



Made in Italy

COMPANY PROFILE

Some data contained in this Company Profile (2023) are deliberately not completely detailed to protect the confidentiality of corporate information or to comply with privacy guidelines. Insights are available upon request.

LIONARD LUXURY REAL ESTATE

WE GUIDE AN INTERNATIONAL CLIENTELE IN THEIR SEARCH FOR THE EXTRAORDINARY

Lionard is the most innovative company in the luxury real estate sector in Italy, specialized in consulting and brokerage of prestigious properties all over Italy. The company operates according to a PropTech business model, which allows maximum efficiency in the management of the sales process. Lionard's highly qualified, multilingual staff assists the customer at every stage of the property purchase journey, offering a tailor-made and highly personalized experience.



EXCLUSIVE LUXURY REAL ESTATE

Since 2008 Lionard has focused on consultancy and brokerage in the buying and selling of luxury properties in Italy at the service of an international clientele in search of excellence. Lionard offers a targeted portfolio of exclusive properties which currently includes over three thousand properties: from elegant villas overlooking the sea to majestic estates in the countryside, from frescoed historical buildings to modern penthouses in the main metropolises, from restored castles to modern mountain chalets.

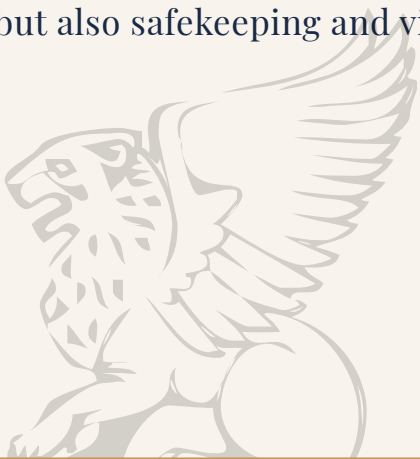
20B€**OVERALL VALUE OF
OUR PORTFOLIO****+ 3.500****LUXURY PROPERTIES
IN OUR PORTFOLIO****5.5M€****AVERAGE VALUE OF
PROPERTIES****+110K****REAL ESTATE
PROPERTIES ANALYZED
ALL OVER ITALY****48K UHNWI****MILLIONAIRE AND
BILLIONAIRE CLIENTS
FROM ALL OVER THE
WORLD****75K****BeLIONARD COPIES PRINTED
AND SENT TO A SELECTED
TARGET OF CLIENTS****9.2M****TOTAL NUMBER
OF VIEWS OF OUR
CORPORATE WEBSITE****+ 100M****TOTAL NUMBER OF
PAGES VIEWED**

2008-2010

2008

Lionard is founded in Florence by Dimitri Corti, a Florentine entrepreneur with years of experience in the technological and real estate sector.

The name chosen for the company calls to mind Italy, charm, excellence and uniqueness thanks to an international sound. It combines, in fact, two words: **Leonardo** and **Lion**. “Leonardo” recalls the greatness of the famous artist born in Vinci, while “Lion” symbolizes the feline’s strength and courage. **Lionard’s logo** depicts a griffon, which symbolizes perfection and strength but also safekeeping and vigilance.



2010

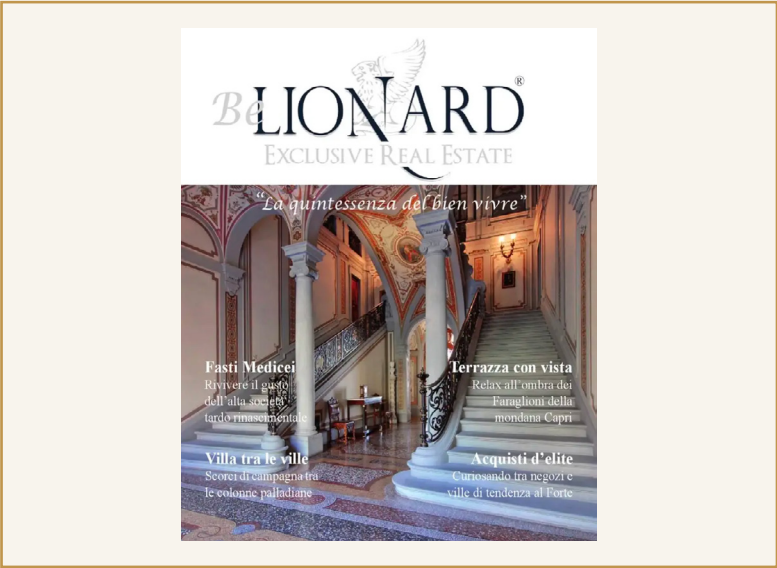
The Company develops its real-estate know-how towards the ultra-luxury market and invests in a well-structured **international marketing plan** with a particular focus on Eastern European markets.

