually, when there’s a huge drop in prices, that’s indicative of an economic crisis. We face a virus crisis, but the unemployment rate is low.”

His advice to buyers is if you see something you like and can afford it, buy it. “My theory is when everybody panics, like during Covid-19, you go in for the kill. If you do your sums right, your savings should be able to tide you over for a year or two. And then, when the market improves, you’ll see that you can still push up to a healthy capital appreciation or even enjoy high rentals. Like life, the market moves up and down, never in a straight line.” ■



Teoh (centre) receiving the Number One Project Tagger Achievement Award 2022 for Avenue South Residences



Teoh (centre) receiving the Star Tagger Platinum Award from ERA Singapore deputy CEO Doris Ong (right) and ERA Singapore CEO Marcus Chu (left)



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Eileen Lim

Top 10 Transactors - Condo (New)

Eileen Lim's life is an open book. Being unapologetically transparent is who she is and how she likes to conduct business. Although Lim has never been to university, she is extremely book-smart. A Raffles Junior College alum and former national youth basketballer, she founded her own mobile phone business at only 21. Today, she is an associate division director with ERA and a Rhodium-status tagger who closed 130 units just last year alone.

Lim is a living testament that hard work and a supportive network of colleagues and loved ones will get you very far in life. "A wise man once said: If you fall in love with your work, you never really have to work a day in your life. And this is the current stage I'm at," beams the 43-year-old.

Standing 1.77m tall, she has an imposing larger-than-life presence. When she speaks, there's never a dull moment. "I like to tell clients if the condo gives you a fridge my size, it's a damn good size. Or if I can fit in this bathroom, all of you can!" she laughs.

