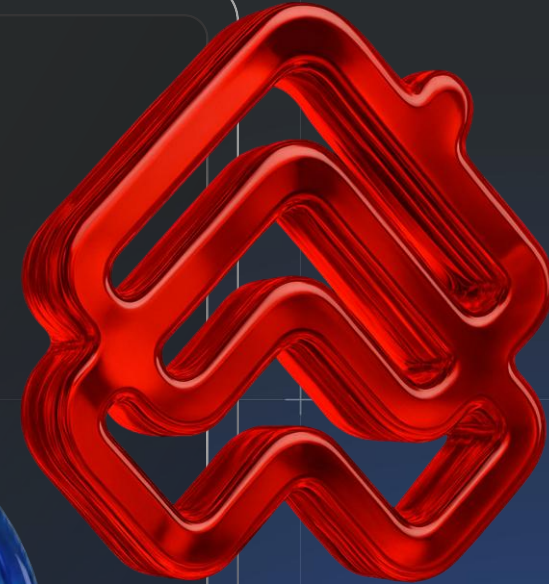


**More Reach,  
More Wins**

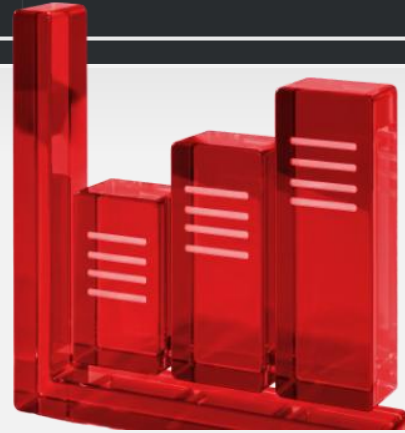


# Helping you to win **MORE** in this changing market



## More Reach

Unique dual-platform  
market coverage



## More Traffic

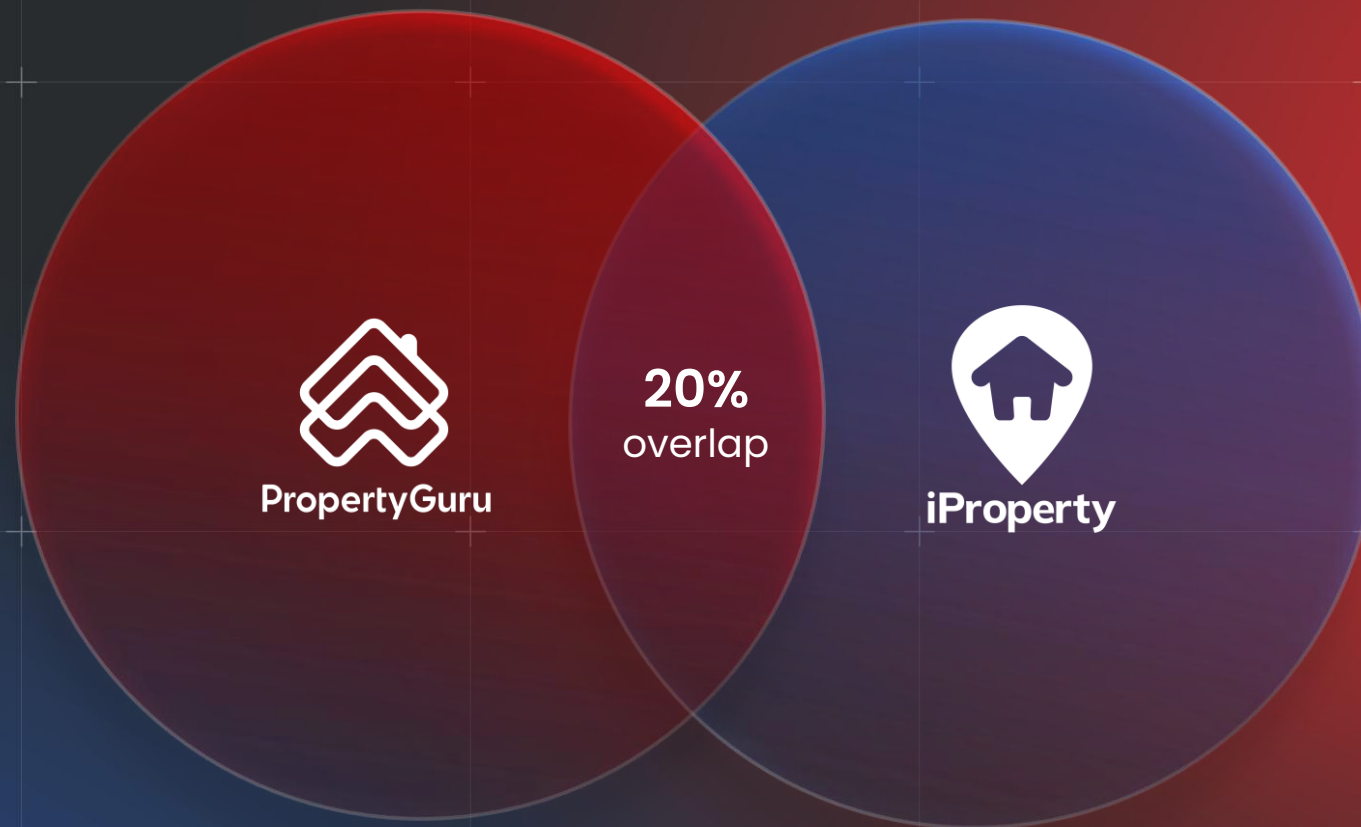
Offline-to-online marketing  
featuring Agents



