

ARA/FMLS SHOWCASE 2026

Italy, Translated: How Italian Real Estate Really Works

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CRM MLS AI

My mission in the Italian market



Listing+
CRM MLS AI

WE ARE HERE!



Italy's first
MLS system

AD/fondatrice
Introduced the American
MLS model to the Italian market

A complete
ecosystem

MLS + CRM + AI
≈3000 agents connected

Globally
connected

FMLS[®]
First in Georgia Real Estate

GDX[™]
GLOBAL DATA EXCHANGE

RESO
CERTIFIED

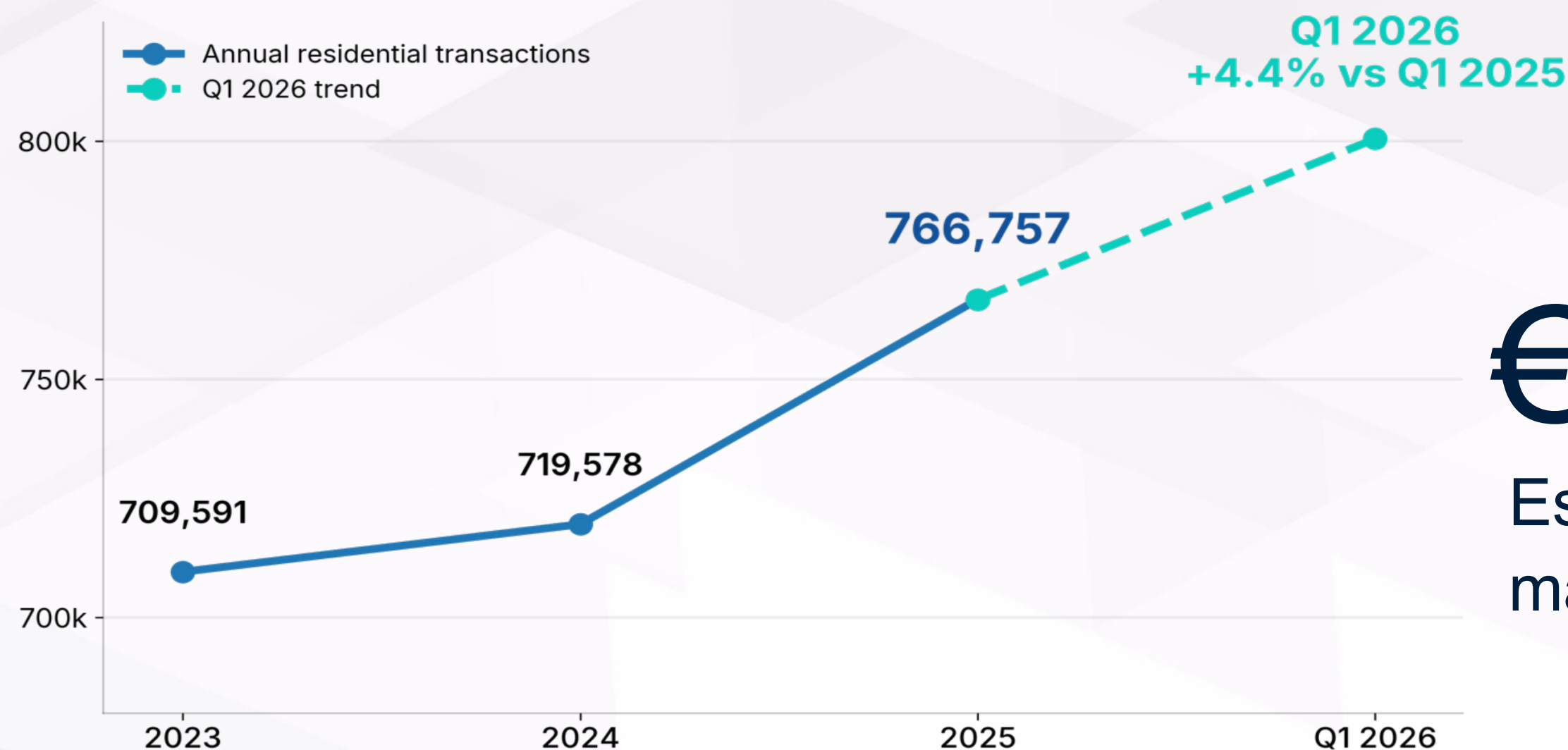


1. The Italian market from the inside.

Italy is a residential market



Italy residential transactions



Source: OMI / Agenzia delle Entrate. Q1 2026 shown as YoY trend, not as full-year value.

