

# DIEGO CAPONIGRO



**President OID**  
Italian Digital Real Estate Observatory

# “IL BEL PAESE”



# ITALIAN REAL ESTATE MARKET

SECOND QUARTER  
**2017**

QUARTER APRIL-JUNE 2017:  
**145.000 UNITS ON REAL ESTATE MARKET**

QUARTER APRIL-JUNE 2017:  
**+3,8**

2017 TREND:  
**+8,6%**

## AREA REAL ESTATE MARKET

INCREASE  
2017

NORTH ITALY: **+9,5%**

SOUTH ITALY: **+5,1%**

ISLANDS: **+11,95%**

# CITY REAL ESTATE MARKET

## CITIES INCREASE 2017



**+22%**



**+26,4%**



**+17,1%**



**+10,6%**

# NOT RESIDENCIAL REAL ESTATE MARKET

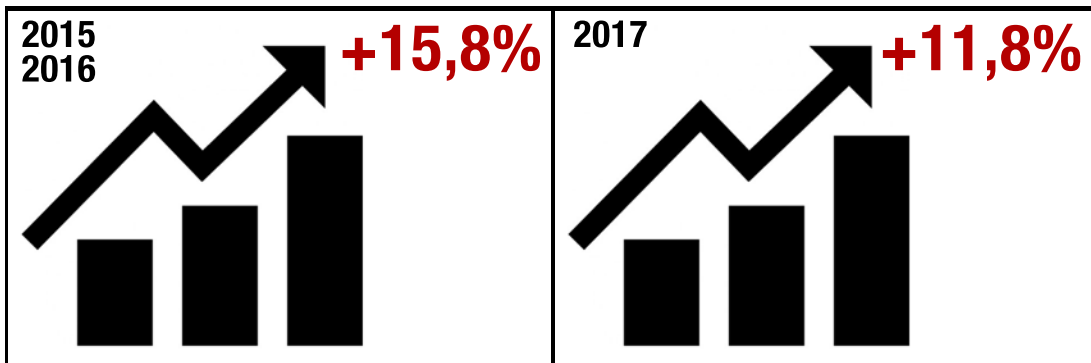
# 2017

**2015 → 2016**  
**+12%**

**2016 → 2017**  
**+15%**

# GENERAL RENT MARKET

## SIGNED CONTRACTS INCREASE



# CITIES RENT 2017

## SIGNED CONTRACTS INCREASE 2017



**+1,7%**



**+1,9%**



**+13,60%**



**+11,30%**





# THREE BIG OPPORTUNITIES

→ **AFFORDABLE  
PRICES** ←

→ **NEW MARKET  
SHORT TERM  
RENTS** ←

→ **DIGITAL  
CROWDFUNDING** ←

# CHRISTIAN CALUSA



**CEO Opisas**



**FIRST BIG OPPORTUNITY:  
SHORT RENT MARKET**

# SHORT TERM RENTS ON PRINCIPAL CITIES

## SHORT TERM RENT PRICES FOR A DAY



**€ 151,93**



**€ 122,14**



**€ 162,78**



**€ 295,54**

# SHORT TERM RENTS ON PRINCIPAL CITIES

## LONG TERM RENT PRICES FOR A DAY



**€ 74,79**



**€ 69,66**



**€ 79,17**



**€ 134,87**

# AVERAGE STAY TIME FOR SHORT TERM RENTS ON PRINCIPAL CITIES

## SHORT TERM RENT



**7,8 days**



**7,9 days**



**6 days**



**2 days**

# AVERAGE STAY TIME FOR SHORT TERM RENTS ON PRINCIPAL CITIES

## SHORT TERM RENT (LONG)



**97,7 days**



**80,1 days**



**70,5 days**



**27,6 days**

# INCOME PROSPECTUS



**TRADITIONAL RENT**  
**+2,1% year**

**SHORT TERM (LONG)**  
**+9,7% year**

**SHORT TERM**  
**+14,52%**



# INCOME PROSPECTUS



**TRADITIONAL RENT**  
**+3,1% year**

**SHORT TERM (LONG)**  
**+13,3% year**

**SHORT TERM**  
**+12,8%**

# INCOME PROSPECTUS



**TRADITIONAL RENT**  
**+1,5% year**

**SHORT TERM (LONG)**  
**+13,3% year**

**SHORT TERM**  
**+17,9%**



# SHORT TERM USERS

## AREA REAL ESTATE MARKET



**USA:**  
**22,3%**



**UNITED KINGDOM:**  
**7,8%**



**SPAIN:**  
**6,3%**



**ARGENTINA:**  
**4,2%**



**JAPAN:**  
**3,9%**

# **SHORT RENT OPPORTUNITIES**

**REAL ESTATE INVESTMENTS  
ON THE PRINCIPAL CITIES IN  
SOUTH EUROPE**

**RENTS INCOME WITH  
THE PROPERTY  
INCREASE IN VALUE**

**EASY AND SAFE  
INVESTMENTS**



**SECOND BIG OPPORTUNITY:  
DIGITAL  
REAL ESTATE  
CROWDFUNDING**

# DIGITAL CROWDFUNDING

**INVESTMENTS STARTING  
FROM  
\$ 50**

**YEAR INCOME  
FROM 6% TO 10%**

**TOTAL INCOME  
FROM 6% TO 10%**



**DIEGO  
CAPONIGRO**

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**GRAZIE**



**CHRISTIAN  
CALUSA**

**CEO OPISAS**