MADOR REPORT · OCTOBER 2026

# Real estate agencies in Italy: who AI assistants recommend

We asked 4 AI assistants where to find real estate agencies in 50 cities in Italy, with 5 questions per city written the way a resident would ask them. That makes 1,000 answers, collected between 18 October 2026 and 21 October 2026.

## 67% of answers recommend at least one business

665 of 1,000 answers give at least one name to call. With the same method, the true share sits between 64% and 69%; the other answers explain how to choose and name nobody.

## Perplexity names the most, Claude the fewest

Perplexity recommends a business in 95% of its answers, Claude in 18%. Showing up in one assistant does not mean showing up in another.

## Tecnocasa shows up in 49 of 50 cities

44% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

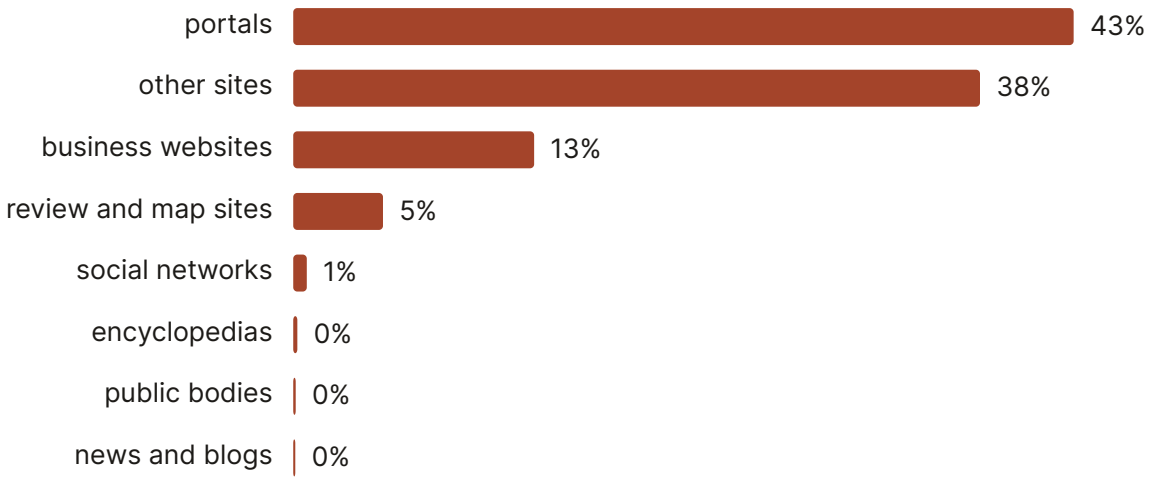
## Portals make up 43% of the sites read, business websites 13%

89% of answers link to a portal, 39% to the website of a named business. A site the assistant reads is a site it takes names from.

