

**An attentive,  
meticulous, practical  
and gritty partner**

Real Estate, Real Passion

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Real Estate, Real Passion

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# e

## about us

Human capital is the real added value of MDA. A team of experienced and motivated people working for those who want to sell or buy property. Under the leadership of Matteo Degli Agli, the working group of MDA offers expertise and support in every field related to the real estate market. In-depth knowledge of the sector, resulting from years of proven experience, supported by the most modern marketing and communication tools and interpersonal skills, is crucial to identifying itself as a strategic partner capable of interacting with its interlocutors in an effective and profitable manner.

Passion is the driving force that has enabled MDA to achieve the fulfilment and merit it has gained over the last few years. Loving one's work, carrying it out with commitment and pleasure without quantifying the time and energy consumed, without limiting oneself in any way but simply working for the pleasure of it and to achieve tangible goals, these are MDA's strength and pride. Finding in one's work a moment of pure emotional charge and confidence in one's own abilities. These characteristics are not taken for granted, but they are successfully achieved through the will to do a job that is able to enthuse and gratify those who carry it out, every day, all year round.

# a

# numbers /

## Our activity in numbers since 2015

Since 2015 MDA has achieved many fulfilling and rewarding goals and consequently it was possible for it to be positioned at the forefront among the leaders in the Swiss real estate sector. Words tell and express the agency's initiative and skills in different ways; the achieved numbers represent an immediate and quantified showcase that conveys truth and meaning to words.

+5000

Active users

+400

Transactions

84

Days to sell

+1000

Clients

+121

Online properties



# S

## services

The services provided by a real estate agency are comprehensive and diversified. They include multiple aspects and as many targeted strategies. Going into detail about what MDA offers means getting to the heart of what is one of the most significant companies in this sector.

1

### Real estate appraisal and analysis

The in-depth knowledge of the real estate market of reference implies a constant update of what the real purchase and sale values are. Appraising a property in a truthful and realistic manner allows for informed and effective negotiations.

MDA studies and analyses every detail of the property, from its value per square metre to its preservation status, from the area where it is located to its physical and objective characteristics. A complete, in-depth appraisal that is always in line with the economic and financial context of the period, thanks to the use of state-of-the-art computerized systems, too.

2

### Documentation

The purchase and sale of a property always implies the submission of technical documentation required by law and essential in order to determine a comprehensive overview of the property that comes on the market.

Complying with the regulations in force, from every single perspective, guarantees the successful outcome of the negotiation, in a totally transparent way and without incurring penalties or quibbles that may jeopardise the success of the deal. MDA provides expertise and ad hoc tools, taking advantage of the contribution of trusted professionals whenever it is necessary, too, to support the parties in identifying and obtaining all the necessary technical documents.



### Marketing strategy

Enhancing the value of a property and making it attractive on the market implies a marketing strategy based on actions aimed at creating an active interaction between supply and demand. The modern communication tools that MDA makes use of make it possible to highlight the characteristics and peculiarities of each property in a clear and useful manner, reaching simply and effectively possible parties who are interested in starting a sale-purchase negotiation. Thanks to technology and MDA's ability to take full advantage of it, it is possible to turn a property into the object of desires through advertising and marketing initiatives that make use of commonly used channels such as the web, real estate portals, social pages and email marketing activities with newsletters sent to a large and constantly updated client database.



### Management

Whoever chooses to rely on the advice of a real estate agency wants to find a reliable partner who supports and advises him or her regarding all aspects, starting from the search for the right property for those who want to buy, or the right buyer for those who want to sell, and from the negotiations to the final deeds. MDA is an expert partner that conveys its expertise to its clients, keeping a constant relationship through regular updates and meeting any expressed need promptly. A serious and dynamic travel mate, a guarantee of efficiency and strength from the initial phase to the final one. An entire process that continues, if necessary, even after the purchase through practical property management.



