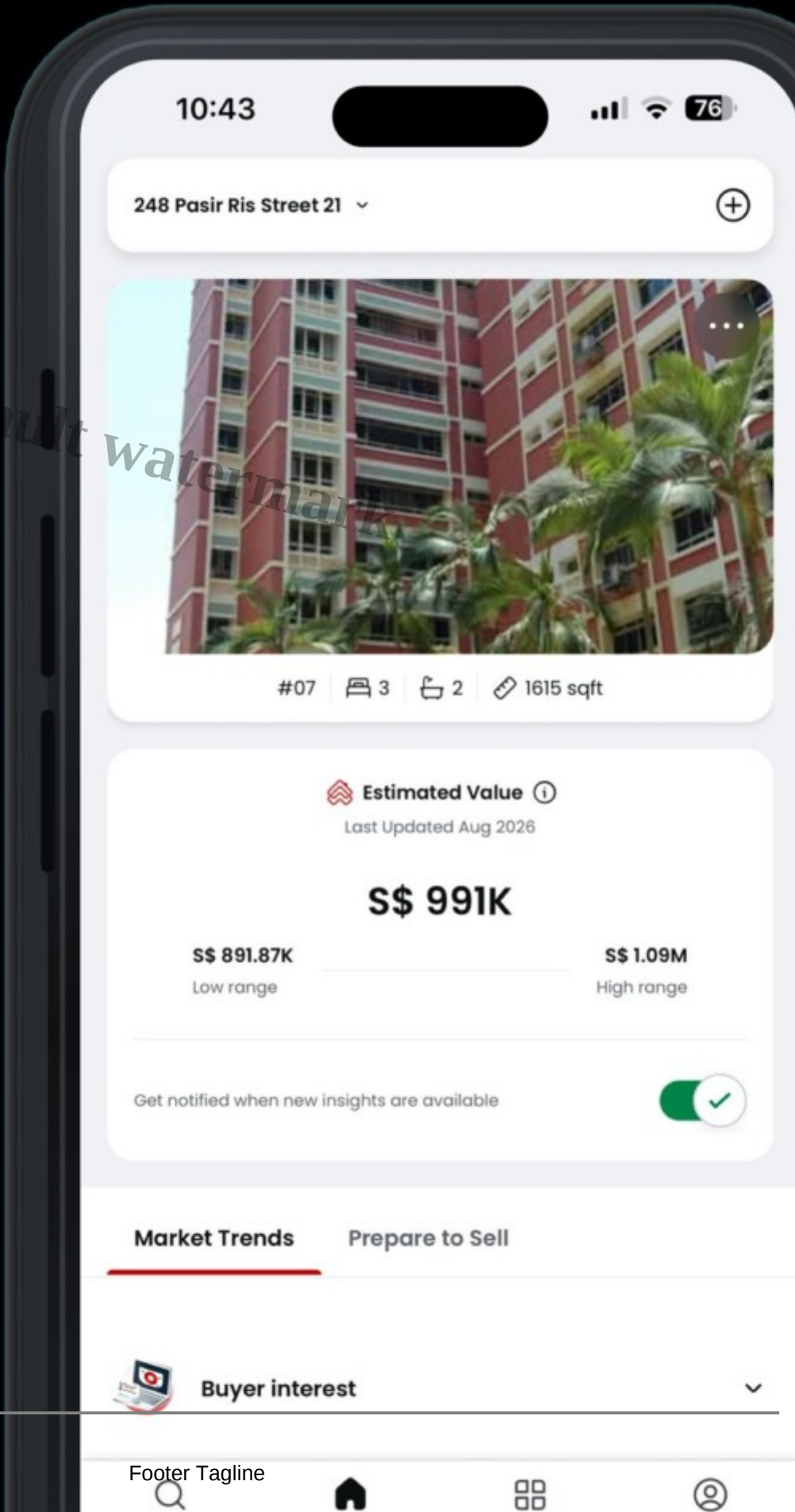




PropertyGuru My Property: Check Your Home Value and Stand to Win

Description

PropertyGuru has rolled out a new in-app feature called **My Property**, giving Singapore homeowners an easier way to check what their home may be worth, follow what is happening around it, and see how much interest similar properties are drawing. To mark the launch, anyone who checks their property value through My Property between 7 and 20 September also stands to win from an \$88,000 prize pool.