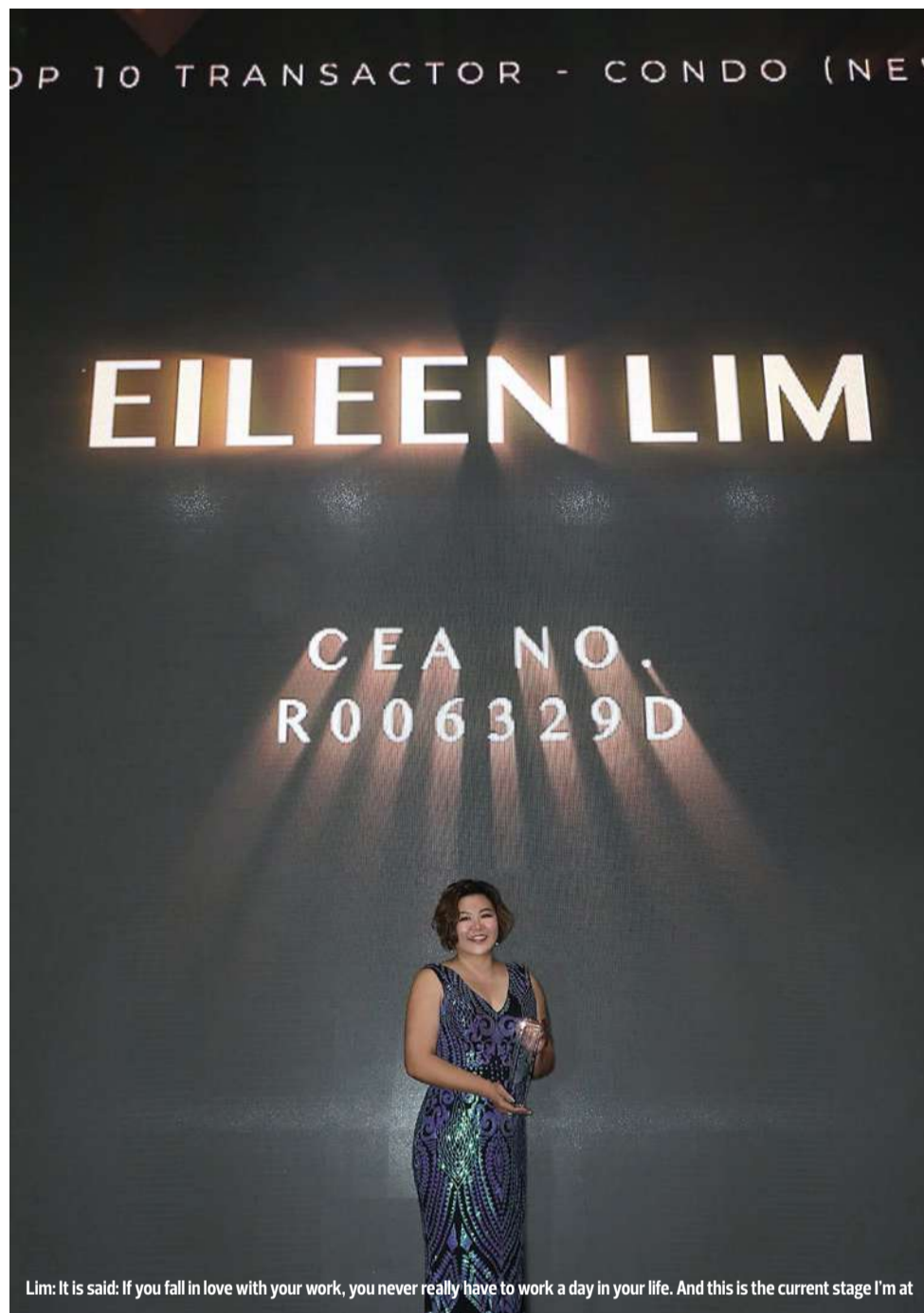
Empathy for the underdog

A tagger for the last four years, Lim is extremely knowledgeable about the real estate landscape, especially where new condominium launches are concerned. Not only will she deliver a complete and objective presentation of the property, but she will also be the voice of reason if she feels buyers may be over-leveraging on their financial commitments. Sometimes she may not even hesitate to recommend more suitable projects that will better fit their needs.

"What makes me a little different from other taggers is that I can tag virtually anything in the market. I'm able to recommend other projects that I find more suitable for the customer. I always advise young couples, this is not your last home, so please buy something more comfortable now, so you can scale up in future," she advises.

This display of empathy comes from her personal experience when she bought her first home in 2006, at a time when public housing was sold way below valuation. She was serviced by a friend's husband who did not do his due diligence on the paperwork. Only after she paid him a \$15,000 deposit to help the seller with his diabetic amputation surgery, did she realise this was illegal and against HDB protocol. Lim was also not advised of the HDB rules and regulations.

"Back then, agents didn't have to sit for any exams to get certified. This agent didn't tell me I wasn't qualified for a loan, nor did he tell me I had to pay for stamp duty, or that I could appeal for a valuation, and he didn't help me get a bank loan either. He ghosted me



Lim: It is said: If you fall in love with your work, you never really have to work a day in your life. And this is the current stage I'm at

Dream big, live large

and left me to do everything on my own. The best part is, after the deal was closed, I still got an invoice from his company to release his commission to him," she grimaces.

Although Lim managed to sell her flat for a handsome profit 10 years later, this experience made her determined to enter the real estate industry to "be a better agent" and champion the underdog.

She joined the industry in 2010 and ERA in 2015 where she did everything from residential resales and rentals for homes, offices and industrial locations. "I also like to take on

challenging cases that other people won't take, such as court orders, notices of death, and divorce cases. Why? Because no one will help them. And if I can solve the case, it will make me an even better agent," she affirms.

The biggest sense of accomplishment for her is the referrals she gets from clients. "The fact that you trust my judgement, my knowledge and my recommendations, and trust me enough to refer me to your friend, family member or colleague — that's the biggest compliment. It means a lot and I will try not to fail that trust."

Star tagger in the making

In 2018, eight years into the job, Lim branched into new launches, starting with the post-sales of Stirling Residences, a 1,259-unit condominium in the Queenstown area. From the fast paced-environment of show flat viewings to the adrenalin of closing deals, Lim loved every minute of it. Under the guidance of many project leaders, she found her passion in tagging. Lim is grateful to Alex Yap who kick-started her project marketing path with his mentorship, and to the founders of Le Culture Clan and Hexa Team for their love and continued support of her career in ERA.

Today you will find her shuttling between high-profile projects like Lentor Modern, Leedon Green and Penrose, all of which she is in charge of, on top of other post-sale launches.

As a bookworm, she enjoys the thrill of doing comparative market analysis, keeping up-to-date with market trends, interest rate fluctuations, rental yields and capital growth. "My hobby is finding good deals in terms of value proposition. The homework that I give myself is always asking: If today, my customer has \$1.5 million, what do I recommend? If a customer has \$2 million, what will I recommend, and so on."

