



Company profile

Real Estate Innovation
Begins Here



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About us

Idea Real Estate S.p.A. has been in the field of complex information systems for the management of real estate assets for over 20 years, gathering the most significant experiences in the realisation of applications for the management of **Assets, Property, Facility, Energy Management, Agency** and **any service related to the integrated management of assets**.

Over 20 years of experience in the IT sector to manage real estate

An in-depth knowledge of the relevant processes and regulations, combined with technological expertise, allow us to offer the market consultancy and IT solutions for all aspects of real estate management.

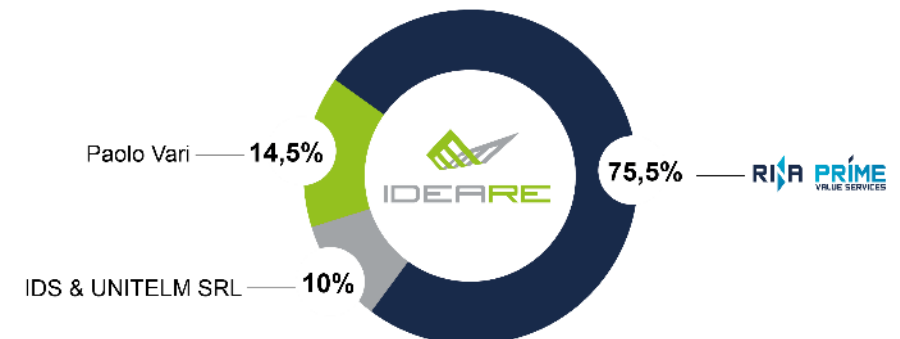


A digital reality for all real estate sectors

A team of professionals consisting of members highly qualified in different management fields, with a deep level of specialisation, able to offer high value-added processes for banks, funds, public housing and retail companies.

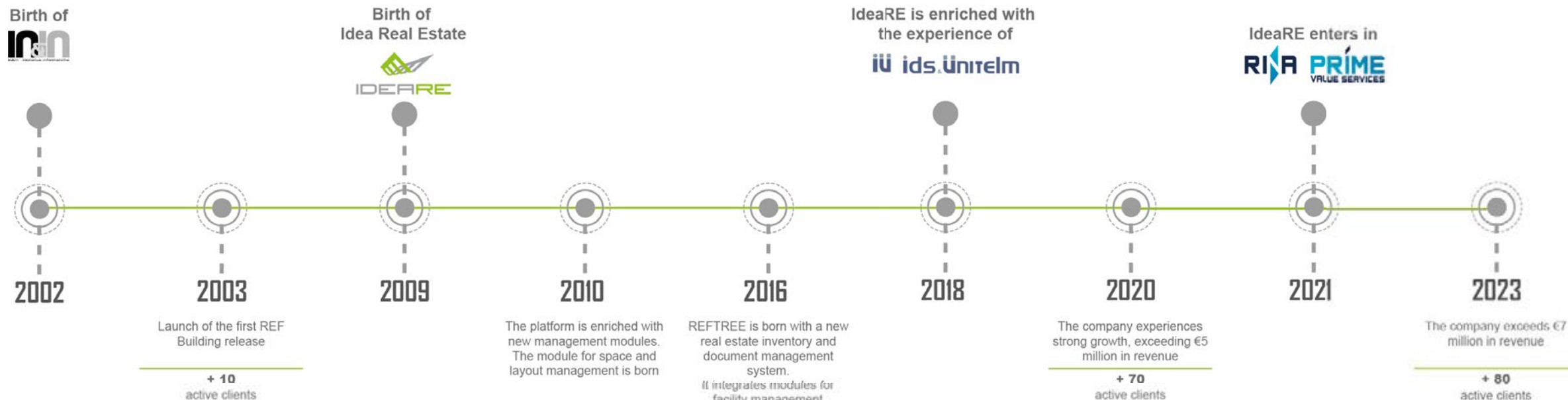
Founded in 2002 by Paolo Vari, Idea Real Estate has walked a path of continuous growth. After consolidating its position as one of the leading players in the information systems market, in 2021 IdeaRE identified RINA Prime Value Services as the ideal partner with which to undertake the process of strengthening and expanding its perimeter, both in terms of services/products and geographically.

