



## **CrowdRE.it**

Milan, 18 July 2015. CrowdRE.it is on line, it is the first Italian platform dedicated to the Real Estate Equity Crowdfunding direct to the innovative SMEs. Just in US during the 2014 more then 2.2 billion of dollars has been raised on line for real estate initiatives. In Italy this mean, together with mini-bond and financial notes, could be an alternative to the bank system for equity and /or debt investments direct to the sustainable, social and internationally oriented real estate opportunities.

This initiative gathers high qualified players from the financial, real estate and strategic sectors.

The banking role in the Italian market is still central comparing with the US or simply with the German system. The concept of “sharing” and the new idea of the real estate as an “enterprise” might boost the economy if well guided. The crowdfunding looks to the future and it may help to refurbish the existing properties publicly or privately owned by means of developers or promoters able to match social needs with business plan based on accurate economics figures.

LEADERS ([www.leaders.it](http://www.leaders.it)), a family office with more then 60 associates, is among the founders of CrowdRE.it together with CORFAC International an American real estate consulting firm with 56 offices in US and a market reach of 48 countries globally, represented in Italy by IL PUNTO ([www.ilpunto-re.eu](http://www.ilpunto-re.eu)).

CrowdRE.it uses WeAreStarting.it, a portal authorized by CONSOB e Crowded-re.com, an European portal based in Netherlands, to promote its initiatives.

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