## More Leads

New simplified process to  
deliver more enquiries

# More Reach



**92 mil**  
visits annually

**7 mil**  
unique visitors

**x2.3 times**  
more reach

*\*2025 PropertyGuru and iProperty Malaysia total traffic*

# More Traffic

High visibility billboards featuring Agents across Malaysia



## High Traffic Location

## Est. Monthly Traffic

Jalan Sultan Ismail

3.9 million

USJ

2.5 million

KL Sentral

6.0 million

Persiaran Surian

3.4 million

Jalan Cheras

3.6 million

Jalan Damansara

1.6 million

Bangsar

3.1 million

LDP (KJ)

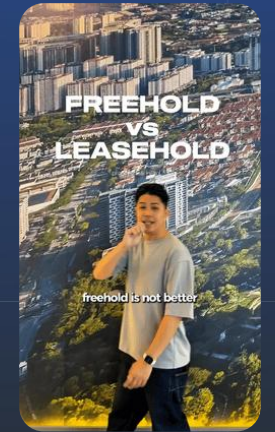
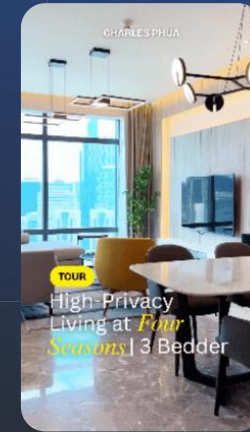
6.5 million

# Content Creator Club

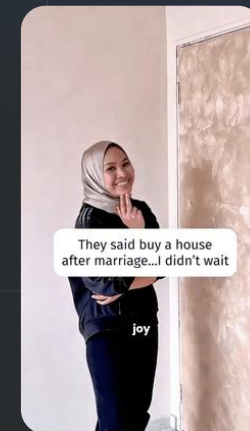
Our new social marketing to reach property seekers



