

Press Release

**“GABETTI AGENCY” BECOMES “GREAT”: NEW STRATEGY AND ORGANISATION TO STRENGTHEN OUR ROLE AS ADVISOR FOR INSTITUTIONAL AND INTERNATIONAL INVESTORS**

***“Great - Real Estate Advisory & Transactions” marks a further strategic step in Gabetti Group’s new organisational structure, with a target projected turnover of over €20 million in 2028***

Gabetti Agency, the Advisory & Transactions company of the Gabetti Group, changes its name to **Great - Real Estate Advisory & Transactions**, launching a new phase of strategic development that redefines the company’s positioning in the real estate sector. A rebranding that is not merely an update of the visual identity, but one that reflects a profound transformation of its business model and market approach.

Through Great, acronym for **Gabetti Real Estate Advisory & Transactions** - the company, on the initiative of its CEO **Daniele Martignetti** and in line with the strategic vision of the Gabetti Group, headed by Chairman Fabrizio Prete and CEO Marco Speretta - is evolving towards a position increasingly focused on advisory services, strengthening its role as **strategic partner for private and institutional clients and international investors**. In this scenario, advisory services takes on a central and distinctive role, fully integrated with our transactions expertise in supporting clients through every stage of the property cycle, from strategy definition to completion of transactions.

Our new identity is part of a growth strategy built on solid foundations. First and foremost, **a deep understanding of the Italian market**, thanks to offices in key regions beyond Milan and Rome, corporate agencies and a network of partnerships that enables the company to cover local markets and complexities in a way that is unique within the domestic landscape. Added to this is our **consolidated leadership in the Living segment**, an area in which Great has confirmed its position with the brand **GHV** (Gabetti Home Value), one of the leading operators in residential development: 50 active projects and 20 in the pipeline, with a 2026 sales target in excess of €150 million. This expertise is now further enhanced and accompanied by a gradual expansion of activities across all asset classes, with growing focus on the commercial market and on capital dynamics.

A key element of the new strategy is the overhaul of the business and organisational model, redeveloped to bring it into line with the best practices of leading international operators and the demands of clients, with the appointment of several high-profile managers to strengthen the organisation. The structure now includes four divisions - **Capital Markets, Transactions & Occupier Services, Living with GHV and Portfolio Management Strategy** - designed as independent yet complementary business lines that will work in synergy, whilst maintaining a clear focus on their specific areas of expertise. This structure will enable greater operational efficiency, clearer accountability for results, and a greater ability to promptly and effectively respond to the demands of the market.

**Gabetti Property Solutions**

Milan, Rome, Genoa, Turin, Padua, Florence, Bologna, Naples, Bari

**[www.gabettigroup.com](http://www.gabettigroup.com)**

Specifically, **Capital Markets** is organised into specialist departments – Office, headed by **Claudio Santucci**, Retail and Alternative Investments, the latter now under the **new leadership** of **Nico Di Benedetto**, with a dedicated team also covering sectors such as Hospitality.

**Transactions & Occupier Services**, with the departments of Agency & Tenant Rep and Sales & Regional Markets, is headed by **Stefania Campagna**, who has also joined the Group as **Deputy General Manager of Great**. Stefania boasts extensive experience in the Italian Real Estate market, having served as head of the Transactions teams at Jones Lang LaSalle and, prior to that, at CBRE, while she began her professional career at Cushman & Wakefield as part of the Agency & Tenant Representation team.

The objective is to expand the Agency's property marketing activities and develop Occupier services to support the Tenant Rep team, which has **recently welcomed Luca Villani as its new head**. Villani has held various roles, including Head of Valuation and of the Client Solutions and Work Dynamics teams, before joining the Leasing Advisory team alongside Stefania Campagna.

The team will aim to further develop Agency activities focused on property marketing, as well as establish an adequate Tenant Rep structure that provides specialised services to Occupiers. The second department, namely Sales & Regional Markets, will handle sales activities outside the scope of Capital Markets, both centrally and across the country. Lastly, Living - under the **GHV** brand led by **Enrico Cestari**, reaffirms its role as partner in enhancing newly constructed residential projects throughout the country.

