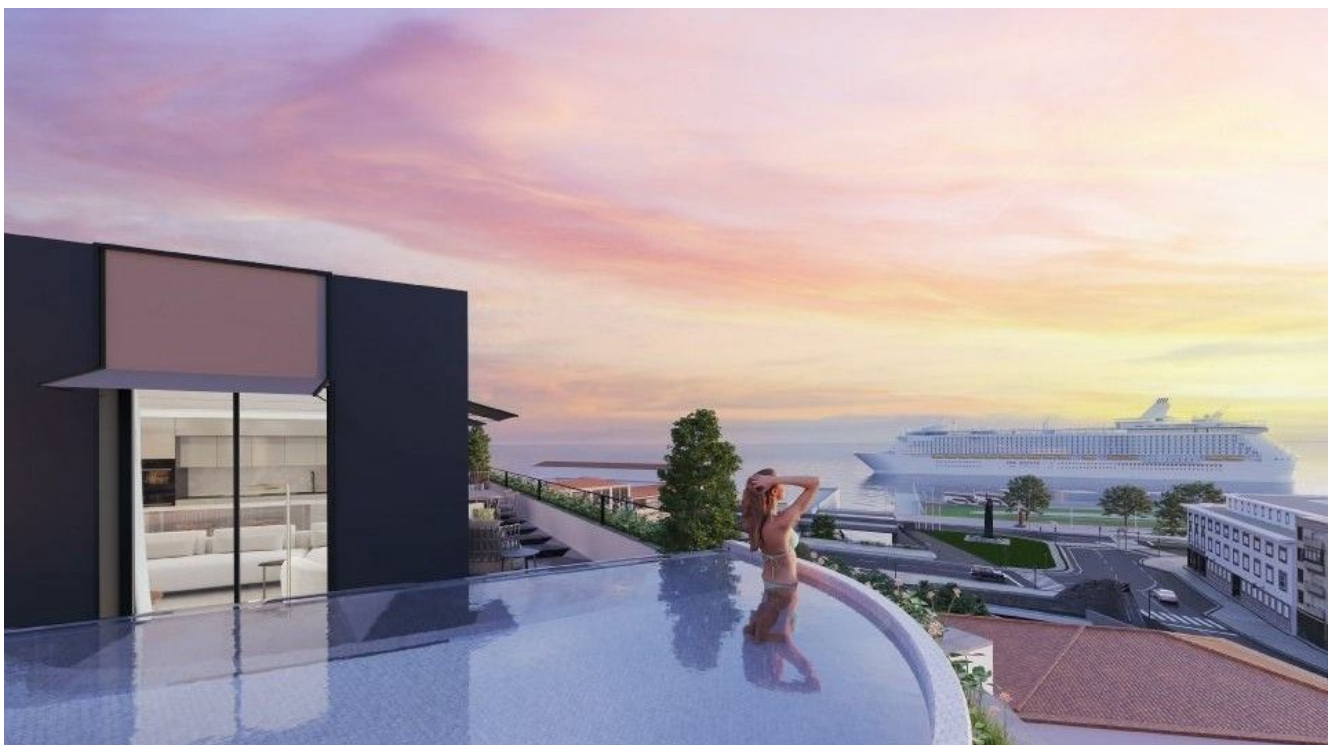


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AFA Group invests in innovative real estate projects

Founded in 1981, in the village of Calheta, on the south coast of Madeira island, the AFA Group is considered an example of how a family-run business can succeed.

By Advertiser, in [Property](#), [Business](#), [Madeira & Azores](#) · 13 May 2022 · [0 Comments](#)



AFA Group invests in innovative real estate projects

With its main offices still in Madeira, the group is a holding company with a consolidated international position, and it is active in several industries, including construction, real estate, hospitality, media, highway concessions and energy.

While the construction business remains one of its main pillars, the AFA Group has been making new investments and developing innovative projects that bring together its other vital industries, hospitality and real estate.

Taking advantage of the widespread knowledge in hospitality management at Savoy Signature hotels and resorts and the expertise acquired at AFA Real Estate in promoting and selling properties, the AFA Group created the **Savoy Residence** brand to represent its new and high-end real estate concept.

The first project of the family, **Savoy Residence | Casa Branca**, was inaugurated in November 2019 in Funchal, and the sales of the 21 apartments were a success. At present, following the same strategy and reproducing the brand characteristics, **Savoy Residence | Insular** and **Savoy Residence | Monumentalis** are the other two luxury developments rising *in privileged locations of Funchal*.



According to the brand website: “Savoy Residence projects are exclusive and are not just a set of buildings or apartments. The brand represents,

above all, unique housing solutions tailored to the highest aspirations, that combine sophistication, quality and modernity.”

In addition, while conveying an image of modernity and sophistication, Savoy Residence projects are known for going beyond the physical limits of the ventures. They offer services and exclusive access to the **Savoy Signature** hotel collection.



By acquiring a unit at one of the Savoy Residence developments, the owner has the privilege to subscribe to the **Savoy Resident card** and become part of the Savoy Signature family. The advantages include free access to services and areas open to guests of the other **hotels in the Savoy Signature** collection, including the swimming pool, jacuzzi, gym, and bars. It also entitles the cardholders to benefit from discounts in several areas: food and drinks at all the hotels and restaurants, laundry services and spas (treatments and products), and daily access to swimming pools at all the hotels in the Savoy Signature collection.

Almost celebrating its 41st anniversary, the AFA Group, a reference of modernity, consistency and trust, includes new projects - in Madeira and abroad - as one of its goals for the future, either in hospitality or real estate.

For further information: info@savoyresidence.com; T: [+351 967 078 637](tel:+351967078637)