

# PORTUGAL VANGUARD PROPERTIES

A unique luxury real estate developer that is exceeding its clients' expectations by turning lifestyles into art forms



In collaboration with **Newsweek**

# Find the home of your dreams in Portugal

**José Cardoso Botelho, CEO, Vanguard Properties,** introduces a developer that is creating innovative and exclusive lifestyle concepts



**Vanguard Properties is Portugal's largest luxury real estate developer, as well as being the most trusted and dynamic operator in the sector. Given your deep knowledge of the local market, could you explain why real estate has been a driving force of the Portuguese economy in recent years? What are some of the key ingredients that make the southern European country such a unique and desirable place to live?**

Since 2012, the outside world's image of Portugal has been changing and a few of its fabulous attributes are now well known, such as its warm climate, kind and hospitable people, gastronomy, fine infrastructures, quality of life and the security it offers, which is increasingly important today given global uncertainties. There are not that many countries in Europe or anywhere else with the competitive advantages that Portugal has. The capital Lisbon, for example, is extremely attractive, safe and secure. Plus, with the growth in tourism the country has experienced, the quality of its restaurants, hotels and real estate has also improved, with its cities becoming more fashionable and cosmopolitan. There's always a correlation between growth in tourism and investments.

On the other hand, it's not an expensive country to live in. Real estate is still considerably cheaper in comparison to much of Europe and Portuguese people welcome foreigners, which is not always the case in other countries. Most people I talk to say that they immediately feel at home and investors living in Portugal appear exceedingly happy to be here. I think these are the main reasons why Portugal continues to be a very attractive investment destination, with growing numbers of foreigners wanting to visit and live here. Together with the quality of the projects that Vanguard Properties is developing, it all adds up to an unbeatable package. To give you an idea of the increasing level of interest from investors at the moment, we have seen our best sales ever this year, despite the COVID-19 situation. And it's important to note that construction was not affected by the national lockdown that was imposed by the pandemic—it is one of the few sectors where it's been business as usual throughout 2020.

**Energy efficient designs and construction sustainability are becoming key requirements in property. Vanguard is renowned for the innovation and high-quality standards it brings to its development portfolio, which currently includes 18 residential and tourist projects sited in privileged locations in Lisbon, Oeiras, the Algarve and Comporta. What importance does Vanguard put on the sustainability of these real estate projects?**

In our core business values we promote both sustainability and art. Currently, three of our projects have been awarded BREEAM certificates. BREEAM is a world-leading sustainability certification scheme and our projects are the first in Portugal to achieve the necessary standards in their respective segments. We want

to be proactive and go above and beyond what the law requires. One example of this philosophy is our approach to our luxury seaside project in Comporta, part of the captivating, rural Alentejo region on Portugal's south-west coast. In November last year, we purchased two of the largest and best prime real estate plots of land in the area. It's an amazing place of outstanding natural beauty, which comprises 62 kilometers of pristine beach and a very-well protected environment that is certainly unique in Europe and probably worldwide. It is also extremely sensitive from an ecological point of view. At Vanguard, we are developing a pioneering and demanding sustainability program for the project with the help of a highly specialized team of international experts.

Our policy of sustainability at Comporta covers not only the resorts and natural environment but also the people living in the pre-existing community, who we care about and want to support as much as possible. So, we are going to develop schools, a lot of sports activities, amazing hotels, plus residential and healthcare services. Terras da Comporta will be the first project in Portugal that has been designed to be sustainable from scratch and global interest in it has been astonishing.

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I should stress that Vanguard's sustainability strategy goes beyond strictly environmental issues for every one of our developments. We think it's crucial to understand the impact that our buildings have on all the different stakeholders, including the local communities and our clients. That's why one of the main features that our buildings provide is outstanding amenities and services, including gyms, private pools, spas, business centers and 24-hour concierge services. That's also why we have site-specific art works by Portuguese artists in every building we develop.

Through touches like this we are, I think, improving the Portuguese real estate offering by meeting the requirements of our investors, particularly those from overseas who are used to the highest standards.

**Currently, 55 percent of the world's population lives in cities and it is predicted that this will reach 68 percent by 2050. To ensure our future urban living spaces are desirable and sustainable, smart building design and plan-**



**ning practices are being encouraged. What part do they play in Vanguard's developments?**

Our strategy is to employ technology and smart urban planning in all our projects. As I mentioned before, we have a strong policy on sustainability and as part of that we equip our buildings with the latest energy- and water-saving technologies. At the same time, we are aware of the wider impact our projects have on cities and communities, and so we work closely with our architects and urban planning departments to implement best practices toward sustainability.