**+57%**  
Increase in  
Views



**+33%**  
Increase in  
Reach



## Team iProperty



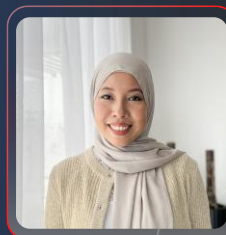
staywokeprop

Instagram 60K  
TikTok 19.5K



Leonardbuilds

Instagram 91.1K  
TikTok 22.3K



Hartanahgirl

Instagram 66.6K  
TikTok 55K



Kenneththm

Instagram 93K  
TikTok 26.7K



alia.abby

Instagram 24.6K  
TikTok 3.5K



Charles Phua

Instagram 3.6K  
TikTok 2.2K

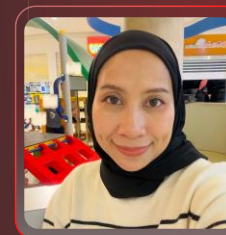
# Join the Creator Circle

## Team PropertyGuru



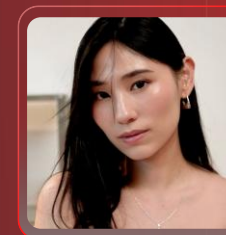
iHerng

Instagram 152K  
TikTok 135K



reena\_zar

Instagram 91.1K  
TikTok 22.3K



aliciatal

Instagram 108K  
TikTok 2.9K



taneshh10

Instagram 81.6K  
TikTok 81.8K



ziet\_invests

Instagram 27.9K  
TikTok 4.1K

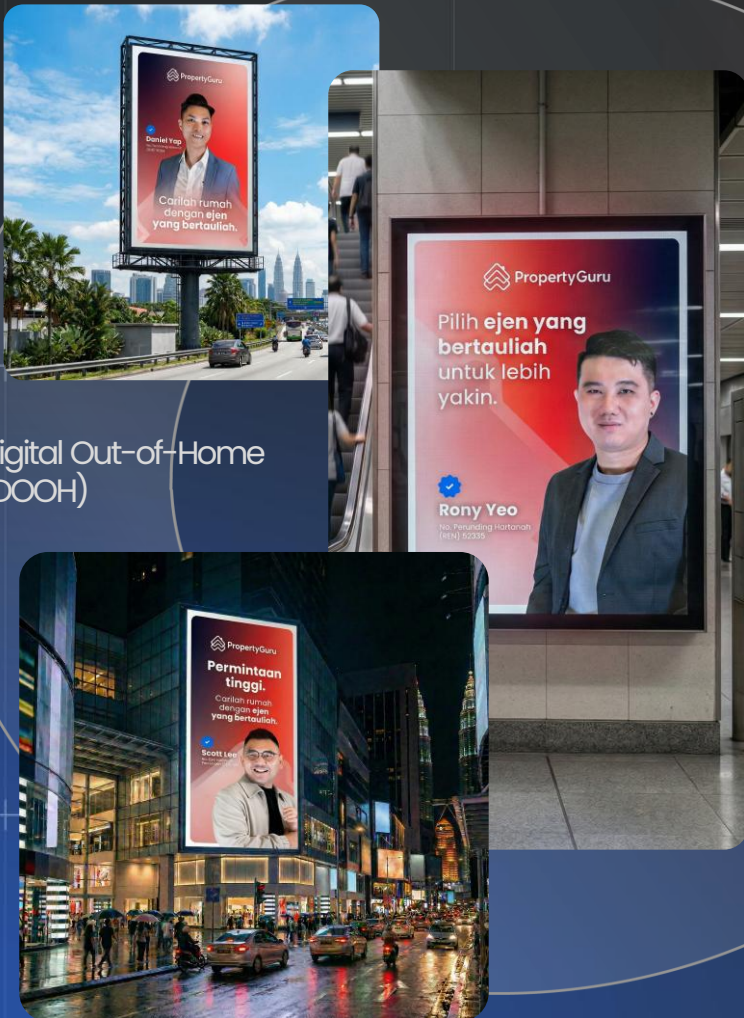


ea.house.59

Instagram 57.2K  
TikTok 7.5K

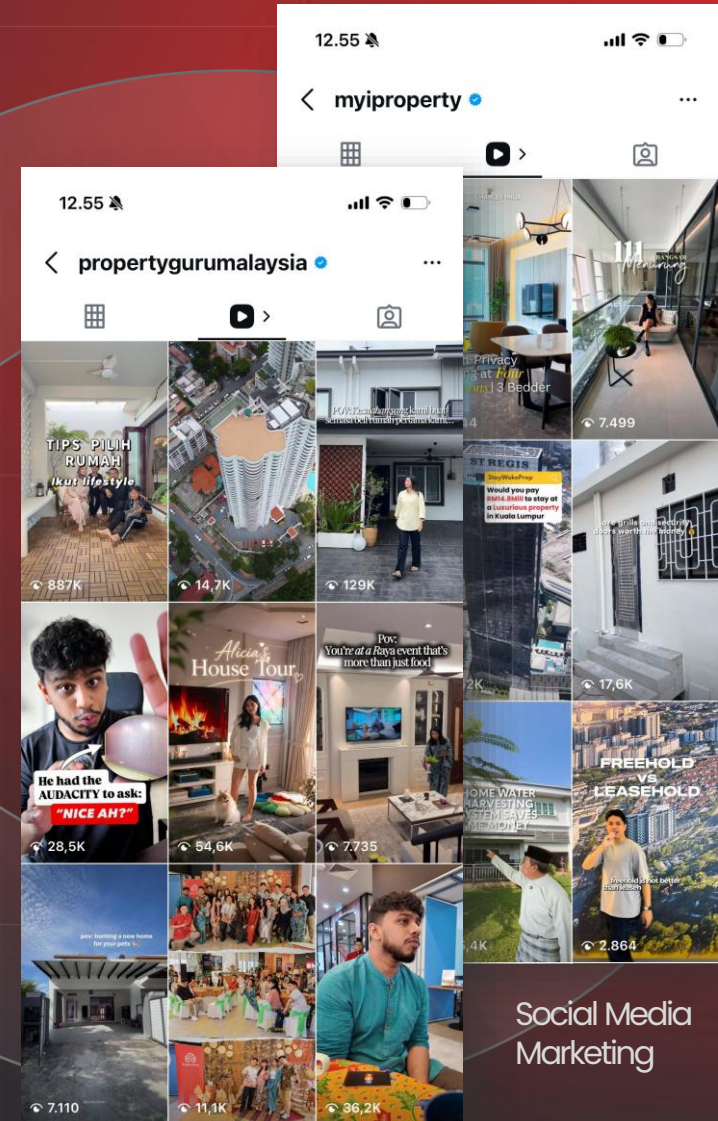
# Complete offline-to-online (O2O) marketing

Exclusive to our agent partners



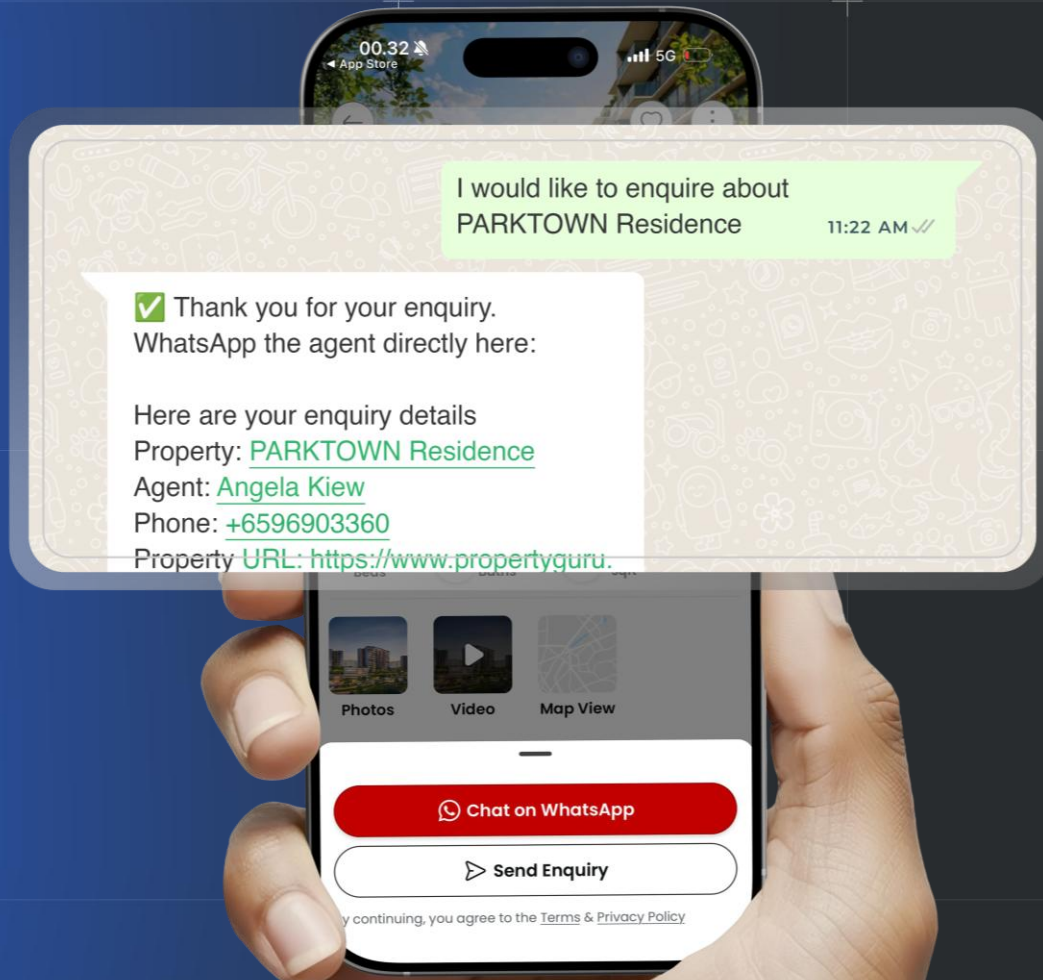
Digital Out-of-Home (DOOH)

