

# The Portuguese **Residential** Property Market



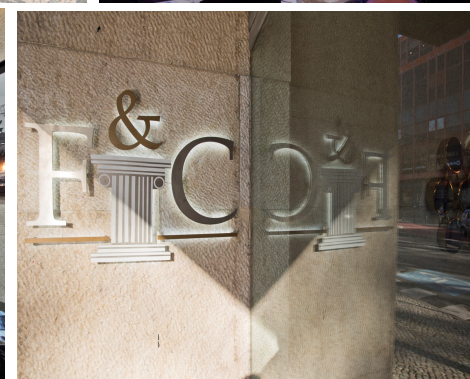
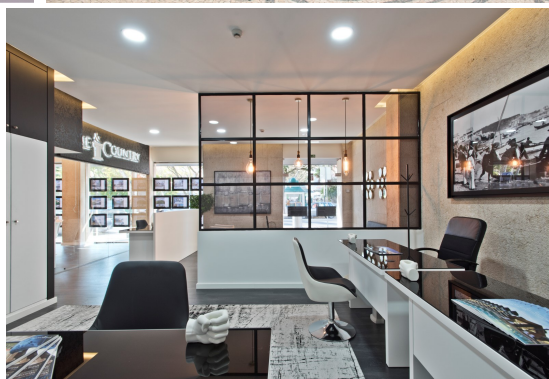
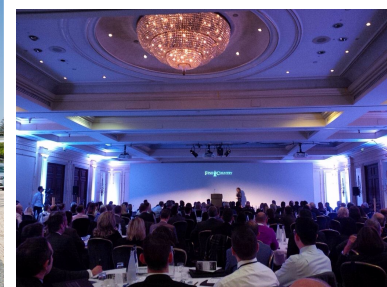


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For 4 consecutive years Fine and Country Portugal has received several international awards in the category of real estate marketing, such as the best marketing award within the 350 offices of Fine & Country, as well as best international real estate marketing at the International Property Awards.





# Real Estate from 2011

With previous experience at Christie's International Real Estate, Nuno Durão and Charles Roberts became specialists in the luxury Residential Real Estate sector dealing with the high end market.

Fine & Country Estoril was launched in 2011 at the bottom of the financial crisis. Being very experienced worldwide and market oriented, Nuno & Charles spotted opportunities and changes in legislation and adapted their business immediately to take advantage of these. That continuing agility and flexibility is the key to Fine and Country's success in Portugal.

From 2013 onwards, the Golden Visa Scheme and Non Habitual Residency Tax system have been the two of the main

motive for buyers this meant that the origin of clients moved from a walk-in holidaymaker evolving to a totally different type of client to be sourced involving Agents/Partners around the world combined with our own marketing efforts and initiatives. Cooperating with 300 offices from Fine & Country worldwide and working with more than 130 independent business introduces from countries such as China, Brasil, South Africa, France, UK, Bangladesh and Dubai, Fine & Country Portugal have created a flow of potential buyers to buy real estate in Central and Northern Portugal.





# BENCHMARK TIMELINE

## Palácio Estoril Residências

Estoril  
27 Apartments  
2011 Year completion  
8.000€/m<sup>2</sup>

2008

2007

CHRISTIE'S

2010

2012



2013

## Troia Resort

Troia, Blue Coast  
42 Apartments + 12 plots  
5.000€/m<sup>2</sup>

## Quinta da Marinha

Villas & Plots  
Core Business Christie's  
5.000€/m<sup>2</sup>

Edif. Fernando Pessoa  
Casas de Murches  
Moradias Bicesse

# BENCHMARK TIMELINE



# BENCHMARK

## Facts & Figures

2013



### **Moradias Bicesse**

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Bicesse,  
Cascais  
8 Villas  
7 Villas Sold  
2014 Year  
completionAverage:  
3,000€/m<sup>2</sup>



### **Casas de Murches**

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Murches,  
Cascais  
10 Villas  
10 Villas Sold  
2014 Year  
completionAverage:  
3,000€/m<sup>2</sup>



### **Edifício Fernando Pessoa**

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Expo,  
Lisbon  
36 Apartments  
4 Apartments Sold  
2013 Year  
completionAverage:  
3,500€/m<sup>2</sup>



# BENCHMARK

## Facts & Figures

2014



### Jardins de Bicesse

Bicesse,  
Cascais  
12 Villas  
4 Villas Sold  
2014 Year  
completionAverage:  
3,500€/m<sup>2</sup>

### Jardins de Birre Misericórdia

Birre,  
Cascais  
12 Apartments  
6 Apartments  
Sold 2014 Year  
completion  
Average: 3,200€/m<sup>2</sup>

