

Palmela Villas

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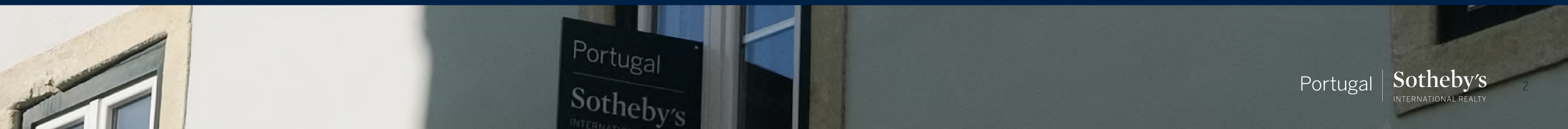
Sotheby's International Realty

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Palmela Villas

GETTING TO KNOW THE PROJECT: ADVANTAGES AND OPPORTUNITIES



Palmela Villas

01

PREMIUM RESIDENTIAL PROJECT

The project is a luxury residential development with 4 units.



02

IN A UNIQUE LOCATION

Located in Palmela, close to Setúbal and the Arrábida coast.



03

MARKET OPPORTUNITY

There is a shortage of distinctive residential properties aimed at clients who value privacy.



Overview | Qualitative analysis



Overview | Advantages



1. **Market** | Scarce supply of new construction in the area;
2. **Location** | Private area; Proximity to Setúbal and Arrábida
3. **Project** | Luxury villas with swimming pool with pool house, garage, gym.

Overview | Challenges



1. **Market** | Potentially high tickets due to the area of the units;
2. **Location** | Car-based life; Lack of leisure, shopping and services nearby;
3. **Project** | Niche product (housing in the Setúbal area).

Overview | Goals



1. **Market** | Build a commercial strategy with attractive payment plans leveraged in the main selling points in order to maximize the Global Sales Value;
2. **Location** | Sell the experience and privacy of the location;
3. **Project** | Position the Palmela Villas with a unique identity, investing in highly effective client segmentation.

Analysis and Commercial Proposal

KNOWING THE MARKET: CLIENT SEGMENTATION AND BENCHMARK

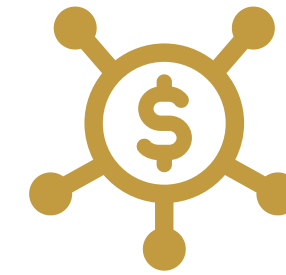


Client Segmentation | Type of buyers



Final Client

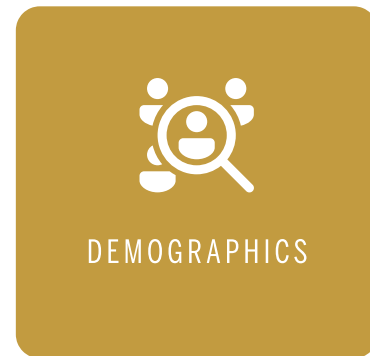
Location, Price and Concept
Values larger areas



Investor

Capital gains
Looking for smaller units

Client segmentation | Profile



Social class: UHNWI; A and B.

Age: +35 - 80 years

Boomers, Gen X, Millennials;

Industries/Occupation: finance, law, consulting, tech, entrepreneurs, retirees.

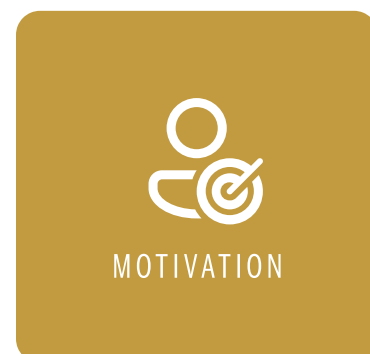
Returns: plenty of accumulated liquidity and a low monthly effort rate.



National: 40%



International: 60%



Interests: lifestyle mix between urban and nature; travel, culture and sports in the luxury segment (golf, tennis, horse riding); taste for material goods (cars, watches, boats);

Characteristics: higher education; values the unique and exclusive; likes to feel special; efficient management of time and money;

Reasons for purchase: moving to a new house; secondary home; first home in Portugal, allocation of capital for future resale or use.

