

NEW-BUILD MARKET, ONE CONCELHO

Vila do Exemplo

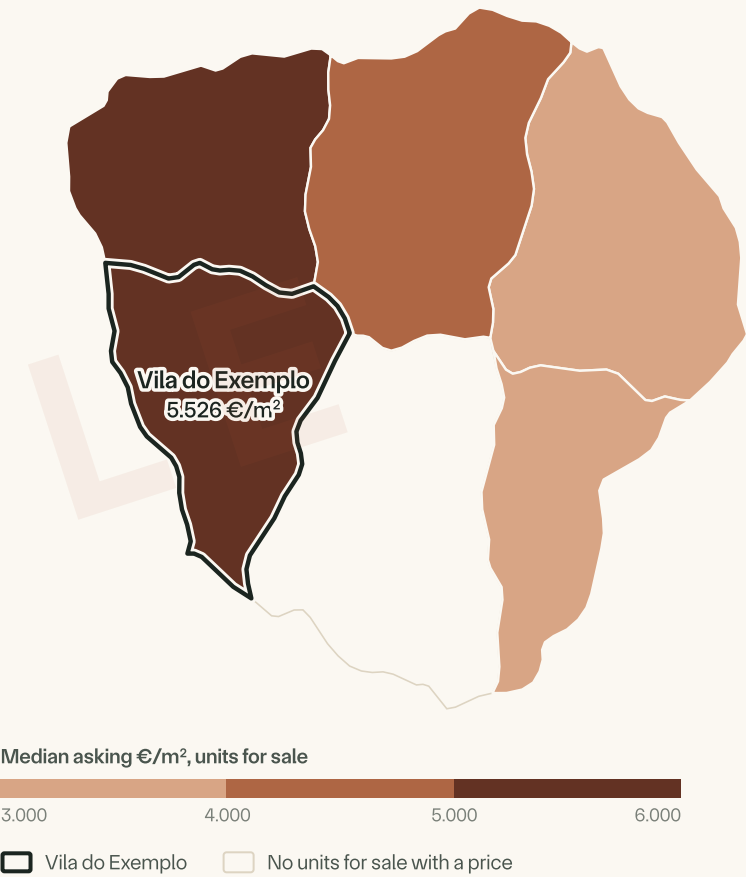
Litoral do Exemplo district · 8 developments · coverage since 11 May 2026

Vila do Exemplo asks a median 5.526 €/m², 37% above the rest of its district, for rooms of district size. 57,4% of its 277 new-build units are sold or reserved and 118 are for sale.

Data as of 22 Sep 2026. For developers and investors deciding about Vila do Exemplo.

Order this report for any concelho

Exhibit 1 Median asking €/m², Litoral do Exemplo by concelho



277

new-build units
in 8 developments

57,4%

sold or reserved
130 sold, 29 reserved

118

units for sale
48 in developments new since coverage
began

5.526 €/m²

median asking, units for sale
n=118

Vila do Exemplo asks a median 5.526 €/m², 37% above the rest of its district, for rooms of district size. 57,4% of its 277 new-build units are sold or reserved and 118 are for sale.

277  new-build units in 8 developments	57,4%  sold or reserved 130 sold, 29 reserved	5.526 €/m²  median asking, units for sale 37% above the district median, n=118	14  units with a net price cut since 11 May; 6 raised
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Key findings

- 1

Every typology asks about a third more than the rest of the district.

T1 to T4 ask 30% to 33% above the district median. Units for sale ask a median 5.526 €/m² against 4.030 €/m² in the rest of the district.

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- 2

The premium does not buy bigger rooms.

The median T2 living room is 23,2 m² against 21,9 m² in the district. T1 and T3 living rooms sit within 2% of the district median.

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The large developments have sold. The small ones hold their stock.

Developments of 60 units or more are 72% sold or reserved. Developments under 10 units and of 10 to 29 units are both 29% sold or reserved.

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Price cuts are all in T2 and T3.

14 units have a net cut since 11 May 2026, with a median cut of 5,2%. T2 has 8 of them and T3 has 6.

p. 8
- 5

A pre-launch development will add to the stock for sale.

Praça Serena has 22 units, 18 of them for sale at a median 5.932 €/m², above the concelho median of 5.526 €/m².

p. 10

What this means for developers and investors

Supply. A developer entering now competes with 118 units for sale, plus the 18 at Praça Serena before it launches. An investor is buying into a market that is 57,4% sold or reserved, with the large developments furthest along.

