



Case, in Rome the metro “magnet” for purchases

BREAKING NEWS Deborah World about 20 hours ago **REPORT**

Listen to the audio version of the article

The new house? In Rome, best near the metro station. The most difficult period, dictated by the pandemic, is over and the real estate market is back on track. Which mainly affects five areas of the capital where prices, yields and cost per square meter fall in three areas, while only in the other two there is an increase compared to 2019. This is what emerges from the proceedings of the conference organized by **Aspesi Rome**, in collaboration with **Intesa Sanpaolo House e Immobiliare.it**

“The team of Immobiliare Insights, our business unit dedicated to market analysis and studies, has recently developed what we have defined as the” Attractiveness Index “, that is the measure of the research interest expressed by users in a specific area of the city – explains Carlo Giordano, managing director of Immobiliare.it -. In this way we have been able to identify with very high precision around which city poles the demand of those looking for a house for sale in the capital is concentrated. Such an in-depth analysis has allowed us to limit the demand to even smaller portions of the territory than the micro-zones, in order to understand specifically which areas of each single district are currently the most attention to users “. Common denominator of all the analysis carried out by Immobiliare Insights is a request: the presence of one or more metro lines.

The most “popular” neighborhoods

The most “popular” neighborhoods to look for a house in are “Re di Roma”, “Trieste Coppedè”, “Conca d’oro-Valli”, “Pigneto” and “Cinecittà”. Reading the report, it emerges that the central districts of Re di Roma and Trieste-Coppedè remain at the top of the preferences of the Romans, “thanks to their large historic houses”. “These are areas which – the report clarifies -, enjoying a privileged position with respect to the metro lines of the city, have never lost their strong appeal”. This is also due to an average price per square meter which, although higher than the city average, is slightly down compared to the same period in 2019, therefore pre-pandemic. For a house in Re di Roma, the price per square meter is € 3,953, down by 2% compared to 2019 when it was € 4,019), while the annual yield (which is down by 0.48 percent compared to September 2019).) is 3.16 percent. In Trieste-Coppedè the price per square meter, which falls by 3% compared to 2019 (when it was 5,480), is 5,294 euros. The yield, which instead rises by 0.38%, is 6.72%.

The arrival of the metro has sparked new interest in the “historically popular and complex dynamics” districts of Conca d’oro-Valli and Pigneto: line B1 in 2021 for “Conca d’oro” and line C in 2015 for Pigneto. «Furthermore, a great pole of attraction is certainly Porte di Roma, the main commercial center of the city, located a short distance from Conca d’oro». In Conca d’oro-Valli, to buy a house the price per square meter (which records a decrease of 2% compared to 2019) is around 3,243 euros. The gross annual return (which is less than 0.53 percent compared to two years

ago) is 6.22 percent. At “Pigneto, the price, which benefits by more than 1 percent compared to two years ago, is 2,868 euros per square meter. The gross yield falls, due to a drop of 0.08 percent, to 5.39 percent. “It is reasonable to assume that the gentrification initiated by the latter – the study clarifies -, now a trendy area, full of clubs and cultural activities, will continue with Centocelle, the next metro stop and new pole of urban regeneration”. Then there is Cinecittà where the price per square meter is 2,899 euros and records a + 1% compared to two years ago. The gross annual return is also up by 0.54%, which stops at 6.15%.

First home market

For Daniele Pastore, CEO of Intesa Sanpaolo Casa “the Roman real estate market in the Luxury sector in the first half of 2021 was mainly fueled by first-time home buyers, as confirmed by the data available to us”. «Among the districts of the city that show the highest values - he says – Trastevere, Monti and Esquilino where prices reach 10,000 euros per square meter depending on the location and the state of maintenance of the property. High values are also found in Prati, Balduina and Parioli with peaks of 7,100 euros per square meter. In addition to the sales, there is also a tepid increase in the contracts registered for the leases, the values of which, however, have not yet inverted the trend of the curve ».

For Federico Filippo Oriana, president of Aspesi-Unione immobiliare for the next few years, the surprise of Centocelle is envisaged «up to now a large suburb. But these local recoveries will be able to continue successfully – he comments – only if a strong turnaround is achieved in the general metropolitan management by the new Capitoline Administration, as everyone wishes ».