Client segmentation | Buyer Personas



Vasco

60 years old

Industrial entrepreneur

Financial assets > 30M€

Vacation home



Michael

37 years old

Tech founder on relocation

Plenty of accumulated liquidity

Already knows Portugal well and wants to make his first purchase



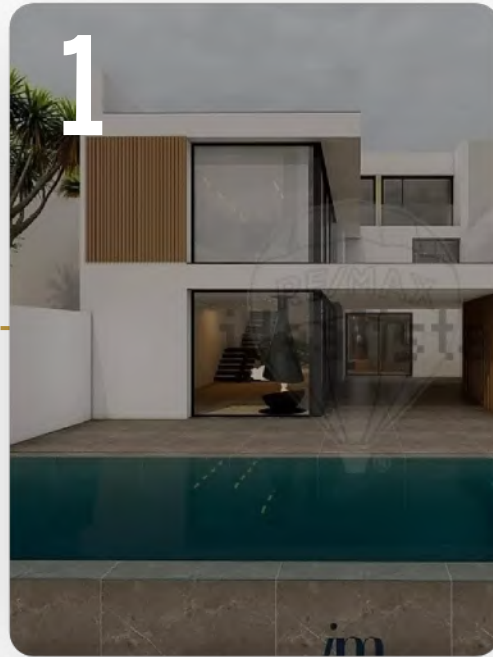
Emily

80 years old

End of life project in Portugal

House with enough space to welcome visiting children and grandchildren

Sotheby's Benchmark | New Villas



Villa T6

2.700.000€

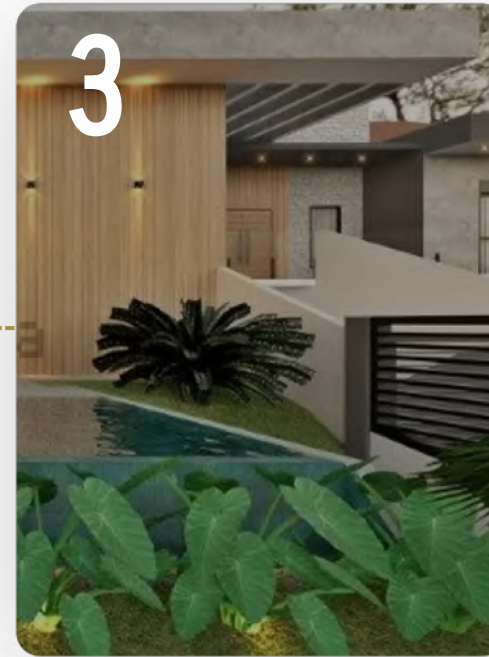
<https://www.idealista.pt/imoveil/33751398/>



Villa T4

1.400.000€

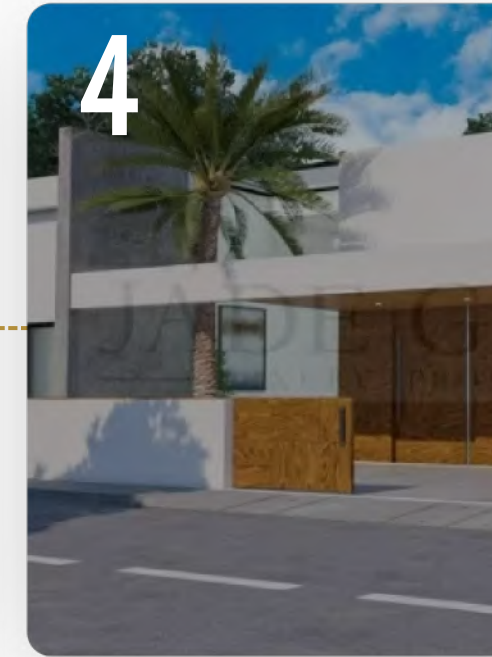
<https://www.idealista.pt/imovel/32899104/>



Villa T7

1.200.000€

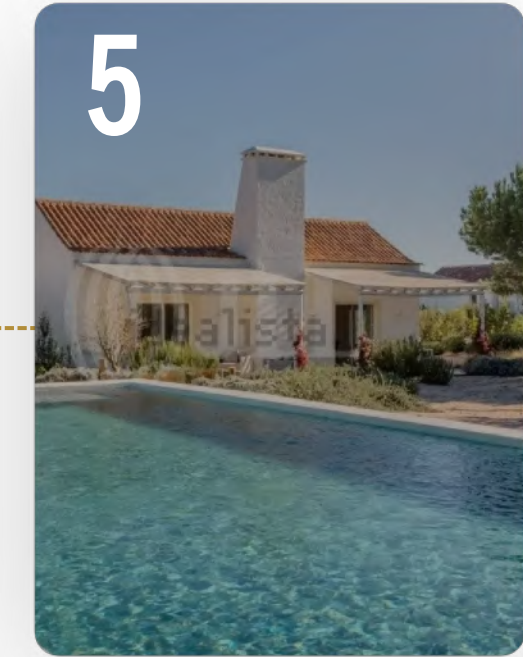
<https://www.idealista.pt/imovel/33094982/>