€124 billion

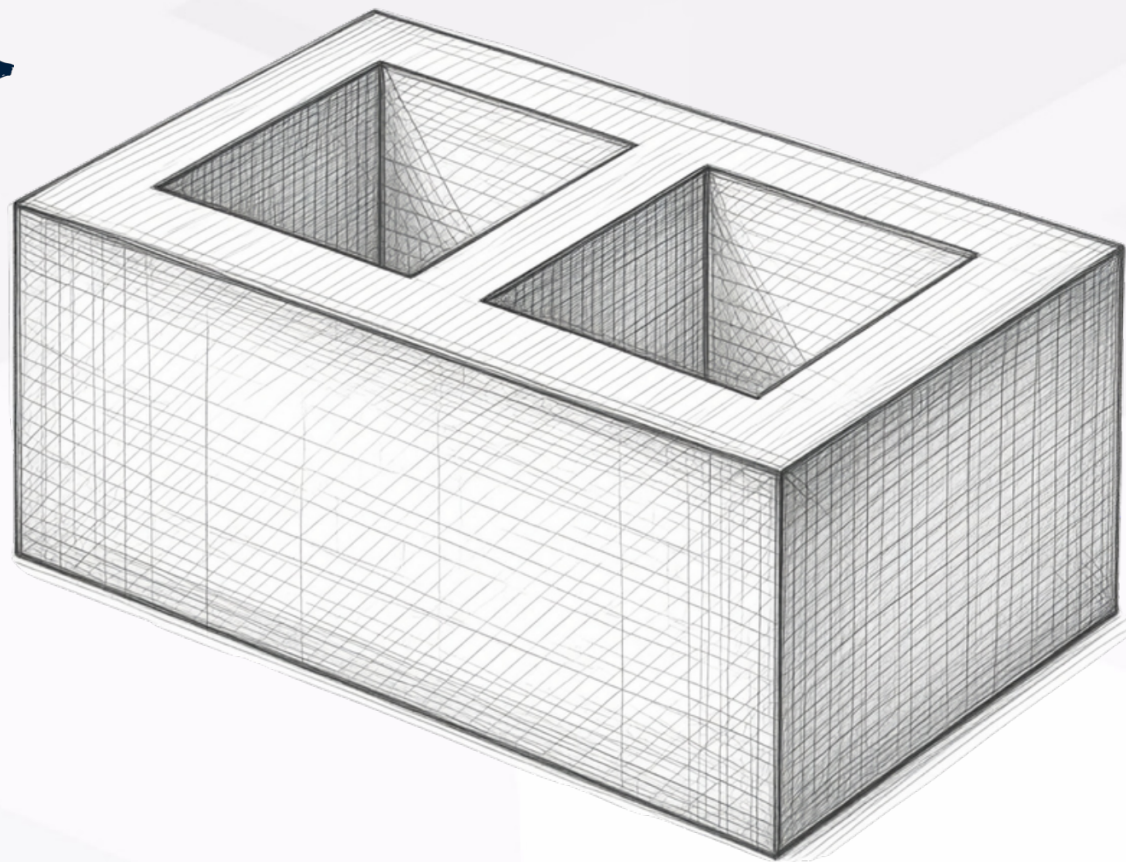
Estimated residential
market value in 2025

Source: Agenzia delle Entrate (OMI) & ABI – Residential Real Estate Report 2026
Q1 2026 shown as YoY trend, not as full-year value

The home is the center of gravity



“IL MATTONE”
“THE BRICK”



73.9% of Italian families live
in a home they own

+2.8%

General growth of Italian households' net
wealth YoY (2024)