2011-2013

2011

The company is internally structured in a highly professional manner, focusing exclusively on high-quality properties. The company’s aim is to maintain a high-level portfolio, able to meet the needs of a demanding, **international clientele looking for unique, exclusive properties.**

THE FIRST EDITION OF BeLIONARD IS PRINTED



2013

Lionard Technical System (LTS1), our property software, is developed to help us manage relationships with customers and the sales process with utmost analytical and operational capacity.

2014-2018

2015

Lionard opens to international and national press with its **own press office.**



The company moves its headquarters in Via Tornabuoni, 1, **Florence’s** historical fashion street.

2017

Lionard continues to invest in the development of its IT infrastructure, which is unique in the market, to further optimize the management of work processes. In the same year, we opened our **Milan** office.

2018

Investments continue on our **corporate strategy** aimed at increasing our portfolio of prestigious properties and attracting professionals in the sector.

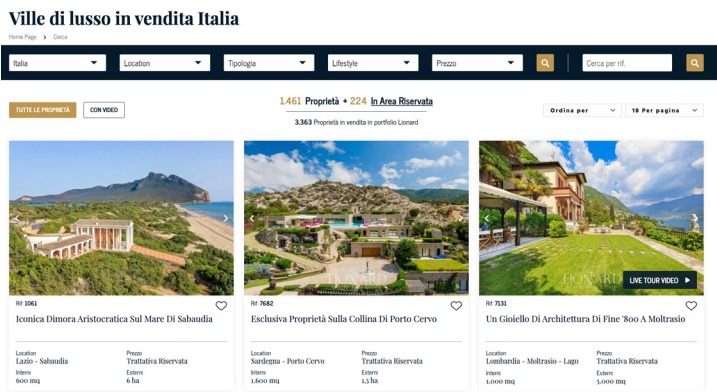
2019-2023

2020

2020 is the **year of records**, Lionard reaches very high goals in terms of turnover, purchase requests and managed negotiations. In the same year, we opened our **Rome** office, located in the trident area.

2022

Our **website** is given a new graphic and functional restyling; to date, it boasts over **10 million annual views**. The new office in **Naples** is opened and at the same time the company’s expansion plan is published, which can be consulted on Lionard Careers.



2023

The **Porto Cervo** and **Venice** offices are inaugurated. By 2025, **new openings** are planned in another 11 national and international locations with the future inauguration of offices in London, Paris, Berlin and Barcelona, to consolidate our presence in strategic areas of the real estate market.

THE OFFICES

THE OFFICES IN ITALY

Lionard offices in major Italian cities reflect the luxury and exclusivity of the properties in our portfolio. Our offices, located in strategic locations, are designed to inspire the work of the team and to best welcome customers and partners.



FLORENCE

The company has its headquarters in Florence, in the historical building of Via de' Tornabuoni 1, one of the most famous streets in the city center, a few steps from Ponte Vecchio.



MILAN

The Milan office, opened in 2017, moved to Corso Monforte 20 in 2023, located in one of the most prestigious areas of the metropolis, a focal point for fashion and design.



ROME

Inaugurated in 2020, the Rome branch is located in Piazza di San Lorenzo in Lucina 26, a central and prestigious location that reflects the elegance and refinement that characterize Lionard's offices.



