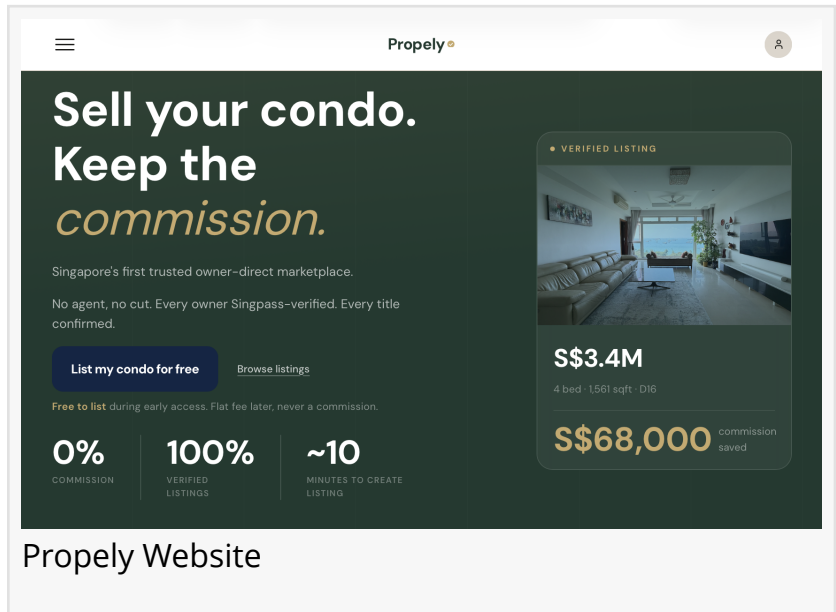


Propely Launches Singapore's First Verified and No-Agent Condo Marketplace

A new marketplace connects verified condo owners directly with buyers across Singapore for the first time, removing agents and commissions from the process.

SINGAPORE, August 31, 2026 /EINPresswire.com/ -- Propely, a new Singapore-based condo marketplace, today announced its nationwide launch, connecting verified property owners directly with verified buyers. The platform removes the need for agents and commissions altogether, addressing a process that has long added cost and friction for sellers.



Selling a condo in Singapore has always involved owners paying commissions to licensed agents. These amounts can go up to \$40,000 on a \$2 million condo. Agents still gatekeep the listings, often leaving buyers to work with partial information. Propely breaks that pattern. It is a listing platform, and it doesn't charge commissions.

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Vidhi A, Co-Founder of Propely

"Transacting property is a long-drawn and expensive process in Singapore, where sellers and buyers have little autonomy," said Vidhi A, Co-Founder and CEO of Propely. "We believe people should be empowered to transact property directly, with a transparent process that's aligned to the needs of both sellers and buyers."

Why Now?

For decades, property deals needed intermediaries. Scarce information and hard-to-verify trust made that necessary. That's now changed. Infrastructure exists today to verify identity and ownership seamlessly, and AI now handles much of the guidance and groundwork an agent once

provided. Savvy buyers already research independently, comparing prices and studying neighbourhoods on their own. Sellers already have views on staging and pricing their own homes. The demand for owner-direct property sales already exists, but what's been missing is a trusted platform to make it work.

Singapore recorded 14,622 private condo resale transactions in 2025, and a further 7,038 in the first half of 2026 alone, according to data from the Urban Redevelopment Authority. At typical agent commission rates, that volume represents tens of millions of dollars paid out each year in resale transactions alone.

A Different Kind of Platform

Propely doesn't act as a broker. Sellers and buyers stay in control and negotiate directly with each other. Propely facilitates the connection, not the deal itself and that distinction matters. Propely doesn't profit from a faster sale or a higher price, and holds no stake in the outcome of any single transaction. Its only incentive is a platform that works well for both sides.

Built to Support the Whole Journey

Buying or selling a home is part of a much bigger journey, and Propely supports all of it. Propely connects owners and buyers with conveyancing lawyers, bankers for home loans, interior designers, utility providers, and moving companies, alongside step-by-step checklists that [demystify a process](#) that's historically stayed opaque. The platform includes [a suite of calculators](#) covering ABSD, Buyer's and Seller's Stamp Duty, TDSR, net proceeds, and affordability, giving buyers and sellers transparent math on price, timing, and cost.

Propely works with Singapore's leading banks and passes on more than \$1,000 in benefits to customers on their home loans. Its concierge service gives buyers and sellers a one-stop shop to reach Propely's vetted network of trusted service providers.

The Story Behind Propely

The Propely team noticed something odd about property technology in Singapore. It had digitized the old process without questioning it. Listings moved online, but agents still controlled them. Search got faster, but pricing stayed opaque. Portals multiplied, but every one still routed buyers and sellers through the same intermediary, just with a nicer interface.

"Automating the old model wasn't the answer," Pankaj said. "The process itself needed a redesign. We built connection, verification, and information for owners and buyers to deal directly, not layered on top of the old structure."

Founding Team

Vidhi A and Pankaj S. A. co-founded Propely. Vidhi brings a background in marketing and a close understanding of Singapore's property market. Pankaj brings over 25 years of enterprise architecture experience, including leadership roles at Citi, VMware, Solace, and Accenture. His background in large-scale technology transformation helps define Propely's platform

architecture and long-term scalability.

Owners can list their condos on [/propely.sg/](https://propely.sg/) now, free, with no agent involved. Buyers can search verified listings the same way - directly.

About Propely

Propely is a Singapore-based condo marketplace launched in 2026. The platform connects property owners directly with buyers, without agents or commissions involved in the process.

Vidhi A

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