She likens herself to a sniper, who has a bird's eye view of the property landscape. "I've spent enough time up there to tell you which path has a better outcome based on your risk appetite. Do you mind getting your feet wet and taking a shorter path to your destination but enjoy faster capital appreciation? Or would you prefer a longer more scenic path where it's a safer, more comfortable journey? I'll present you multiple options and you choose where you want to take it," she expounds.

Buying a property for her is a process, almost like a card game. "My role is to teach you how to arrange your cards in sequence so you have a good hand, based on your income, age, funds, and the kind of commitment you want to make. Then you decide if you want to go big, go small, or just stay put. There's no right or wrong answer."

Feeling grateful

Where awards are concerned, Lim's proudest achievement is becoming ERA's Rhodium-status tagger, which means she has the liberty to tag anything in the market. This title celebrates people who have managed to achieve more than \$1 million in tagging commission.

"To put things in perspective, a tagger will receive about 10% or less in terms of commission, compared to the agent who closes the deal. For example, if the closing agent gets 2% of commission, then the tagger will get 0.2%. What this basically means is I have to do a lot of volume work in order to reach my target," explains Lim.

Of the 130 units closed last year, Lim reveals that last September was her best month with 19 units tagged and closed, making a total sales commission of \$250,000. "I want to take this opportunity to thank all the people that have helped me become who I am today, especially my teammates who have chosen me for all their tagging jobs.

"I also want to make a promise that I will work towards becoming a better version of myself and continue to bring value to the people around me. Every deal is very precious to me. If I'm able to help the customer achieve his or her goal, it's a win for me, no matter how big or small the deal."

"If you're looking for a professional who you can trust to carve out the right path for you to attain financial freedom, come look for me. Let's progress to different stages in our lives together!" **E**



Lim (centre) receiving Rhodium Award from ERA Singapore deputy CEO Doris Ong (right) and ERA Singapore CEO Marcus Chu (left)



Lim was awarded ERA's Star Tagger Rhodium Award in 2022



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ERA REALTY NETWORK PTE LTD



EdgeProp
SINGAPORE
EXCELLENCE
AWARDS 2022

WINNERS

TOP TRANSACTORS - CONDO (RESALE)

Wendeline Goh
Top 10 Transactors - Condo (Resale)

Wendeline Goh shows a series of charts that she has created herself for her clients, to help them understand how property prices have evolved in specific locations over time. She highlights a chart showing how resale prices around Districts 5 and 21 have risen in recent years, well above the national average.

“The key to maintaining and earning good value with resale properties is to look out for undervalued properties at the right locations,” she explains.

“By right location, I’m referring both to a property having a unique quality among other comparative estates, or in a neighbourhood that’s experiencing regeneration or new developments. It’s not just about the inherent value of the property itself, but also its surroundings,” she adds.

Goh’s keen and analytical assessment of property values has made her a self-taught expert on spotting good acquisitions. That’s why she is one of the Top Transactor in Resale Condo award winners in this year’s EdgeProp Excellence Awards.

She spends a significant amount of time doing research on the market, a habit that she has carried over from her past career in marketing.

“I was previously working with a major paint company, which I guess is related to real estate. I managed repainting projects for buildings, which led me to develop an interest in architectural design,” she explains.

She adds: “So, I started off managing painting projects for condominiums before moving into marketing for the brand’s home interior products. The marketing experience gave me a headstart towards analysing how big the market or potential market for housing is in Singapore.”

It was family that led her to reconsider her career. After her second child was born, she felt that she needed to find a job with a more flexible schedule so that she could be more involved in her children’s development during the formative years. “At the time, it was a challenge to have to manage both a career and care for a family. I didn’t feel like it was fair to my parents or in-laws to have to take care of my children, and we don’t have a helper at home,” she explains.

Goh also felt that she needed a breakthrough in her career, and when she heard about how well a friend’s partner was doing in real estate, she was intrigued. “I’ve always loved architecture and interiors and colours, which is why I ended up studying civil engineering in university and later joined a paint company,” she adds. “So I decided to become a real estate agent, to learn more about using data and analytics to pick the right properties that would reap greater profits for buyers.”

Being a real estate agent gave her a certain amount of flexibility with her work schedule. “But you have to be smart about how you manage your time with your family,” she says. “Like most service industries, you’re busy when others are not.”

