

The essence of an extraordinary brand

To those who value the unique, Fontana Sotheby's International Realty is a local real estate agency offering unparalleled access to the most enchanting properties in the Canton Ticino and all over the world.



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Left, Lugano view.
Below, Villa La Goccia, Figino.
Opposite page top, modern villa in Carona.
Below, Villa La Sorgente, Morcote.
Above right, the General Manager Gianluca Righetti

phistication define our personality." continues Righetti. With over 14,000 real estate consultants in around 700 offices and in 49 countries worldwide, the members of Sotheby's International Realty represent everyone considering themselves "connoisseurs of life". The professionals at Fontana, a close-knit team of strongly motivated consultants, stand out for their in-depth knowledge of the local market and its dynamics, and for their use of cutting-edge technologies to promote properties at international level in an incomparable manner. The portfolio of personal contacts built up during the professional career of each team member is completed with the in-house flagging service that allows staff to bring together presti-

Agents benefit from this reputation, and in the global market this represents a powerful element of differentiation. "Interest, discretion, experience and so-



"Artfully uniting extraordinary homes with extraordinary lives" is the vision of Fontana Sotheby's International Realty. In the words of director Gianluca Righetti, "Although we are celebrated for being a luxury brand, our mission is to offer every single client a unique experience in every price bracket".

Fontana, which has been present on the market since way back in 1926 and has its head office in the heart of Lugano, in Via Giacomo Luvini 4, is a landmark on the Ticino real estate scene that has always been distinguished by values such as tradition, expertise and loyalty, now shared with the famous auction house. The collaboration between the world of realty and Sotheby's auction house is founded on a rich glorious history, and on the inestimable heritage and sophistication of this brand. In the changing competitive scenario of real estate today, the combination of unique exclusive marketing strategies makes it possible to improve the perception of the properties on offer and to guarantee visibility targeting a wealthy influential public.



gious buyers and sellers on a global scale. "A winning combination!" For 2014, Sotheby's International Realty's media strategy will involve ever-greater numbers of Internet users on different digital platforms that use innovation, experience and internationalism to enhance the visibility of the most wonderful properties. Sothebysrealty.com, the website of all our affiliates, has unique features and functions: fascinating photographs, translations in several languages, and a currency converter are just

some of the features attracting millions of potential buyers worldwide every year. "It is rare to be able to search for a home on the basis of life-style" points out Righetti, "And Sotheby's International Realty has developed a series of websites specifically dedicated to those who like the water, mountains, golf, the countryside and history." With almost 90% of potential buyers beginning their search for the future home on the Internet, SEO, a mobile version of the website and a presence on social

media are key to maximising the visibility of a property on the web. Those who still appreciate traditional printed materials can still benefit from the diffusion of the sales brochures in all of our affiliates, and excellent collaborations with magazines known all over the world. "Today's clients, both local and international, rightly expect to see a whole series of needs met that require professionalism and competence. Our organisation, thanks to its head office in Lugano and a branch in Locarno, is particularly well-equipped to satisfy such requirements." concludes Righetti. "By combining our market know-how with the support of this famous brand and contacts built up all over the world, we are equal to meeting all needs and always able to identify the best solution answering our client's dreams".

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