The Board of Directors of Idea Real Estate is composed of Giuseppe Lo Prete Chairman, Paolo Vari Managing Director and shareholder of the company, Ugo Giordano, Emanuele Castagno and Michele Sturniolo.



Our history

We started in 2002 and since then we kept growing and innovating

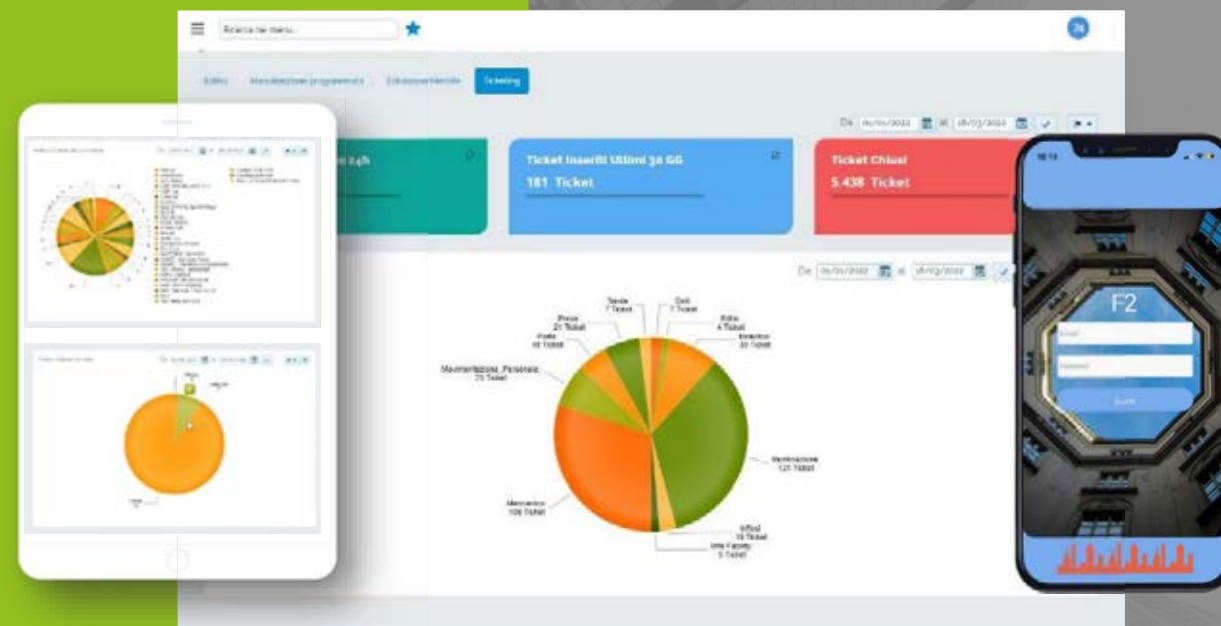


The most advanced and complete system for Real Estate Management

The desire to respond quickly to changing demands of the real estate market pushed us to adopt flexible tools and technologies, which allow our clients **to operate directly on the Data Base**, without the need for specific IT skills. Hence the development of the REF (Real Estate Framework) platform - designed to enable users to create management applications and design and develop custom applications - and the subsequent **REF-building**, the management system for integrated management of **Assets, Property, Facility and Agency**.

REFTREE makes it possible to monitor and intervene in all aspects of property management in an integrated way, increasing the profitability of the property through constant monitoring and evaluation of management processes.

Thanks to the specific skills of our team, it is possible to commission specific mobile applications for IOS and Android devices. The development methods allow updates and changes to application logic to be introduced without the need to republish on the Play Store & Apple Store.