The non-regular income was a point of stress for her for the first couple of years, but once she started to think of it as her own business, she began to come to terms with how to manage each aspect of her work, from marketing her expertise to using technology and apps to grow her business.

“The old adage is that you have to spend money to make money and at the start, this can seem like an oxymoron of sorts. But as the business grows and more opportunities and leads come in, you realise that it’s very true,” she says with a smile. “But beyond being successful, being able to help my customers find the right undervalued properties, or to outperform their expectations for a sale, gives me great satisfaction.”



An analytical approach to property buying

Goh thinks of each client and project as a partnership, whether it’s to buy or sell a unit. “I’m not razor-focused on things like how much commission I must make from the transaction, or if it must be an exclusive for me. It’s really about trust,” she points out. “Sure, there are times when you have to push back and forth on certain issues, but if there’s no synergy with the buyer or seller, it makes it doubly hard to secure a deal.”

With each client, she starts out by finding out



ERA Singapore recognised Goh for achieving more than 10 transactions in August



Goh: The key to maintaining and earning good value with resale properties is to look out for undervalued properties at the right locations

about their motivations for buying or selling. “I try to help them in terms of full-fledged planning, so before that it’s important to understand what’s driving them to act now. Is it a need? Is it viable? If not, I will advise them to reconsider,” she says.

With prices of new property developments at a high, she points out the attractiveness of older estates to buyers. “When you look at private estates which are around 15 years old or so, you start to realise that in many parts of Singapore, they have great asset value. Even though the bulk of the profits are taken by the first buyer, the costs per square foot of slightly older estates at the moment are close to, and usually lower than, newbuilds,” she analyses. “That means that in places where other developments are emerging, or new infrastructure is developing, older estates are a smart buy.”

With more clients looking for bigger properties in the post-pandemic era, resale properties are fast becoming an attractive option for many. Goh points out that the need for in-home facilities such as a large balcony, home offices that are private for couples and singles, and immediate occupancy, has led to an uptake in resale properties. Even then, she notes that it is important to look for the right ones as not all resale properties will have considerable future profits.

There are also instances where the resale properties in the area have reached their peak value. That’s when she suggests to her clients to sell their units and invest in a better holding property. These may be new or resale units, depending on market conditions.

Goh advocates looking for estates with unique qualities in their neighbourhoods, such as a freehold property in an area where most developments are leasehold, especially if there is parity in the prices. Other examples include areas where redevelopment is occurring, in which case leasehold properties are unaffected and in fact make for good capital appreciation.

“Today, people are less concerned about freehold or leasehold unless you’re buying a really old property. Unless the leasehold property is beyond 15 years old, newer leasehold properties actually have good growth potential in their early years,” she explains. “They are also easier on the wallet and usually available in good locations with amenities and transport nodes.”

Through her analytics and comparing Singapore to other markets, she considers it to be an ideal investment opportunity. “Singapore is still relatively affordable compared with Tokyo, Hong Kong, Zurich and other key cities across the world. That’s why we still have an influx of overseas buyers, even with the increase in taxes on buying multiple private properties,” she points out.

When it comes to property as an investment, Goh advises thinking long-term, to be able to assess its potential for growth. She spends hours doing stress-tests and studying property value changes in different districts and locations to understand which developments will be interesting to her clients.

“You have to spend time to examine what you’re planning to buy. If the price you’re buying at offers good value compared with what others are purchasing at, then the opportunity for profitability in the future will be good,” she says. “Generally speaking, prices will increase over time. I can’t tell you by how much, but I can tell you based on my analysis, which are good buys right now.”

Her analytics have been a proven success for her own property investments, as she points out how the value of one of her properties increased by a six-digit figure in a three-year period. “It’s not serendipity. I simply did the research and analysis, and the results paid off,” she says. “The data doesn’t lie.” ■



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ERA REALTY NETWORK PTE LTD

TOP TRANSACTOR - CONDO (RESALE)

**Adrian Lim****Top 10 Transactors - Condo (Resale)**

It has been said that many hands do light work when selling a property to a client. This is especially true for the PLB Realty team. Previously known as PropertyLim-Brothers, the firm was established on Sept 9 by co-founders Adrian Lim (pictured) and CEO Melvin Lim, who are unrelated.

Behind the glamorously-shot videos of beautiful homes on PLB Realty's social media platforms is a team of 55 full-time staff ready to churn out slickly produced shots. The company currently employs over 100 people.

