

For immediate release

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P R E S S R E L E A S E

BRAND NEW CONCEPT IN RESORT PROPERTY FOR PORTUGAL

A new real estate concept has been launched to focus on the niche in the market to sell previously owned resort properties. Independent from the developers Resort Resales Algarve is the only service of its kind dedicated to assisting clients buy and sell resort resale property only.

The first office has been set up in Praia da Luz with plans to open offices throughout the Algarve and on the Silver Coast. Offering a one-stop shop these agents will provide sound, impartial advice to their clients enabling any prospective purchaser to compare the varying types of property across all the prime resorts in the Western Algarve, either at the office in Praia da Luz or on their web site www.resortresalesalgarve.com.

Sales personnel will specialise solely in resort resales and all have previous experience in selling and advising on resort property.

Property listings will be generated from the consistent churn of owners either selling to move off resort, those upgrading to larger homes or empty nesters looking for smaller properties.

The Western Algarve holiday home market splits into two key areas, independent properties and resort properties dominated in the West by the likes of the Oceanico Group, the Vigia Group, Jones Homes Portugal and Almaverde Village and Spa. Many of these resorts predominantly sell to the British and Irish markets. They all have a clear sales strategy that does not focus on resale homes primarily due to profit margins.

When a resort is launched the first properties are built at its very heart in prime positions usually around any facilities. The best plots are almost always sold first and this means as a resort evolves the most attractive homes are frequently those on the resale market.

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There are many reasons why people buy a resale property on a resort rather than opt for the off plan option or brand new. Sometimes it's simply because they just don't want to wait before they can enjoy a new home others just don't want to live amongst construction dust and noise. When a resort resale home is sold on, it is normally at a premium however people are prepared to pay when they want the best.

Some of the older properties may not be as well maintained but if they are in great locations they will offer fantastic investment potential. A resort home in a completed area means it will have a more mature setting with little or no construction around it, giving it that instant and all important holiday letting appeal.

The concept of a resort resales specialist has been well received by homeowners and Developers alike. Almost all of the top resorts in the Western Algarve have acknowledged the idea and the need for this service, most notably the Oceanico Group who have appointed Resort Resales Algarve their preferred resale partner.

Director of Resort Resales Algarve, David Westmoreland explains, "Many buyers very often suffer from a lack of clarity when selecting the right property. This is generally compounded by too much window-shopping in addition to connecting and liaising with excessive numbers of resorts and agents. We know all the resorts in the Western Algarve, their property types and specifications. We will listen to client's requirements and produce a balanced selection of options, which meet their buying criteria and budget. Knowledge is the key to buying successfully in order to secure the best property possible. Our unique one-stop service provides everything you need as a buyer or seller of resort homes."

Oceanico Group Sales Manager, Mark Ottaway comments, "To assist owners who choose to upgrade to larger homes and want to sell their existing properties, we have appointed Resort Resales Algarve as our real estate agency partner. The opportunity for us to appoint a preferred resale agent, who we trust, will allow buyers a better chance to secure a resale property in an excellent location on one of their favourite Oceanico developments in the region. It will also ensure owners have an all important exit strategy to realise their investment not just now but in the future."

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Resort Resales Algarve currently have homes available for sale at Almaverde Village and Spa, Boavista Golf Resort, Estrela da Luz, Vila Baia, Jardim da Meia Praia, Parque da Floresta, The View and Quinta da Fortaleza. To view the resale properties or to list your home for sale telephone 00351 282 77 11 33, email sales@resortresalesalgarve.com or check their web site www.resortresalesalgarve.com

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**Images available on request
Client case studies also available for lifestyle stories.**

For further media information, contact Melanie Down at MDM Consultants

Tel: 00351 914 375 707 Email: melaniedown@mdm-consultants.com.