



**SAGOR & PARTNER**  
Where Estates Get Real



Company Profile

## Who we are

**Sagor** was founded by **Santo Crea** in 1987 in Turin, proposing itself as an operator in the real estate brokerage sector. In a short time passes to the **direct realization** of large real estate transactions, **builds and sells** residential complexes, residences and accommodation facilities in the **French Riviera** and later in **Liguria**, directly taking care of marketing.

The building construction activity in the French Riviera began in 1991, and as early as 1992 **Sagor France** was founded, which operates in **collaboration** with important French companies with the delegation of commercial functions.

Thanks to the expansion of its business across the border, it creates the first contact with Nexity, a multinational company quoted on the Paris stock exchange with which Sagor France carries out several **joint venture** transactions. The Italian division of the company is born from this collaboration, of which Sagor is a 40% shareholder and Santo Crea is Chairman and Chief Executive Officer, with three offices in **Milan, Turin and Sanremo**.

From 2008 to 2014, in Piedmont, Lombardy, Liguria and Tuscany, **18 real estate programs** are realized, with over **1,000 apartments built and sold**.

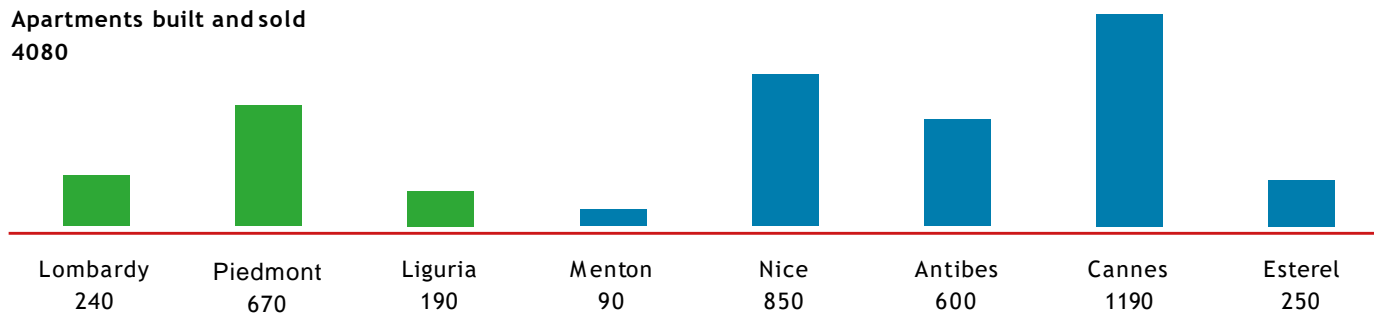
At the end of 2014 Sagor regains its autonomy and “**Sagor & Partner**” becomes the **official face** for all the programs of the group.



The **staff** is enriched with new elements from the most important and renowned real estate in Milan. Sagor & Partner, which since 1987 has made and sold **more than 4,000 apartments and accommodation facilities**, offers all the advantages and **safety** of a large operator, together with the availability and **flexibility** of a small company.

The founder Santo Crea, **National Vice President of Aspesi** (National Association of Real Estate Promotion and Development Companies), combines his thirty years of experience and specific skills, a **dense network** of relationships in the technical, financial and administrative sectors.

**Apartments built and sold**  
**4080**



# Mission

Sagor & Partner aims to be a symbol of quality and professionalism is an integrated service of agency and property development. Customer satisfaction is the primary objective of the company mission.

The key points of Sagor & Partner are:

## **Velocity**

The organizational skills and professionalism of the staff guarantee the customer to find the best solution to their needs in the shortest possible time.

## **Customer Service**

Our customer service assists the customer until the completion of the assignment.

## **Professionalism**

Sagor is part of the real estate landscape as a reliable partner to develop important projects together with customers, whether they are real estate funds, SGRs, builders or individuals, maximizing the return on investment.

## **Efficiency and effectiveness**

Thanks to its thirty-year experience, Sagor & Partner has the ability to achieve its objective by optimizing the use of its resources.



# Vision

Sagor & Partner has been operating for thirty years in the real estate sector with a long-term vision, providing solutions that meet today's needs and meet the challenges of tomorrow thanks to the principles of their vision:

## Competence

The professionalism and competence of our employees are the basis with which Sagor & Partner builds its value every day.