**2x**  
investment in  
consumer marketing  
for agents in 2026



Social Media Marketing

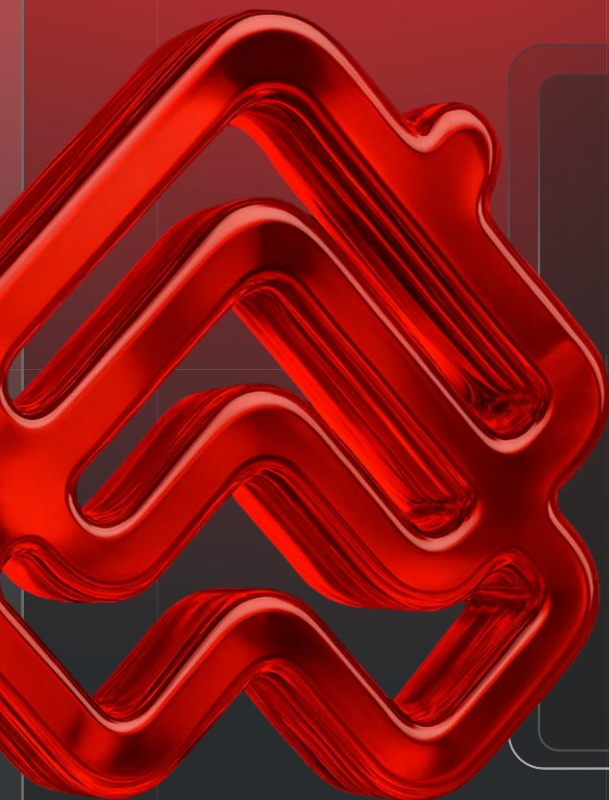
# More Reach, More Traffic, More **Leads** to You



## No login required to submit a lead.

- Reduced login drop-off from **35% to 0%**
- Expected **80%–90%** send rate from enquiries

**Two Platforms,  
One Smarter Way to Win.**



# Welcome to the Future



# PropertyGuru Partner's Club

For agents ready to go beyond

PropertyGuru Partner's Club offers enhanced benefits, helping you to strengthen market presence, unlock more opportunities, and achieve stronger business growth, together.

	Standard Account	Partner's Club
Unified Listing Management	✓	✓
Universal Credit and Features	✓	✓
<b>Co-marketing and Branding</b>		✓
<b>Personalised Report &amp; Insights</b>		✓
<b>Priority Customer Service</b>		✓
<b>Exclusive Events Invitation</b>		✓



# A Night to Remember: PropertyGuru Group Agent Awards

PropertyGuru Group Agent Awards celebrate **Malaysia's best of the best** real-estate individuals, recognising high achievers shaping the future of our property industry.

Are you ready to be one?

**Save the date: 6 October 2026**

Nomination starts in June

No submission required



# Recognising Malaysia's First and the Best

More than

# 50

Awards

Top

# 10

Agencies

Top

# 5

Agents of  
The Year

Top

# 5

Area  
Specialist

## Top Searched Location

- Kuala Lumpur City Centre (KLCC)
- Mont Kiara
- Bangsar
- Subang Jaya
- Puchong
- Desa Park City
- Johor Bahru
- Penang
- and more...*

## Qualifying Criteria

- ✓ Registered REN / REA
- ✓ Platforms' activities (listing quality)
- ✓ Active market engagement
- ✓ Industry representation
- ✓ Personal branding

## Winners' Entitlements

- Customised trophy
- Gala celebration (by invitation)
- Awards branding (badge)
- Dual-platform awareness
- Social and media exposure



# Win with the Right Support





**Two Platforms,  
One Smarter Way to Win.**