Villa T5

1.100.000€

<https://www.idealista.pt/imovel/32333809/>



Villa T3

1.750.000€

<https://www.idealista.pt/imovel/33897389/>

Sotheby's Benchmark | New Developments



WAW Villages

6 Villas

T3 to T4

Last Price: From 1.450.000€

Sold Units: 40%

Sotheby's Benchmark | Comparables Summary

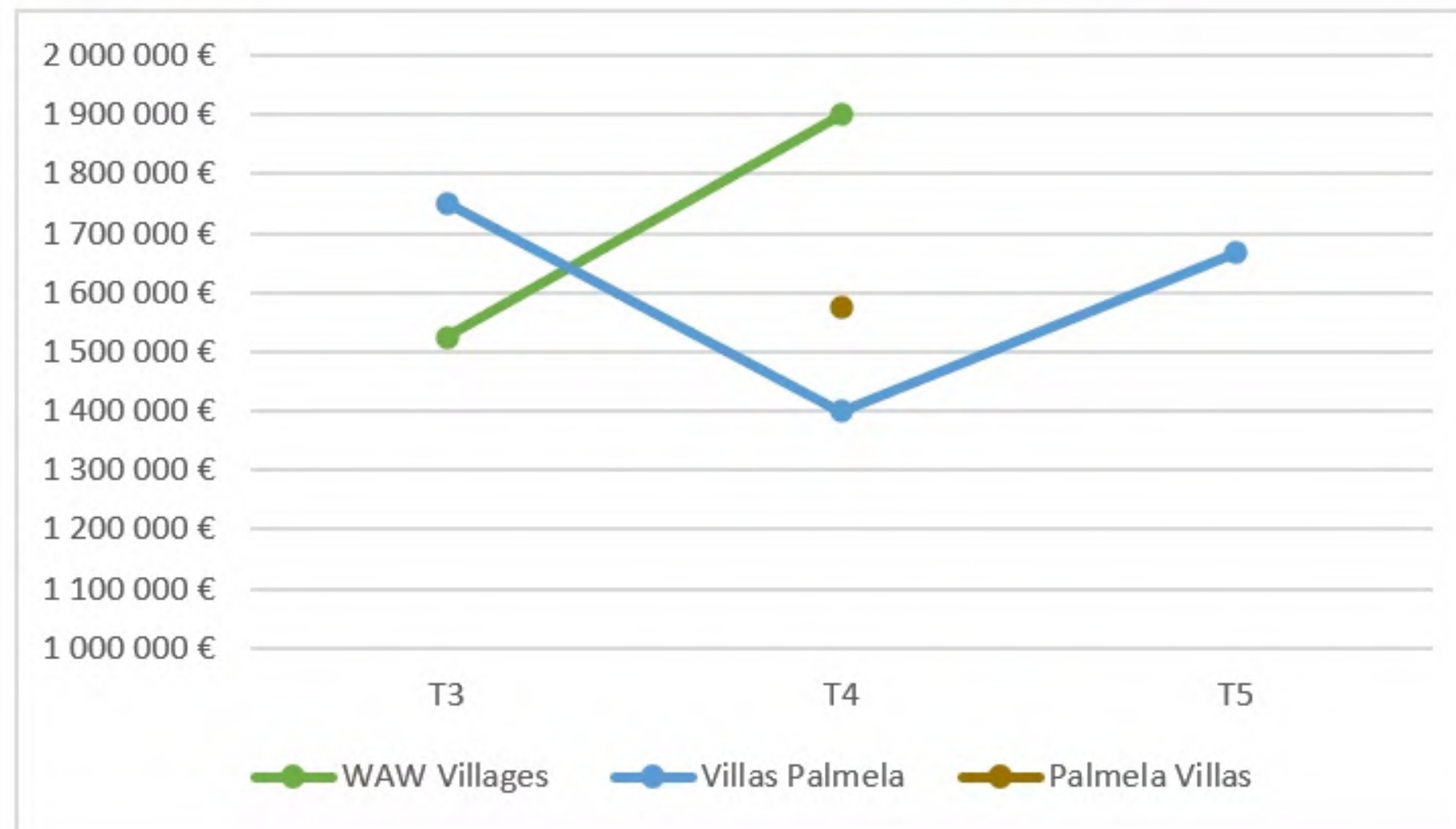
Development	Units	%	Min GPA	Max GPA	Avg GPA	Min Price	Max Price	Avg Price	Avg €/sqm	% Sold
WAW Villages	5		244	365	275	1 450 000 €	1 900 000 €	1 650 000 €	5 690 €	40%
T3	4	80%	244	261	253	1 450 000 €	1 600 000 €	1 525 000 €	6 040 €	50%
T4	1	20%	365	365	365	1 900 000 €	1 900 000 €	1 900 000 €	5 205 €	0%
Villas Palmela	5		165	505	337	1 100 000 €	2 700 000 €	1 630 000 €	4 840 €	0%
T3	1	20%	165	165	165	1 750 000 €	1 750 000 €	1 750 000 €	10 606 €	0%
T4	1	20%	366	366	366	1 400 000 €	1 400 000 €	1 400 000 €	3 825 €	0%
T5	3	60%	297	505	384	1 100 000 €	2 700 000 €	1 666 667 €	4 337 €	0%
Total	10		165	505	306	1 100 000 €	2 700 000 €	1 640 000 €	5 265 €	20%

Sotheby's Benchmark | Proposed Pricelist

Unit	Typology	GPA	Plot	Price	Price (€/sqm)
A	T4	250	3000	1 600 000 €	6 400 €
B	T4	250	3000	1 500 000 €	6 000 €
C	T4	250	3000	1 500 000 €	6 000 €
D	T4	250	3000	1 700 000 €	6 800 €
Total		1000	12000	6 300 000 €	6 300 €