NAPLES

In 2022, Lionard inaugurates its headquarters in Naples, located in the renowned Via dei Mille 16. The Neapolitan capital, together with the Amalfi Coast and the enchanting islands of Capri and Ischia, are an important point in the real estate market in Southern Italy.



VENICE

Inaugurated in 2023, the Venice office is located in Calle Larga XXII Marzo, near the famous Piazza San Marco, in the heart of the city of art, canals and gondolas, which is renowned throughout the world.



PORTO CERVO

Opened in 2023, the Porto Cervo office, in Piazza del Principe 1, is located in the main town of the Costa Smeralda, a charming holiday destination chosen by the international jet set, synonymous with luxury and glamour.

PROPERTIES

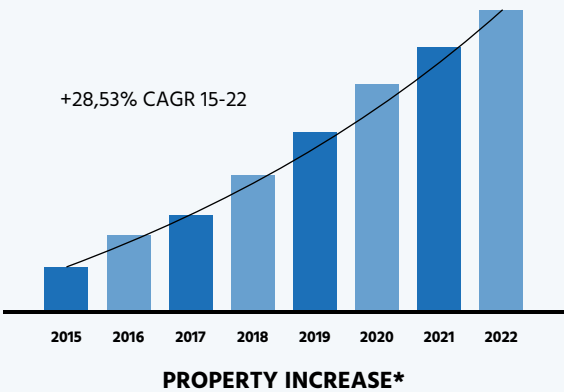
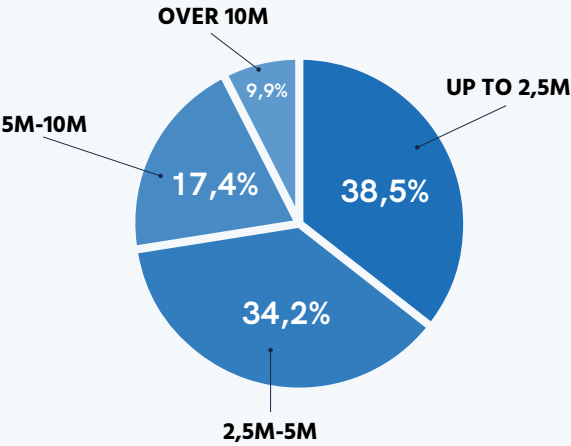
+3.500 PROPERTIES FOR SALE*

49% of the properties in our portfolio is shown on our corporate website.
51% of the properties, instead, is not shown online to respect their owners’ wishes. They are, therefore, proposed by our Advisors during our bespoke consultation service.



Lionard is specialized in the management of luxury properties throughout Italy. The image highlights the regions where the company holds the largest number of properties.

