L'Immobiliare.com | Verona Ponte Crencano







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About us

Our company (IMMOBILIARE TRENTO DI) has been operating in the real estate brokerage sector for many years. Today, in the tradition of professionalism, seriousness and transparency consolidated and achieved over time, it follows the new path of the Grimaldi Family which, thanks to its traditions and solid deep roots, has created the first circuit of prestigious professional real estate agents who identify themselves under a single effigy: L'IMMOBILIARE.COM.

I am Gianni Fozzato, owner of the Real Estate Agency in Verona Borgo Trento and I work, with the help of my collaborators, in the L'Immobiliare.com circuit, a brand of the Grimaldi family, which boasts a large number of operating units in Italy.

Immobiliare Trento has been operating in the real estate brokerage sector since 1990. The operational headquarters has always remained in Verona in Via Trento, initially at number 6/a, but since 2011 it has moved to number 3/a in the new and larger location at 140 sqm with 3 windows facing the street; inside 5 offices, meeting room and reception.
In retracing the phases of my business I can say that initially, for a short time, I was affiliated with a franchise brand, then in 1995 I founded the "For Sale Immobiliare" brand together with 4 other partners, a winning reality in the Verona area that I managed until 2008, when the merger with the historic “Grimaldi” brand was made. In 2011, then, I wanted to embark on a new path with the Grimaldi family who had developed a project to support the franchise with a new formula, real estate networking made up of a few professionals for each city with proven experience.
Over the years the operating models of my office have therefore changed from being affiliated in Franchising to the direct management of a group in Franchising up to Networking, a new model in line with the current market while the people have remained the same: the brand it is important, but above all it is the people who are important.

GIANNI FOZZATO IMMOBILIARE TRENTO
The real estate sector has always fascinated me. Doing this activity is not a job for me, but a pleasure!





GIANNI FOZZATO
IMMOBILIARE TRENTO
Il settore immobiliare mi ha sempre appassionato. Fare questa attività non è per me un lavoro ma un piacere

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Abbiamo il piacere di ospitare in questo numero l'intervista a **Gianni Fozzato**, agente immobiliare di grande esperienza che da diversi anni ha scelto di far parte del Network L'immobiliare.com con la sua Agenzia in Verona Ponte Crencano.

Sig. Fozzato, Lei opera nella città di Verona con la sua Agenzia IMMOBILIARE TRENTO nella zona di Ponte Crencano, ci racconta come è nata l'idea di iniziare a lavorare in questo settore?
All'epoca avevo 20 anni e cercavo un lavoro, ma non il solito impiego. Ho risposto ad un annuncio di ricerca personale sul quotidiano locale ed ho sostenuto un colloquio; dopo una settimana ero collaboratore di un'agenzia immobiliare. Solo 2 anni dopo ero già diventato titolare della stessa agenzia. Il settore immobiliare mi ha sempre appassionato e devo dire che per me non è un lavoro fare questa attività, ma un piacere perchè ogni giorni incontro persone nuove ed imparo qualcosa.



Da diversi anni la sua agenzia è Member del Network LIMMOBILIARE.COM; è stata la sua prima esperienza in un Network immobiliare?
Certo è stata la mia prima esperienza in un network. In Italia siamo il primo Network immobiliare e trovo che questa formula sia molto più attuale. Infatti, in precedenza facevo parte di un gruppo in franchising, oltre che averne gestito uno nella città in cui opero, ma la loro struttura e organizzazione risultano oggi meno fluidi.

Quanto è importate per Lei oggi la presenza attiva sui Social Network per un agente immobiliare? Ha mai provato ad utilizzare i social per attività di promozione della sua agenzia?
Certo, credo sia importante; nel corso della mia attività lavorativa ho potuto conoscere l'evolversi del marketing nel settore immobiliare: dal cartello sull'immobile, all'annuncio sui quotidiani locali, ai giornalini da mettere nelle cassette delle lettere, fino agli attuali





portali immobiliari. Per quanto riguarda i social credo siano oggi utili per crearsi la Brand reputation, la cui gestione, a causa del veloce evolversi del settore deve essere affidata a seria società specializzata. I contenuti da veicolare devono essere comunque supervisionati dall'agenzia che ha il polso del mercato in quel determinato periodo storico.

Come vede in prospettiva per i prossimi mesi il mercato immobiliare nella città di Verona?

Verona è una città di medie dimensioni ed ha un mercato immobiliare vivo; infatti aveva già superato nel 2019 l'atteso punto di svolta ciclico tra la fase recessiva e quella espansiva, in anticipo di un anno rispetto alla media delle 13 maggiori città intermedie. Nel corso del 2020 il rallentamento delle attività economiche e lavorative e la sospensione di quelle legate al turismo indotte dalla pandemia hanno però impattato sul mercato immobiliare veronese, che ha registrato un ripiegamento dell'Indice di performance immobiliare, soprattutto a causa della flessione del numero delle compravendite. I dati del 2021 ci dicono però che stiamo recuperando e la prospettiva per i prossimi mesi è di un ulteriore miglioramento.

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> We are pleased to host in this issue the interview with Gianni Fozzato, a highly experienced real estate agent who for several years has chosen to be part of the L'immobiliare.com network with his agency in Verona Ponte Crencano.