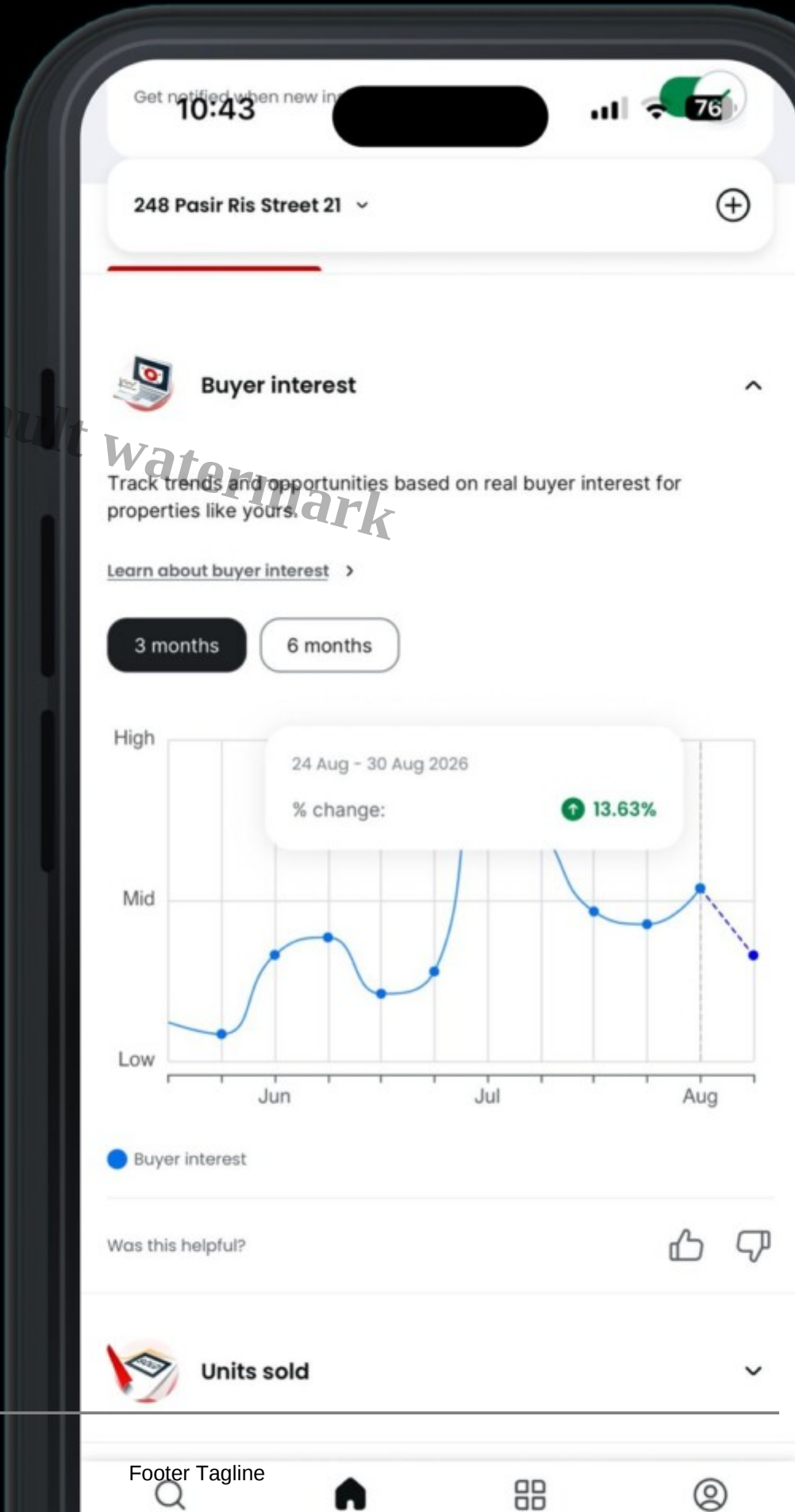
A homeowner checks an estimated home value on PropertyGuru My Property (Image: PropertyGuru)