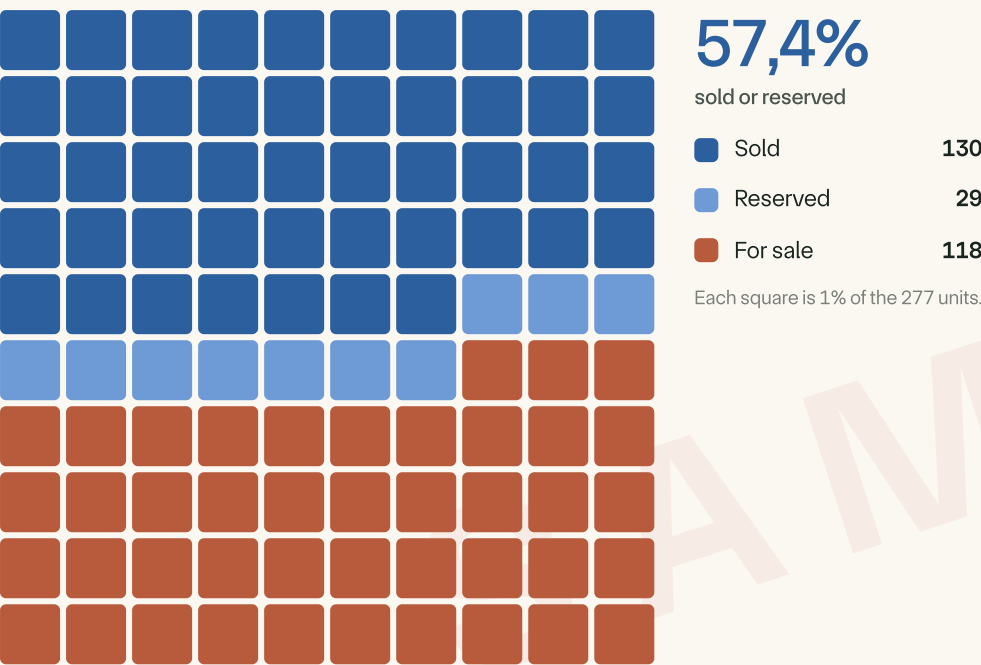
Price. An investor pays about a third over the district for a similar room program, so the case rests on location. A developer pricing a T4 at the concelho median of 4.968 €/m² is still 31% above the district.

Product. Room sizes match the district, so a developer can win on program: a larger T2 living room would stand out here. An investor should check that a unit's rooms justify the premium, because the typical unit's do not.

What to check. Get parking in writing: 84% of available units have a space where it is known. Check each asking price against the district figures in this report, since 14 units have already cut theirs.

 The large developments are mostly sold; the small ones still hold most of their stock.

 **Exhibit 2** Every unit, by status one square per 1%



Status as of 22 Sep 2026. Sold includes listings withdrawn after they left the market.

So what

The two developments of 60 units or more are 72% sold or reserved. The developments under 30 units still hold most of their stock, and a developer planning a small project here competes with them first.