### Support

The real estate market is bound by laws and behaviours aiming to protect the parties during the purchasing and selling transaction, in compliance with all applicable regulations. MDA, not only offers targeted advice, resulting from its experience and in-depth knowledge of the sector, but it also avails itself of the assistance of trusted professionals in the legal, notary and technical fields. A team of experts able to meet any need and to assure rightness and accuracy to achieve a positive and satisfactory outcome for both parties in any type of real estate transaction.



### Professional photos and videos

Over the past few years, technology has made it possible to take a remarkably innovative approach to the real estate sector. In addition to the classic advertising tools that have always been used, such as advertisements, flyers, and posters, today it is possible to use qualitatively advanced tools to achieve maximum visibility in terms of communication. MDA is remarkably attentive on this matter. The photographs and videos taken to present a property available on the market to the public are professionally produced by experienced staff. The results are absolutely realistic and emotional at the same time, aimed at obtaining greater attention and interest from the public. MDA also offers the 3D Virtual Tour Matterport.



# Real Estate Real Passion





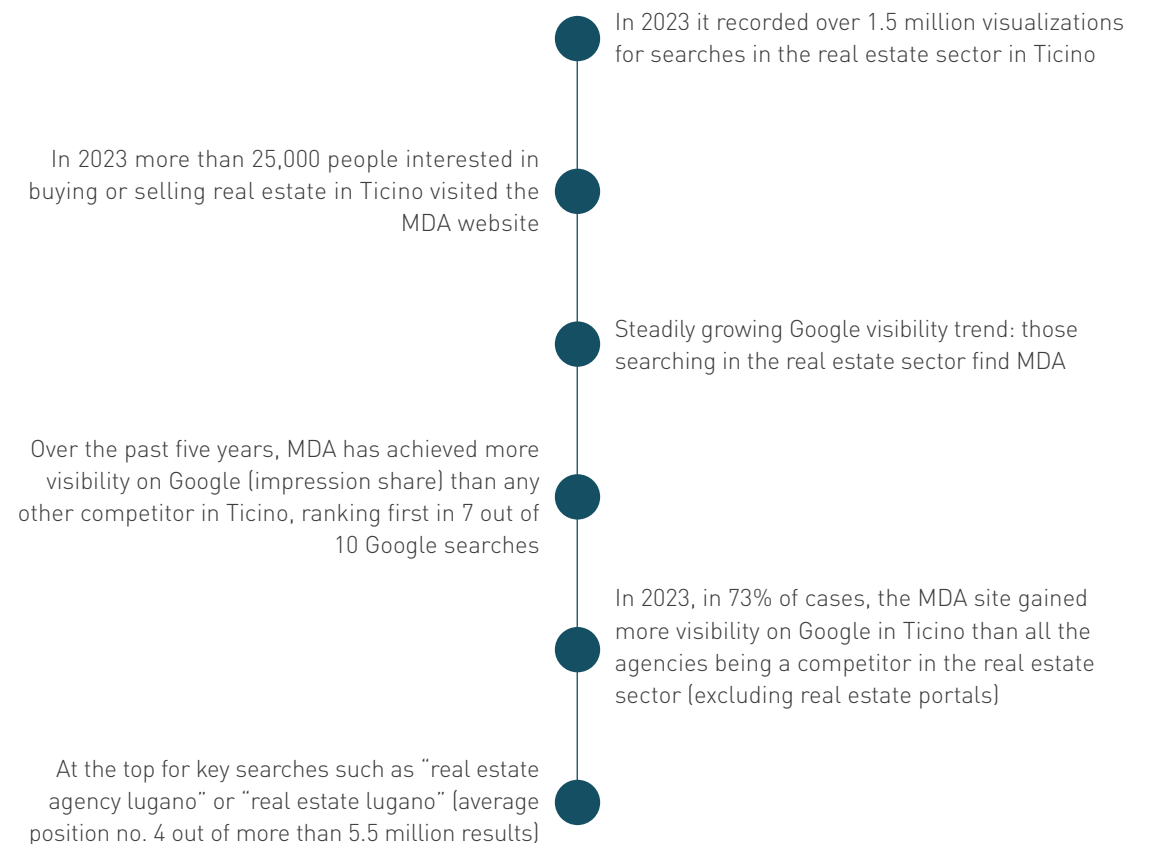


## why you should choose us

Over time, MDA has built up a considerable experience supported by personal skills, initiative, and investments with the aim of being a strong and constructive partner at the service of a wide and diversified public that wants to approach the real estate market, both when buying and selling. Those who choose MDA as their partner are sure to have at their side a reliable and well-prepared travel mate able to provide the utmost support in all matters concerning real estate buying and selling.

