

AN OVERVIEW OF THE LUXURY MARKET SITUATION IN ITALY ON THE SOLE 24 ORE



Following the Christie's World Conference held in London last week came out in Il Sole 24 Ore's an interesting article on the evolution of the luxury real estate market in Italy. The luxury market in Italy held in the coming years and prices could start to rise. This is what the Christie's Real Estate International experts say in a report presented during the Conference. Particularly in view of the challenge represented by new rich from Russia, India and China. The main problem, as pointed out by **Giancarlo Bracco of ImmobilSarda**: "We have an enormous wealth and we can not hack it, there are old laws that don't encourage investment; England has a system of fixed taxation and convenient for people who brings the residence, while here it is hard to even get it. They do not want to understand that **luxury is a driving force for growth**: a villa in Tuscany or Sardinia can be compared to a small-medium enterprise that employs twenty people all year round. For now there is only one tourist demand high quality but also the need to attract residential."

Pending the rejuvenation of the Italian real estate system, the luxury market continues to hold even with a slight reduction in demand.



Sardinia continues to confirm itself as one of the most valuable zone and didn't lost its charm and appeal on customers despite the crisis.