

SPOTLIGHT ON ST. MORITZ

St. Moritz has always been a favourite destination for nature lovers and snow seekers. But there is much more to this Engadine gem than meets the eye, particularly in the real-estate realm, as Enrico Sbrizzai, General Manager of St. Moritz Sotheby's International Realty, shares with *FOUR*...



With the spellbinding Alps standing tall in the backdrop and Lake St. Moritz glistening in the distance, no place captures nature's beauty quite as picturesquely as St. Moritz.

Frequented by society's elite yet enjoyed all the same by fervent skiers and outdoor enthusiasts, this alpine resort's charm is yet to meet its match.

Of course, holidaymakers come and go, but enjoying the splendour of St. Moritz on your own terms is made all the easier with a bustling property market. And with St. Moritz Sotheby's International Realty offering clients sublime service met with decades of experience in the real estate market, finding that dream vacation home is an effortless – and exciting – affair.

"With our brand, you have a reliable and competent partner with knowledge of the local market and worldwide exposure. Our network comprises 1000 offices in more than 70 countries worldwide," says Enrico Sbrizzai, General Manager of St. Moritz Sotheby's International Realty.

"The local St. Moritz Sotheby's team offers many years of experience in the areas of real estate negotiation, financing proposals, marketing, home staging and interior design. Our Managing Director, Enrico F. Sbrizzai, also offers

OPPOSITE Outside terrace of Chesa Surlej, a traditional Engadine home in Silvaplana-Surlej, represented by St. Moritz Sotheby's.

ABOVE Dining and living room in Residenza Rosatsch, represented by St. Moritz Sotheby's.

BELOW Residenza Rosatsch is a contemporary home situated on the banks of Lake St. Moritz.

a valuable network of UHNWI clients built up during his 37 years at one of Switzerland's leading banks."

But when it comes to buying, renting or selling a home, there are many options and endless intricacies to consider. So the question becomes, what is it that makes St. Moritz Sotheby's International Realty's service and properties stand out?

"A major network such as Sotheby's International Realty offers considerable advantages to a clientele as diverse as



PROPERTY



the Engadine property market,” answers Enrico. “There is no doubt that we have a significant advantage over our predominantly local competitors because we have a much larger panel of potential buyers. This is very important, and sometimes decisive, in a market like St. Moritz, where competence, professionalism and quality of service make the difference.”

With this level of service, expertise and success on the table, it's the process that happens behind closed doors that really counts. “We propose a market valuation of the property based on an independent and detailed appraisal,” explains Enrico. “Following this, our team prepares sales documentation with professional photos, a video, a description and possibly a home staging on the property.”

“We then give global exposure to the property through *sothebysrealty.com*. Receiving 37 million visitors in 2020, this is the most visited luxury real estate website internationally. The website also holds partnerships with the most important media around the world, such as Bloomberg, *Financial Times*, Mansion Global, Luxury Estate and JamesEdition, among others. Nationally we give exposure through Homegate, the most visited real estate portal in Switzerland.”

“In addition, we give exposure to the property on our website *stmoritzsir.ch* and through our annual catalogue, *St. Moritz Sotheby's Selection*, which is distributed to corporate partners such as family offices, lawyers and banks as well as to our offices in Switzerland and abroad. Exposure is amplified further in our monthly newsletter that is distributed to potential buyers, brokers and our principals; through displays in our shop window in Via Serlas 20 in St. Moritz and via our presence on Facebook and Instagram,” says Enrico.

Although St. Moritz Sotheby's International Realty has an impressive network of property marketing opportunities, the company's service comprises so much more. “Matching extraordinary properties with extraordinary lives” is Enrico's definition of the firm's goal. “At Sotheby's International Realty, and therefore at our branch in St. Moritz, we are committed to placing exceptional real estate in the hands of people from all over the world, giving them access to the most extraordinary lifestyles.”

ABOVE Exterior of Chesa Pulin in Samedan decorated with traditional *sgraffiti*, represented by St. Moritz Sotheby's.

BELOW St. Moritz Sotheby's team with General Manager Enrico Sbrizzai at the top right.

And there's no doubt that St. Moritz is the epitome of a remarkable lifestyle, offering residents a plethora of prospects to enjoy a life well-lived. “Owing to the unprecedented situation we have experienced recently, we have realised, if proof were needed, that the Engadine, and especially St. Moritz, has much more to offer than just a jet-set lifestyle filled with luxury, glamour and high-standard gourmet experiences,” says Enrico. “There are many reasons for choosing one or the other location when deciding to buy a property. The Engadine, an extraordinary valley situated at 1800 metres above sea level, offers a huge choice in this respect with its mountains, lakes, colours and pure air. What has been confirmed on several occasions, even in this particular period that we are experiencing, is the fact that real estate in the Upper Engadine remains a safe investment with a stable, ever-growing trend.”

With safe investments looking as good as the properties in St. Moritz Sotheby's portfolio do, the most difficult decision will be whether you prefer a modern space or a more traditional alpine home. If contemporary luxury is your style, then take a gander at Residenza Rosatsch. Represented by St. Moritz Sotheby's, this sumptuous property situated on the banks of Lake St. Moritz offers unmatched lake and Alp views paired with elegant Italian interior design. Boasting a spacious terrace, 3 bedrooms – all ensuite – and an open living area with a fireplace, this property is made for relaxed valley living.

For traditionalists, Chesa Pulin, an authentic Engadine home in the centre of Samedan, is the ideal investment. Represented by St. Moritz Sotheby's, this historic farmhouse dates back to the 15th century. Completely renovated in 2012 by architect Hans-Jörg Ruch and adapted to today's sophisticated needs, it boasts the perfect balance of historic charm and modern comfort. The property features Engadine moonwood accents and carefully restored elements from the 17th and 18th centuries and comes complete with 8 bedrooms, 7 bathrooms, a light-flooded living area and an up-to-date kitchen. This is quintessential alpine living at its best! 🏡