Foz do Tejo, one of our projects near Lisbon that covers 32 hectares, is a good example. On this site, we are planning a \$280-million multipurpose development with apartments, villas and one plot for services, but 94 percent of the land will remain as parks and gardens that are open to the public. We will also almost certainly create co-working space either within the residential buildings or next to them, in what will be the first project of its type in Portugal. Some people have suggested that people will move away from cities as a result of COVID-19, but I'm not so sure about that. I believe that, when there are vaccines in circulation, people will forget about the pandemic quite quickly.

**Vanguard has recently capitalized on its extensive real estate experience and skills by launching property management and hospitality consulting services. What was the strategy behind this move?**

We had heard a few complaints from foreign real estate investors as they felt that there were not enough high-quality management and consulting services available in Portugal. We decided that it would be appropriate for us to offer these, in order to provide a more complete service for our customers. We have, therefore, set up a facility management company, UpStay, to maintain and guarantee the good performance and services of our buildings after construction. We have also created a partnership with Amazing Evolution, named Europe's leading boutique hotel operator at 2019's World Travel Awards. They will manage our hotels that are planned for our Comporta project, as well as those at Foz do Tejo and in the Algarve. They will also run our existing and future tourist and residential condominiums, and operate our concierge service. To further extend our service portfolio, we are in the process of acquiring a maintenance and gardening business, and have many partnerships with suppliers like chefs for preparing special meals at clients' homes, drivers and bodyguards.

**In 2020, Vanguard sold 40 percent of the 256 luxury apartments at its Bay-line beachfront development on the Algarve coast in just five months. What promotional tools have you used to help build your brand's success?**

We launched our brand in March 2017 and we feel very strongly about our



brand name—Vanguard—because it really does represent everything we stand for in terms of values. We have worked hard to promote the brand and also the products linked to it that are all of world-class quality. All our marketing has also been at the highest level and with a scope that is not usually seen in Portugal, which has had a tremendous impact on our results.

As well as promoting the brand in social, domestic and international media, we have invested more than €3 million into philanthropic activities over the last three years. For example, Vanguard is one of the three founders of the 42 Lisboa school, which leads the world in the provision of free computer science educa-

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tion. In terms of our philanthropic philosophy, we believe in the old Portuguese proverb: “Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.” At Vanguard Properties, we prefer to give people the skills they need to thrive and, therefore, 42 Lisboa fits our philosophy perfectly.

**Portugal launched its current Authorization for Residency Through Investment (ARI) program in October 2012. This Golden Visa scheme requires an investment in property of at least €500,000 and has attracted almost €5 billion to real estate purchases since its introduction. How stable and friendly is the country's environment for investments?**

We believe the Portuguese government is totally aware of how important this program is for the country's economy, specially in times like these.

More than ever, it's crucial to attract people and investment from outside Europe and this ARI program has proven it's efficiency over the past years. Most of our clients are investing outside of the Golden Visa program but, over time, we have seen some of our best customers applying for the scheme. It is becoming more popular, partly because of increasingly difficult situations in some of their countries of origin. The Portuguese government has also recently boosted its support to international investors in real estate by, for example, simplifying certain legal processes. In addition, the country is fiscally stable and taxes will not be rising in the near future. I am convinced that Portugal is in an ideal position to become the new Switzerland in terms of attracting capital, smart people, investment and new jobs.

# Landmark projects designed for unique lives

From iconic city condominiums to rural and seaside idylls, Vanguard Properties considers every element of each development in minute detail

## Luxury living in Lisbon

Bathed in over 300 days of sunshine a year, elegant, seductive, authentic and welcoming Lisbon is one of Europe's best capitals to visit or live in. Vanguard Properties' projects in the capital redefine the concept of luxury living, accentuate its incomparable beauty and natural light, while celebrating its lifestyle, traditions and the dynamism of its modern aesthetic.

2020's winner of the prestigious SIL Portuguese Property Awards for Best Real Estate Development and Best Urban Rehabilitation in housing is Castilho 203. The stunning condominium was decorated with these awards in recognition of its quality, sustainability and exclusivity; its privileged urban location next to Eduardo VII park, central Lisbon's largest green area; and its unique, uninterrupted views of the capital and Tagus River from suspended balconies, verandas, terraces and ample windows. Defined by innovative contemporary architecture, prime-quality materials and unrivalled finishing, Castilho 203's 14 floors contain just 19 two- and three-bed apartments and a penthouse that became Lisbon's most expensive flat when it was snapped up by footballing star Cristiano Ronaldo for €7.3 million in 2019. Castilho 203's position as a new benchmark for high-end living is cemented by the exceptional facilities available to residents, such as private parking, a wellness center, a spa, indoor and outdoor pools, a solarium, a cinema lounge and concierge services.