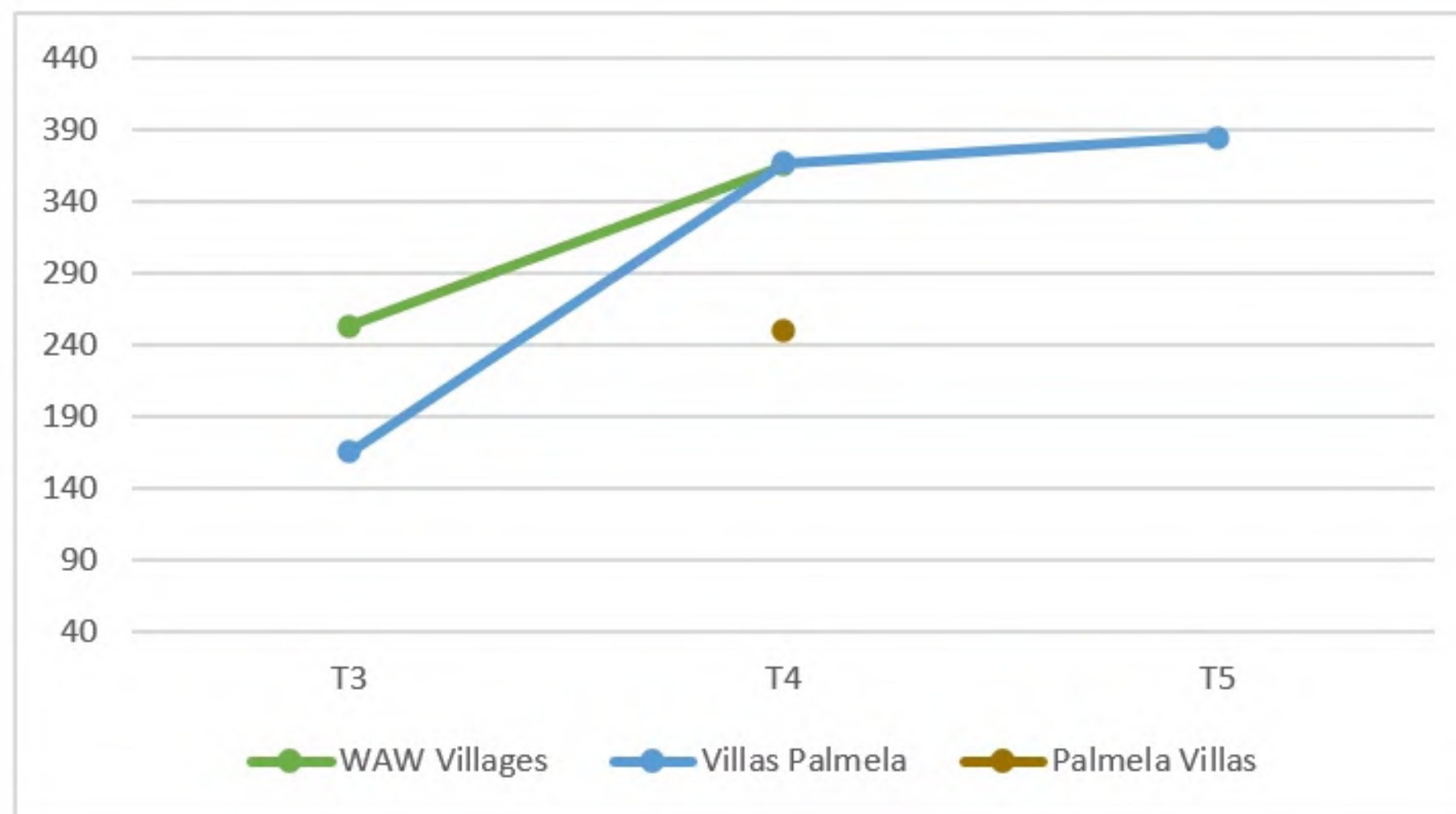
Sotheby's Benchmark | Average Ticket

Project	T3	T4	T5
WAW Villages	€ 1 525 000	€ 1 900 000	
Villas Palmela	€ 1 750 000	€ 1 400 000	€ 1 666 667
Palmela Villas		€ 1 575 000	



