



GRUPPO  
**FRIMM**

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Real Estate DNA.



**FRIMM S.P.A.**

Frimm S.p.A. was founded in 2000. **In almost 20 years of activity**, it has become a leader in the Italian real estate sector thanks to the vision of its chairman, Roberto Barbato. Since the beginning of the adventure with this brand, he decided to provide each Frimm agency with a Multiple Listing Service (MLS Agent RE). It was the first time that a MLS system was brought to Italy, despite being an already operational standard in the United States, .

Today Frimm has the second real estate network in Italy with more than **1,220 affiliated real estate agencies, 2,700 realtors**. This was possible thanks to the success of MLS Agent RE (developed and managed internally).

Frimm manages a real estate portfolio of about **EUR 50,000,000**, thanks to the Real Estate Investing division that deals with large real estate transactions.

Frimm S.p.A. develops highly professional services for both franchising real estate agencies (Frimm Franchisee) and direct real estate agencies (Frimm Academy).

### FRIMM IN NUMBERS

- 66,000** properties (every year)
- 220,000** buyers (every year)
- 2,700** realtors
- 100** events and training courses (every year)
- 8,000** transactions (every year)
- 9,5 million** clicks on properties (every year)

### NATIONAL AWARDS

In 2015, Frimm won the first Real Estate Award, the equivalent of an Oscar for the Italian Real Estate market, for being the best Italian MLS provider of the Year with MLS Agent RE. In 2016, the company was awarded the Real Estate Award for the Best MLS system for the second time in a row.



# FRIMM

GRUPPO IMMOBILIARE

### MISSION

*“Creating benefits for realtors.”*

### ASSETS

Frimm Group has an estimated value of over **EUR 30,000,000**. Over time, Frimm has consolidated its corporate assets by adding historic and prestigious properties, thus being consistent with its traditional networking and real estate trading activities. The company’s structure and organization are also working to reach the ambitious goal of getting listed on the Stock Market. The average value of Frimm S.p.A.’s annual production is **EUR 20,000,000**.



## FRIMM AGENTI IMMOBILIARI

FRANCHISING AND ACADEMY FOR REALTORS

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Frimm S.p.A. gives the Italian realtors a way to trust the brand by means of Frimm Franchising, a standard affiliation program for real estate agencies, and Frimm Academy, a project devoted to freelance realtors.

Today, there are around **270 Frimm franchising agencies** in Italy and each agency is connected to MLS Agent RE.

There are **3 Frimm Academy offices** in Italy. Frimm Academy is a network of real estate agencies based on the US model, where the broker acts as a manager of a specialized large team of realtors. Frimm Academy is present in different Italian locations, having offices in: Rome, Milan and Salerno.





## FRIMM REAL ESTATE INVESTING

REAL ESTATE TRADING

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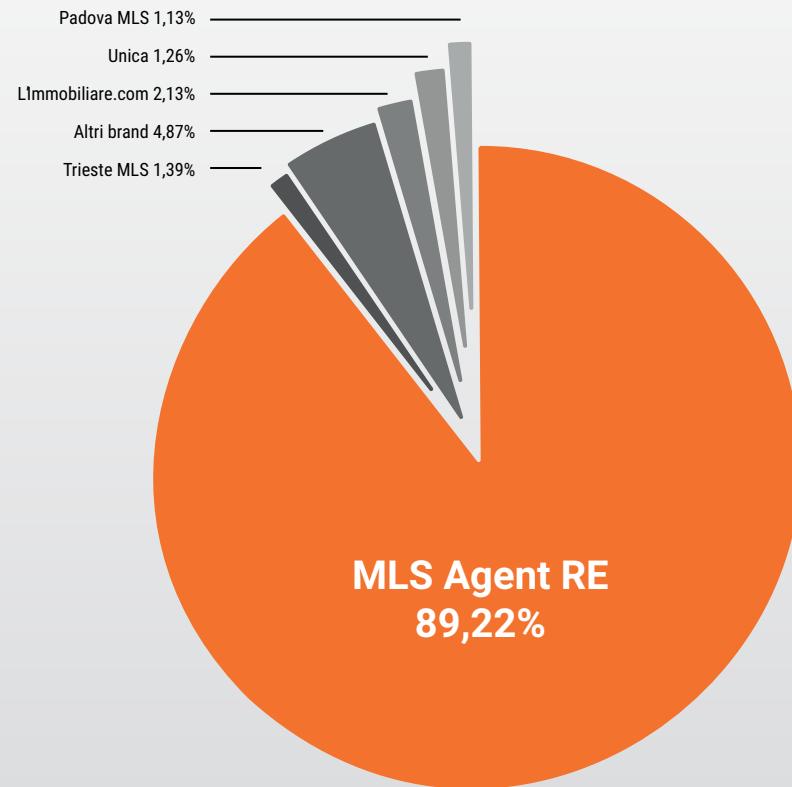
Frimm Real Estate Investing has been conceived for the acquisition and renovation of large building complexes in Italy. Starting as an existing 'trading' division, today Frimm Real Estate Investing generates revenues of approximately **EUR 14,000,000 per year**.

The Real Estate Investing division allows Frimm to buy properties, manage and sell construction sites, and carry out complex real estate transactions. By means of this division, Frimm can also address small residential needs as well as medium-large transactions. Last but not least, it can deal with **small and large real estate investors**.

Residential and commercial properties, building land, rental properties and properties to be renovated are the main areas of investment.



Real estate agencies per brand on percentage



Data: Report Reti e Aggregazioni Immobiliari 2021



## REPLAT & MLS AGENT RE

FRANCHISING NETWORK AND MULTIPLE LISTING SERVICE

MLS Agent RE is the Multiple Listing Service for **protected collaborations in the buying and selling of real estate**. All realtors can participate in it, regardless of franchise groups or associations.

MLS Agent RE is **Frimm's beating heart**: thanks to this software, the company successfully sells all properties that have either been renovated or built by the Real Estate Investing division.

Currently, **2,700 realtors** use MLS Agent RE on a daily basis, thus making it the first Italian MLS system.

REplat is the name of Frimm's second real estate franchising network which is composed by more than 100 franchisees.



## INSTITUTIONAL PARTNERSHIPS

### SYNERGY AND TECHNOLOGY IN THE ITALIAN REAL ESTATE MARKET

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From the very beginning, Frimm S.p.A. has always strived to innovate the Italian real estate sector and the realtor profession. Today, Frimm is synonymous with **synergy and collaboration between realtors**. Bringing the MLS system in Italy has made it possible for the company to work with most of its competitors and show the market that its Multiple Listing Service, MLS Agent RE, is truly open to all types of operators (independent, members of associations and franchisees).

In 2009, **FIAIP**, the Italian Federation of Professional Real Estate Agents, chose Frimm to create its own real estate sharing platform: MLS FIAIP.

Through MLS Agent RE Frimm has also signed important agreements with some territorial sections of **FIMAA**, the Italian Federation of Mediators for Business Agents. Conventions allow members of these associations to join this MLS with valuable economic benefits.

Frimm's sales force is therefore not only in the company, but also in the entire network of 2,700 realtors who use the MLS system on a daily basis.



## COMPANY CONTACTS AND ADDRESSES

### **Frimm S.p.A.**

#### **Headquarters**

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#### **We are located in:**

Rome

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Milan

Piazza Eleonora Duse, 2

Salerno

Via Raffaele Conforti, 17

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REAL ESTATE INVESTING

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AGENTI E SERVIZI IMMOBILIARI