 **Exhibit 3** Developments by share sold or reserved n=8

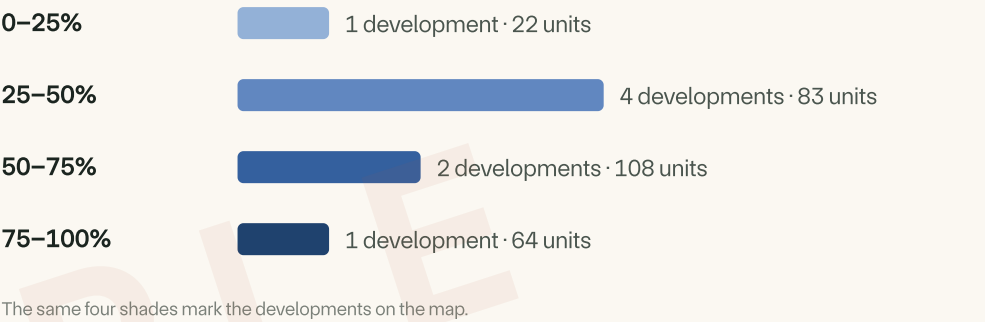


 **Exhibit 4** Stock by development size

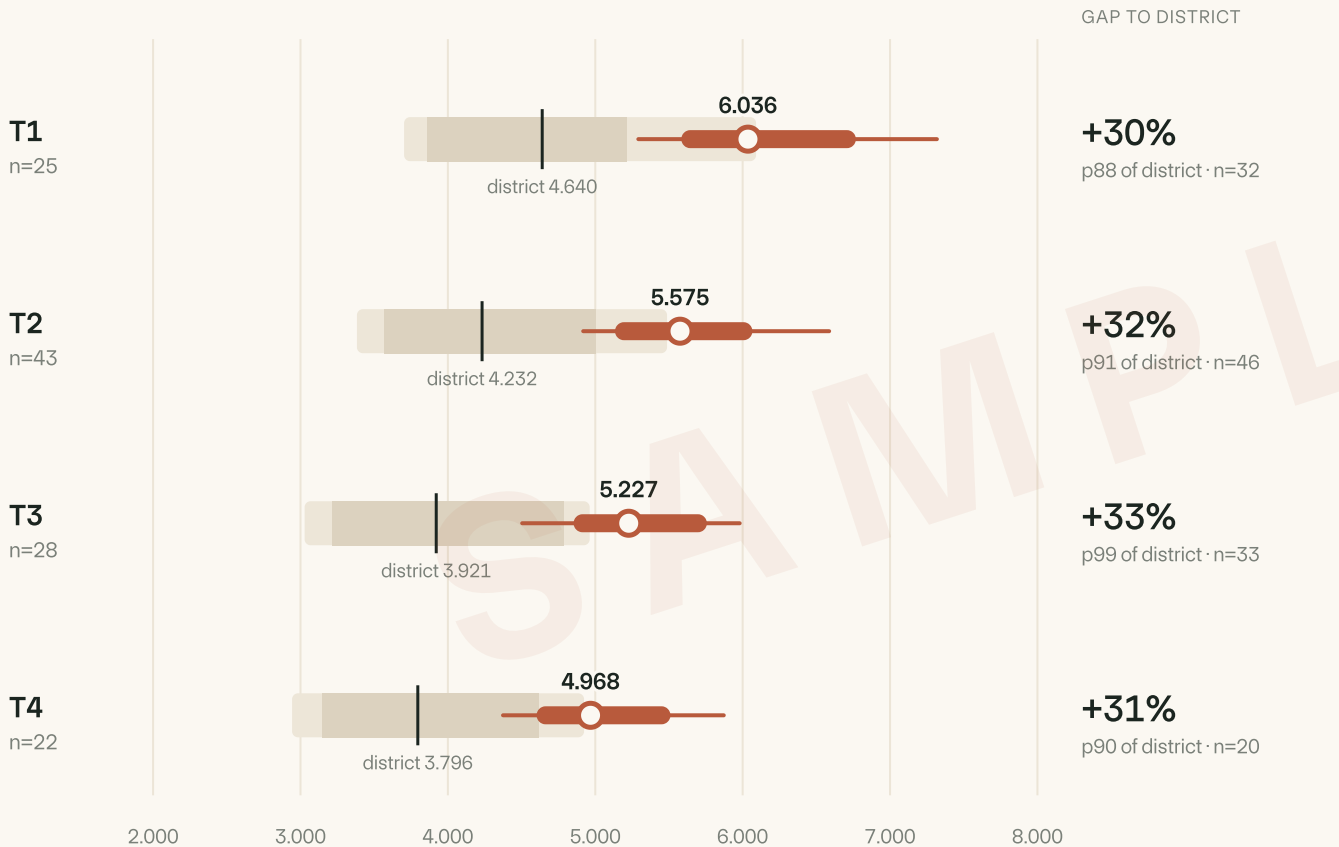
SIZE	DEVEL.	UNITS	FOR SALE	SOLD OR RESERVED
Under 10 units	2	17	12	29%
10–29 units	2	48	34	29%
30–59 units	2	86	37	57%
60 units or more	2	126	35	72%

48
units in 2 developments new since coverage began

The premium is about the same in every typology, which points to location, not product.

Exhibit 5 Asking €/m² of units for sale by typology, Vila do Exemplo over the rest of the Litoral do Exemplo district

shared scale



5.526 €/m²

median asking price of the 118 units for sale with a price

So what

The premium is the same across typologies, 30% to 33%. That points to location rather than product, since the rooms are district-sized.

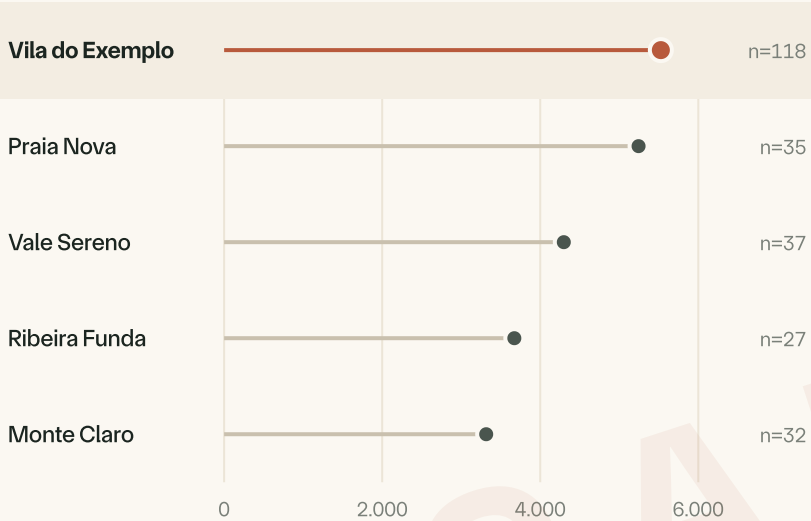
A developer can price a T4 at the concelho median of 4.968 €/m² and still sit 31% above the district. For an investor, Praia Nova at 5.244 €/m² is the nearest comparison in the district.