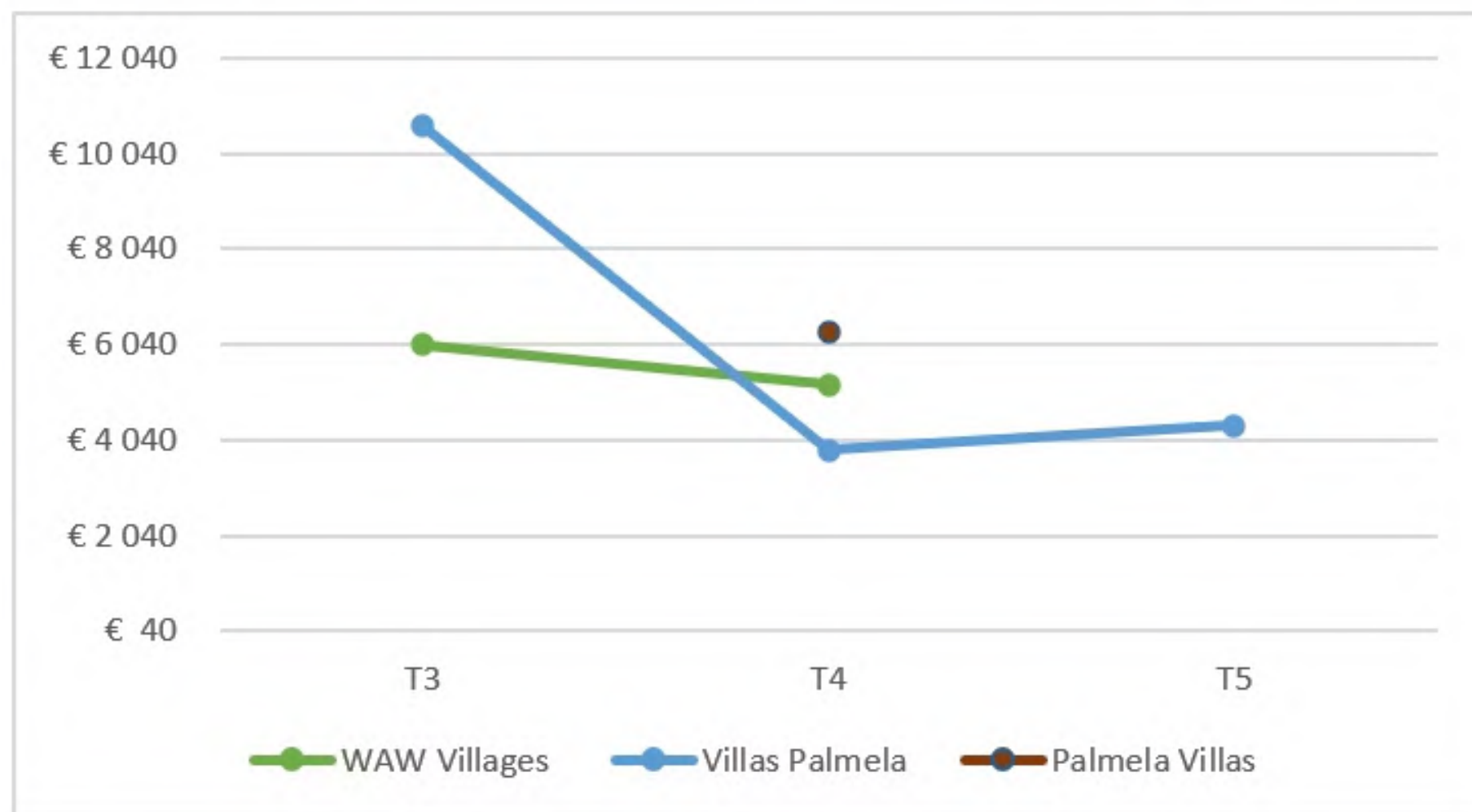
Sotheby's Benchmark | Average Areas

Project	T3	T4	T5
WAW Villages	253	365	
Villas Palmela	165	366	384
Palmela Villas		250	



Sotheby's Benchmark | Average price €/sqm

Projeto	T3	T4	T5
WAW Villages	€ 6 040	€ 5 205	
Villas Palmela	€ 10 606	€ 3 825	€ 4 337
Palmela Villas		6 300 €	



Commercial Strategy | Payment Terms

Option 1

Reservation - 10.000€

CPCV | 20%

·
Reinforcement₁ | 10%

·
Deed | 70%

Option 2

Reservation - 10.000€

CPCV - 20%

·
Reinforcement₁ | 10%

·
Reinforcement₂ | 10%

·
Deed - 60%

Marketing and Sales Tools

KNOWING THE CLIENT: METHODS FOR ACQUIRING LEADS



Publicity | Examples of some marketing actions

6-month contract renewable according to objectives

PRE-LAUNCH

Training the sales team

Presentation in a hotel for the Lisbon teams
Zoom presentation to all national offices

Area Teaser Campaign

"Be the first to discover the new project in Palmela"

Call Day

- Contacts to present the project to clients from the SIR database to arrange one-to-one meetings