## The MDA Group Real Estate website

is an outright reference on Google as for the real estate sector in Ticino



# online /

## Online positioning makes us be the number one in Ticino

Internet and search engines provide a clear indicator of both the ability to know how to navigate the web and of the public's real interest in interacting with sites they consider reliable and performing. The statistics are available and in fact they demonstrate that MDA has achieved an excellent positioning, presenting itself as the leader among real estate agencies in Ticino.

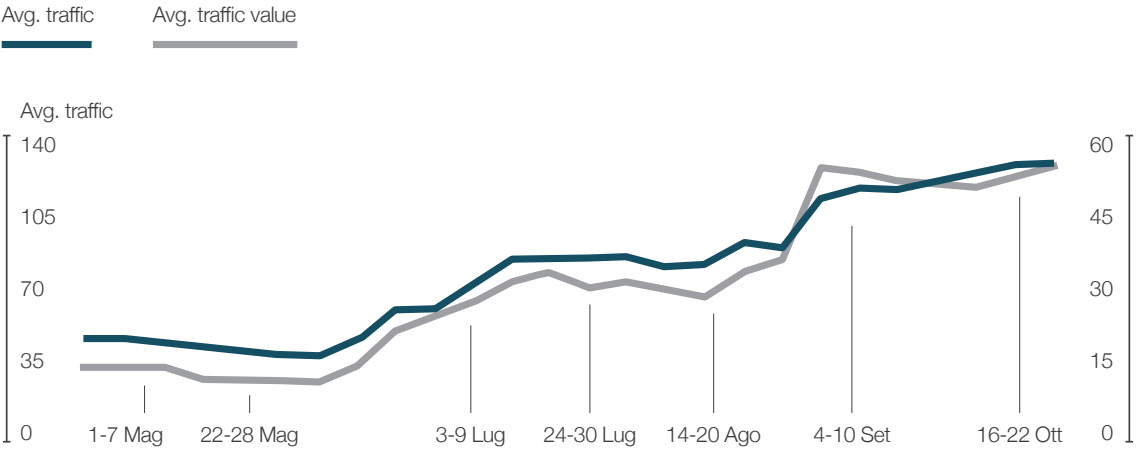
## Percentage of top ranking in Google searches vs. competitors



## Over the past five years, the MDA Group's site has been visualised more than all its competitors at the top of Google searches

Display URL domain	Impression share	Top of page rate
mdagroup-re.ch	23,48%	73,75%
newhome.ch	22,03%	65,16%
competitor 1	21,68%	68,12%
immoscout24.ch	21,63%	74,98%
competitor 2	13,66%	55,14%
competitor 3	13,13%	39,64%
competitor 4	<10	81,06%
competitor 5	<10	58,46%

## The people who went to the MDA Group website from Google are steadily increasing





# acquisitions and sales

The quality of a real estate agency's work can easily be traced back to the number of successful negotiations, both in terms of property acquisitions and sales. When the numbers show significant percentages of growth, the indicator of the work quality is undoubtedly positive and is certainly an element to be taken into consideration when it is time to choose the partner that everyone wishes to have at one's side during a real estate negotiation.





