

**PRESS RELEASE**

**INTESA SANPAOLO CASA ENTERS THE  
EXCLUSIVE PROPERTIES SECTOR**

- **Four offices in Italy: Milan, Rome, Padua and Turin**
- **The real estate market is increasingly segmented; valuations of high-end properties proved to be more resilient than the overall market**
- **A dedicated web page: [exclusive.intesasanpaolocasa.com](http://exclusive.intesasanpaolocasa.com)**
- **Internationally recognised CRS certification for 33 agents**

*Milan, 15 January 2019* - Intesa Sanpaolo Casa, the Group's real estate brokerage company, unveils its new project targeted at the high-end of the market: **Exclusive**, focused on "dream homes" and, for the first time, aimed at customers wishing to acquire luxury properties valued at more than 1 million euros.

The **Exclusive** category corresponds to the highest segment of both the Italian and international real estate markets, and identifies luxury residences with certain characteristics such as the annual rent for the area, their architecture, their value per square metre, and the geographical location to be considered in relation to an Italian or foreign context. Intesa Sanpaolo Casa places great emphasis on international market opportunities: the company has joined **FIABCI Italia - International Real Estate Federation**, the worldwide association of real estate professionals founded in 1977, whose aim is to foster international networking opportunities among the leading players in the sector.

Three years after Intesa Sanpaolo entered the real estate brokerage market in 2015, the Intesa Sanpaolo Casa startup now has a network of 200 agents and 44 real estate agencies in 12 of the major cities of Italy, including an innovative online agency to serve about 200 places across Italy via the web. In three years, the company achieved an annual turnover of approximately 13 million euros, reaching an average sales time of 130 days compared to a market average of 8 months with a mandate-to-sale conversion rates of 62%. Over the three-year 2015-2018 period, the company achieved more than 5,000 contracts, exceeding the 1,100 transactions in 2018, with a total portfolio of more than 4,000 properties, including properties belonging to third-party agency networks.

The decision to pursue further specialisation in the sector provides a significant opportunity to extend the residential real estate offering to the Group's approximately 38,000 **private** customers (data updated 30 September 2018). The focus on this high-net-worth-customer cluster through a dedicated organisation and specialised personnel is, indeed, an important strategic factor in an extremely competitive market featuring various investment needs.

Intesa Sanpaolo Casa currently counts four agencies in Italy wholly dedicated to luxury real estate: Rome, Padua, Turin and Milan, with a unique set up and architectural design. **Anna Carbonelli, CEO and General Manager of Intesa Sanpaolo Casa**, and **Gregorio De Felice, Chief Economist at Intesa Sanpaolo**, presented the topic based on a scenario

analysis of the Italian residential real estate market by the Intesa Sanpaolo Research Department.

The Italian real estate market continues to be driven by a moderate increase in disposable household income, by positive expectations regarding their household budgets, and by ongoing low interest rates. Bank mortgage loans increase and are expected to continue to do so in 2019, with gross flows averaging around €6 billion per month. Financing conditions will gradually become less favourable over the year due to the persistently high spreads on government bonds and as a result of the European Central Bank's purchase programme coming to an end.

The recovery of the real estate market is widespread: about three quarters of the major cities are experiencing an increase in property sales. Sales price discounts on the sellers' initial asking prices have stabilised at around 10%, and the market has once again become more liquid as shown by the lower average time between the signing of the mandate and the effective sale of the property, which decreased to 7.5 months in the years 2017-18 compared to more than 9 months in 2014-16.

With prices falling from 2008 to the present, home prices in high-end areas have held up better than the overall market. In Milan, this was particularly true for new buildings, while in Rome it concerned existing ones. The exceptional properties available on the market and high-end areas continue to be appreciated by the market.

The entire selection of luxury properties can be found on the website <https://www.intesasanpaolocasa.com/> under the "Exclusive" section. Bilingual with a simple and straightforward design, it provides a direct showcase of the properties portfolio with photos, plans and three-dimensional renderings with a variety of decor options and even footage taken with drones to assist customers in choosing their "dream home" right from the very start of their online search.

The staff is made of a team of luxury specialised agents, who hold the internationally recognised certification from the *Residential Real Estate Council*, the organisation that trains real estate agents in the United States, and whose aim is to identify the best professionals in the residential real estate market. After the initial CRS certification of 35 branch managers and sales agents in 2017, Intesa Sanpaolo Casa's commitment to training its network is continuing with another **33 certifications** to be awarded in 2019, thus providing an international professional seal of quality through training courses designed to deliver a first-class service to the market.

Intesa Sanpaolo Casa Exclusive started with a portfolio of 20 properties in urban areas, in the mountains, the seaside, hillsides and islands. Among these are some historically important residences such as: an Art Nouveau-style villa dating back to the early 1900s in Varese; Palazzo Fenaroli in Brescia, built at the end of the 18th century, with frescos by Giuseppe Manfredini and belonging to the FAI (Italian Environmental Fund) treasure. This is a fine example of residential architecture from Brescia that once belonged to the Counts Fenaroli-Avogadro and is now placed under the protection of the Superintendence of Fine Arts.

**Anna Carbonelli, CEO and General Manager of Intesa Sanpaolo Casa, said:**  
*"Innovation and passion have driven us to enter the market with a new real estate project that has enabled us to demonstrate that we can meet both follow our customer's dreams and help them make their dreams come true in terms of home research .We aim to anticipate the needs of particularly demanding client and, thanks to the professionalism that sets our Group apart, become their sole point of reference in the luxury market as well".*

*Press information*

**Intesa Sanpaolo**

Media Relations - Banca dei Territori and Local Media

[stampa@intesaspaolo.com](mailto:stampa@intesaspaolo.com)