One-to-One Meetings

- Private meetings with clients and collecting feedback

Preparing the Launch

Printing of marketing materials and preparation of materials for the launch

Capture customer feedback and adapt the project if necessary

LAUNCH

Project Launching Event

Clients event
Partners event

Launch

Press Release
Newsletter to the database

Digital campaign

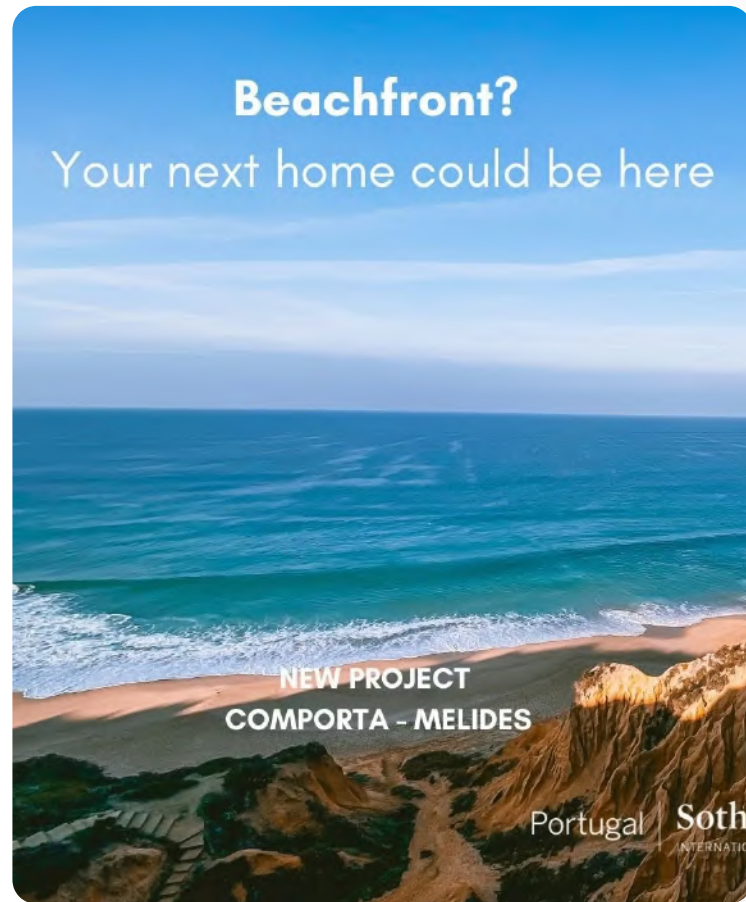
Sotheby's National and International websites
National and international real estate portals: highlighting the project

International Webinars

Definition of feeder markets and meetings with the main affiliates to present Portugal and the project

Commercial launch of the project with all marketing media

Examples | Marketing Actions



arcaya Portugal Sotheby's INTERNATIONAL REALTY

TIMBER TERRACOTA SAND CONTACT US

TIMBER VILLA

WHERE WOOD AND A COURTYARD MERGE FOR AN OPEN LIVING.

FILL IN THE FORM TO KNOW MORE

FIRST NAME _____

LAST NAME _____

COUNTRY _____

PHONE _____

EMAIL _____

Sotheby's International Realty

GETTING TO KNOW THE COMPANY: A GLOBALLY RECOGNIZED BRAND



How it started

Emblematic Artworks.

Edvard Munch's "The Scream" was sold for 119.9 million dollars in 2012, setting the world record for a work of art sold at auction.

Gianni Versace's "Casa Casuariana" in Miami was sold along with the art collection for 29.4 million dollars.

The 59.6-carat "The Pink Star" diamond sold for 83 million dollars in 2017, setting a new world record for a diamond or jewel.

In 2021, the auction house Sotheby's announced that it had achieved the highest sales value in its 277-year history: US\$7.3 billion.



The Brand

68

OF THE 100 RICHEST
PEOPLE IN THE WORLD

164

OF THE TOP 500
FORBES CEOS

10

FORBES TOP 10 ART
COLLECTORS

Everyone knows Sotheby's.

The famous auction house has created a global brand with an unparalleled reputation. Sotheby's recognition as a trusted brand has enabled it to represent and advise the most exclusive clients in their wealth transactions.