In this context, the development of the **Portfolio Management Strategy** division, led by **Edoardo Arecco**, takes on a particularly important role as strategic platform for management and optimisation of complex property portfolios throughout Italy. Building on an already substantial managed portfolio of approximately €1 billion in AUM, the division is set to further strengthen its role by offering advanced planning services, implementation of business plans, and monitoring of performance, aimed at a broad range of investors.

At the same time, Great is consolidating its role as a consultancy firm through increasingly close **integration with Patrigest, the Gabetti Group's Research, Advisory and Valuation company, headed by Luca Dondi dall'Orologio**. This synergy enables the company to combine analytical capabilities, strategic vision, and operational expertise within a single platform, further strengthening its position as a qualified and authoritative partner.

In addition to strengthening its presence in the Rome market with **Luca Blasi**, new head of the Rome office, the project is confidently looking beyond national borders. In a context of increasing internationalisation of capital flows, Great has embarked on a process of **building relationships with advisers in key European markets**, aiming to attract cross-border investment and foster dialogue between international capital and Italian private wealth, which represents one of the country's most significant and distinctive assets.

In this respect, the company boasts a unique position, benefitting from a nationwide presence and belonging to Italy's leading real estate services group. This combination allows Great to guarantee comprehensive market coverage, privileged access to private capital, and a distinctive ability to generate liquidity even in complex situations.

*“Great represents a strategic step: strengthening our identity as an advisory company and, thanks to our organisation by business lines, responding more effectively to an increasingly complex market and to institutional and international investors,” says **Daniele Martignetti, CEO of Great**. “We are building on what sets us apart – our leadership in the Living sector and our widespread presence across Italy – and developing this with a clear, common and shared vision, transforming projects into concrete actions. At the heart of it lies a very clear vision: to be the only player capable of having a comprehensive understanding of the market and translating that into 360-degree consulting. This capability stems from a deep understanding of the local area and a direct relationship with local businesses, which in Italy are closely linked to the Real Estate sector. Great is therefore not just an acronym, but a declaration of our evolution: to be an advisor, connector between business and Real Estate, and strategic partner. We can do this thanks to our unique position as part of Italy’s largest real estate services group, the only one listed on the stock exchange, and we have access to one of the largest private capital bases at the international level.”*

*“Great is a natural evolution in the Gabetti Group’s growth trajectory and strengthens our position as an integrated real estate services platform,” comments **Marco Speretta, Gabetti Group CEO**. “In an increasingly selective market, the ability to combine advisory services, execution and access to capital is a key factor. And this is Great’s specific ambition: to become a point of reference for institutional and international investors, simultaneously building on our long-standing ties to the domestic market and to Italian private capital. In this process, the development of our expertise is strengthened through greater integration with the Group’s other three divisions – Real Estate Services, Network Services, and Building Renovation & Management – with the aim of consolidating our know-how, relationships and operational capabilities, and offering the market an increasingly comprehensive and coherent service across the entire property value chain and across all asset classes.”*

With the completion of the reorganisation phase launched in early 2026 and the entry of new high-profile professionals, the company is now preparing to enter full operational capacity, aiming to translate its strategic vision into concrete results, both in terms of turnover, with a forecast of over €20 million for 2028 and an average annual growth rate of 15%, as well as consolidation of its role in the market and its active contribution to growth of the Italian real estate sector.

**Great - Real Estate Advisory & Transactions** thus presents itself as a cutting-edge platform, combining advisory services, expertise and transactional capabilities within an integrated, forward-looking model.

Gabetti Property Solutions, through the various business lines of its subsidiaries, provides services for the entire real estate sector, with integrated consulting to satisfy the requirements and demands of private individuals, companies and institutional operators. This integration and synergy of services gives rise to the group's added value: a unique model with respect to its competitors. The organisational model of Gabetti Property Solutions integrates and coordinates the specific expertise of each company of the Group in the following areas: Advisory, Development, Management, Intermediation, Credit and Insurance Brokerage and Redevelopment.

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**PRESS OFFICE**

SEC Newgate - Tel. 02624999.1

**Francesca Brambilla** – francesca.brambilla@secnewgate.it – 3386272146

**Michele Bon** – michele.bon@secnewgate.it – 3386933868

**Daniele Pinosa** – daniele.pinosa@secnewgate.it – 3357233872