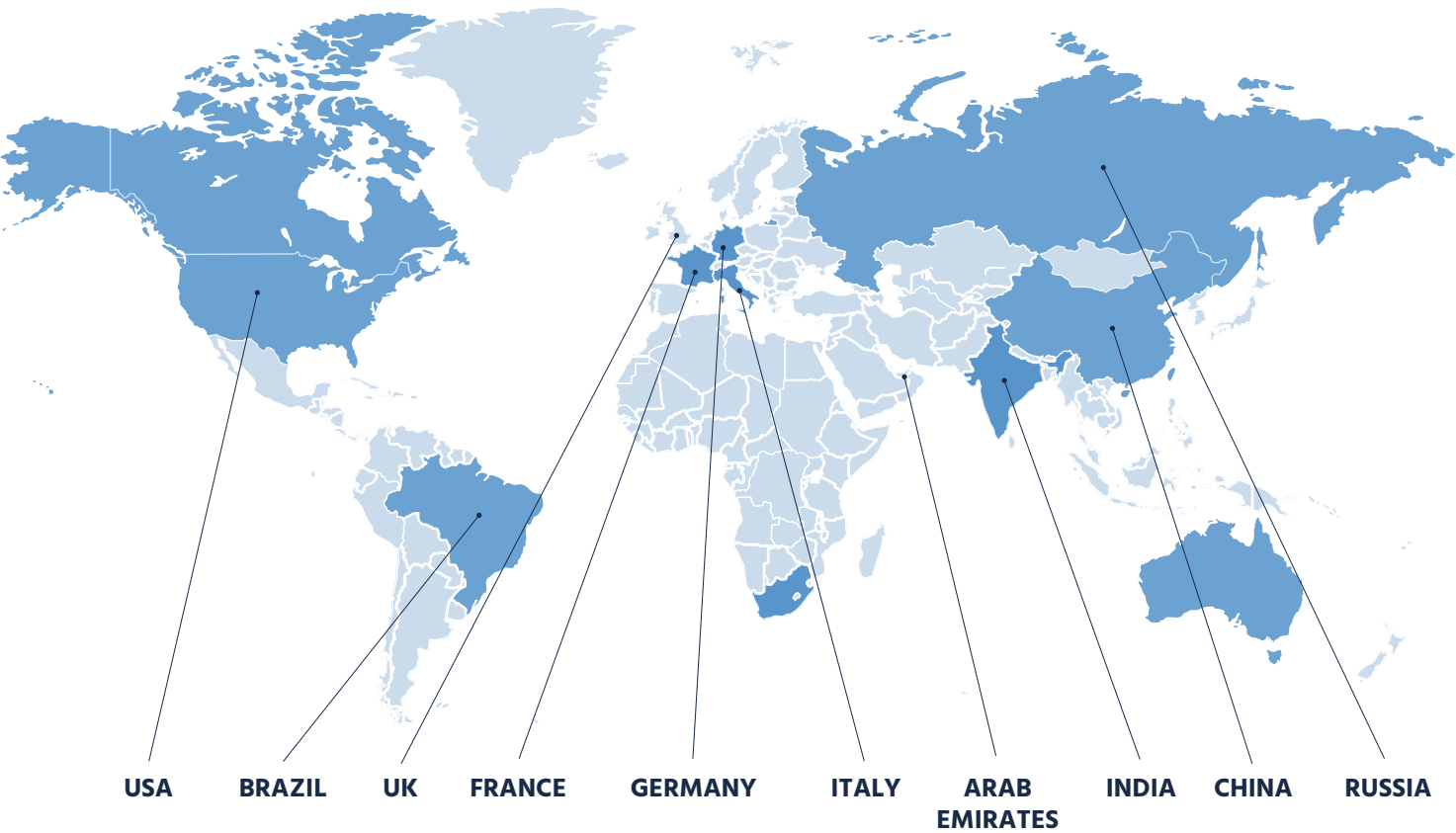
BREAKDOWN OF THE ONLINE PORTFOLIO BASED ON THE VALUE OF THE PROPERTIES.



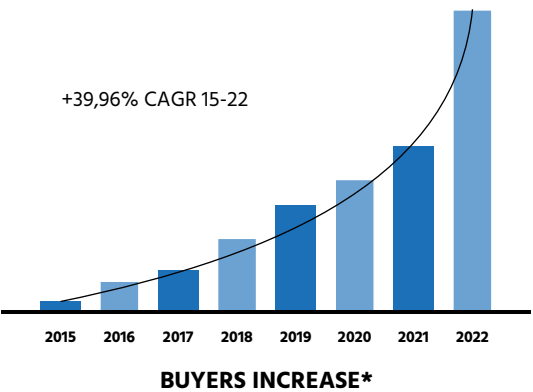
BUYERS

+48.000 BUYERS FROM ALL AROUND THE WORLD*

Lionard has received and managed requests from 10 main countries over the years: Italy, the U.S.A, the U.K, Russia, France, Germany, the United Arab Emirates, Brasil, China, and India.



* In order to protect the confidentiality of corporate information or to comply with privacy guidelines, some information is only partial, but insights are available upon request.



SELECTION OF PROPERTIES SOLD

TUSCANY, FLORENCE

The magnificent Palazzo Serristori, one of the most significant examples of Renaissance architecture in Florence, returned to its former glory thanks to an impressive restoration project. The project involved the creation of twelve apartments of exceptional luxury, ranging in size from 170 to 500 square metres. Lionard exclusively took care of the real estate brokerage for the apartments, which have all been sold.