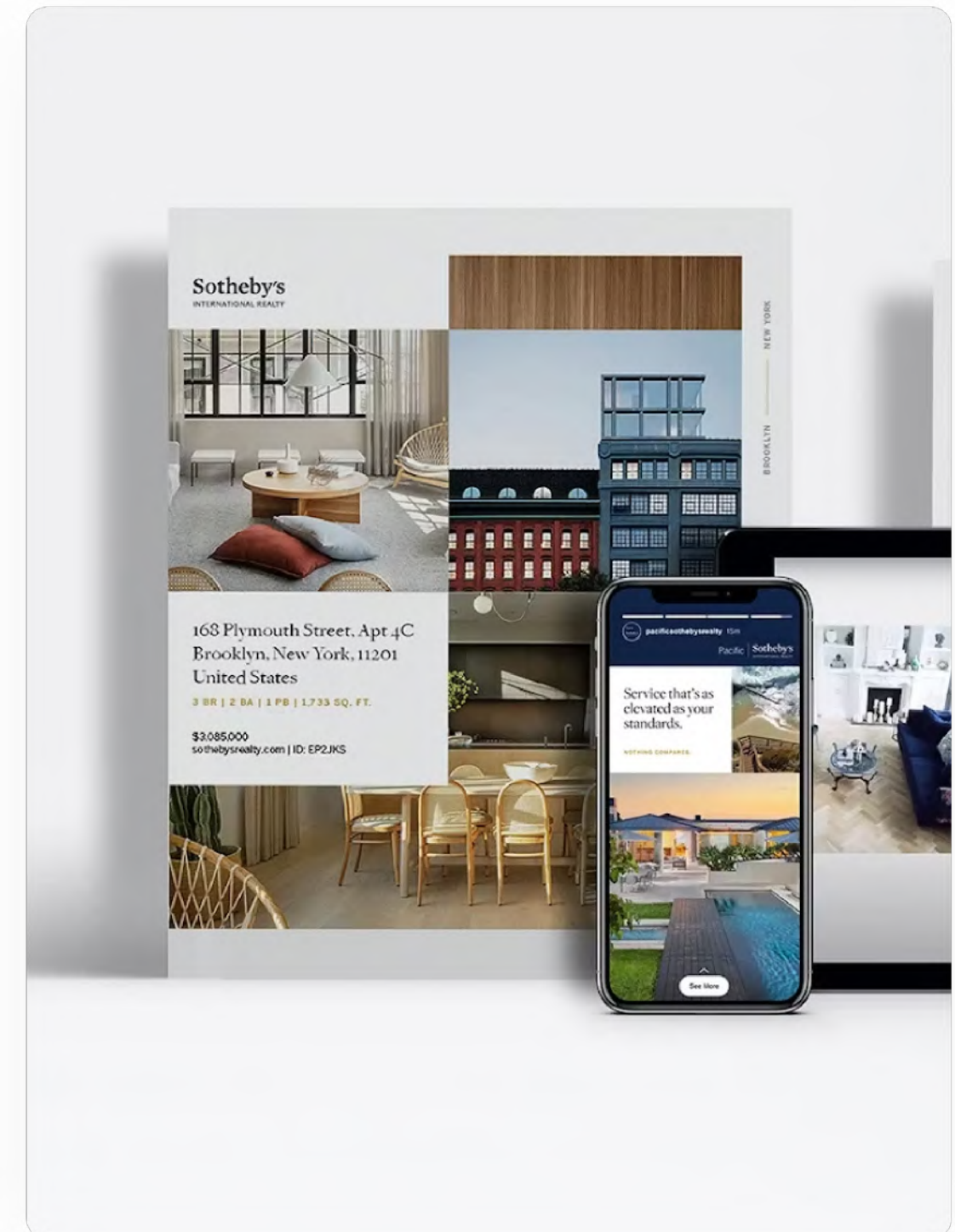


Real Estate

The same service. A new business.

The Sotheby's International Realty (SIR) brand, created in 1976, is the largest luxury real estate brokerage group in the world. True to its heritage, Sotheby's International Realty has remained committed to the highest quality standards.

The collaboration between the auctioneer and the real estate agent makes it possible to combine unique and exclusive marketing tools, giving surgically targeted visibility to an influential audience.



Global Figures



€+130B

SALES VOLUME

1.115

OFFICES

52M

SOTHEBYSREALTY.COM
IN 2023

26.500

PRIVATE BROKERS

1744

FOUNDATION

84

COUNTRIES AND TERRITORIES

1M+

FOLLOWERS ON SOCIAL
MEDIA

290+

GLOBALY NEW
DEVELOPMENTS

Local Expertise

2 decades of experience.

A highly qualified team dedicated to luxury real estate transactions, who remain faithful to Sotheby's centuries-old know-how.

The global network combined with the expertise that Portugal Sotheby's has in every city, neighborhood and street offers an extraordinary combination for those who want to buy or sell unique properties.