+1.9%

Growth of non-financial assets, driven
by residential property values

Renting moves people and money, but ownership is the ultimate goal



1.3 million

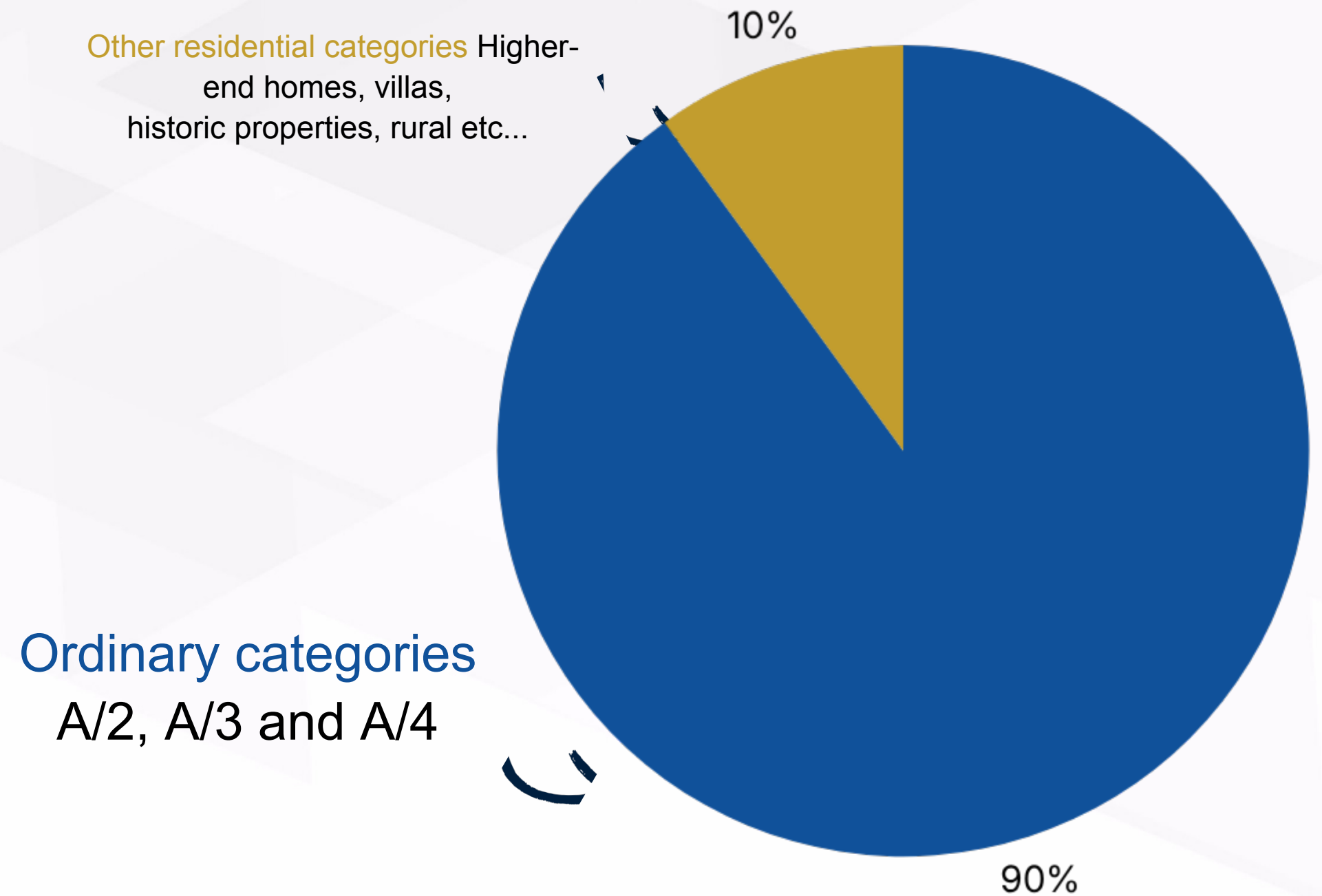
Residential units involved
in registered rental contracts in
2025



