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## **BESIX RED and UNLATCH partner for the commercialization of DUUO in Lisbon**

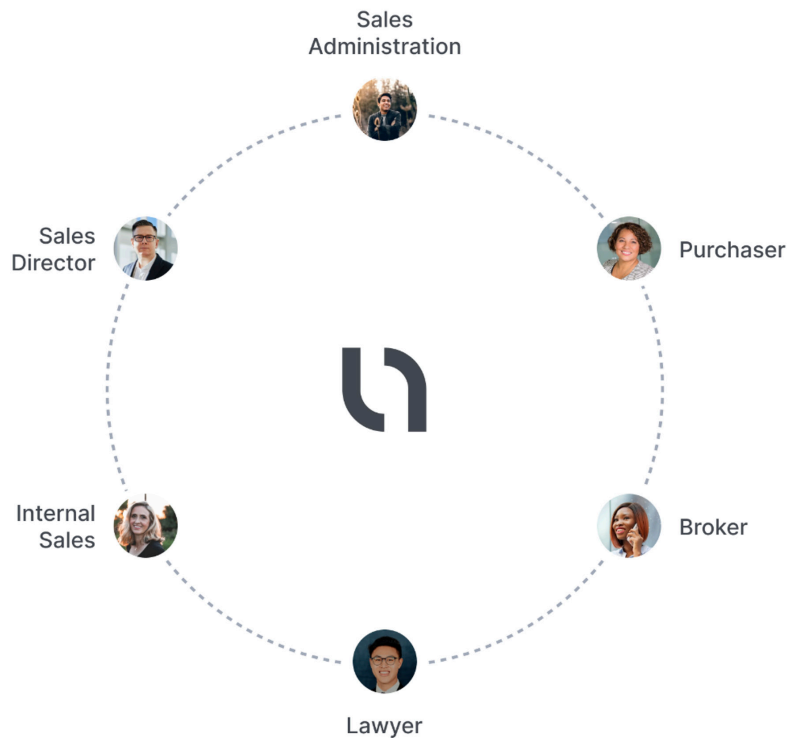
- **The real estate developer, BESIX RED, adopts the Unlatch technology to digitalize DUUO's sales process.**
- **Unlatch tailor-makes its solution to match with the Portuguese real estate market specificities.**
- **With DUUO, Unlatch is deployed for the first time in Portugal.**

Today active in 19 European cities across 5 countries and operating in the residential, office and retail sectors, BESIX RED consolidates its presence in Portugal with DUUO, its first residential project in the country. With the start of construction at the end of March 2023, the real estate developer began the sale of its premium residential project, located between Praça de Espanha and the University of Lisbon in the Avenidas Novas district.



To offer DUUO's clients a smooth, efficient, secure and seamless purchasing experience, BESIX RED and Unlatch worked hand in hand to adapt the Unlatch technology to the Portuguese market.

From the drafting of the reservation agreement to sending the promissory purchase and sales agreement, DUUO's clients are now able to complete most of the formalities of the acquisition of their apartment online with maximum security and ergonomics and in a reduced timeframe.



*“For BESIX RED, innovation, client experience and ESG are part of who we are and what we do. Together with Unlatch, we are pleased to be the first ones to bring a relevant digitalized sales tool to the Portuguese market and roll it out with DUUO”, explains Nicolas Goffin, Country Director Portugal at BESIX RED.*

The Unlatch solution was launched in March 2023 on the 140 units, comprised in DUUO's first phase.

François Marill, CEO and co-founder of Unlatch, says *“Unlatch is the proptech platform that allows property developers and new homes specialist agents to centralise and administer the entire sales progression process across the new build purchase experience, facilitating updates and automated communications to multiple stakeholders. It saves time, resolves uncertainty and provides far greater efficiency and transparency than ad hoc manual systems. We are very happy to be able to launch Unlatch in Portugal with a strong partner like BESIX RED”.*

### **The benefits of digitizing the sales process**

- **Improved customer experience.** The buyer has the freedom to consult and sign the reservation agreement and receive promissory purchase and sales agreement online whenever and wherever he/she wants. The process is simple and takes only a few minutes while providing all the legal security required. Thanks to a personal online space, the client avoids the paperwork inherent in a real estate acquisition.
- **Optimized management for the developer.** The follow-up of the real estate operation is fully automated thanks to a file management and follow-up tool. The developer and brokers' team members can thus devote themselves to tasks with higher added value; indeed, the sales representatives and buyers no longer have to fill in the copies of the reservation agreement by hand. All they have to do is answer a few simple questions and a custom-made reservation contract is created automatically and instantly. The issuance of the draft of the promissory purchase and sale contract is done electronically, in a few clicks for sending and appreciation by the customer.

The Belgian real estate developer considers extending the Unlatch solution to more residential projects across Europe in the future, while Unlatch is looking to grow its presence in Portugal.

## About Unlatch

Unlatch are an innovative AXA VP backed new homes sales management system, launched in 2018 by Thomas Rivoire, Francois Marill and Olivier Adam, created to add value to your sales process and customer journey, now operating across 6 countries. Our solution makes it possible to digitise, streamline, and centralise the entire sales process, and to enhance your customer experience, via a white labelled purchaser portal and branded app. All your stakeholders are able to use the platform, it is fully collaborative.

Today, the firm has more than 450 clients in France and expands its presence across Europe : in Belgium since 2019, Spain and the UK since 2021.

For more information, please visit: <https://www.getunlatch.com/>

## About BESIX RED

BESIX RED is a pan-European real estate development company, operating in residential, office, retail & services properties. As a subsidiary of BESIX Group, the company is present in Belgium and in a growing number of foreign cities. With a concern to create sustainable buildings meeting its customers' needs, societal and ecological components, as well as innovation, form an integral part of its effort to conceive the real estate of tomorrow.

For more information, please visit: [www.besixred.com](http://www.besixred.com)

For more information about DUUO, please visit: [www.duuo.pt](http://www.duuo.pt)

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