Portugal's Figures



€+375M

SALES VOLUME

10

OFFICES

+200

PRIVATE BROKERS

€1.1M

AVERAGE TICKET

5.000

PROPERTIES IN PORTFOLIO

52%

FOREIGN CLIENTS



24%



17%



8%



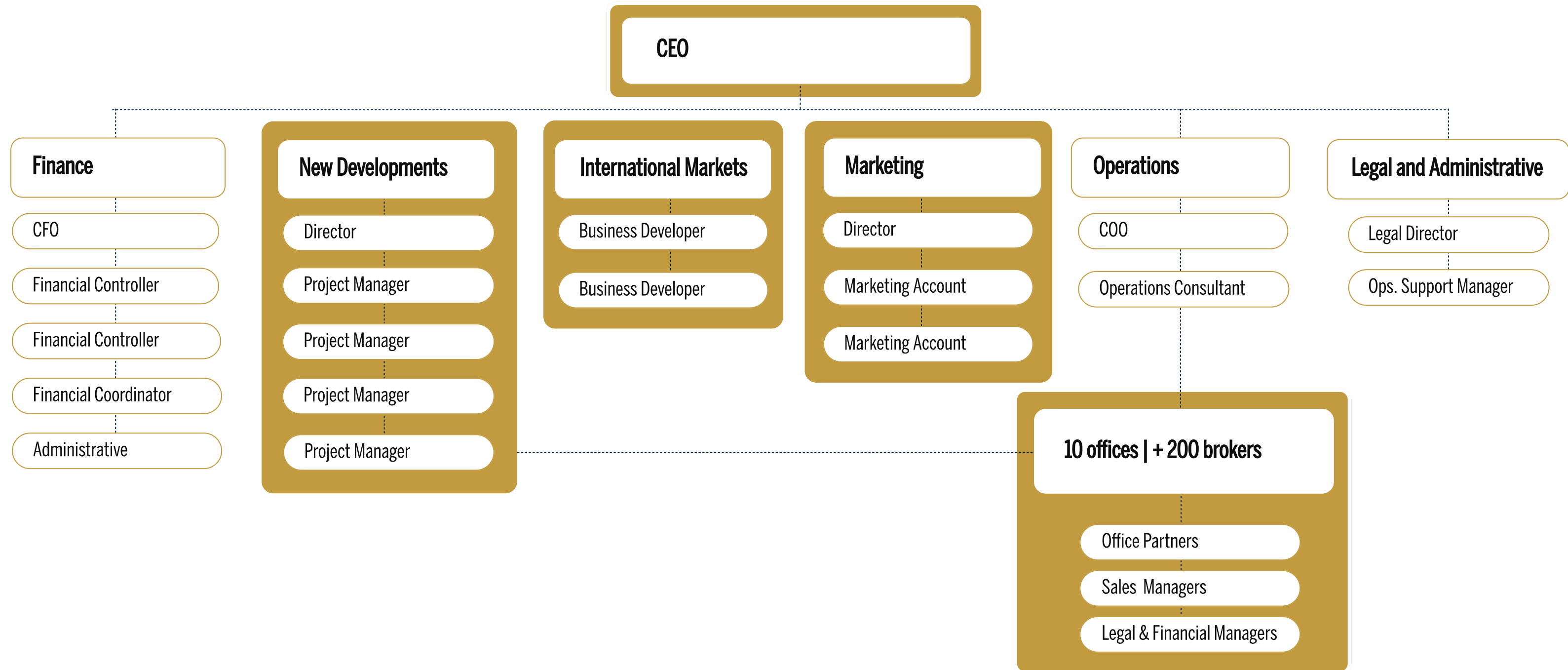
8%

Project's Team

GETTING TO KNOW PEOPLE: EXPERTS IN THE LUXURY MARKET



Structure



Project's Team

This will be the team responsible for the project together with the 10 offices of Portugal Sotheby's and the +200 sales brokers who interact daily with clients interested in new developments.



Miguel Poisson

CEO



Duarte Marques

NEW DEVELOPMENT
DIRECTOR



Gonçalo Canelas

MARKETING DIRECTOR



Pedro Antunes

PROJECT MANAGER



Rita Fragoso

MARKETING ACCOUNT

New Developments | Some successful cases



Prisma
95 % Sold
62 units



Pure
100% Sold
34 units



Greens Vilamoura
80% Sold
87 units



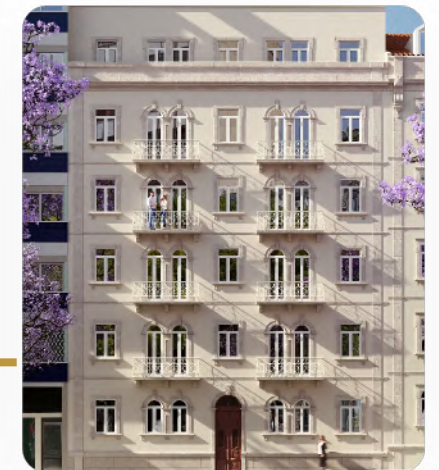
Sun Cliffs Resorts
70% Sold
72 units



Maison Eduardo Coelho
100% Sold
7 units



141 Gomes
100% Sold
15 units



Miguel Bombarda 54
70% Sold
14 units

Next Steps

FOR AN EFFECTIVE COLLABORATION

Next Steps



1 Define cooperation format.

AN IMPORTANT STEP TOWARDS A SUCCESSFUL PARTNERSHIP.

2 Detail project strategy.

GO DEEPER INTO THE CONCEPT, OBJECTIVES AND COMMERCIAL STAGES OF THE PROJECT.

3 Launch and Sales

STRONG INVESTMENT FOR INTERNATIONAL REACH.

Partnership Formats

Exclusivity on Used Market

6% + VAT

This is the commission charged by Portugal Sotheby's on individual properties, always working on an exclusive basis, as it is the one that guarantees the highest probability of sale.

Payment Terms

- Promissory Contract: 100%
- Public Deed: 0%

Duration

- 12-month contract (renewable for equal periods if pre-defined objectives are met)

Co-exclusivity

5% + VAT

Includes

- Allocation of 1 Project Manager

Payment Terms

- Promissory Contract: 70%
- Public Deed: 30%

Duration

- 6-month contract (renewable for equal periods if pre-defined objectives are met)

Palmela Villas