# acquisitions /

## Growth

MDA is an acknowledged excellence in the real estate sector. During the crucial period between 2022 and 2023, MDA experienced unprecedented growth in the number of acquisitions, recording a remarkable 35% increase.

# +35%

2023

2022

This extraordinary success results from a deeply targeted marketing strategy, supported by massive and constant investments in marketing, advertising, facilities and human resources. MDA's well-established presence, now at the top of its visibility in Ticino, results from a continuous and collective effort. This leading position has been made possible thanks to the exceptional work of the marketing team, which has given a significant contribution to achieve this important milestone. In 2021, the acquisition of the new sales offices significantly boosted the 'off-line' visibility of the brand. This strategic step contributed significantly to the growth of MDA's presence on the market, ensuring a more tangible and recognizable positioning.

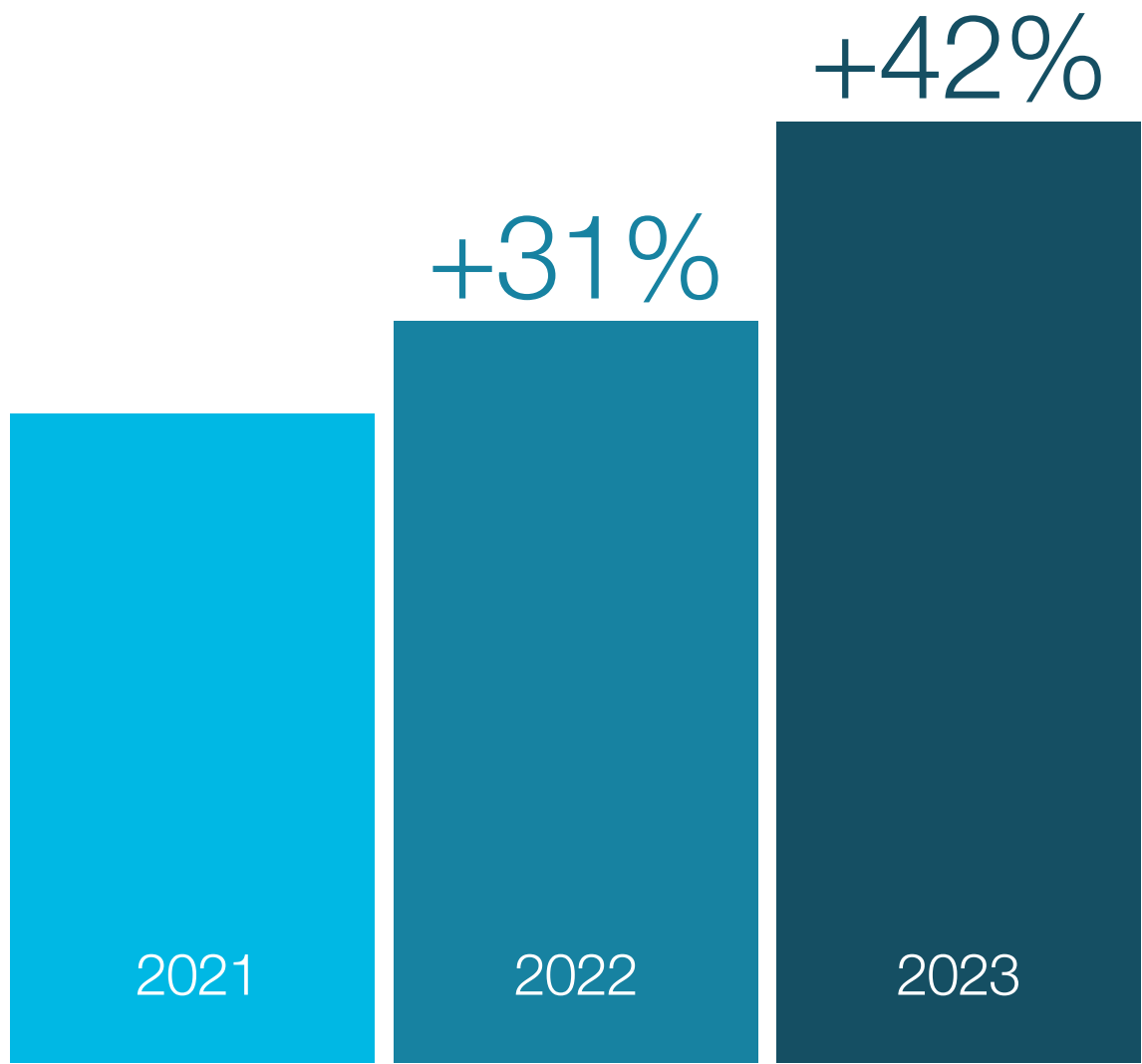
INCREASE IN ACQUISITIONS FROM 2022 TO 2023

