



GLOBALINK REALTY

BUSINESS PROFILE

Local Expertise. Global Reach.

Puerto Princesa City, Palawan, Philippines
Prepared 2026 – 2029 Strategic Planning Horizon

COMPANY OVERVIEW

Globalink Realty is a full-service real estate brokerage headquartered in Puerto Princesa City, Palawan, Philippines, led by CEO, President, and Key Broker Mellysa Tibay-Frbezar. Built on ten years of PRC-licensed brokerage experience and international credentials — REALTOR® membership with the National Association of REALTORS®, and the CRS, ABR, and CIPS designations — the company connects Palawan's real estate opportunities to local, national, and international markets under the promise of “Local Expertise. Global Reach.”

This Business Profile presents Globalink Realty's Vision, Mission, Core Values, SMART strategic goals, operating Strategy, and Value Proposition as a single reference for stakeholders, partners, and the organization's own strategic planning.

Company Snapshot

Company	Globalink Realty
Tagline	Local Expertise. Global Reach.
Headquarters	Puerto Princesa City, Palawan, Philippines
Key Broker / CEO & President	Mellysa Tibay-Frbezar, PRC-licensed Real Estate Broker (10 years of practice), BSREM graduate, REALTOR® and NAR member holding CRS, ABR, and CIPS designations
Core Services	Brokerage & sales, property management, buyer and investor advisory, cross-border referral facilitation
Market Focus	Puerto Princesa City with expansion into El Nido, Coron, and other key Palawan municipalities
Global Connection	NAR Global Alliances network; overseas Filipino and international buyer/investor referrals

CEO & PRESIDENT PROFILE



MELLYSA TIBAY-FRBEZAR

CEO & President, Globalink Realty

Professional Summary

Mellysa Tibay-Frbezar is the CEO, President, and Key Broker of Globalink Realty. With ten years of PRC-licensed brokerage experience, she leads the company's mission of connecting Palawan's real estate opportunities to local, national, and international markets under the promise of “Local Expertise. Global Reach.”

A REALTOR® and member of the National Association of REALTORS®, she holds the CRS, ABR, and CIPS designations and is currently pursuing a Master of Real Estate Management. Dividing her time between the Philippines and France, she brings a genuinely international perspective to Globalink Realty's brokerage, property management, and cross-border referral services.

Professional Information

Full Name	Mellysa Tibay-Frbezar
Title	CEO, President & Key Broker, Globalink Realty
Based In	Puerto Princesa City, Palawan, Philippines — dividing time between the Philippines and France
License	PRC-licensed Real Estate Broker (10 years of practice)
Education	Bachelor of Science in Real Estate Management (BSREM); currently pursuing a Master of Real Estate Management, with coursework at Philippine Christian University
Professional Affiliations	REALTOR® and member of the National Association of REALTORS® (NAR)
Designations	CRS (Certified Residential Specialist), ABR (Accredited Buyer's Representative), CIPS (Certified International Property Specialist)
Languages	Native Tagalog speaker; learning French

Role & Responsibilities

- Provides overall strategic leadership and establishes the company's vision and direction.
- Oversees governance and organizational performance across all divisions.
- Develops new business opportunities and expands Globalink Realty's market reach.
- Builds and manages strategic partnerships with developers, financing institutions, and international networks.

- Ensures the company operates according to its professional values and long-term goals.

Areas of Expertise

- Residential and investment property brokerage
- Buyer and seller representation
- Property management advisory and oversight
- Cross-border and international client referrals
- Comparative market analysis (CMA) and property valuation
- Business development and strategic partnership building
- Team leadership, mentoring, and professional development

OUR LOGO & ITS MEANING



The Globalink Realty mark is an interlocking knot of four gold diamonds, unified around a central diamond at its core. Each element carries deliberate meaning:

- Four interlocking diamonds represent the company's four Core Values — Professionalism, Integrity, Credibility, and Service (P.I.C.S.) — shown as distinct forms that only take their complete shape when joined together.
- The unbroken, continuous knot symbolizes connection without separation: the link between Palawan and the world, between local expertise and global reach, and between Globalink Realty and the lasting relationships it builds with clients, partners, and communities.
- The central diamond represents the client — the fixed point every other element of the business connects around and protects.
- Gold conveys trust, prestige, and enduring value; navy conveys stability, professionalism, and credibility — the same qualities the brand promises in every transaction.

Together, the mark visually reinforces the company tagline: Local Expertise. Global Reach. — a symbol of many parts, distinct markets, and relationships, interlocked into one trusted organization.