○ Median here ■ Middle half here (25th to 75th) — 10th to 90th ■ District middle half | District median

Terracotta: Vila do Exemplo middle half (bar), 10th to 90th (line), median (ring). Grey: the rest of the Litoral do Exemplo district, Vila do Exemplo excluded, dark tick at the median. n counts units for sale with a price; below 5 only the median shows and the comparison is withheld.

📍 No other concelho in the district asks more; Praia Nova comes closest at 5.244 €/m².

📍 Exhibit 6 Median asking €/m² of units for sale, every concelho with stock for sale



📄 Exhibit 7 Asking prices by typology, detail

TYPE	FOR SALE	MEDIAN €/M²	MEDIAN PRICE	MEDIAN AREA	DISTRICT	GAP
T1	25	6.036	356 k€	59,1 m²	4.640 (n=32)	+30%
T2	43	5.575	487 k€	89,6 m²	4.232 (n=46)	+32%
T3	28	5.227	650 k€	125,2 m²	3.921 (n=33)	+33%
T4	22	4.968	843 k€	168 m²	3.796 (n=20)	+31%

Median price and area over units for sale. District: the rest of the Litoral do Exemplo district, median and n.

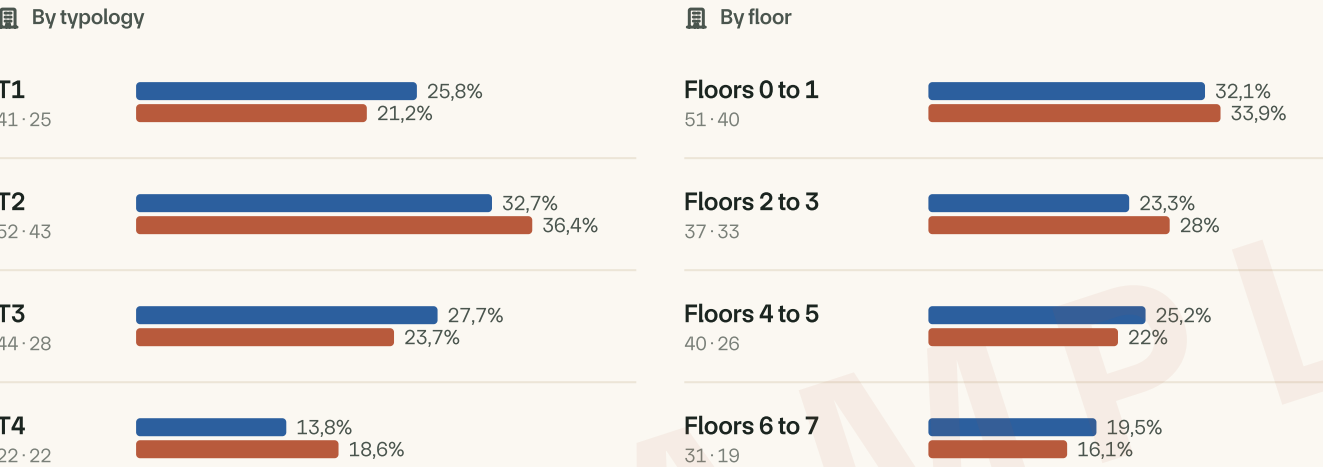
+37%
median asking price against the rest of the Litoral do Exemplo district (4.030 €/m², n=131)

4 of 4
typologies ask above the district median

n counts units for sale with an asking price.

🔑 Buyers have not picked one product; T2 leads both what has gone and what is left.

🔑 Exhibit 8 Share of each side: sold-or-reserved stock against available stock 159 against 118 units



So what

Buyers have not picked one product. Sold-or-reserved units have a median 96 m² and available units 98,4 m², and T2 leads both sides.

What remains is not leftover stock. It is the same product at a lower median asking price, 5.526 €/m² against 5.773 €/m² last asked for sold-or-reserved units.