In addition to the quantitative increase, MDA experienced a significant growth in the quality of acquisitions. **Almost all the new properties were acquired with an exclusive mandate**, ensuring a fair value that allows them to be positioned and sold in the most effective way and in the shortest possible time for this market. MDA is extremely proud to announce that it **ranked second in the whole Switzerland on Trustpilot thanks to 5-star reviews**. This acknowledgement of professionalism and commitment to customer service confirms its commitment and excellence. The constant search for quality and perfection has distinguished MDA in the real estate scene, enabling it to offer a range of unique and valuable properties. The agency's priority is to assure its clients a professional and result-oriented service, providing the best resources and know-how gained in this sector. MDA commits itself to maintaining this growth and further improving by renewing strategies and adapting to the changing needs of the market. The aim is to continue to provide outstanding results, high quality service and an incomparable commitment to satisfying all its clients.

# sales /

## Growth

In 2023 MDA Group recorded an extraordinary result in an ever-changing real estate market. The +28% increase in sales compared to 2022 shows a relentless commitment and a future-oriented vision.



MDA's success was reinforced by a favourable market and the agency's willingness to continuously search for high-value properties. This combination has significantly contributed to a substantial increase in sales, showing a strong upsurge in the sector. This extraordinary achievement results from a well-defined strategy and a collective effort to meet clients' needs. One of the pillars of MDA's success has been the implementation of the new website, mdagroup-re.ch, which has encouraged a significant increase in sales. **Thanks to a 31% increase in sales compared with 2022 and a 42% increase compared with 2021**, the website proved to be a key tool in the sales process, offering buyers a richer and more accessible experience.

INCREASE IN SALES FROM 2022 TO 2023

The contribution of the sales and marketing teams was essential in achieving these significant milestones of the company's growth. The synergy between these departments has made it possible to maximize the effectiveness of strategies, increasing visibility and leading to deeper involvement with clients. The steady growth in sales is also a proof of MDA's commitment and professionalism in the real estate sector. Working together as a close team, it has been possible to overcome challenges and to capitalize the emerging opportunities in the market. MDA is proud of its achieved goals, and it will continue to pursue growth, innovation, and excellence in the future to offer its clients the most effective and targeted real estate solutions. Thanks to its clients, its team and to all those who have contributed to this extraordinary success, MDA will enthusiastically continue this wonderful journey with the aim of becoming more and more a relevant and trusted partner to work with in the fast-paced world of real estate.



# Real Estate Real Passion





# m

## the market

It is essential to know the target market where you want to sell or buy a property in order to be really aware of the parameters to be taken into account in every phase of the real estate negotiation. Demand and supply can change significantly from one area to another depending on the trends of the moment, the demands and the economic dynamics of the market, which impose different approaches not to be underestimated.



# the market /

## Explore the Lugano real estate market: analysis of 2022 and outlook for 2023.

The Lugano area is a place where the real estate market underwent significant dynamics during 2022, showing interesting changes and fascinating prospects for 2023.