THE MEANING BEHIND GLOBALINK

Every letter of GLOBALINK™ reflects the values that define how we do business — real estate expertise, professionalism, and international connection.

G	Growth
L	Leadership
O	Opportunities

B	Building Relationships
A	Advocacy
L	Local Expertise
I	Integrity
N	Networking
K	Knowledge

Growth • Leadership • Opportunities • Building Relationships • Advocacy • Local Expertise • Integrity • Networking • Knowledge

Local Expertise. Global Reach.
Connecting Palawan to the World.

VISION

To be Palawan's most trusted, innovative, and globally connected real estate organization — recognized by 2029 for professional excellence, ethical practice, and a track record of connecting local properties to global markets, while creating sustainable value for clients, communities, and future generations.

***In brief:** To be Palawan's most trusted and globally connected real estate brand — delivering local expertise with global reach.*

MISSION

Globalink Realty is committed to providing professional, ethical, and client-centered real estate services through local expertise, continuous education, technology, and strategic partnerships. In practice, this means the organization commits to:

- Protect and prioritize our clients' best interests.
- Deliver credible and professional real estate services.
- Develop competent and values-driven real estate professionals.
- Connect Palawan properties and opportunities to local and global markets.
- Build lasting relationships based on trust, integrity, and genuine service.
- Contribute to responsible and sustainable real estate development.

***In brief:** To provide professional, ethical, and client-centered real estate services that connect Palawan's properties and people to the world.*

CORE VALUES — P.I.C.S.

- **Professionalism** — We uphold high standards of competence, accountability, and professional conduct.
- **Integrity** — We do what is right, even when it is difficult or when no one is watching.
- **Credibility** — We build trust through accurate information, transparency, consistency, and responsible practice.
- **Service** — We put genuine client needs at the heart of every real estate transaction and relationship.

Supporting values: Teamwork • Continuous Learning • Innovation • Social Responsibility

SMART STRATEGIC GOALS (2026–2029)

Each strategic goal is defined with a Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) objective, translating Globalink Realty's broader ambitions into trackable targets.

#	Strategic Goal	SMART Objective	Target Metric	Timeline
1	Client Excellence	Institute a standardized post-transaction client feedback process and client-care follow-up protocol for every closed deal, so that client satisfaction and referral behavior can be tracked and improved.	≥ 90% client satisfaction score; ≥ 30% of new engagements sourced from repeat or referred clients	By Q4 2027
2	Professional Development	Recruit, onboard, and mentor PRC-accredited real estate salespersons through a structured training and coaching program, with mandatory continuing professional education tracking.	5 mentored salespersons actively producing; 100% CPE compliance across the team	By Q4 2027
3	Market Expansion	Grow active listing inventory and closed transaction volume in Puerto Princesa while establishing a documented market presence (listings, partner network, or referral agreements) in additional Palawan municipalities.	Active presence in 3 municipalities beyond Puerto Princesa (e.g., El Nido, Coron, Roxas); year-over-year growth in closed transactions	By end of 2028
4	Digital Transformation	Build out Globalink Realty's digital infrastructure — website, CRM/lead-tracking system, and consistent social media content calendar — to convert online engagement into qualified leads and digitize transaction records.	≥ 40% of qualified leads generated online; 100% of active transaction files digitized in the CRM	By Q2 2027
5	Strategic Partnerships	Formalize accreditation and referral agreements with developers, financing institutions (banks and Pag-IBIG), and international networks such as NAR's Global Alliances, to widen sourcing and closing channels.	3 new formal institutional or developer partnerships signed	By Q4 2027
6	Sustainable Growth	Expand the Property Management Division's managed portfolio to build a recurring, fee-based revenue base that complements transactional brokerage income, while reinvesting a defined share of profit into training and marketing.	Grow managed-unit portfolio to a defined target range generating recurring monthly management fees	By end of 2028
7	Brand Leadership	Position Globalink Realty as the recognized authority on Palawan real estate through consistent branded content, media presence, and thought-leadership (market reports, buyer guides, CMAs) distributed on a regular cadence.	Regular published market content; measurable growth in branded inbound inquiries per quarter	By Q4 2027

STRATEGY — LOCAL EXPERTISE. GLOBAL REACH.

1. People — Develop Professional Leaders

Recruit, train, mentor, and empower competent real estate professionals while building a culture of leadership, teamwork, accountability, and continuous learning.

2. Client — Build Trust Through Service

Apply client-centered consultation, proper due diligence, transparent communication, and ethical practices so that every Professional Fee is earned through genuine professional value.

