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## PropertyLimBrothers CEO says his Rolex and sports car are 'in the biz'

Melvin Lim and PropertyLimBrothers co-founder Adrian Lim went from prison officers to real estate celebs.

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April Zara Chua

Contributor

Fri, 9 June 2023, 8:22 AM SGT · 5-min read

Melvin Lim (right), the CEO of PropertyLimBrothers (PLB), and co-founder Adrian Lim (PHOTO: PLB)

SINGAPORE — **Real estate home tour videos** may seem like the standard these days, but it wasn't the case back in 2017 when Melvin Lim and co-founder Adrian Lim established PropertyLimBrothers (PLB) Media. In fact, they were pioneers in the space.

"We started home tour videos with the desire to see how we can position each home differently. We wanted to break the industry culture of marketing homes hastily. A home is the largest investment and asset most people have, and every property needs to be differentiated and positioned differently to maximise its value," said the 42-year-old chief executive officer of PLB.

Despite their shared last name and chosen company name, the two Lims are not related by blood. They first met in 2004 while working at the Ministry of Home Affairs as prison officers. After three years, they went into **real estate** together, eventually joining Propnex where they spent the last 11 years. The father of four shared that going independent has always been their end goal and with Propnex's blessings, PLB officially went independent on 9 September 2022.

According to Lim, consumers cannot depend on traditional property portals alone as the listing do not tell the full story. "Videos tell a thousand stories and when done well, can be a one-stop solution to answer all of a buyer's questions and objections, and attract them to visit the home physically," he said.

From 2018 to 2022, the company said it has helped sell 985 homes. It has produced over 1,900 home tour videos in the last three years. Based on 2021 and 2022 records, the company achieved an average selling time of two months from the date of launching a home's PLB Marketing Campaign, which includes the home tour videos.

The duo uploaded their very first home tour video in December 2016, and now also have a strong presence on Facebook, Instagram, TikTok, and Chinese platforms Bilibili and Xiaohongshu.

From being an awkward presenter to being comfortable in front of the camera, perhaps what sets Lim apart is his ability to innovate the way home tours are presented — not just

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