



PRESS RELEASE

“LA CASA”: THE NAME OF THE PRELIOS GROUP’S NETWORK IN FRANCHISING

- **THE FIRST AFFILIATED AGENCY OPENS AT PORTO SANTO STEFANO AND LAUNCHES THE REBRANDING OF THE REAL ESTATE NETWORK**
 - **EXPERIENCED MANAGEMENT, FLEXIBLE ORGANISATION AND FINANCIAL SUSTAINABILITY: THE KEY ELEMENTS OF THE NETWORK WHICH COUNTS ON TRAINING AND THE WEB**

*Milan, 22 September 2011 – The Prelios Group announces the official start of the renaming process for its franchising network, Pirelli RE Agency, which will gradually be known by the new brand name **La Casa Agency**. The first, prestigious affiliated agency will opened on 23 September at Porto Santo Stefano, in the Argentario area of Tuscany.*

*“I think the inauguration of the first La Casa agency represents more than just a change of name,” **Paolo Bottelli, the Prelios CEO**, declared. “In the last few months we have work very hard and, together with the team which will head the network, we are ensuring company continuity, at the same time laying the foundations for a project which is solid, high level and, above all, financially sustainable for both Prelios and the affiliated agencies, which is a crucial factor in the present market context.”*

“La Casa” counts on certain key factors such as highly professional and qualified affiliates, a streamlined and flexible organisation, with well organised central functions and the capacity to provide consultancy services and training to local branches, as well as a cost-effective approach thanks to the use of digital technologies, social networks and the more innovation forms of viral communication.

Running the project has been entrusted to a qualified management team with deep experience in the real estate franchising sector, led by Angelo Ciacci.

It should be remembered that, as part of the separation operation from Pirelli & C. and the consequent renaming of Pirelli RE to Prelios, the affiliated agencies were granted the right to continue to use the Pirelli RE Agency trademark until 31 December 2012, in order to allow for an effective and gradual rebranding strategy.

Today, about 260 affiliated agencies will be able to switch to the new brand within the scheduled term. The “La Casa” project is also open to third party entrepreneurs who identify themselves with the network’s founding values and its distinctive and qualitative positioning.

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