3. Market — Strengthen Palawan Expertise

Develop deep knowledge of Palawan's properties, communities, investment opportunities, regulations, and emerging markets to provide credible local expertise.

4. Technology & Partnerships — Expand Our Reach

Leverage digital platforms, professional networks, technology, strategic alliances, and international connections to bring Palawan opportunities to wider markets.

5. Sustainability — Build for the Future

Balance business growth with professionalism, responsible development, community impact, innovation, and long-term organizational resilience.

Leadership Alignment

The organizational structure allows the CEO & President to apply different leadership styles according to organizational needs: Transformational Leadership drives change and development; Charismatic Leadership motivates and engages; Servant Leadership supports clients and team; Authentic Leadership safeguards transparency, accountability, and integrity; and Visionary Leadership guides long-term growth, innovation, and wider market expansion.

ORGANIZATIONAL STRUCTURE

Globalink Realty operates on a functional organizational structure, with the CEO & President providing overall strategic direction to seven core divisions. This structure allows each division to build deep specialization while remaining aligned to the company's shared vision, values, and long-term goals.



Division Responsibilities

Division	Key Responsibilities
General Manager / Operations Manager	- Oversees day-to-day business operations. - Implements management policies, plans, and strategic priorities. - Coordinates the different divisions and monitors organizational performance. - Reports operational concerns, progress, and results to the CEO & President.
Brokerage & Sales Division	- Manages property listings, selling activities, buyer representation, and transaction coordination. - Coordinates Real Estate Brokers and PRC-Accredited Real Estate Salespersons. - Maintains professional standards in property presentation, negotiation, documentation, and client service. - Supports the achievement of sales objectives while ensuring that Professional Fees are earned through professional service.
Marketing & Business Development Division	- Develops property marketing campaigns and strengthens the Globalink Realty brand. - Manages digital marketing, social media, property promotions, and lead-generation initiatives. - Builds relationships with clients, investors, property owners, developers, and business partners. - Expands local, national, and international market connections in support of “Local Expertise. Global Reach.”
Property Management Division	- Manages leasing and property-management services. - Coordinates property inspections, tenant and landlord concerns, and property-related requirements. - Supports owners in protecting and maximizing the long-term value of their properties. - Promotes professional, responsive, and relationship-centered property management.
Finance & Administration Division	- Handles accounting, bookkeeping, budgeting, records, and administrative support. - Monitors operating expenses, income, and Professional Fee records. - Maintains organized business documentation and internal administrative systems. - Supports management with accurate financial and operational information for decision-making.
Legal, Compliance & Professional Standards	- Supports regulatory compliance and proper transaction documentation. - Coordinates AML/KYC requirements, contracts, records, and other compliance processes. - Promotes ethical practice, accountability, and professional standards across the organization. - Works with qualified legal and other professional advisers when specialized advice is required.

Division	Key Responsibilities
Training & Professional Development	- Provides mentoring, coaching, and skills development for the real estate team. - Supports salesperson training, leadership development, and continuous professional learning. - Promotes a culture of competence, professionalism, integrity, credibility, and service. - Develops future leaders who can contribute to the sustainable growth of Globalink Realty.

VALUE PROPOSITION

Globalink Realty connects people, properties, and opportunities through trusted local expertise and expanding global reach. We deliver professional, ethical, and client-centered real estate solutions that create lasting value beyond the transaction.

How Globalink Realty Creates Value

- For Property Buyers & Investors** — Reliable local market knowledge, professional guidance, due diligence support, and client-centered property solutions that help clients make informed real estate decisions.
- For Property Owners & Sellers** — Professional property representation, strategic marketing, wider market exposure, and access to local and international networks.
- For Real Estate Professionals** — Continuous learning, mentoring, ethical practice, teamwork, and professional development that build competent and values-driven practitioners.
- For Communities** — Responsible real estate practice and sustainable development that support economic opportunities while respecting long-term community interests.

Our Competitive Value

- Deep local expertise and understanding of the Palawan real estate market.
- Professionalism, Integrity, Credibility, and Service (P.I.C.S.) in every client relationship.
- Client interests placed at the center of real estate advice and decision-making.
- Professional marketing supported by technology and expanding networks.
- Commitment to continuous education, ethical practice, and professional standards.
- Local market strength combined with national and international connections.
- Long-term relationships and sustainable value beyond the Professional Fee and transaction.

Brand Promise

Trusted Guidance. Professional Service. Lasting Relationships.

Professionalism • Integrity • Credibility • Service