Chiado,  
Lisbon  
18 Apartments  
8 Apartments Sold  
2016 Year  
completionAverage:  
8,500€/m<sup>2</sup>

### Trindade

Chiado,  
Lisbon  
5 Apartments  
5 Apartments  
Sold 2015 Year  
completion  
Average: 7,500€/m<sup>2</sup>

### Rua do Alecrim

Santos,  
Lisbon  
4 Apartments  
4 Apartments Sold  
2015 Year completion  
Average: 4,000€/m<sup>2</sup>

# BENCHMARK

## Facts & Figures

2015



### Chiado 12

Chiado,  
Lisbon  
4 Apartments  
4 Apartments  
Sold 2017 Year  
completion  
Average: 11,000€/m<sup>2</sup>

### Martinhal

Chaido,  
Lisbon  
37 Apartments  
26 Apartments  
Sold 2016 Year  
completion  
Average: 6,500€/m<sup>2</sup>

### Condes de Murça

Lapa,  
Lisbon  
30 Apartments  
8 Apartments Sold  
2018 Year  
completion  
Average: 6,000€/m<sup>2</sup>

### Vitoria Plaza

Saldanha,  
Lisbon  
39 Apartments  
7 Apartments  
Sold 2019 Year  
completion  
Average: 6,000€/m<sup>2</sup>

### Terraços da Guia

Guia,  
Cascais  
24 Apartments  
7 Apartments Sold  
2017 Year completion  
Average: 4,000€/m<sup>2</sup>

# BENCHMARK

## Facts & Figures

2016



### **SottoMayor Residências**

Exclusivity  
Duque de Loulé,  
Lisbon  
97 Apartments  
90 Apartments  
Sold 2018 Year  
completion  
Average: 7,000€/m<sup>2</sup>



### **Edifício D. Luís**

Santos,  
Lisbon  
9 Apartments  
9 Apartments  
Sold 2017 Year  
completion  
Average: 4,500€/m<sup>2</sup>



### **General Carmona 20**

Estoril  
4 Apartments  
4 Apartments Sold  
2017 Year  
completion  
Average:  
4,000€/m<sup>2</sup>



### **Duques de Bragança**

Lapa,  
Lisbon  
13 Apartments  
1 Apartment  
Sold 2018 Year  
completion  
Average: 9,000€/m<sup>2</sup>



# BENCHMARK

## Facts & Figures

2017



### Ivens 30

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Chiado,  
Lisbon  
5 Apartments 2018  
Year completion  
Average: 10,000€/m<sup>2</sup>



### One D.Carlos I

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Santos,  
Lisbon  
52 Apartments 2018  
Year completion  
Average: 7,600€/m<sup>2</sup>



### São Ciro Living

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Lapa,  
Lisbon  
14 Apartments  
2018 Year completion  
Average: 6,500€/m<sup>2</sup>



### Calçada Marquês

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Exclusivity  
Santos,  
Lisbon  
28 Apartments  
4 Apartments Sold  
2018 Year completion  
Average: 7,600€/m<sup>2</sup>

# BENCHMARK

## Facts & Figures

2018



**Grande Hotel**

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Monte Estoril  
16 Apartments  
Average: 14,000€/m<sup>2</sup>



**Palácio Estoril  
Residências**

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Estoril  
27 Apartments  
Average: 16,000€/m<sup>2</sup>



**Intercontinental**

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Monte Estoril  
25 Apartments  
Average: 25,000€/m<sup>2</sup>



**Villa Maria Pia**

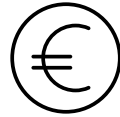
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Monte Estoril  
14 Apartments  
Average: 18,000€/m<sup>2</sup>





# Sales, reflections and takeaways



**Around 250 units sold in 2019**



**Investments in Marketing,  
New Offices and Team  
Members**



**Target/Buyers 2019**

Target general

23% Europeans\*

16% Chinese

13% Portuguese

8% French | Brazilian

6% South Africans | Middle East

5% North Americans | Far East

8% Others

\* All europe excluding Portugal and France

# What's Next...

We learned that once a trend starts, it continuous growing.

Lisbon is the place to invest in 2020. The international market considers Portugal the best place to invest and live.

Prime location in Lisbon, Cascais or Estoril, Porto, Ribeira and Foz or the new Turistic destiny of Comporta will always be a secure asset.

Within this areas, prices will raise in front of the ocean or river, in good locations and always depending on lack of offer and increasing demand.

With the International and National pressure and lack of offer, this spots will always have demand and is what we would call priceless!

In all of these surrounding developments, prices habe been growing ever and demand is always raising.





**Thank**

**You**