## Organization

Organization aimed at relieving the client of all the activities for him non-essential (non-core) of which Sagor & Partner becomes the curator of interest.

## Customer orientation

Satisfy the customer of today to increase knowledge and be able to anticipate the needs of the customer of tomorrow.





# Real Estate Services Division

Thanks to the important know-how, Sagor & Partner is one of the few companies able to guarantee specialized consulting and provide specialized services in all phases of a new real estate development.

## **1. Consulting in the research phase of a new real estate development**

Our experience at the service of the customer in the most important phase of a development project.

## **2. Feasibility study (technical and economic)**

We produce a detailed dossier containing: i) technical feasibility study; ii) urban verification; iii) financial budget of the operation; iv) product positioning; v) preliminary marketing plan.

## **3. Market survey**

Identification of the correct value of the area and / or of the building.

## **4. Needs analysis**

Socio-economic study of the housing need for the determination of positioning.

## **5. Architectural project (preliminary)**

Preliminary client-oriented design able to intercept the needs of potential customers and define the related specifications.



## **6. Economic and financial planning of the real estate program**

Drafting of the sales list, budget, final architectural layout, planning of cash flows and schedule timings.

## **7. Management of the authorization process**

Obtaining of the suitable building title and relations with the Bodies (institutions).

## **8. Marketing strategy**

Drafting of a commercial real estate plan, organized in two phases: i) commercial launch; ii) commercial continuity during the construction phases.

## **9. Financial assistance**

## **10. Project management of the construction phase**

Assistance and control of the operational phase of a real estate intervention (new construction, renovation or transformation), from the procurement to obtaining all the certifications.

## **11. Technical-administrative after-sale**

Attention and assistance to the customer in the phases of personalization of the real estate unit.



# Divisione Agency

Sagor & Partner is able to acquire, sell and / or lease real estate and real estate assets. Thanks to its consolidated experience, it stands out from other operators for the high sales performance as well as for the numerous services offered that add value and qualify the dossiers.

## **1. Correct evaluation of the property**

Through evaluation report and careful study of the market.

## **2. Drafting of the real estate file**

It contains all the documentation useful for the transaction (verification of the urban and cadastral compliance, building title, Certificate of Energy Performance, compliance of plants, floor plans, document of origin, appraisal, consistency and description of the property).

## **3. Obtaining the Energy Performance Certificate**

Inspection and early release of the Energy Performance Certificate if the property was not provided.

## **4. Professional photo shoot**

Carried out by a specialized photographer to ensure the highest profitability of marketing campaigns.

## **5. Dedicated marketing and web-marketing campaigns**

To promote as best the property offline and online, with social campaigns and search engine optimization..





## 6. Creation of advertising material

Aimed at the promotion and marketing of the product.

## 7. Resale management

In case of need for the purchase of a new housing unit.

## 8. Financial assistance for the purchase

Agreements with leading banks to obtain mortgages and leasing at the best market conditions.

## 9. Property Finding

Search for properties on specific request.

## 10. Advise and assistance

In all contractual, technical and notarial phases.

## 11. Home Staging

To enhance the property, improving the image in order to promote the sale or rent, in the shortest time and at the best price.

## 12. Interior Design

Advice and assistance in the restructuring phase.



## Why Sagor & Partner

- **Experience**  
Thirty years of direct experience with more than 4,000 apartments built and sold in Italy and abroad.
- **Dynamism and flexibility**  
A dynamic and flexible structure made up of qualified professionals from every sector.
- **Attention to detail**  
Attention to detail in all phases of the process.
- **Listening**  
We design our products based on customer feedback.
- **Innovation**  
Innovative sales strategies that allow high performance.



VILLA SAINT~JEAN



- **Knowledge**

We carefully follow the changes in the real estate market to ensure transparency and impartiality.

- **Value**

Maximum valorization of the property.

- **Assistance**

We follow the customer before, during and after the transaction.

- **Responsibility**

We know that our work is the way to achieve your goals.

*“Anything that is worth doing at all  
is worth doing well.”*

*(Lord Chesterfield)*



# SAGOR® & PARTNER

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