

Not All Property Portals Are Alike

By Darren Keohane – Founder of the KipperTree Property Portal



Say you're interested in buying, renting, or selling property or land in Portugal.

As someone who has been personally involved in all of the areas mentioned, I know that this can, on occasion, seem somewhat of a daunting prospect. You know in your own mind what you want, but just where on earth do you begin?

A good place to start is to find a property portal, where you'll find thousands of properties for rent and for sale from regulated real estate agents, all listed in the same format within one site. It's impossible to navigate each agent's listings in Portugal as there are thousands to choose from, so portals are an important and professional resource.

Which property portal should I choose?

A good place to start is to find a portal that speaks your language, and not just literally. Most portals will have translation tools, usually provided by Google, but these can sometimes be a little misleading in the translation of text. Many portals are often in Portuguese—as some agents may not speak another language—so, it's important to find a site in English (if that's your preference), but more importantly, one that works for you. What I mean by this is one that lists the type of properties you're looking for, as some portals can be quite specific in terms of what they display.

First, test out the site's usability. Is it easy to navigate? Is it quick to load? Does it have private messaging? Is it an interesting site, or is it a bog-standard portal with just pages and pages of properties?

All portals differ in how they operate and look, so it's really all about personal preference. Many, if not all portals, will contain the same properties from the same agents.

AMI

From a legal point of view, you should only use a portal that is secure and correctly displays the AMI numbers of the sellers. In Portugal, Madeira, and the Azores, although the property portal itself does not need an AMI number, the agents whose properties it displays must be legally registered to sell property. A Portuguese real estate agent is required to join the organisation INCI. The registration is recognisable by a permit with a registration number (Licença AMI-followed by a number, for example AMI 6344). The AMI number needs to be displayed by agents in all advertisements used for the purpose of promoting their properties, so only use a portal that displays the government-approved AMI Number of the agent. If you come across sites not displaying the AMI number, be very careful, as advertisers may not be legally registered.

It is also illegal for property portals to take commissions based on the sale price of a property sold via their site which has been advertised by a private seller, unless the portal is registered to sell real estate in Portugal and is fully licenced with an AMI number. Watch out for this if you are selling privately; they do exist.

Finally, before you dive in and start looking at properties, you really should have a good understanding of Portugal, its districts and its islands, as there are many differences in weather, culture, and accessibility. Portals that display a map search function are handy to use and ones that have information about the district where the properties are for sale can also be a useful resource.

At KipperTree, we have developed our site to be searchable via a map on the home page and by using standard search criteria fields. If a property is advertised in Portuguese, you can quickly translate it into English using the Translate Button next to the text. We also display each district in its own page, so that our viewers can read about the district they're considering as home.

Take a look at <https://kippertree.com/districts>

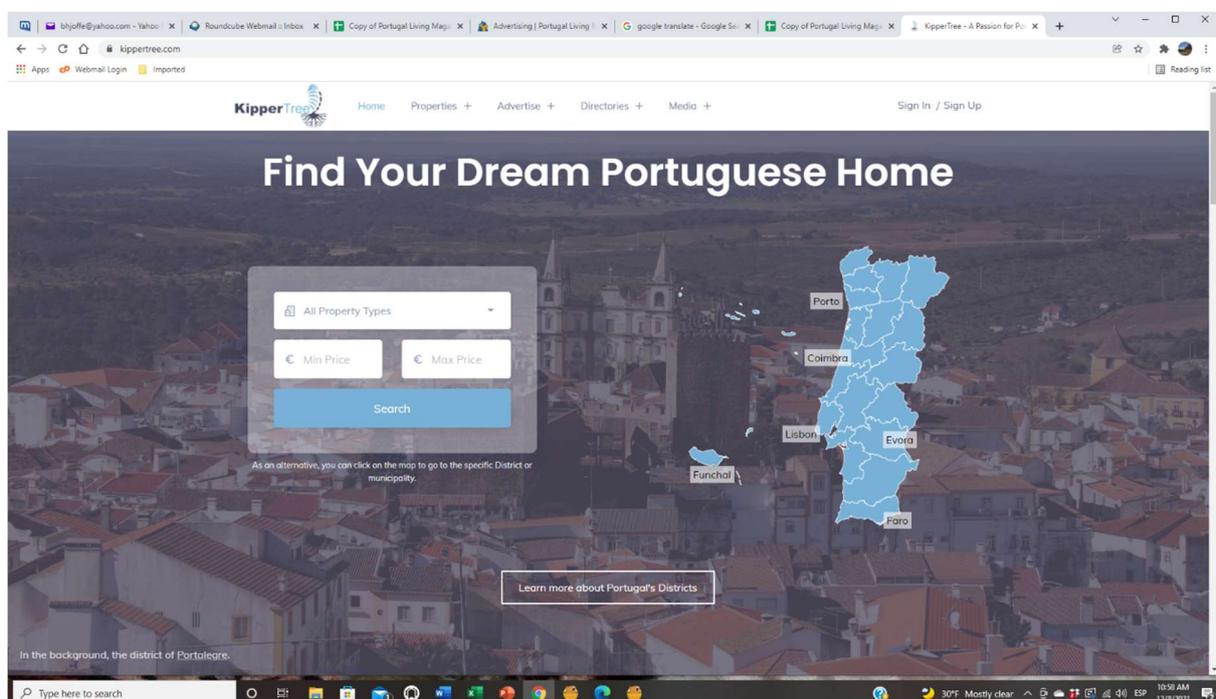
These district pages hold a wealth of information, such as (live) weather, to help you decide on your ideal climate; a link to the local council (Câmara), should you need factual building information or planning prior to purchase; a breakdown of each municipality within the district, including its Wikipedia page and images of the area; the districts Facebook Page, useful for learning

about the local community; listings of businesses within the district; and links to featured agents within the district.

There are also links to “partner” websites and Facebook Pages, offering additional services such as currency exchange, mortgage advice, health insurance, webinar resources, and much more.

What else, you may ask?

KipperTree has many useful features that differ from other property portals. Importantly, it’s designed with “foreign” buyers in mind.



We also allow private sellers to list their properties on our portal, too, if they want to self-sell or rent their properties. Whether for sale, rent, or even short-term rental, private sellers can advertise their properties for free on the KipperTree portal: <https://kippertree.com/advertise/private-advertisers>

KipperTree distributes property listings across social media to many different sites and pages, giving our users worldwide exposure, and offers the option to have a digital floor plan of any property produced at minimal cost to help sell property privately.

For companies wanting to advertise their services, we allow free listings in our business directory ... plus the option to become a site sponsor.

KipperTree is constantly evolving and now has a feature that allows people looking for property—either to rent or buy—to post a “property wanted” ad. These advertisements are free to display and are automatically distributed to all registered agents and sellers within that district. So, if you can’t find your ideal property on KipperTree, simply post a free wanted ad and allow us to distribute it for you: <https://kipperTree.com/wanted/create>

In addition, we post blogs about all things Portugal, including information from our partners to help assist with your move to Portugal.

Recently, we introduced video content, a mortgage calculator, and a weekly newsletter that our visitors can subscribe to.

Not all portals are alike in what they offer. Here at KipperTree, we truly believe we are doing more than other property portals to help you buy or sell a home in Portugal. We love Portugal and its properties and are only too pleased to be part of your journey ... whether that be buying, selling, or renting.



Darren is the founder of the KipperTree property portal. Originally from the UK, he relocated to Portugal in 2007. Other than property, his passions are writing, Portuguese wine and food, collecting and making Gin.