98,4 m²

median size available (n=118), against 96 m² sold or reserved (n=159)

5.526 €/m²

median asking available (n=118), against 5.773 €/m² last asked for sold or reserved (n=117)

59%

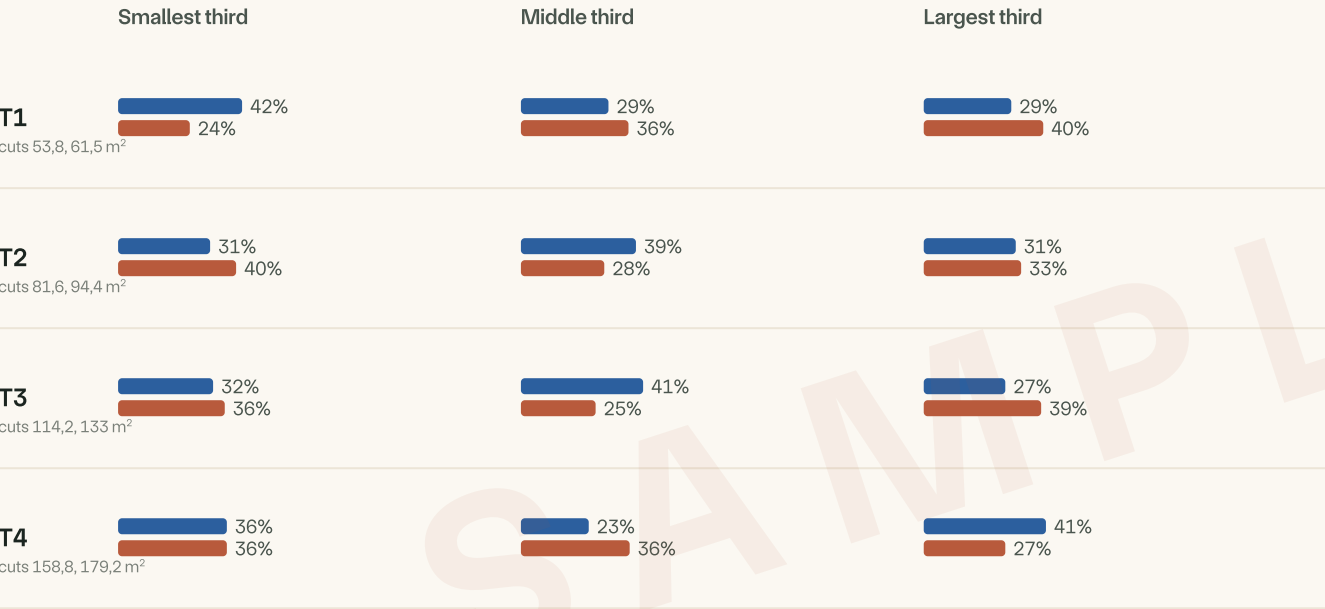
of available units have recorded outdoor space, against 63% of sold or reserved

Sold-or-reserved stock Available stock

Each colour adds up to 100% across a panel. The make-up of the two stocks, not how long a unit took to sell.

 Small T1s lead what has gone, with the smallest third at 41,5% of sold-or-reserved T1s.

 **Exhibit 9** Share of each side by size third, within each typology



84%

of available units have parking where it is known (n=118), against 87% sold or reserved (n=159)

 Sold-or-reserved stock  Available stock

Units of a typology split into thirds by area, the same cut-offs for both sides; each colour adds up to 100% along a row.

 Buyers have room to negotiate on T2 and T3, where all 14 price cuts sit.

14  units with a net cut in 4 developments	-5,2%  median net cut n=14	6  units with a net rise median +3,3%, n=6	134 days in the window 11 May 2026 to 22 Sep 2026
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 **Exhibit 10** Net cuts and rises by typology

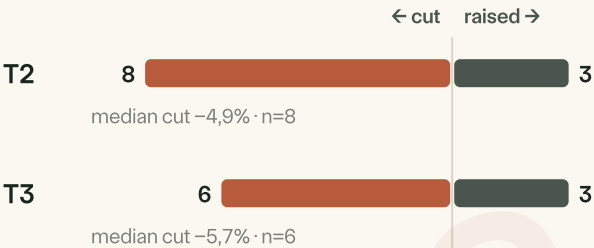
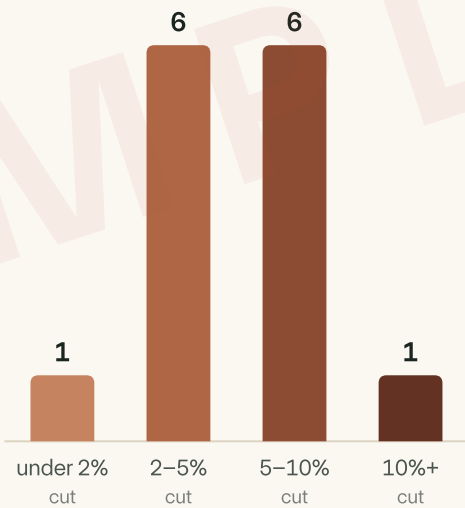