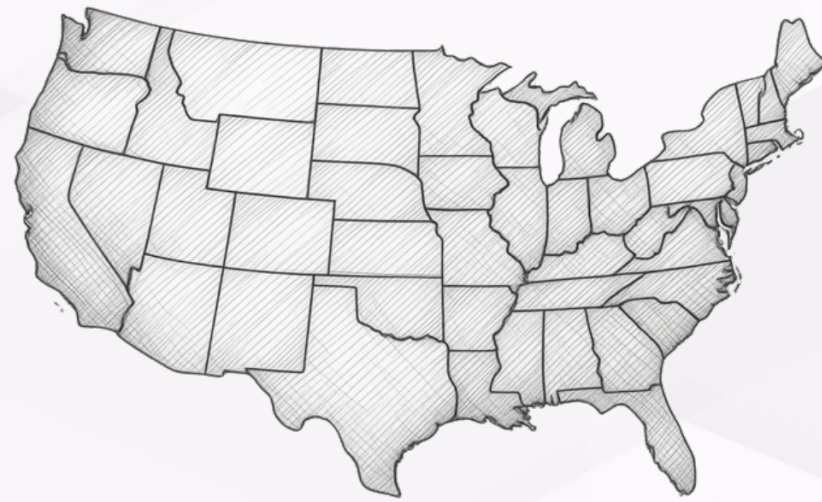
Beyond the villa: the condo opportunity



Italy has around
35.6 million
residential units in stock



The demand is there



USA is the #1 country of origin for international property enquiries in Italy, holding almost

25%
of total enquiries

Rome is #1 among major Italian cities with

+45%

of international enquiries YoY





2. The anatomy of the Italian agent.

The Italian agent is a mediator



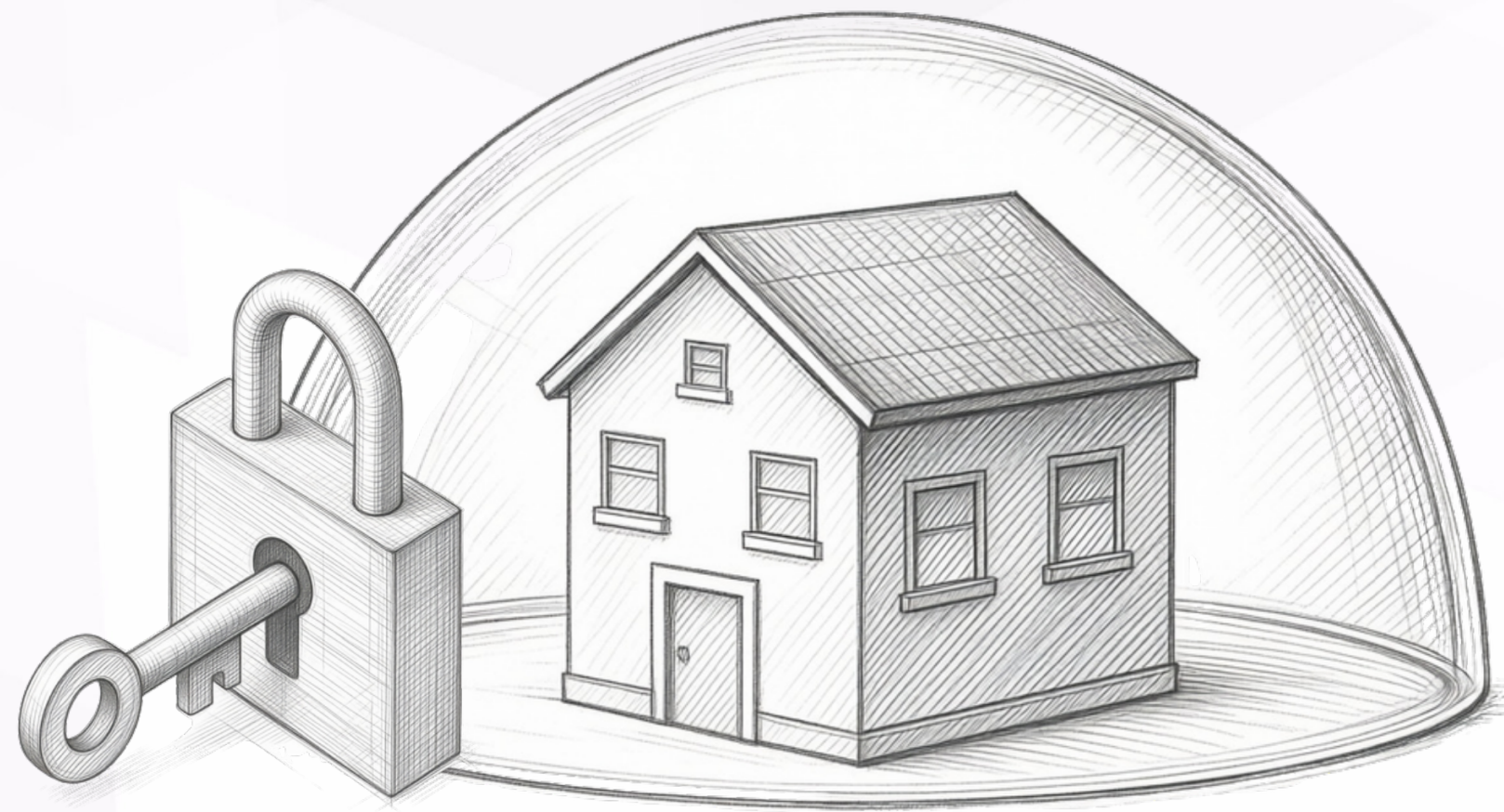
“A mediator is the person who brings two or more parties into relation for the conclusion of a deal, without being bound to any of them by relationships of collaboration, employment or representation.”