LIGURIA, PORTOFINO

One of the most famous and exclusive places in Italy, Portofino offers the real Italian Dolce Vita, among boutiques, trendy clubs and romantic sunsets over the sea. This magnificent luxury estate, surrounded by spectacular gardens, is situated in a panoramic position overlooking the picturesque views of Portofino and the crystal clear Ligurian sea. Its elegant and refined design is the result of careful restoration interventions that have preserved its original architecture dating back to 1922.



CAMPANIA, CAPRI

This magnificent villa, built at the end of the 19th century and finished in the early 1900s, stands in Capri and offers a unique view of the island's sea and the enchanting Faraglioni. The construction of the property included the participation of a well-known painter of that time and features fine finishes in every room. Its arches, high vaulted ceilings, ancient floors with hand-made decorations and a huge flower garden with Romanesque columns are typical of the Capri style.



SICILY, STROMBOLI

On the unspoilt island of Stromboli, in Sicily, where the volcano is the protagonist of breathtaking scenery, Lionard has sold the villa of the famous stylists Domenico Dolce and Stefano Gabbana, a one-of-a-kind property. This estate, standing on a rock spur overlooking the sea, which externally reflects the island's typical style, reveals all its personality in the interiors and in its spacious terraces overlooking the sea, thanks to the unmistakable Dolce&Gabbana style.



SELECTION OF PROPERTIES SOLD

PIEDMONT, TURIN

Magnificent castle in Piedmont, immersed in nature and surrounded by centuries-old trees, offering a breathtaking panoramic view. Dating back to the 14th-15th century, this castle boasts a rich history and unique architectural charm. Recently renovated, the castle has maintained its frescoes, coffered ceilings, decorations and a drawbridge. Inside there is also a small frescoed church, a farmhouse dating back to the 17th century, a stable and a mill from the same period.



LAZIO, SABAUDIA

Enclosed within the Circeo National Park, in a seafront position among the dunes of Sabaudia, this iconic aristocratic estate bears the signature of the well-known Milanese architect Tomaso Buzzi, one of the leading architects and designers of the 20th century. The villa was commissioned in the 1960s by Countess Nathalie Volpi di Misurata, wife of Count Giuseppe Volpi, founder of the Venice Film Festival, who chose to build his "petite folie" right here.



LOMBARDY, LAKE COMO

Great privacy, luxury and exclusivity are the strengths of this magnificent property, located in a splendid panoramic position overlooking Lake Como and its splendid landscapes. This luxury property was built in the early 1900s for an important German tycoon who was fascinated by the enchanting atmosphere of the lake. This period villa with arcades, colonnades and terraces, blends the classic style with architectural elements of the 1900s.



TUSCANY, LUCCA

Villa Reale di Marlia (17th c.) an exclusive property surrounded by high walls, stands in Lucca, in the heart of Tuscany. Annoverated as one of the most important historical estates in Italy in the 19th century, it was home to Elisa Bonaparte Baciocchi, a sister of Napoleon and Princess of Lucca. This property, sold by Lionard, is stretched over 16 hectares and features several refined gardens and majestic buildings built over the centuries.



NATIONAL AND INTERNATIONAL PRESS

+2.500 ARTICLES SPEAK ABOUT LIONARD

Ever since Lionard was founded, national and international press has given broad visibility to the company's growth, thus contributing to building its strong global reputation. Prestigious newspapers such as the New York Times, The Wall Street Journal, the Financial Times, Forbes, The Telegraph, the Huffington Post, Il Sole 24 Ore, La Repubblica, Corriere della Sera, Milano Finanza, Ansa and many others have regularly written about Lionard.



The Daily Telegraph

The palace that inspired Pinocchio could be yours for \$27 million

By David Huxford

A far cry from poor old Geppetto's humble home, this grand Tuscan palace has a long connection to the noted Italian storyteller – it was where Carlo Collodi, author of the Adventures of Pinocchio spent much of his childhood.