 **Exhibit 11** How deep the cuts go n=14



So what

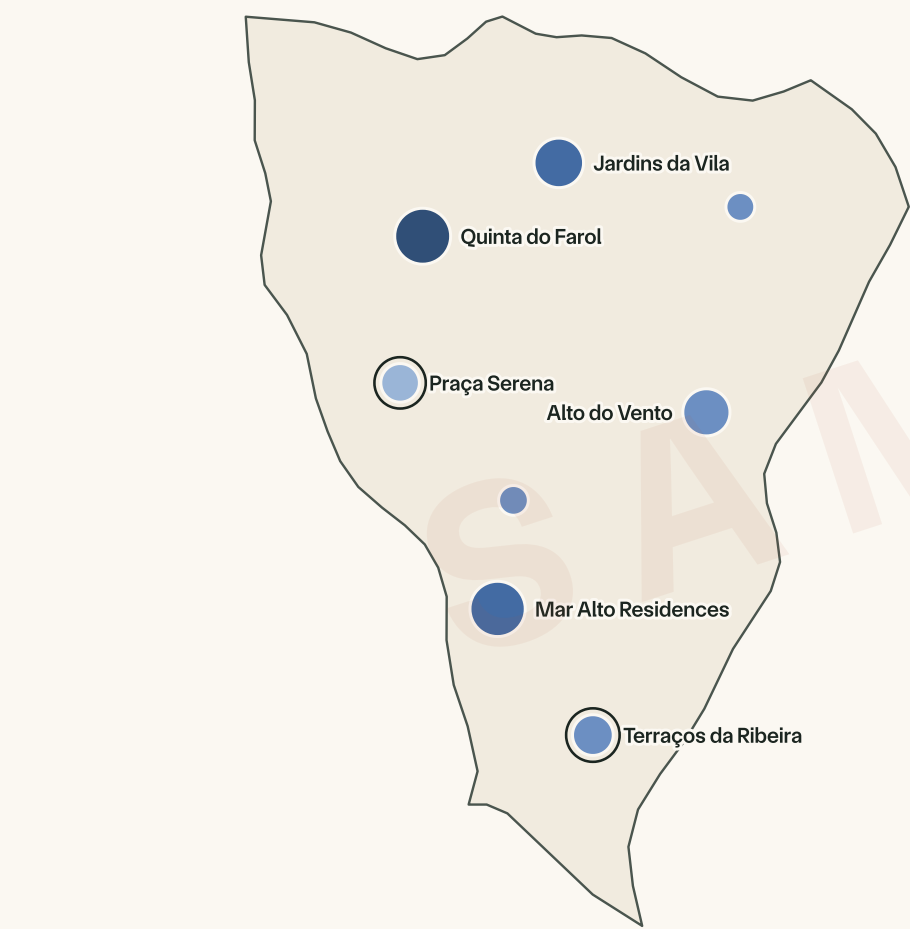
Cuts sit in T2 and T3 and run a median 5,2%. An investor buying one of these can open about 5% below asking with evidence behind it. A developer launching T2s should price with that discount in mind.

One net move per unit, first recorded asking price to current; reversals netted out.

📍

Quinta do Farol is 81% sold or reserved, the benchmark a new launch here faces.

📍 **Exhibit 12** Developments sized by units, shaded by share sold or reserved



Sold or reserved 0–25% 25–50% 50–75% 75–100%

64 units and 6 units New since coverage began

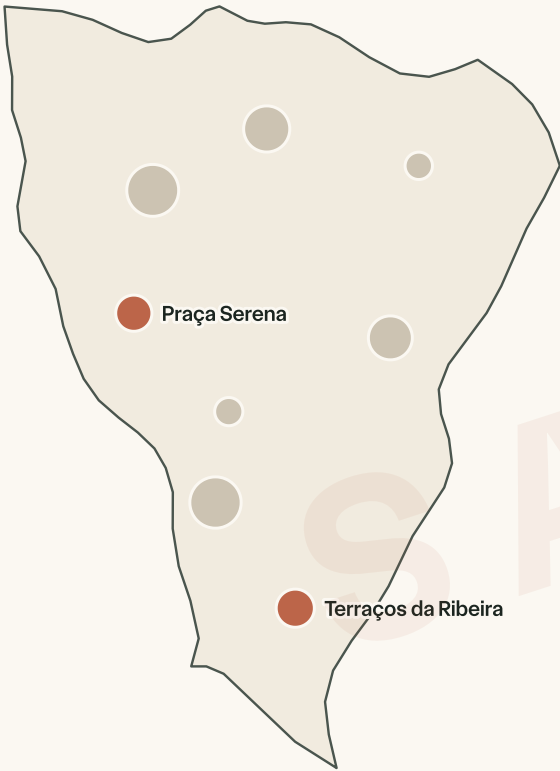
📄 **Exhibit 13** The largest developments

DEVELOPMENT	UNITS	SOLD OR RES.	€/M²
Quinta do Farol	64	81%	5.597 n=12
Mar Alto Residences	62	63%	6.329 n=23
Jardins da Vila	46	70%	5.068 n=14
Alto do Vento	40	43%	4.919 n=23
Terraços da Ribeira NEW	26	39%	5.404 n=16
Praça Serena NEW	22	18%	5.932 n=18

2 smaller developments: 17 units, 12 for sale.