As Castilho 203 nears completion, Vanguard is now creating another exclusive and unique residential icon in Lisbon: Infinity. This magnificent,

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superbly designed tower project is set to transform the city's skyline and will be home to 195 spacious apartments ranging from studios to six-room duplexes. From its 26 floors, Infinity's residents will enjoy a vision of Lisbon that no one else has ever experienced, with breathtaking panoramic views over neighboring Monsanto National Park's 980 hectares of forest, as well as the city and its majestic river. Located within easy access of the city's best transport links, including its airport, the emblematic Infinity will offer a holistic concept of the ultimate in sophisticated luxury living.



Terras da Comporta is a pioneering sustainable community

## Comporta: the Hamptons of Europe

Just over an hour's drive from Lisbon along the stunning Atlantic coast lies an idyllic paradise: Comporta. It's a gloriously tranquil oasis in the Alentejo region that contains a unique ecosystem with fabulous golden-duned beaches, blue seas enjoyed by dolphins, traditional white-washed farming and fishing villages, wildflower meadows and pine forests.

Under the diligent care of Vanguard are two of the most magnificent plots on Comporta's beautiful coast. Covering 1,386 hectares, these will host a €2.3-billion project that many are calling the Hamptons of Europe: Terras da Comporta, which will combine hotels, residential real estate, services, culture and

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sporting facilities. While the project boasts all the creativity and quality expected from Vanguard, sustainability is its cornerstone and an expert supervisory group has been established to ensure the preservation of the pristine natural environment. Work on the development's first stage has begun. The hotly anticipated 365-hectare Torre—Terras da Comporta will encompass 245 plots for detached homes, three tourist villages with 442 luxury accommodation units, two hotels managed by leading international names and an 18-hole golf course. In line with Vanguard's commitment to minimizing its impact on the environment, Torre's development will be dispersed and no building will exceed four floors.

Those seeking complete emersion in nature should look no further than Muda Reserve, a mere 5 kilometers inland from Alentejo's beaches. In unspoiled rural splendor, Vanguard has designed an entirely new concept of private-estate living that revolves around a village, Aldeia da Muda, which has been inspired by traditional regional architecture but provides all the comforts and support services a small, modern community needs. Surrounding this hub are spacious, fully infrastructured and extremely private plots for 50 village farms on which you can build your 500-square-meter dream home, either with the help of Vanguard's portfolio of renowned architects or to your own specifications. Launched in 2019, these innovative farms are in significant demand with over half having been sold already. 80 percent of these have attracted international buyers, particularly from the U.S.



Muda Reserve offers the embrace of nature

## Secret gems on the Algarve coast

The sun-drenched Algarve with its awe-inspiring beaches, picturesque fishing towns, enviable quality of life and proximity to an airport is one of the highest-ranked European destinations for North Americans to live in. As a result, desirable properties are hard to find, but there are still a few top-quality resorts to be discovered, including two gems created by Vanguard.

White Shell won both the Best Real Estate Development in Tourism and the Best Sustainable and Energy Efficiency Construction trophies at 2020's SIL Portuguese Property Awards. This luxury, eco-friendly tourist resort is in the relaxed 16th-century Senhora da Rocha, famous for its wine, pottery and beaches lapped by calm seas, as well as the award-winning restaurants and golf courses nearby. The car-free resort contains 55 high-end villas and apartments that are grouped around extensive green areas and luxurious amenities, such as indoor and outdoor pools, a spa and gym, multi-sport fields and courts, concierge services and underground parking. White Shell's construction, decoration, materials and landscaping have all been considered to the smallest detail in order to provide maximum comfort and quality, while also meeting best global practices for sustainability and energy efficiency. Vanguard's successful achievement of this is evidenced by BREEAM's certification of the resort.

A short distance away in the village of Armação de Pêra is another of Vanguard's BREEAM-certified projects: Bayline, a stand-out development that offers one of your last opportunities to buy a new home on the Algarve seaford with direct beach access—in this case, 6 kilometers of unspoiled golden sands. The gated condominium with 256 apartments will enjoy an unparalleled loca-

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tion at the harmonious confluence of the blue Praia Grande ocean bay, Lagoa dos Salgados lagoon and the green countryside—an environment that attracts a fascinating cornucopia of marine life and birds. With its light and airy architecture, large landscaped gardens, numerous amenities and expansive vistas from all apartments, Bayline has been carefully designed to instill calm and wellbeing. The exclusive condominium will be completed next year and it's no surprise that its remarkable apartments are quickly finding purchasers.



White Shell is a secret world of eco-friendly luxury



Bayline is your opportunity to experience beachfront living



Infinity will bring its residents a lifestyle beyond dreams

# Inspired by the environment, art and local communities

Vanguard Properties' groundbreaking philosophies are redefining the role of a world-class real estate developer in the 21st century

Vanguard Properties swept the board at this year's premier industry event, the SIL Portuguese Property Awards 2020, winning the top honors in all four categories that it entered. Key to the developer's success is that its inspiring projects are designed to leave a positive mark on the places and communities in which they are built, as well as on their residents.

