

SPRINGVALE

Advisory

Strategy. Growth. Partnerships.

Commercial and strategic advisory for property,
technology and international businesses.

PORTUGAL | LONDON | DUBAI



02 - CAPABILITIES

Core Advisory Areas

Engagements are bespoke, but most of our work sits within the following commercial disciplines.



01 | Go-to-Market Strategy

Positioning, target customer definition, pricing logic, launch planning and sales execution.



02 | Partnerships & Introductions

Identifying strategic partners, distribution channels, introducers and high-value commercial relationships.



03 | Sales & NBD

Pipeline design, outreach strategy, qualification, follow-up discipline, negotiation and conversion.



04 | Market Entry

Local market insight, proposition adaptation, partner mapping and commercial introductions.



05 | Property Consultancy

Agency strategy, acquisitions, lettings, development opportunities, client service and operational improvement.



06 | Training & Performance

Practical sales and property training for agents, negotiators, founders and commercial teams.

What We Do

Springvale Advisory works with businesses, investors and property professionals that need experienced commercial thinking, market access and practical execution.

We sit between strategy and execution. Our role is not simply to produce recommendations; it is to help clients turn commercial objectives into clear actions, stronger relationships and measurable opportunities.



Commercial Strategy

Clarifying proposition, priorities, revenue opportunities and routes to market.



Business Development

Building pipelines, opening doors, developing partnerships and creating disciplined NBD processes.



Market Entry

Supporting companies entering the UK, Portugal and wider European property markets.



Property & Sales Advisory

Practical advice grounded in more than two decades of agency, lettings, acquisitions and client-facing sales experience.



How We Work

No two advisory assignments are identical. We structure engagements around the commercial problem, desired outcome and level of involvement required.

01



Project Advisory

Defined commercial assignment with an agreed scope, deliverables and timeframe.

02



Retained Advisory

Ongoing strategic and commercial support for founders, leadership teams or businesses entering a growth phase.

03



Training & Workshops

Focused sessions for property and sales teams, delivered as one-off workshops or structured programmes.

04



Mandates & Introductions

Selected commercial, property and investment mandates where Springvale can provide direct access or qualified introductions.



Advisory vs. Private Office

Springvale Advisory focuses on strategy, growth, market entry, sales and commercial execution. Springvale Private Office focuses on discreet mandates, off-market property and investment opportunities, and high-value introductions.

Who We Work With

Our advisory work is relationship-led and particularly suited to businesses where commercial judgement and access matter.



Developers &
Estate Agencies



Property Investors
& Family Offices



PropTech &
AI Businesses



International
Companies



Founders &
Commercial Teams



Hospitality &
Real Estate Operators

Selected Experience

- International property sales, acquisitions, lettings and development opportunities across Portugal and the UK.
- Commercial advisory and go-to-market support for AI / PropTech businesses targeting estate agents and property operators.
- Business development and strategic partnership creation across property, technology and professional services.
- Property sales and lettings training, qualification, objection handling, NBD discipline and client relationship management.
- Cross-border introductions connecting developers, investors, agents and commercial partners.

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LET'S TALK.

Where can Springvale add value?

If you are entering a new market, building a sales function, looking for strategic partners, or simply need experienced commercial perspective, we would be happy to have a conversation.

JP McCormack

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