 One of the two new developments is still pre-launch, so more stock is on its way.

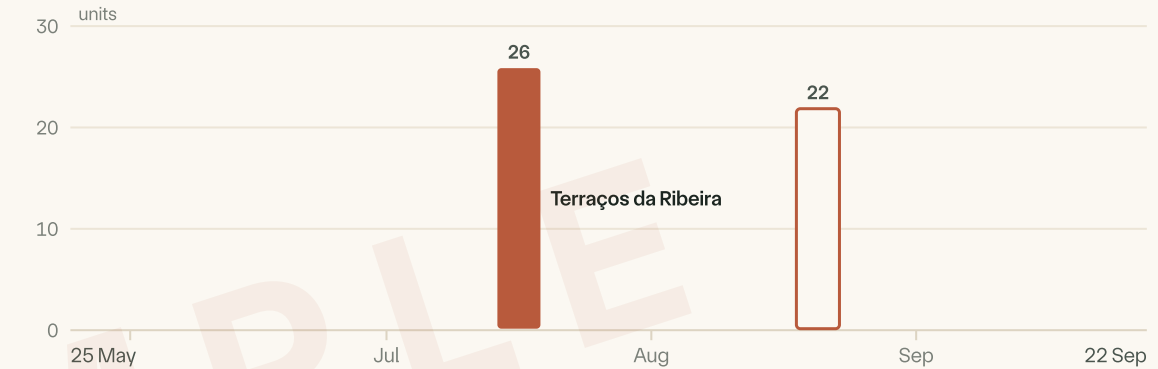
 **Exhibit 15** Where they are



Terracotta: new developments, sized by units. Grey: the rest of the market.

 **Exhibit 14** Units in new developments, by the week they first appeared

n=2 developments



Of these, 1 pre-launch. A development counts as new when it first appeared more than two weeks after coverage of its part of the market began, or when it is pre-launch.

 **New developments of 10 units or more**

DEVELOPMENT	UNITS	FIRST SEEN	STAGE
Praça Serena	22	21 Aug 2026	Pre-launch
Terraços da Ribeira	26	14 Jul 2026	Launched

48

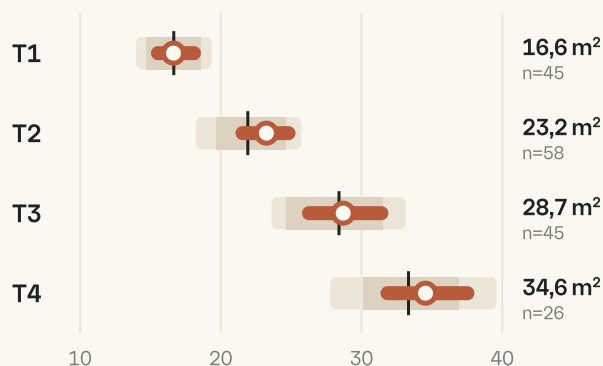
units in 2 new developments, 1 pre-launch; 277 in the concelho

The premium buys little extra room, so a developer can stand out on the floor plan.

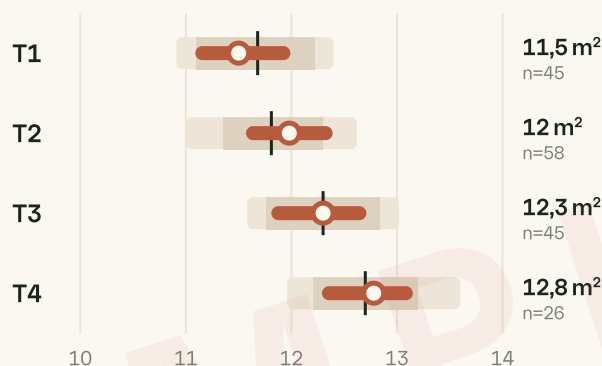
Exhibit 16 Room program by typology, Vila do Exemplo over the rest of the Litoral do Exemplo district