### 2022 trend:

2022 registered a growing demand for mid-range single-family houses throughout the Lugano area. At the same time, valuable villas, especially in the Montagnola area, interested significantly, mainly thanks to their proximity to the well-known American TASIS school. This demand has kept alive an upsurge in mid- to high-end real estate transactions, while maintaining overall price stability.

### 2023 evolution:

In 2023, rising interest rates affected the market. Lower/mid-range houses registered a slight decline in prices, implying a slightly longer presence on the market. On the contrary, high-end properties continued to keep their strength, with the number of transactions remaining stable and on an upward trend.

### SWISS REAL ESTATE MARKET TREND

#### Market dynamics:

Currently it is difficult to sell income apartments because of rising interest rates and increased operating costs. At the same time, residential units such as detached buildings are often difficult to find on the market and when they are available, they are offered at reasonable prices.

#### Emerging trends:

In the past two years, there has been a rise in demand for ready-to-use properties with no need for renovations. This trend has made "real estate flipping" transactions very attractive, enabling potential buyers to quickly obtain ready-to-live-in properties.

#### Conclusion:

The real estate market in the Lugano area has proven to be subject to economic changes while still offering attractive opportunities. While mid-range/low-end houses experience a temporary decline in prices, high-end properties maintain their stability and an upward trend. Demand for ready-to-live-in properties is steadily increasing, paving the way for new prospects in the "real estate flipping" sector. Join MDA to further explore the alive Lugano real estate market and discover opportunities that fit in with your needs and goals.





# C

## the company history

MDA was established in 2015 resulting from the intuition and skills of Matteo Degli Agli, who perceived the Swiss market as a catchment area and a rapidly expanding real estate offer. A geographic area in stimulating ferment where he could put his experience and commercial skills at the disposal of a demanding and determined public.





# the company history /

## Matteo Degli Agli

Commercial nature and a strong flair for marketing. Innate talent and spirit of sacrifice. These are just a few of the characteristics that can describe **Mr. Matteo Degli Agli, founder and leading figure of MDA**, one of the most important companies of the Swiss real estate sector.

Italian by birth, Matteo has succeeded in achieving and pursuing what has always been his goal, being a real estate agent; today he describes it as the best job in the world. He debuted when he was young in sales of large plants, developing skills and improving those abilities already inherent in his DNA; nevertheless, they would not have been enhanced without that willingness to learn at all costs and that desire to always put himself in the game.

He studies marketing and finance because a good salesman must be familiar with the wide range of tools the market offers to support the success of a satisfactory business and must know how to act effortlessly through the intricate financial mazes.

Enriched with a considerable experience and with a strong character suitable to this type of job, the shift to the real estate sector was a spontaneous orientation toward a world that has always fascinated him.

In addition to his skills and forceful passion, Matteo has a personal approach that improves his role as an agent and entrepreneur: he has the gift of patience. In a dynamic, complex sector, where unexpected events are always just around the corner, knowing how to deal with any situation with the right degree of calm and peacefulness becomes a winning weapon available both for sellers and buyers of a property.

Reliable, competent, and empathetic, Matteo Degli Agli has also a technological mind that allows him to be constantly updated, taking advantage of innovative tools and methods. In addition to a proven familiarity with the digital field, he is also a de facto photographer and drone pilot.

Since 2015, when he founded MDA, Matteo Degli Agli has achieved important goals and targets, established a successful business from scratch, and obtained priceless rewards. He believes in his job, in the people he works with, and in the tools the market provides. He will continue this path with integrity and determination, aiming to improve and to grow, from any perspective, because after all, this "is the most beautiful job in the world."







Graphic project: Luca Bossi

LUXURY LIFESTYLE AWARD 2021 / 2023:



READ OUR REVIEWS ON TRUSTPILOT:



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