"We have our own home tour video format," says Lim. "We don't just talk about the interiors; we also talk about the property itself, such as the master plan, pricing analysis, the location of the property, as well as other attributes."

What makes PLB Realty's videos popular with its fans — apart from the stunning homes showcased — is the effortless chemistry on and off camera. That is easy when everything is a labour of love.

"We enjoy our work very much, from the actual transactions to creating the videos. This creates the chemistry between our team of videographers and us as realtors. We're always bonding with our Inside Sales Team and media crew, which creates that brilliant concoction," Lim continues. "Our videos are also thanks to the creativity of our media team; sometimes it boils down to the editing of the individual videographers in our team to bring out the best points in the property."

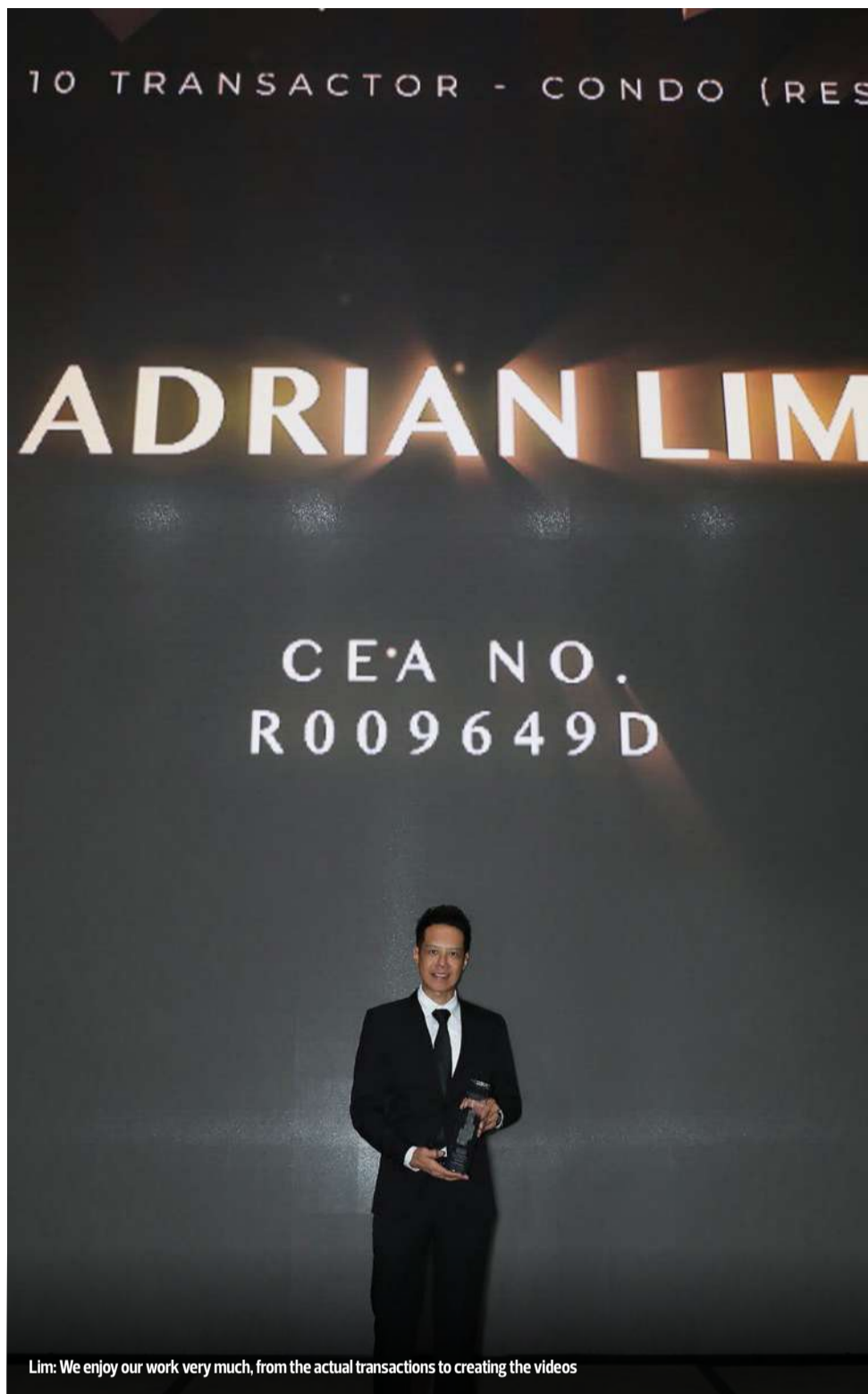
Such is the success of PLB Realty's work that Lim — who has been in the industry since 2006 — is one of 10 realtors who have clinched the highest number of transactions in the resale condominium segment by an individual real estate agent at the EdgeProp Singapore Excellence Awards (EPEA) in 2022. The award covers transactions made between July 2021 and June this year.