DISCOVER MORE
ON REFTREE



The software for companies facing digital transformation in property management

Three application layers, endless management possibilities



Asset Management

Activities and processes to ensure the information relating to each real estate asset managed, is univocal and complete.



Property Management

Management of all administrative activities related to the supervision of real estate assets, as well as the necessary tasks for accounting and collecting the share of real estate used for income generation.

The functionalities are implemented in accordance with the Italian legislation (e.g. active cycle management, tax calculation, tax obligations for recording contracts), without the need for further specific customization.



Facility Management

Integrated management of services related to the building maintenance cycle, aimed at ensuring the full functionality of the real estate assets and the resolution of unforeseeable issues.

Digital Twin, BIM & IoT

Towards Real Estate 4.0 with Digital Twin, BIM & IoT

In order to achieve the highest and most innovative management standards, special BIM & IoT management modules can be activated.

This feature allows to streamline processes and obtain predictive maintenance information in order to gain competitive advantages in terms of long-term management and efficiency.



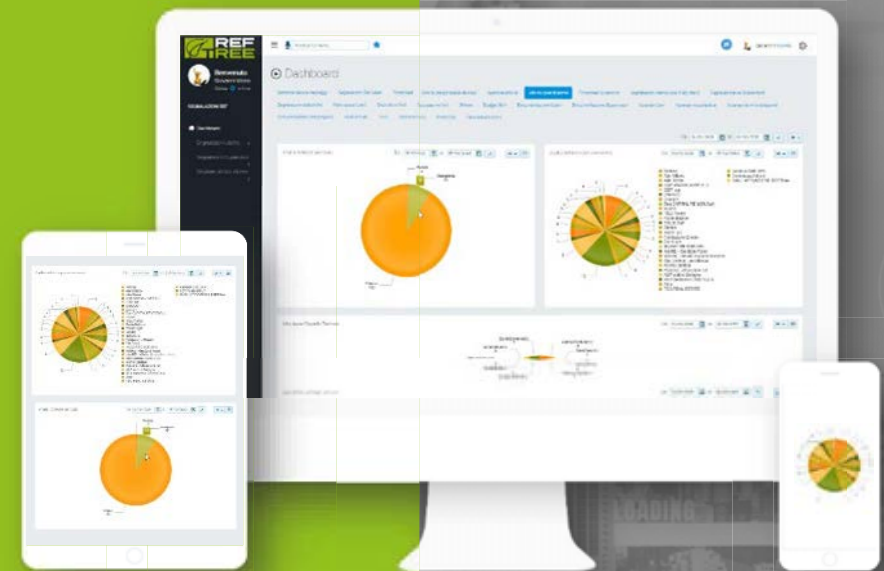
Speed up operations by keeping information united and available in real time



Centralises all documentation related to assets, spaces and technological installations in the Digital Twin



Integrate existing systems (BMS, IoT Sensors, Facility, Property, Energy & Automation)



Our strenghts

Idea Real Estate offers solutions and services based on every client's specific needs.

Idea Real Estate's team has a high level of functional competence in the Real Estate sector and is characterized by a high level of loyalty (only 10% turnover over the last 10 years).

The company constantly invests in **technological research**, in 6 years two product developments have been presented as well as other products in response to market demands.

Our clients have always contributed to our growth and implementation of **best practices for real estate management**.



