Partner of L'Immobiliare.com | Certaldo







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About us

Partner of L'IMMOBILIARE.COM: real estate agency accredited to the L'IMMOBILIARE.COM circuit authorized to use the brand alongside its own. The Tognazzi Real Estate Agency of Certaldo (www.immobiliaretognazzi.it) through its knowledge and experience gained on the market with the collaboration of technicians and professionals in the sector, provides quality brokerage services.

Deeply rooted in the local area, yet with an international outlook and a structure designed for today's real estate market.

Founded in September 2004, Tognazzi Real Estate Agency is based in Certaldo, in the heart of Tuscany. It enjoys a strategic location between Florence, Siena, and Pisa, and is just a short distance from San Gimignano, Volterra, and the Chianti hills.
The agency was established by Gianni Tognazzi—an entrepreneur with twenty years of experience in the footwear industry and a background in real estate investment—working alongside his wife, Lucia, a qualified building surveyor since 1990. In 2006, their son Gianluca, a licensed real estate agent, joined the firm, helping to develop a family business that combines technical expertise, entrepreneurial vision, and intimate local knowledge.
From its early years, Tognazzi Real Estate Agency has invested in organization, technology, and communication. As the business grew, it relocated to its current premises on Via Cavour in Certaldo, featuring display windows, operational offices, and a reception area spanning approximately 95 square meters.

Evolution, technology, and organization

Innovation has driven the agency's development from the very beginning. Collaborations with the Russian market began in 2008; the website was revamped in 2009; and in 2013, a custom-built professional CRM system was implemented to organize information and ensure consistent management of client relationships and property listings.
That same year saw the launch of Tognazzi Casa Vacanze, a complementary business dedicated to the tourism sector and managed by Veronica Tognazzi.
In 2014, the agency introduced a digital display system in its shop windows, featuring eight high-definition monitors and content accessible via QR codes. This choice reflects a well-established strategy: integrating diverse tools and channels to make real estate information more accessible and the sales process more structured.
Today, this approach is implemented through a comprehensive digital presence, featuring 11 active websites, professional tools, and communication channels tailored to different audiences.

The Partnership with L'immobiliare.com

In 2015, Agenzia Immobiliare Tognazzi entered into a strategic partnership with L'immobiliare.com, the real estate network owned by the Grimaldi family—a group active in the sector since 1965. This collaboration was renewed in 2021, reaffirming a commitment based on enduring professional relationships, the exchange of insights among industry professionals, and the potential for nationwide cooperation.
Membership in the network expands opportunities to connect with professionals across Italy, allowing the agency to combine its local market expertise with the experience, skills, and opportunities found within a broader network.
For Agenzia Immobiliare Tognazzi, this partnership does not replace the identity and organizational structure built locally; instead, it complements them with a professional environment for sharing information, exchanging ideas, and developing new opportunities—including in the luxury property segment.
In 2024, the agency became a designated "Luxury Point" for San Gimignano and the Valdelsa region, reinforcing its commitment to managing and showcasing premium properties.

International Markets and Luxury Properties

Expanding into international markets is a key part of the agency's growth strategy. A collaboration with Frederik Bluemer began in late

2025, leading to his permanent addition to the team in 2026. Born in Germany and a resident of Tuscany for over a decade, he brings professional experience from the Paris real estate market and is fluent in Italian, German, English, and French. Their role focuses on advising international clients and developing relationships with buyers interested in Tuscany—hailing from countries such as Germany, France, the Netherlands, Belgium, the UK, Switzerland, the USA, Poland, and Canada.
This activity is complemented by LuxuryToscana.com, a project dedicated to high-end properties and a diverse Italian and international clientele, encapsulated by the principle: Local expertise. International mindset.

The Region and Property Types

Tognazzi Real Estate Agency operates primarily in the provinces of Florence, Siena, and Pisa, with a particular focus on Certaldo, San Gimignano, the Valdelsa, Chianti, and the surrounding areas.
The region encompasses historic centers, art cities, countryside, and rolling hills, featuring infrastructure that connects areas with distinct characteristics, market demand, and real estate opportunities. Understanding these specific local nuances is an essential part of the agency’s work.
The portfolio includes homes, villas, farmhouses, luxury properties, land, agricultural estates, agritourism properties, hospitality venues, and commercial real estate.
Each property offers unique characteristics and potential. Consequently, valuati

Services

on, communication, and marketing strategies are tailored to the specific property and its...

Servizi
- Valutazione commerciale
- Promozione pubblicitarie online
- Redazione preliminari
- Registrazione preliminari
- Assistenza notarile
- Assistenza fiscale
- Assistenza tecnica-architettonica
- Assistenza creditizia
- Promozione pubblicitaria cartacea
- Visite clientela selezionata
- Redazione contratti di locazione
- Registrazione contratti di locazione
- Assistenza legale
- Assistenza urbanistica
- Verifiche energetiche

Tipologie attivita' residenziale
- Compravendita
- Gestione permute
- Frazionamenti
- Locazione
- Cantieri

Tipologie attivita' commerciale/direzionale
- Compravendita
- Locazione

Tipologie attivita' turistico
- Compravendita
- Affittanze
- Locazione
- Opportunita' d'investimento

Tipologie attivita' immobili di lusso

- Compravendita
- Locazione
- Opportunita' d'investimento