

FÓRUM
IMOBILIÁRIO
PORTUGAL · 2026

PRESS KIT

FÓRUM IMOBILIÁRIO 2026

*Four cities. One national conversation.
The future of real estate starts together.*

NOVEMBER 2026 · PORTUGAL

APMLS · SyncMLS

01 / VISION

A national conversation about the future of real estate

Fórum Imobiliário 2026 is a national initiative created to bring together professionals, leaders, associations, partners and media around the challenges that define the sector's next cycle.

The event is not presented as a technology launch. Technology appears as the infrastructure that makes new practices of collaboration, information sharing and transparency possible. The story centres on people, rules, trust and the evolution of the service provided to consumers.

“ *Four cities. One shared vision. An invitation for the sector to take part in the change.* ”

CONTEXT

APMLS takes institutional leadership and promotes a conversation built with the sector. SyncMLS is presented as the founding platform and technology support for the vision, without taking centre stage.

This positioning allows real estate agents, brokers, investors, developers, public bodies, journalists and partners to see the Forum as common ground, and not as a commercial action aimed only at users of one technology.

02 / NATIONAL TOUR

November 2026

LISBON	03 NOV	Tuesday
ALBUFEIRA	05 NOV	Thursday
COIMBRA	10 NOV	Tuesday
PORTO	25 NOV	Wednesday

Venues and times for each event will be published once confirmed.

OBJECTIVES

- Create a national conversation about collaboration, transparency and professionalisation.
- Explain the MLS model in a context relevant to Portugal.
- Present the associative mission of APMLS and invite the sector to take part.
- Show how data, rules and technology can serve better practice.
- Build connections between professionals, leaders, media and institutional partners.

PRIORITY AUDIENCES

Real estate agents, brokers and directors, investors and developers, coaches and opinion leaders, associations and institutional bodies, journalists and specialist media, service and technology partners.

03 / KEY MESSAGES

What we want Portugal to understand

1

MLS is a model of cooperation

More than a tool, it represents common rules, structured information, accountability and a culture of collaboration between professionals.

2

The transformation belongs to the sector

APMLS was designed to involve professionals in defining principles, standards and best practice suited to the Portuguese reality.

3

Technology must serve trust

SyncMLS provides the infrastructure needed for collaboration, information and efficiency to translate into a better experience for professionals and consumers.

4

Portugal can lead in Europe

The combination of vision, associations, rules and technology gives Portugal the opportunity to become a European benchmark in the modernisation of real estate.

EDITORIAL TONE

Confident, inclusive, institutional, mobilising and future-focused. Avoid presenting the Forum as a technology fair, a software demonstration or an event exclusive to a single brand.

04 / EDITORIAL PROGRAMME

An agenda to spark reflection and action

The state of real estate

Challenges that hold back trust, efficiency and growth in the sector.

Portugal meets MLS

Lessons from collaborative markets and an explanation of the model in a national context.

APMLS: rules built by the sector

Institutional vision, associative model and ways to take part.

People, practice and the future

Coaches' and leaders' perspectives on culture, service, ethics and innovation.

Round table: GDPR, competition and real estate law

In the afternoon, lawyers specialising in GDPR, competition law (Portuguese Competition Authority) and real estate law.

Open debate and networking

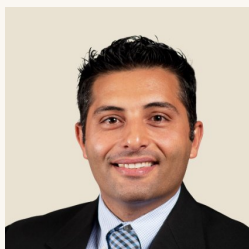
Questions, connections and next steps in each city.

NOTE FOR MEDIA

The final programme, venues, times, speakers, coaches, biographies and official photographs will be added to this press kit as they are confirmed.

05 / SPEAKERS AND TRAINERS

Confirmed speakers and trainers



Sérgio Juvêncio

PRESIDENT OF APMLS

President of APMLS. He has more than 20 years' experience in the United States real estate market, where he worked closely with MLS systems and models of collaboration between professionals.



Marina Ferreira

TRAINER

“Ethics and Professional Excellence”

Business coach and trainer with more than 20 years in real estate and over 20,000 hours of consulting and mentoring. Founder of Marina Ferreira Coaching and LEVEL UP Academy, she is a CRS and NAR instructor in Portugal and teaches at IPAM.

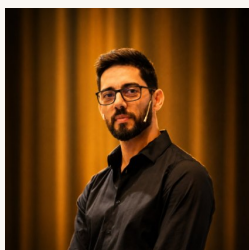


Vítor Neves

TRAINER

“Professionalism and Differentiation in Real Estate Brokerage”

Coach, NLP Master Practitioner and trainer specialising in real estate, with more than 30 years' experience. Certified CRS course instructor in Portugal since 2010, CMVM-certified property valuer and lecturer at ISCAC, ESAI and IPAM.



Augusto Pinheiro

TRAINER

“Marketing, communication and artificial intelligence”

Real estate trainer focused on marketing, communication and the practical use of artificial intelligence and technology. In his training sessions he turns tools and concepts into concrete actions that professionals can build into their day-to-day work to improve their results.