> Mr. Fozzato, you work in the city of Verona with your TRENTO REAL ESTATE agency in the Ponte Crencano area, can you tell us how the idea of starting to work in this sector came about?

At the time I was 20 years old and I was looking for a job, but not the usual job. I responded to a personal search advert in the local newspaper and had an interview; after a week I was working for a real estate agency. Only two years later I had already become the owner of the same agency. The real estate sector has always fascinated me and I must say that for me it is not a job to do this activity, but a pleasure because every day I meet new people and learn something.

> For several years your agency has been a Member of the LIMMOBILIARE.COM Network; Was this your first experience in a real estate network?

Of course it was my first experience in a network. In Italy we are the first real estate network and I find that this formula is much more current. In fact, I was previously part of a franchise group, as well as having managed one in the city where I operate, but their structure and organization are less fluid today.

> How important is the active presence on social networks for a real estate agent for you today? Have you ever tried to use social media to promote your agency?

Sure, I think it's important; during my work I have been able to learn about the evolution of marketing in the real estate sector: from the sign on the property, to the announcement in local newspapers, to the newspapers to put in letterboxes, up to the current real estate portals. As for social media, I believe they are now useful for creating a brand reputation, the management of which, due to the rapid evolution of the sector, must be entrusted to a serious specialized company. The contents to be conveyed must in any case be supervised by the agency that has the pulse of the market in that specific historical period.

> How do you see the real estate market in the city of Verona in perspective for the next few months?

Verona is a medium-sized city and has a lively real estate market; in fact it had already passed the expected cyclical turning point between the recessionary and expansionary phases in 2019, one year earlier than the average of the 13 major intermediate cities. During 2020, however, the slowdown in economic and work activities and the suspension of those linked to tourism induced by the pandemic had an impact on the Verona real estate market, which recorded a decline in the real estate performance index, above all due to the decline in the number of sales. However, the 2021 data tell us that we are recovering and the outlook for the next few months is of further improvement.

Services

The office's activity has taken place and still takes place mainly in the neighborhoods north of the city of Verona and thanks to many years of experience, we are able to carry out very precise assessments in these areas based both on market trends and on the sales and rental statistics made in more than 30 years of activity but also on the particularities of every single neighborhood, street, building present in these areas, knowing exactly the strengths and weaknesses of each one.
The staff today is made up of 3 people Beatrice Spezie Front Office, Vittoria Dalla Fina Rentals Area Manager and myself in charge of the Sales Sector.

The Networking model allows the customer to exploit all the classic elements of a large group thanks to the presence in many cities, but also thanks to new advanced working methods based on the use of the internet and social networks. There are countless services that we are able to make available to our customers:

whoever gives us an exclusive assignment knows that they can count on the work of a qualified and dynamic team that operates in synergy with the other agencies present in the area by sharing the online database, receiving periodic reports on the progress of the work carried out, allowing the customer to closely follow all the phases that will lead to the sale-rental of the entrusted property;
the evaluation of properties, one of our strong points, has the objective of a precise estimate, based on market trends and the economic availability of those looking for a home; success lies in combining speed and competence, to achieve the right price quickly;
we follow those who buy or rent a house throughout all phases of the negotiation, from the request for initial information, to the drafting of the rental contract or preliminary contract, up to the signing of the notarial deed
we follow your property, we make the most of it and we take care of its advertising carefully, making use of IT channels such as, first and foremost, our national website www.limmobiliare.com and the local website www.verona2.limmobiliare.com, true virtual showcases without visibility limits and of the major real estate portals such as immobiliare.it, casa.it, idealista.it. We also advertise our offers on multiple connected web portals such as ebaycase, ufficio.it, TGCOM case, tovocasa.it, il Giornale.it. Cambiocasa.it, rai.it, luxuryestate.com, laRepubblica.it and kijiji to name a few, we promote on the Facebook Social Network with a dedicated page L'immobiliare.com Verona Ponte Crencano. In this market phase which requires timeliness, competence and precision, we believe that these are the right channels to obtain the best results;
we naturally also use traditional paper tools, such as the prestigious magazine of the iNews group, and specialized real estate newspapers;
we offer legal, technical, financial and planning consultancy, relying on selected professionals capable of offering the necessary support to plan, certify, design or renovate properties.

Servizi

- Valutazione commerciale
- Studi di fattibilita' per operazioni
- Perizie estimative scritte
- Servizio fotografico

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

Tipologie attivita' residenziale

- Compravendita
- Gestione permute
- Cantieri
- Opportunita' d'investimento
- Locazione
- Affittanze
- Frazionamenti

Tipologie attivita' commerciale/direzionale

- Compravendita
- Gestione permute
- Frazionamenti
- Locazione
- Cantieri
- Opportunita' d'investimento

Tipologie attivita' turistico

- Compravendita
- Locazione

Tipologie attivita' immobili di lusso

- Compravendita
- Locazione


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VIDEO PRESENTAZIONI IMMOBILI
VIRTUAL TOUR 3D
VALUTAZIONI ONLINE
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Our Meeting Point Immobiliare.com offers its customers ONLINE consultancy services, I.WORKING.

This allows you to work in Smart-Working mode with your customers and collaborators.

Below is the LINK to our Room Reserved for online consultations and visits.