Villa Garzanti, a 40-bedroom palace with botanical gardens 60km from Florence, has just been listed for 29 million euros, or \$40,027 million (far less than the hefty price tag of some of Italy's luxury estates).

Lionard Luxury Real Estate, the brokers behind the historic sale, compare Villa Garzanti's extensive gardens to other famous estates like Versailles and Fontainebleau in France and Schloss Versailles in Vienna, Austria.

A spokesman from Lionard said the property's connection to one of Italy's most famous children's tales is a key which brings in thousands of visitors each year.

"That's why we aim to find a foreign society, as we also did with other real estate holdings we have sold," Lionard said.

"Someone who understands the potential and invests in restoring and increasing the tourist demand aimed to the tale of Pinocchio," he said.

The land baroque gardens date back to 1600 and where first designed by Lucantonio architect Onofrio. Collodi spent his childhood with his maternal family in the Tuscan province of Lucca. And his mother, Angelina Collodi, was the eldest daughter of Conte Lodovico Torricelli who gave up to provide the noble family.

Typical of the villa of Lucca, the residence is in Collodi, a medieval town belonging to the Villa Garzanti.

LIONARD
LUXURY REAL ESTATE

EL PAÍS

Castillo medieval en el corazón del Piamonte

Un castello in un parco di bellissime alluvioni, in un borgo del Piemonte italiano e con vista a las colinas, se alza uno de los castillos más espectaculares de la zona de Monferrato. El castillo medieval, que se encuentra en la región italiana de Piamonte, entre Turín y Alessandria, fue fundado en el año 1000 como un punto de defensa.

Un castello in un parco di bellissime alluvioni, in un borgo del Piemonte italiano e con vista a las colinas, se alza uno de los castillos más espectaculares de la zona de Monferrato. El castillo medieval, que se encuentra en la región italiana de Piamonte, entre Turín y Alessandria, fue fundado en el año 1000 como un punto de defensa.

Después de tres siglos, la propiedad ha sufrido importantes transformaciones, como las del siglo XVIII. En resumen de esta es la parte superior de la torre, los balcones de piedra en la fachada y la reconstrucción de la escalera y la sala de recepción. Al mismo tiempo, la parte más antigua del castillo fue adaptada con el fin de realizar un complejo de culto religioso y un teatro privado con episodio del Quijote.

LIONARD
LUXURY REAL ESTATE

THE INDEPENDENT

Downton Abbey effect sees impoverished Italian nobles inspired to open their doors to paying guests for up to €650 a night

Italy's painful recession has reached its antipathy who are struggling with maintenance costs, increasing costs of living and changes in property taxes.

Think of it as Airbnb with luxury and capricious styling. In northern Italy, an aristocratic son of Downton Abbey has persuaded his parents to open their castle doors to the public – to open in 2015.

"I was inspired by Downton Abbey. I saw that my friends were keen as well, so I had the idea of supporting the owner of historic houses in Piemonte, Lombardy and Emilia-Romagna could open up their houses and open their doors to visitors," says the Count. Among the 10 participating properties are the castle of the Count of Cavour in Monforte, the castle of Cortis, built in the 16th century, and the castle of the Count of Cavour in Monforte, built in the 16th century, and the castle of the Count of Cavour in Monforte, built in the 16th century.

For a weekend with the top of the house, a quick visit to a dinner with a satellite accompanying staff and an overnight stay, the estimates that a group of 10 people can expect to pay between €120 and €150 a night. The house the villa of the Count of Cavour in Monforte, built in the 16th century, and the castle of the Count of Cavour in Monforte, built in the 16th century.

The Count of Cavour in Monforte, built in the 16th century, and the castle of the Count of Cavour in Monforte, built in the 16th century.

LIONARD
LUXURY REAL ESTATE

The New York Times

For sale: Tuscan view, history and Italian taxes

The Italian house is a masterpiece of architecture, with a long history of ownership by the noble families of the region. The house is built in the 16th century, and the castle of the Count of Cavour in Monforte, built in the 16th century.