### Grounded in sustainability

Acutely aware of the impact that its activity as a real estate developer could have on the stunning natural environments it selects for its projects, Vanguard is committed to the highest levels of sustainability that go well beyond the standards of most others in the sector. In line with this philosophy, it has become one of the first Portuguese developers to gain certification from BREEAM, the internationally respected independent construction project sustainability evaluation system. This prestigious system assesses developments in terms of sustainability management, pollution, transport, energy, waste, water, health and wellbeing, innovation, territory and raw materials—extensive hurdles that have been met by three of Vanguard's projects to date: Bayline, White Shell and Infinity.

A good illustration of Vanguard's respect for the environment is its approach to its Comporta developments in a coastal area with substantial natural assets, such as Sado Estuary with its dunes, dolphins, salt marshes and migratory birds. In a Portuguese first, environmental experts will oversee Vanguard's sustainability strategy for the project that sees environmental protection and enhancement cutting across all aspects of the site, from minimizing its footprint to sustainable economic exploitation, preserving the marine and terrestrial environment, promoting the region's natural capital and contributing to its development. Concrete examples of initiatives that will be employed at Comporta include the use of sustainable, recycled local materials and renewable energy sources wherever possible, the building of a state-of-the-art wastewater treatment station to provide water for irrigation, and ensuring that the construction and design of the project integrates seamlessly into the unique natural landscape.

### Vanguard sees the bigger picture

An important way in which the developer enriches the living experiences of residents in all of its projects is by incorporating works by notable Portuguese contemporary artists into their shared areas. Much of this art is site specific, such as the compelling piece dominating the lobby of Castilho 203 in Lisbon that was created by José Pedro Croft, a leading artist who represented Portugal at the Venice Biennale in 2017. In another example, Vanguard commissioned



ceramicist Anna Westerlund to produce a series of works for White Shell that is inspired by the seaside condominium's ravishing Algarve surroundings. The developer is taking its focus on art even further at Comporta, where it intends to establish a permanent cultural space as well as high-profile annual art events that will showcase both local and big-name international visual artists, architects, designers and curators.

### Immersed in local society

Vanguard's innovative embrace of the arts is part of a much wider policy toward sponsorships and philanthropy that reflects a deep sense of social responsibility for its local communities. In the sporting arena, the developer sponsors major tennis events like the Millennium Estoril and Challenger Lisboa Belém Opens, but it has also set up Vanguard Stars, a successful professional program dedicated to junior tennis talent. To encourage the advance of the next generation of computer stars, on the other hand, Vanguard donated €1.25 million when becoming the patron founder of École 42 Lisboa. This revolutionary school provides free education and is widely considered to be the best programming school in the world.

A keen advocate of local and circular economies, the real estate firm is a

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vital job creator, both through its purchasing protocols that promote regional goods and services, and through its direct employment of a large number of people from its communities. Its support extends to housing some of those employees and creating other community infrastructure: 400 homes will be built for workers at Comporta and it has even taken the unusual step of including a \$750,000 chapel for the local population and residents in its investment plans for the new village at Muda Reserve.

As a major investor in Comporta, the developer will also support the construction of schools and healthcare units in the region and has strengthened the local tackling of COVID-19 by supplying health authorities with a digital portable x-ray machine and an all-purpose vehicle for medical teams. In this, as in all of its activities, Vanguard is redefining the role of a world-class real estate developer in the 21st century.

# Creating distinct homes that all offer an exceptional experience

The company's individual projects are very different, but they share Vanguard Properties' signature stamp of excellence in their location, design, architecture, amenities, sustainability and vision.



### Founded in 2017

Vanguard has quickly become the leading Portuguese developer



### Privileged locations

Lisbon, Oeiras, Algarve and Comporta



### 4 awards

SIL Portuguese Property Awards 2020



### Project portfolio

18 urban and tourist projects



### Construction area

880,000 m<sup>2</sup>



### Total investment

Over €920 million

### Lisbon



A masterpiece of exclusivity

### Comporta



A benchmark for sustainable coastal development

### Algarve



Award-winning eco-friendly seaside resort

### INFINITY

living beyond

Living beyond dreams



Village farms embraced by nature

### BAYLINE

BEACHFRONT LIVING

The ultimate in beachfront living



## INSPIRED BY ART, DESIGNED FOR LIVING.

*Vanguard Properties is a unique real estate developer, like the art that inspires it. Our nature is based on a structure of values that favours creativity, innovation, quality, detail and sustainability. We look at real estate as a creative industry in which disciplines such as architecture, design, lifestyle and art itself strive towards a common purpose - to exceed the expectations of our clients. Welcome to your home.*