

Do you know who builds your home?

We do — the property developers

We live in times when, faced with a lack of solutions, it is easier to assign blame. And the real estate sector has become a favourite target. Developers and investors are often blamed for the housing crisis, as if we were responsible for the lack of supply or the rise in prices. This caricature, fuelled by simplistic and populist rhetoric, overlooks a fundamental truth: without developers, there are no homes; without investors, there is no urban future; and without confidence, there is no investment.

Portugal needs solutions, not scapegoats. It needs more construction and greater investment. And the property development sector is ready to lead the response to this crisis — we are not its cause. We are the ones building the neighbourhoods where families live, the offices where people work, the historic centres we rehabilitate, and the parks and green spaces where our children grow up.

For too long, housing policy in Portugal has been marked by delays, a lack of vision, and persistent omissions. When the problem finally reached its breaking point, the consequences became starkly visible: soaring prices and a licensing system so chaotic that it has become more of a barrier than a solution. Blaming the private sector was easier than assuming structural responsibility. Yet, the sector has responded with a sense of purpose — through proposals, reforms, and concrete contributions.

Our work has a tangible impact on the lives of individuals and communities, and we are also a key driver of the national economy. We generate direct and indirect employment, attract investment, and revitalise urban areas.

At APPII, we have been at the forefront of this response. We have proposed a structural reform of the licensing system, with mandatory deadlines and true digitalisation. We advocate for a modern land policy, a predictable and competitive tax framework, clear agreements between the public and private sectors, and incentives that allow viable development. Because, as everyone knows, no one can build below cost by decree.

What sets us apart, however, is not only our technical expertise, but our awareness of our social responsibility. The real estate sector is a driving force for territorial cohesion and social well-being. We create spaces where people can live, study, work, and age with dignity. We promote

innovation, sustainability, urban regeneration, and energy efficiency. Behind every project are architects, engineers, lawyers, designers, investors — real people working in service of the common good.

We cannot allow media noise or political posturing to overshadow the real impact of our work. Real estate is not speculation — it is vision, it is risk, and above all, it is commitment. Each building represents jobs, families with a roof over their heads, and more functional, inclusive cities.

We have been unfairly vilified — but we will not be silenced. We are not against anyone. We are on the side of families, of young people who cannot afford to rent, of cities that need a new generation of housing. That is why we will continue to raise our voices — with facts, with conviction, and with confidence.

The sector is not the villain — it is the city-maker. Addressing the housing shortage requires a genuine alliance between the public and private sectors — a partnership built on mutual trust, shared responsibility, and a long-term vision. Because, as we have long said: it's worth it. It's worth believing in this sector. We are far more than builders — we are raising hopes for a fairer, more liveable, and more sustainable country.