The Italian house is a masterpiece of architecture, with a long history of ownership by the noble families of the region. The house is built in the 16th century, and the castle of the Count of Cavour in Monforte, built in the 16th century.

LIONARD
LUXURY REAL ESTATE

CORRIERE DELLA SERA

DENTRO LA VILLA DI CHRISTIAN DE SICA A CAPRI

In vendita la villa di Christian De Sica e di sua moglie nella splendida isola azzurra, dove hanno soggiornato artisti di tutti i tempi come lo scrittore inglese D.H.Lawrence

Christian De Sica e sua moglie Silvia Venturoli mettono in vendita la loro splendida villa storica di Capri, una delle quattro dimore dei quattro re che ha trasformato in una meta da sogno la bell'isola della costiera.

LIONARD
LUXURY REAL ESTATE

LE FIGARO

Ce palais florentin sera découpé en douze appartements de luxe

EN IMAGES - Cette demeure Renaissance de 5500 m² d'été achète en mars dernier par un groupe talienais. Les appartements de 170 à 500 m² seront vendus en 2 et 7 millions d'euros.

Un nouveau projet du Palais Serbelloni à l'intérieur du Palais Serbelloni de 5500 m² construit au début du 16^{ème} siècle appartenait à une famille de nobles italiens. Le palais sera divisé en douze appartements de luxe.

Les acquéreurs prévoient d'installer encore la même somme pour acheter un palais de la famille de nobles italiens. Le palais sera divisé en douze appartements de luxe.

Une ambassadeur restaurateur doit être lancée la reconstruction. Après de nombreuses années de travaux, le palais sera divisé en douze appartements de luxe.

LIONARD
LUXURY REAL ESTATE

la Repubblica

Napoli

Capri, in vendita la villa dove fu di casa anche Totò

Chiusa negli anni 1940, la villa di Capri è stata acquistata da un gruppo di investitori. La villa è stata restaurata e ora è in vendita.

Capri, in vendita la villa dove fu di casa anche Totò

Chiusa negli anni 1940, la villa di Capri è stata acquistata da un gruppo di investitori. La villa è stata restaurata e ora è in vendita.

LIONARD
LUXURY REAL ESTATE

Forbes

Lionard : envie de s'offrir une propriété d'exception en Italie ?

Château, villa, chalet, palais. L'agence immobilière de Lionard propose des biens de prestige en Italie. La villa de Capri est une propriété d'exception.

Château, villa, chalet, palais. L'agence immobilière de Lionard propose des biens de prestige en Italie. La villa de Capri est une propriété d'exception.

LIONARD
LUXURY REAL ESTATE

THE Sun

WELCOME TO PARADISE Dolce & Gabbana's stunning £5.8m villa goes on sale complete with fashion house's textiles, hand-painted tiles and an active volcano as backdrop

The property, once owned by the founder of the fashion house, is located on the breathtaking Italian island of Sicily.

DOLCE & GABBANA'S STUNNING VILLA

The property, once owned by the founder of the fashion house, is located on the breathtaking Italian island of Sicily.

LIONARD
LUXURY REAL ESTATE

Il Messaggero

Alberto Sordi. in vendita la villa di Castiglione delle «vacanze meravigliose»

La villa di Castiglione delle «vacanze meravigliose» è in vendita. La villa è stata restaurata e ora è in vendita.

La villa di Castiglione delle «vacanze meravigliose» è in vendita. La villa è stata restaurata e ora è in vendita.

LIONARD
LUXURY REAL ESTATE

FLORENCE

Via de Tornabuoni, 1
+39 055 0548100
florence@lionard.com

VENICE

Calle Larga XXII Marzo, 2065
+39 041 267 6500

MILAN

Corso Monforte, 20
+39 02 2506 1442
milan@lionard.com

PORTO CERVO

Piazza del Principe, 1
+39 0789 192 5600

ROME

Piazza di San Lorenzo in Lucina, 26
+39 06 8681 0250
rome@lionard.com

NAPLES

Via dei Mille, 16
+39 081 1938 4400
naples@lionard.com

