

ANDY LIM

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*LEADING FROM
THE FRONT,
BUILDING WHAT
LASTS*



WHEN SUCCESS BECOMES A RESPONSIBILITY

For Andy Lim, achieving Millionaire status was never the destination. It was the beginning of a deeper responsibility.

“What continues to drive us isn’t the milestone,” Andy reflects. “It’s the mandate.”

As leaders in the marketplace, Andy and Joyce believe strongly in one principle: consistent production, regardless of market conditions. In their view, consistency does more than deliver results, it sets culture. When leaders continue to perform in both strong and challenging cycles, excellence becomes replicable, not mythical.

“There’s no room for a culture that normalises complacency,” Andy explains. “If leaders slow down, the team will follow. We choose to lead from the front so our people can see what’s possible.”

This philosophy has shaped how ANJOY operates. Success is not

framed as a peak moment, but as a standard sustained over time. Excuses are removed. Accountability becomes shared. And leadership is demonstrated daily, not declared.

Beyond performance, Andy sees leadership as stewardship, of clients, of people, and of standards. Every transaction, training session and client interaction is approached with discipline, integrity and intentional excellence.

As he looks ahead to 2026, Andy’s focus is clear: adapt aggressively, stay ahead of change, and equip people to operate at the highest level, using the full strength of the platform at PropNex, from research insights to digital capabilities.

“The next chapter isn’t about personal accolades,” he says. “It’s about building leaders, multiplying excellence, and raising the standard of the marketplace together.”





While leadership sets the tone, Andy believes trust is built in the details.

SCALING WITH SYSTEMS, SERVING WITH INTENT

PropNex's digital ecosystem plays a key role in helping him stay present where it matters most. Simple but meaningful reminders, rental renewals, birthdays, life milestones, allow him to check in intentionally, not mechanically. Over time, these moments turn professional relationships into genuine friendships that extend far beyond a single transaction.

On the advisory front, access to accurate, real-time market data allows Andy to guide clients with clarity and confidence. He walks them through the numbers, explains risks and opportunities, and ensures they understand the full picture before making decisions.

"Transparency builds trust," he shares. "Clients know they're acting on facts, not pressure."

What sets Andy apart is that this clarity doesn't stop with him. The same systems and insights are passed down to his people, empowering them to advise with the same confidence, care and responsibility.

"Systems help me stay organized. Data helps me stay objective," Andy says. "But relationships are what I treasure most, and what I'm committed to stewarding well."

In this balance of high-tech efficiency and high-touch care, Andy has found a model that scales without losing its soul.

LEGACY, GROUNDING & THE LONG VIEW

After the intensity of work, Andy finds his greatest grounding at home.

Spending intentional time with his family, especially his three children, keeps everything in perspective. Watching them grow and being present through each season of their lives matters more to him than any business milestone.

"Building a legacy is bigger than business," he reflects. "Being a role model at home is just as important as leading well at work."

This long-view mindset shapes how Andy approaches leadership, success and growth. He believes that a life well-built must be rooted in values, purpose and alignment, not just achievement.

Together with Joyce, Andy also leads a quarterly prayer group through ANJOY, creating a safe and supportive space for salespersons across the industry who may be seeking clarity, encouragement or connection. It is an extension of how he views leadership: building community, strengthening people, and running business with conviction.

At the core of this approach is a guiding principle drawn from Matthew 6:33, seeking first what truly matters, and trusting the outcomes to follow. While markets shift and cycles change, this anchor keeps Andy steady in how he leads, serves and builds.

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Building a legacy is bigger than business