“The mediator is entitled to a commission from each of the parties if the deal is concluded as a result of their intervention.”

The property at the very center



The power of the transaction is perceived to be connected
to the property itself and to the professional who
controls access to that property.



Two opposite logics



1. Real estate agents
2. Referral sources
3. Clients

*Not a statistical ranking: a simplified reading of two professional cultures, based on market experience.

Two opposite logics



1.

Property

2.

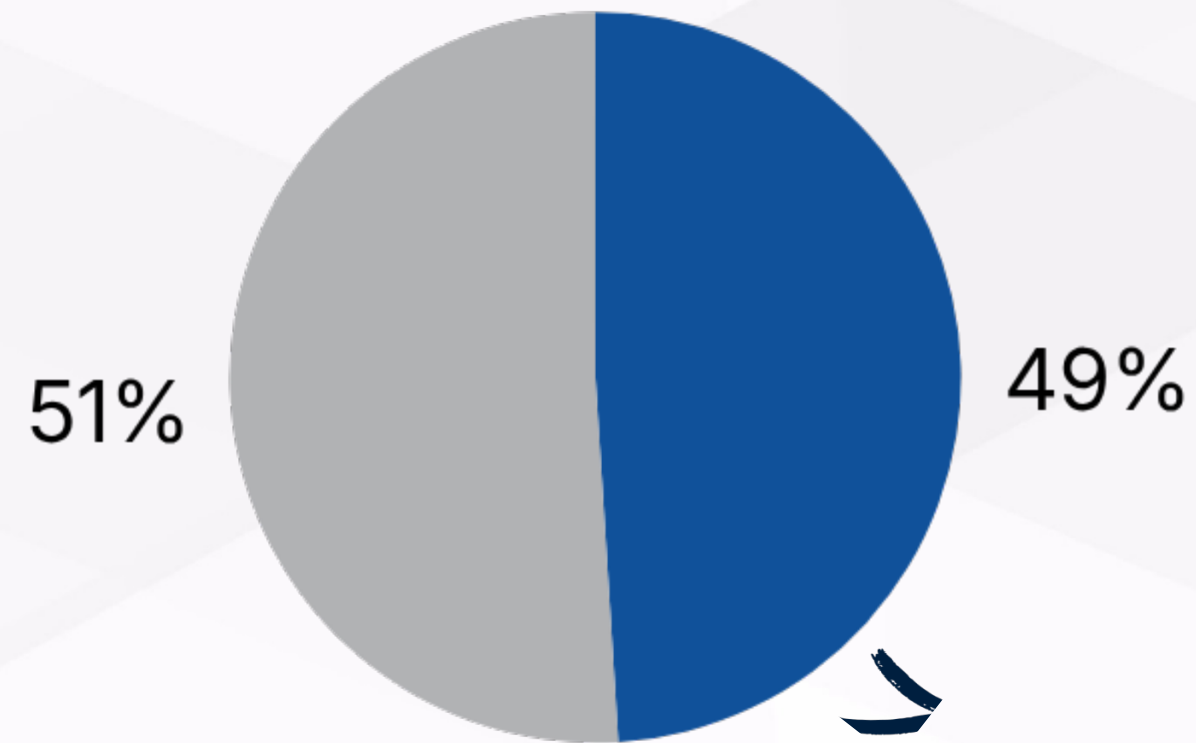
Listing agreement

3.