measured floor plans

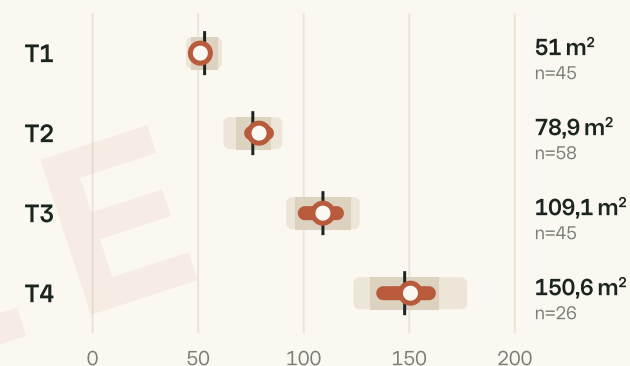
Living room, m²



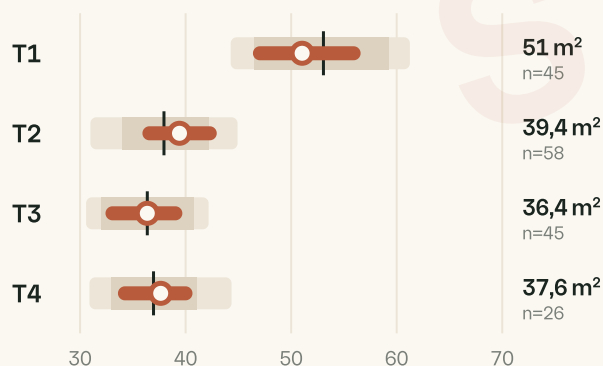
Smallest bedroom, m²



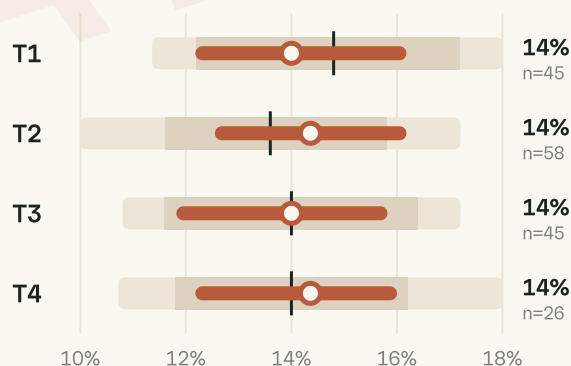
Interior area, m²



Area per bedroom, m²



Exterior share of area



So what

A developer can stand out on program: a T2 living room above the district's 21,9 m² is still uncommon here. An investor should ask what the premium buys, because the typical room program does not explain it.

○ Median here ■ Middle half here (25th to 75th) ■ District middle half | District median

Terracotta: middle half of Vila do Exemplo units and the median ring. Grey: the rest of the Litoral do Exemplo district, 10th to 90th and 25th to 75th, dark tick at the median. Room sizes from measured plans only; a typology needs plans from 2 or more developments.

What this report measures, and what it does not.

Data envelope what the figures rest on

Developments covered	8	New-build developments in Vila do Exemplo
Units covered	277	Every physical unit in those developments
Units with usable price	235 of 277	Asking price while available, last known asking price once reserved or sold
Floor plans measured	174 of 277	Room sizes come only from measured floor plans
Price movements recorded	20	Since 11 May 2026
Comparison geography	Litoral do Exemplo	District figures exclude Vila do Exemplo. A comparison needs at least 8 district units from 2 or more other developments, and 5 units here

Disclosures read before relying on any figure

- 01**Prices are asking prices or exit-price proxies, not transactions**

For available units the figure is the live asking price. For reserved and sold units it is the last asking price seen before the unit left available status. Neither is a registered transaction price, and no Portuguese source publishes unit-level transaction prices for new-build stock.
- 02**Coverage is the tracked premium-brokerage new-build segment**

This report describes tracked new-build inventory in Vila do Exemplo. It is not a sample of the whole housing market, and its medians are not market-wide medians.
- 03**Coverage of this concelho begins 11 May 2026**

Current status and pricing are reliable as of the report date. Price changes count from the coverage start, so a unit's earlier history is not in them, and units already reserved or sold at that date carry no measured selling period.
- 04**Small samples publish their values but not their comparisons**

Every statistic is published with its sample size, however small. A district comparison needs at least 5 observations here and at least 8 district observations from 2 or more other developments, and district figures never include Vila do Exemplo. Below that the value describes what is there, marked as a small sample, and its comparison is withheld.

A sale is a unit sold or reserved; a listing withdrawn after it left the market counts as sold. Fractional shares are left out. District figures use 196 units in 8 developments across 4 other concelhos of the Litoral do Exemplo district, always excluding Vila do Exemplo. A comparison needs 8 district units from 2 or more developments and 5 units here. Pack pack_mm_vila-do-exemplo_20260922 · template slides-1.0 · Sample edition, refreshed quarterly.