For most homeowners, the question of what a home is worth only surfaces when selling starts to feel real. PropertyGuru is trying to turn that into something you can glance at any time, rather than a figure you chase only when a decision looms.

Making property information more personal

With more than four in five property marketplace engagements in Singapore taking place on PropertyGuru, the platform sees a wide sweep of listing, search and viewing activity. My Property draws on that scale to make the numbers relevant to your specific home. It starts with an estimated value you can track over time. For HDB flats, PropertyGuru says its valuation estimates land within a median 0.44% of the actual transacted price in three of four transactions assessed, which gives owners a reasonable reference point.

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My Property shows buyer-interest signals for comparable homes (Image: PropertyGuru)

From there, you can see recent transactions and current listings around your property, so comparable sales and what neighbours are asking sit side by side. My Property also surfaces buyer-interest signals for similar homes, based on viewing activity across the platform. If you are weighing your options, our guide to [reading URA developer sales data](#) is a useful companion for putting those signals in context.

Keeping track as the market moves

Plenty can shift between one check and the next, and few owners monitor every change. My Property sends notifications when your valuation updates or when buyer interest around your area moves, so you stay in the loop without having to keep opening the app.

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Buyer interest

11:02

248 Pasir Ris Street 21

+

Units sold

^

View recent sale prices to benchmark your home value.

Filters

Executive Flat

X

Date	Beds/Size	Price	
Jul 2026	3 Bed 1572 sqft	S\$ 871K S\$ 554 psf	▼
Jun 2026	3 Bed 1582 sqft	S\$ 910K S\$ 575 psf	▼
Jan 2025	3 Bed 1615 sqft	S\$ 830K S\$ 514 psf	▼
Dec 2024	3 Bed 1615 sqft	S\$ 860K S\$ 533 psf	▼
Nov 2023	3 Bed 1593 sqft	S\$ 755K S\$ 474 psf	▼

Showing transactions .

Source: URA / HDB

See all transactions

Recent transactions and listings around a home on My Property (Image: PropertyGuru)

“As Singapore’s leading property marketplace, we see how people look for property information and what becomes important to them at different points in their journey,” said Yi-Wei Ang, Chief Product and Technology Officer, PropertyGuru Group. “My Property is one way we are extending that value, helping homeowners understand their position earlier and plan ahead with more context, while making the experience more personalised and relevant to the home they own.”