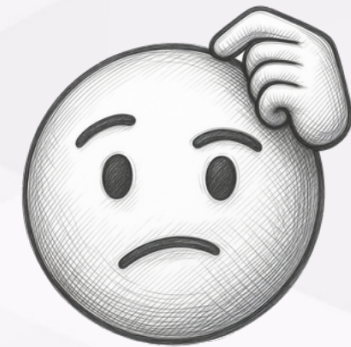
Owner

*Not a statistical ranking: a simplified reading of two professional cultures, based on market experience.

The right approach matters



Listings shared with the network on
Listing+ in 2025



HOW CAN YOU
TACKLE THE MARKET?

➤ **COURAGE**

to see the opportunity beyond the friction

➤ **PATIENCE**

to build trust before expecting change



3. The path of an Italian transaction.

When interest becomes real



- Legal framework
- Documentation
- Local professionals
- Timing



The transaction's journey



The Italian transaction journey

From interest to ownership

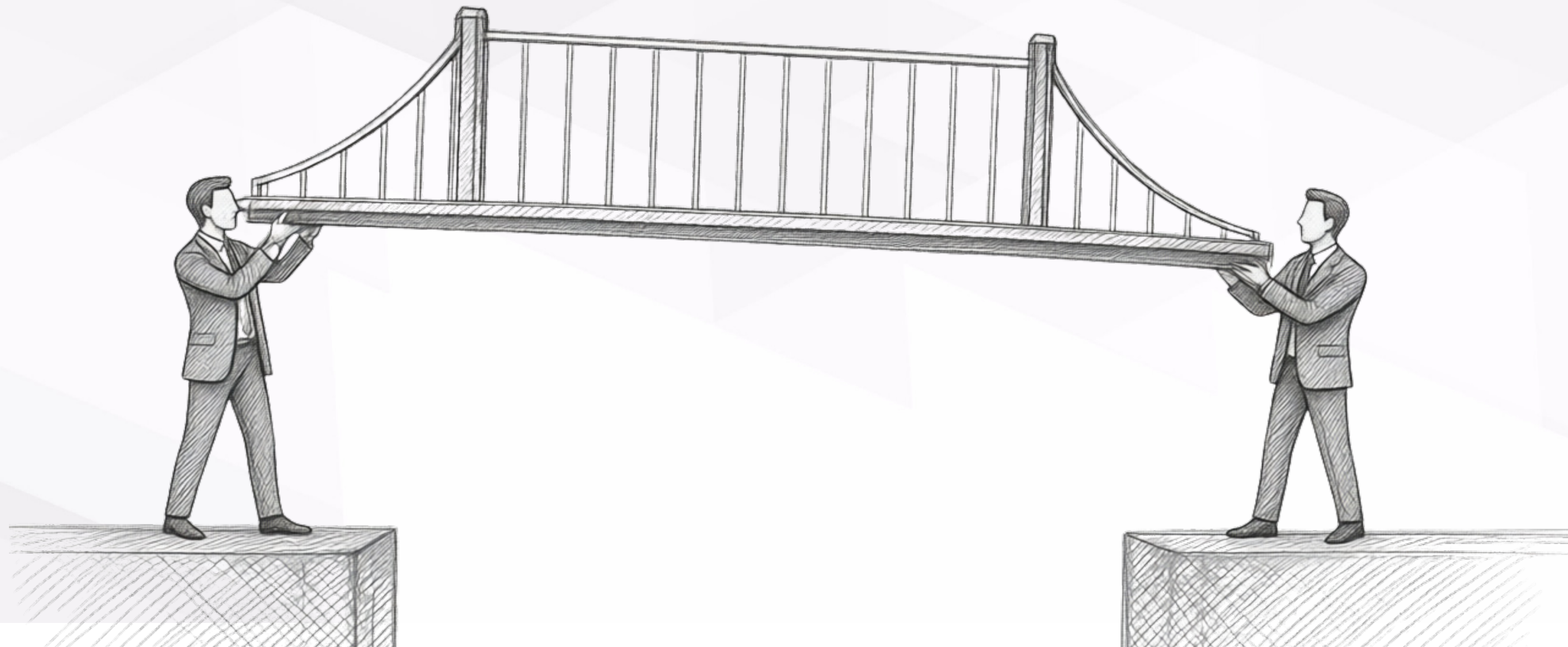


“IL NOTAIO”
“THE NOTARY”





THE BRIDGE IS ALREADY THERE.
NOW THE REAL WORK IS
LEARNING HOW TO CROSS IT!





Thank you.