+20
Years of
experience
in real estate
management



200
Implemented
projects



100
Active projects

Our numbers

OPERATING LOCATIONS IN ITALY

- ✓ Roma
- ✓ Milano

CERTIFICATIONS

- ✓ UNI EN ISO 9001:2015
- ✓ UNI EN ISO 27001:2013
- ✓ UNI EN ISO 30415:2021
- ✓ UNI/PdR 125:2022



312
Portfolios managed



1.5 mln
Real estate units
managed



48.5 mln
Sqm managed



5.000
Users using our
products



+80
clients



+45
employees



+€7 MLN
turnover

Our clients

Over the years, Idea Real Estate has acquired significant references both in the public sector through the development of projects with the Agency of the State, with Public Housing (including ALER Milan, Roma Capitale, Ater di Roma, Atc Piemonte Centrale, ITEA di Trento and ATER Regione Umbria), with Cassa Depositi e Prestiti, Poste Italiane, Invimit, Provincia di Roma, Regione Friuli Venezia Giulia, Università di Genova, Università La Sapienza of Rome, etc. ; both in the private sector: from managers and real estate operators such as CBRE Espansione Commerciale, Edipower, Centostazioni, Larry Smith, to the banking and financial world with operators such as: Unicredit, Dea Capital, Torre SGR, Beni Stabili, BNP Paribas Real Estate - BNL FI SGR, Banca Popolare di Milano, Credito Emiliano, Credito Valtellinese, Sidief (a subsidiary of Banca d'Italia), etc.

- Acqua&Sapone
- AGIRE S.p.A.
- Aler Milano
- AMCO - Asset Management Company
- ANVIR
- ARCA Puglia Centrale
- ARCA Capitanata (Foggia)
- ARECneprix
- Arsial - Lait
- ARXAM
- ASP città di Bologna
- Ater Roma
- AXA Italia Servizi ScpA
- Bayview Italia S.r.l.
- BNP Paribas Real Estate
- CAR - Centro Agroalimentare Romano
- Casa ATC Servizi S.r.l. - Società in house di ATC del Piemonte Centrale
- Cassa Nazionale del Notariato
- Castello SGR S.p.A.
- CBRE
- CDP Immobiliare S.r.l.
- CDPI Sgr
- CEI
- CNPADC – la Cassa dei Dottori Commercialisti
- COLLIERS REMS
- Compagnia Gestioni Immobiliari S.r.l.
- Cotral S.p.A.
- Credem
- Creval - Credit Agricole
- D.L. Engineering S.r.l.
- Dea CAPITAL RE SGR S.p.A.
- Domus Real Estate
- DoveVivo
- EGI - Europa Gestioni Immobiliari S.p.A.
- ENPAM Real Estate S.r.l.
- Eur S.p.A.
- Fabrica Immobiliare SGR S.p.A.
- F.I.EN.A.COM.
- Fineco
- Fondazione Sviluppo Ca' Granda
- Fondo Pensioni Cariplo
- Fondo di previdenza Mario Negri
- Generali Real Estate
- Golgi-Redaelli – RSA
- Gruppo Casini
- Immit S.r.l.
- Immobilgest R.E. S.R.L.
- Immobiliare La Scala
- Immobiliare San Carlo Trieste S.p.A.
- INAIL - Istituto nazionale Assicurazione Infortuni sul Lavoro
- INSIEL S.p.A. - Società ICT in house della Regione Friuli Venezia Giulia
- INVESTIRE SGR S.p.A.
- Invimit SGR S.p.A.
- Italia Turismo – Società del gruppo INVITALIA
- ITEA SPA Istituto Trentino Edilizia Abitativa
- Manpower S.r.l.
- MEDIOLANUM GESTIONE FONDI SGR P.A.
- Next RE Siiq SPA
- PATRIZIA Investment Management
- Polis Fondi SGR
- Pontorme S.r.l.
- Poste Italiane
- Pradera
- REDO SGR S.p.A.
- Reset S.r.l.
- REV Gestione Crediti S.p.A.
- Revalo S.p.A.
- RINA
- Roma Capitale
- Sace – Servizi assicurativi e finanziari per le imprese
- Sapienza Università di Roma
- Savills Larry Smith S.r.l.
- Sidief S.p.A. - Società Italiana Di Iniziative Edilizie e Fondiarie
- Saicon
- SMOM – Sovrano Militare Ordine di Malta
- Svicom Sviluppo Commerciale S.r.l.
- Torre SGR S.p.A.
- TSC Real Estate S.r.l.
- UniCredit Services S.p.A.
- UniGe – Università di Genova
- Yard Reaas S.p.A.



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A subsidiary of RINA Prime Value Services