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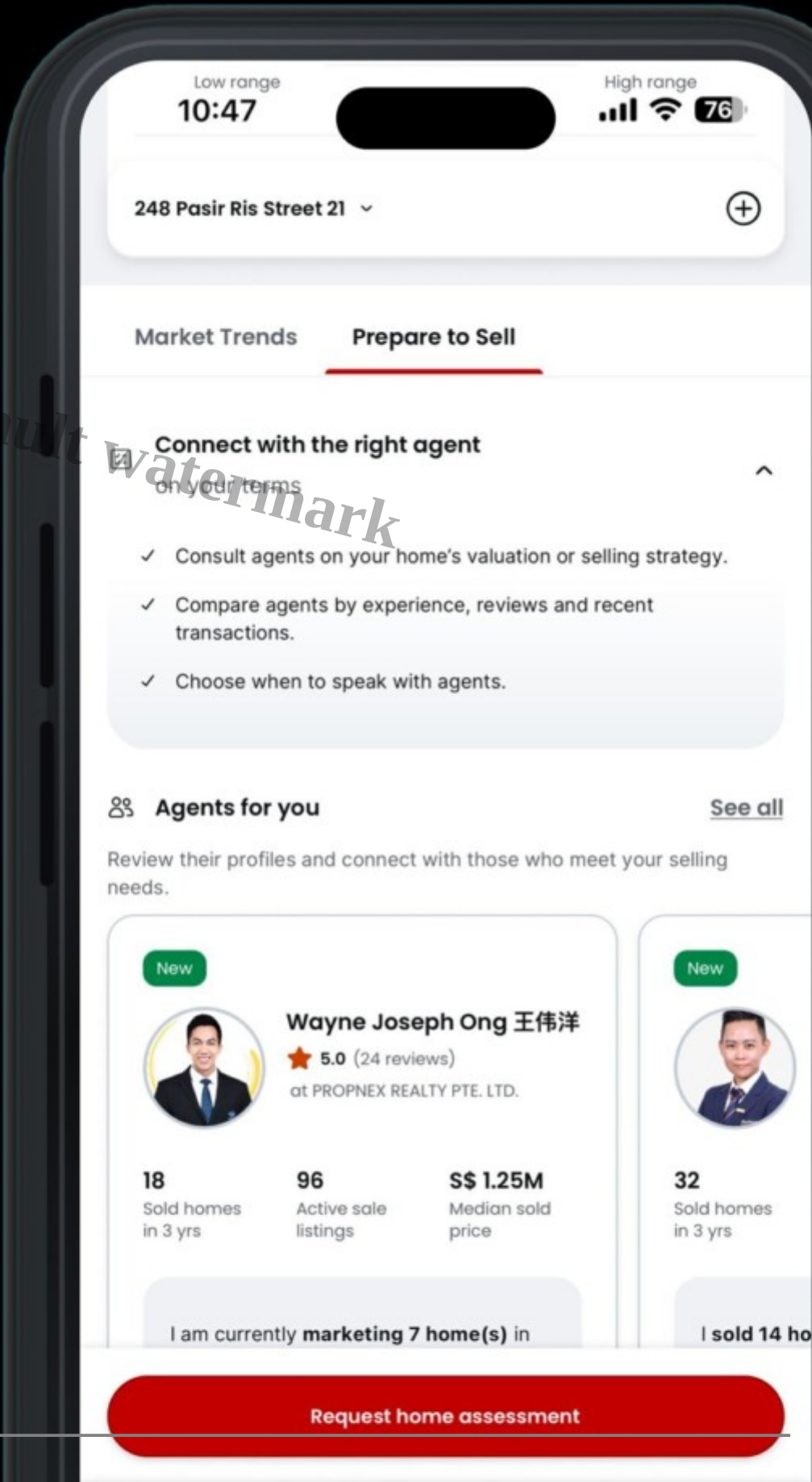


My Property sends alerts when a valuation or buyer interest changes (Image: PropertyGuru)

When you are ready to take the next step

For some, checking a home value is pure curiosity; for others it is the first move towards selling. When that moment comes, My Property lets owners explore recommended agents by property type and location, compare track records, and request a property assessment covering pricing and selling strategy. If a sale is on the horizon, it pays to line up the financial side too, as our note on [reconciling CPF refunds before you settle your next home](#) explains.

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My Property lets homeowners explore recommended agents (Image: PropertyGuru)

Check your home value and stand to win

From 7 to 20 September, PropertyGuru is putting \$88,000 worth of prizes up for grabs. Simply checking your home value through My Property earns an entry into the lucky draw, giving owners one more reason to find out where their property stands. Owners still working through a purchase in parallel may also want our reminder on the [HDB HFE document deadline for the November BTO](#).



PropertyGuru is putting an \$88,000 prize pool up for grabs from 7 to 20 September (Image: PropertyGuru)

My Property is available now within the PropertyGuru app.

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Author

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