

FÓRUM
IMOBILIÁRIO
PORTUGAL · 2026

PRESS RELEASE

FÓRUM IMOBILIÁRIO 2026

*A national tour on collaboration,
trust and the future of the sector.*

NOVEMBER 2026 · PORTUGAL

APMLS · SyncMLS

PRESS RELEASE

Fórum Imobiliário 2026 brings a national conversation on the future of the sector to Lisbon, Coimbra, the Algarve and Porto

Free event, with registration required, brings together professionals, leaders, associations, partners and media throughout November.

PORTUGAL, 2026 – Fórum Imobiliário 2026 will visit four Portuguese cities in November to put the issues that will shape the future of real estate at the centre of the debate: collaboration, transparency, trust, professionalisation and the responsible use of information.

The national tour stops in Lisbon on 3 November, Albufeira on 5 November, Coimbra on 10 November and Porto on 25 November. Attendance is free, subject to registration and seat availability.

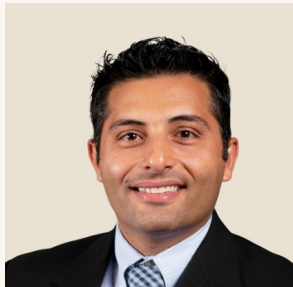
More than presenting technology, the Forum aims to involve the whole sector in a discussion about the practices, rules and infrastructure needed to raise the experience of professionals and consumers in Portugal.

“ *Portuguese real estate does not just need new tools. It needs a shared vision, clear rules and a culture of collaboration that turns information into trust.* ”

APMLS leads the institutional and associative side of the initiative. SyncMLS takes part as founding platform and technology partner, showing how modern infrastructure can serve goals defined by the sector itself.

The programme includes an analysis of the market's current challenges, an explanation of the MLS model, international best practice, the presentation of the APMLS vision, conversations with coaches and leaders, a round table with lawyers specialising in GDPR, competition law (Portuguese Competition Authority) and real estate law, an open debate and networking.

SPEAKERS AND TRAINERS



Sérgio Juvêncio

PRESIDENT OF APMLS



Marina Ferreira

TRAINER

*Ethics and Professional
Excellence*



Vítor Neves

TRAINER

*Professionalism and
Differentiation in Real
Estate Brokerage*



**Augusto
Pinheirinho**

TRAINER

*Marketing, communication
and artificial intelligence*

ROUND TABLE · IN THE AFTERNOON

Round table with specialist lawyers

In the afternoon, a round table brings together lawyers specialising in GDPR, competition law (Portuguese Competition Authority) and real estate law.

DATES

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

Venues, times and the detailed programme will be announced on Fórum Imobiliário's official channels.

ABOUT FÓRUM IMOBILIÁRIO

Fórum Imobiliário is a national initiative designed to bring the sector together around a more collaborative, transparent and professional vision of the market. In 2026 it holds four in-person events in Portugal.

ABOUT APMLS

APMLS is the Portuguese association dedicated to developing principles, rules and best practice for an MLS ecosystem adapted to the national market.

ABOUT SYNCMLS

SyncMLS is the technology infrastructure designed to support collaboration, information management and new standards of service in the real estate sector.

PRESS CONTACT

Contact, e-mail and phone number to be confirmed before public distribution.