All about teamwork

PLB Realty has conducted about 720 home tour videos and sold 516 homes in the last 24 months. "This is a testament to our work, where we provide the best and only the best for our clients and leave no stone unturned when it comes to seeking solutions for them," Lim says.

He also reveals that the agency usually requests their clients to sign an exclusivity contract that allows PLB Realty to market and sell their property for them for three months. When asked about their secret, he replies: "One of PLB Realty's core customer-centric models is to have a dedicated seven-man team for each property."

"This means that seven people are working on every property listing at any one time,"



Lim: We enjoy our work very much, from the actual transactions to creating the videos

Value creator

he adds, noting that PLB Realty is the only agency to operate using such a team model in Singapore. "In this industry, it is prevalent to have agents operating alone. It's the same with Melvin and me.

Before our partnership, we also operated as sole agents. There may be couples working

together on transactions, but that's mostly about it as far as collaborations go."

The team of seven takes PLB Realty's customers through the entire process — from the marketing of the property, listings, client care support, administrative work and the actual transactions.

"Each team with PLB Realty operates like a professional sports team. Take football, for example. There is the coach, the defenders, midfielders, strikers and wingers," says Lim. "In our case, we have Melvin and me on the team, where we oversee the entire transaction and the Inside Sales Team. Then we have our digital media people — all in-house — who target the ads and manage social media launches. We've also got our in-house videographers, client care support managers to work on the administrative details, and the team lead to oversee the production and our listing managers. That's not all. We even have analytical tools and a research team to provide a more comprehensive breakdown. This model allows our listing and sales managers to provide dedicated and complete attention to our customers."

This style of working has been so successful that PLB Realty usually manages to sell their clients' properties within the three-month stipulated time frame. Still, two other factors have contributed to the success PLB Realty enjoys today. "We always look ahead with every transaction and never compare with our counterparts."

In that same vein, the team conducts every transaction with heart. He continues: "Whenever a property comes to us, we aim to market it — as well as every other property that comes to us — as if we're doing it for ourselves. It's the same on the other end; we aim to help every one of our clients purchase their home as if we're doing it for ourselves."

"Being able to add value for our clients and market their property to their fullest potential is something we take pride in."

New beginning


Another thing the co-founders value is fostering the right company culture. Whenever new agents join the agency, they go through a three-month internship, learning how to conduct transactions, video presentations, and meet clients. "Otherwise, they may not accurately represent PLB when they meet clients", says Lim.

Orientations for PLB Realty's new agents and other team members are now conducted at their new office at Oxley Bizhub 2 at Ubi Road. The company recently moved to consolidate its media and sales teams within the same building.

PLB acquired two units at Oxley Bizhub 2 — a ground floor strata industrial unit of 3,832 sq ft with a mezzanine level. The ground floor unit is modelled after a cosy café where PLB's sales team gathers for training sessions and events. At the same time, the new professional studio is situated on the mezzanine floor.

On the 11th floor of the same building, PLB has a more extensive unit measuring 7,800 sq ft, a "penthouse office" housing a mezzanine level and a kitchen for light cooking. It also houses PLB Media, a firm that the younger Lim solely owns. Formed in 2018, PLB Media is the company's in-house production unit.

The establishment of PLB Realty represents a new beginning. "We are all excited for this era, and we will still be serving our clients with the same heart and integrity, which is always putting our clients first when it comes to their transactions."

"Behind every transaction is a property, behind every property is a home and behind every home is a family," he adds. "We will continue to add value to our clients' transactions while striving to push the boundaries. We will continue to be the leaders in the real estate space supported by creative innovations and tech." 



Lim (left, with co-founder Melvin Lim): Everyone with PLB Realty operates like a professional sports team ... it allows our listing and sales managers to provide complete attention to our customers



Lim: We are all excited for this era, and we will still be serving our clients with the same heart and integrity, which is always putting our clients first when it comes to their transactions



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