



# Promoting the best of Lisbon

Operating within the TEMPLE Group (a household name with 40 years of experience and expertise in the real estate market), LINCE Real Estate is a brand developed by Vasco Pereira Coutinho in 2015, focused in the upper segment of the real estate brokerage industry.

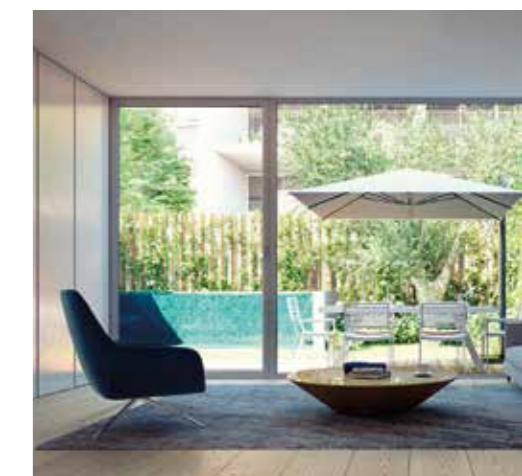
Having witnessed, since its first moments, an exponential growing path – a result of the dialogue developed with investors from countries such as China, Brazil, South Africa or Turkey – this is a company that swiftly understood the need to establish a strategic alliance with the right players. In this sense, LINCE Real Estate (exclusively dedicated to the housing segment) developed a partnership with Savills (focused on business real estate deals), promoting the strength of both brands in the upper-segment, notable for its heavy competitiveness.

On the other hand, and in order to provide “a very direct and customized relationship with every client, whether seller or buyer”, LINCE Real Estate consists of a team of 15 employees, coming from a wide range of backgrounds. One element they share, however, is a remarkable “demeanour and professionalism”, since one of this brand’s biggest aims is to fulfill the specific needs of both Portuguese and international clients, in an effort to develop authentic “ties of trust” with the people who request its services.

Although initially focused in advising and serving the international public, it is with enthusiasm that LINCE Real Estate has become aware of the growing percentage of Portuguese clients involved in their transactions. Such is, as a matter of fact, a sort of target Vasco Pereira Coutinho would like to “attract and value even

more”, in spite of the outstanding touristic impact the city of Lisbon has witnessed in recent years.

Finally, and in a reference to the aforementioned moment the capital is now experiencing, the businessman believes “it is fundamental that we maintain the attractiveness that this market has today”. More specifically, our interviewee praises the development of tax incentives for the execution of rehabilitation projects and underlines the importance of providing non-permanent resident special taxation conditions, while acknowledging, on the other hand, how such investments should not hinder the “architectural identity” of a truly unique city in the European landscape.



## Promover o melhor de Lisboa

Assistindo, desde a primeira hora, a uma exponencial rota de crescimento – fruto do diálogo desenvolvido junto de investidores oriundos de países como China, Brasil, África do Sul ou Turquia –, este é um projeto que compreendeu a necessidade de estabelecer uma aliança estratégica junto dos players certos. Foi, nesse sentido, com toda a naturalidade que a LINCE Real Estate (exclusivamente dedicada ao segmento da habitação) desenvolveu uma relação de parceria junto da Savills (focada, por seu turno, em negócios imobiliários de natureza comercial), promovendo a força de ambas as marcas num segmento alto, que se caracteriza pela sua particular competitividade.

Por outro lado, e mediante o objetivo de assegurar “um acompanhamento muito direto e personalizado ao cliente, seja ele um vendedor ou comprador”, a LINCE Real Estate é constituída por uma equipa de 15 colaboradores, oriundos dos mais diversos backgrounds. Comum a todos eles é, no entanto, a extraordinária “forma de estar e profissionalismo”, ou não fosse o desejo de atender às mais importantes necessidades do comprador português ou internacional a prioridade de uma marca que tem apostado no desenvolvimento de autênticos “laços de confiança” junto de quem lhe solicita o serviço.

Embora inicialmente vocacionada para aconselhar e servir o público internacional, é com entusiasmo que a LINCE

Real Estate tem verificado a crescente percentagem de portugueses englobados nas suas transações. Este constitui-se, efetivamente, como um tipo de cliente que Vasco Pereira Coutinho pretende “fidelizar e acarinhar mais ainda”, à margem do forte impacto turístico que a cidade de Lisboa tem vindo a presenciar ao longo dos últimos anos.

Por fim, e questionado precisamente sobre o atual momento que a capital atravessa, o empresário alerta que “é fundamental que se consiga manter a atratividade que este mercado tem hoje em dia”. Mais concretamente, o nosso entrevistado elogia a existência de incentivos fiscais para a execução de projetos de reabilitação e sublinha o papel de estatutos como o de Residente Não Habitual em Portugal, embora reconheça, por outro lado, a importância de estes investimentos não atentarem contra a “identidade arquitetónica” de uma cidade singular no panorama europeu.



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