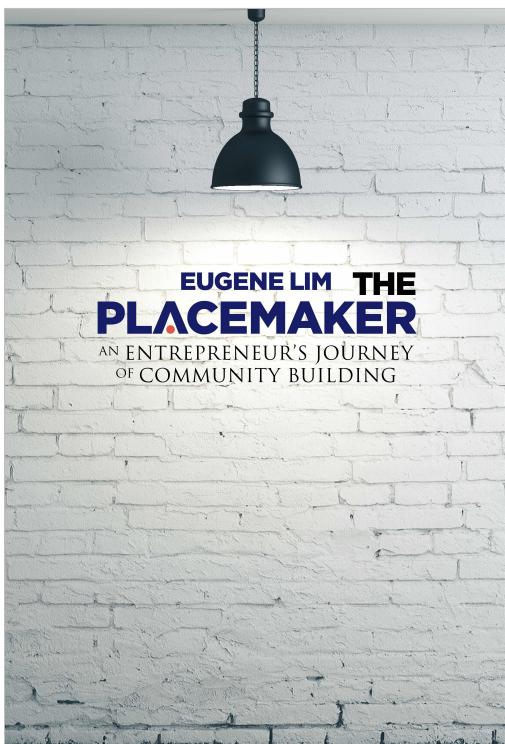


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THE PLACEMAKER traces the remarkable entrepreneurial journey of Eugene Lim, whose determination to sell a single condominium unit set him on a path to an unexpected career in real estate. What began as a modest goal evolved into a six-year journey of groundbreaking growth within the co-living sector, as he and his team built seven real estate brands across Singapore and the region.

In these pages, Eugene reflects on partnerships that have inspired him, tough lessons that tested his resolve, defining moments that shaped both his business and leadership philosophy, and his hopes for the future. Each milestone has been anchored by his passion for building supportive living communities within spaces that create meaningful connection.

Candid, heartfelt and filled with hard-earned wisdom, this book intrigues with the realities behind scaling an enterprise, sacrifices to be made, progress anchored by purpose and authentic relationships, and what it takes to live out one's dream.

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ABOUT THE AUTHOR



EUGENE LIM is the Founder and CEO of The Assembly Place, an award-winning Co-Living Operator in Singapore and across the region. The first recipient of the Rising Star Award at the 2023 PropertyGuru Asia Property Awards, Eugene's inspiring journey of building communities began when he started out as a real estate agent in 2003, before his meteoric rise in the industry, leading top property firms' sales and marketing teams to spearhead project launches both locally and overseas. As an extension of his service to the community, Eugene currently sits on the board of Arts House Limited and the Singapore Athletics Association, among other non-profit boards.

ON *THE PLACEMAKER*

“This book captures the lessons Eugene has learned along the way, through courage, honesty, and the determination to grow.

ERIC LOW ■ Non-Executive Chairman ■ The Assembly Place ■ *In His Foreword*

“The book is an honest and grounded account of how leadership is forged, not gifted. A compelling and inspiring read.

TAN SWEE YIOW ■ Chairman and Non-Executive Director ■ Keppel REIT

“The moment I started reading this book, I could not put it down. A truly must-read for anyone seeking motivation and belief in what is possible.

ISMAIL GAFOOR ■ Chairman and CEO ■ PropNex Limited