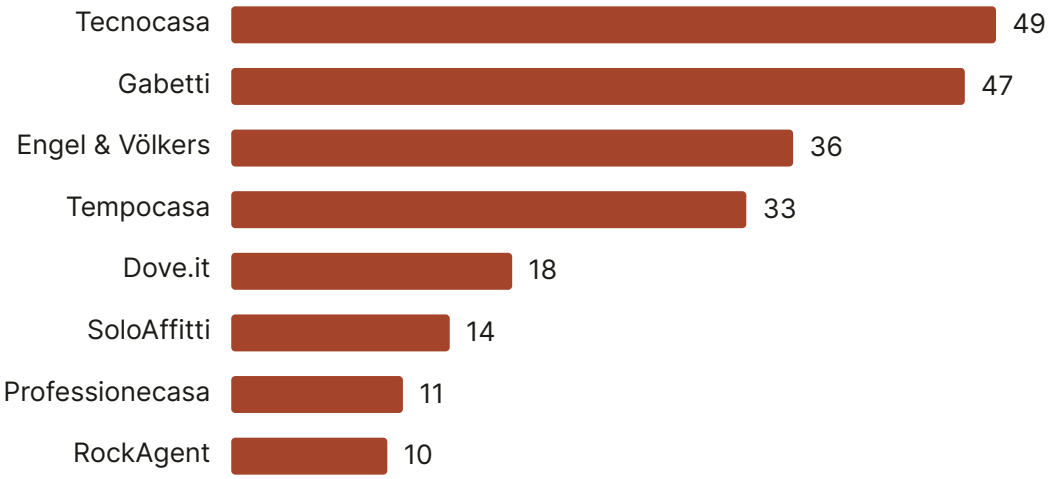
### How often each assistant recommends



### Sites read, by type




### Networks named in the most cities




## City by city

| # | City | Answers | With a business | Most named |
|---|---|---|---|---|
| 1 | Roma | 20 | 65% | Engel & Völkers, Dominvest, Gabetti |
| 2 | Milano | 20 | 80% | Tecnocasa, Engel & Völkers, Gabetti |
| 3 | Napoli | 20 | 60% | Gabetti, Engel & Völkers, Dove.it |
| 4 | Torino | 20 | 65% | De Sario Immobili, Gabetti, Cochiba Immobiliare |
| 5 | Palermo | 20 | 55% | Engel & Völkers, Agenzia Immobiliare Massimo, Imprendocasa |
| 6 | Genova | 20 | 60% | Engel & Völkers, Gabetti, RockAgent |
| 7 | Bologna | 20 | 65% | Engel & Völkers, MondoRe, Immobiliare San Pietro |
| 8 | Firenze | 20 | 70% | Engel & Völkers, Studio Immobiliare Tedeschi, Arrigo Brandini Real Estate |
| 9 | Bari | 20 | 60% | Italcase Immobiliare, Tempocasa, Professionecasa |

| # | City | Answers | With a business | Most named |
|---|---|---|---|---|
| 10 | Catania | 20 | 55% | Engel & Völkers, Immobiliare Spina, AT Home Immobiliare |
| 11 | Verona | 20 | 70% | Engel & Völkers, Cofim Immobiliare, New Home |
| 12 | Venezia | 20 | 60% | Engel & Völkers, De Martino Immobiliare, Coldwell Banker |
| 13 | Messina | 20 | 60% | Tempocasa, Tecnocasa, Gabetti |
| 14 | Padova | 20 | 70% | Engel & Völkers, Gabetti, Immobiliare Sara |
| 15 | Brescia | 20 | 70% | Engel & Völkers, Agenzia Immobiliare Intermedia, Gabetti |
| 16 | Parma | 20 | 70% | Engel & Völkers, Grandi Agenzie Parma, Mediatori Associati |
| 17 | Trieste | 20 | 75% | Gabetti, TAM Immobiliare, Gallery Immobiliare |
| 18 | Prato | 20 | 50% | La Migliore, Tecnocasa, Dinamo Casa |
| 19 | Taranto | 20 | 65% | Immobiliare De Bartolomeo, Soluzioni Immobiliari, Accetta Immobiliare |
| 20 | Modena | 20 | 70% | Tempocasa, Engel & Völkers, Casa Immobiliare Martucci |
| 21 | Reggio Emilia | 20 | 65% | Engel & Völkers, Business Agenzia Immobiliare, Prima Immobiliare |
| 22 | Reggio Calabria | 20 | 70% | Tecnocasa, Aladino Immobiliare, DFC Immobiliare |
| 23 | Perugia | 20 | 65% | Engel & Völkers, Tempocasa, Immobiliare Trebbi |
| 24 | Ravenna | 20 | 65% | Sognando Casa, Tecnocasa, Tempocasa |
| 25 | Livorno | 20 | 55% | Tecnocasa, Immo One, Capital Casa |
| 26 | Rimini | 20 | 65% | Engel & Völkers, Chiodi Immobiliare, Home Rimini Immobiliare |
| 27 | Cagliari | 20 | 70% | Domum Immobiliare, Eminas Immobiliare, Engel & Völkers |
| 28 | Foggia | 20 | 70% | Tempocasa, Professionecasa, Tecnocasa |
| 29 | Ferrara | 20 | 75% | Gabetti, Progetto Casa, Loft Immobiliare |
| 30 | Latina | 20 | 65% | Gabetti, Italcasa Latina, LatinLux Immobiliare |
| 31 | Salerno | 20 | 60% | Gabetti, Dove.it, Immobiliare Trezza |
| 32 | Giugliano in Campania | 20 | 60% | Studio Ciccarelli, Tempocasa, Eurocasa Immobiliare |
| 33 | Monza | 20 | 65% | Engel & Völkers, Bassi Immobiliare, Gabetti |
| 34 | Bergamo | 20 | 70% | Engel & Völkers, Dove.it, Immobiliare Città dei Mille |
| 35 | Sassari | 20 | 60% | Key Estate, Tempocasa, Gabetti |
| 36 | Trento | 20 | 65% | Smart Casa, Engel & Völkers, Studio Casa Trento |
| 37 | Pescara | 20 | 70% | Immobiliare Delli Rocili, Tecnocasa, GADI Agenzia Immobiliare |
| 38 | Forlì | 20 | 85% | Agenzia Dama Immobiliare, Centro Investimenti Immobiliari, Gabetti |
| 39 | Siracusa | 20 | 75% | Engel & Völkers, Millecase Immobiliare, Morana Immobiliare |
| 40 | Vicenza | 20 | 75% | Engel & Völkers, Bellieni Immobiliare, Von Poll |

| # | City | Answers | With a business | Most named |
|---|---|---|---|---|
| 41 | Bolzano | 20 | 70% | Engel & Völkers, Von Poll, Immobiliare Niederkofler |
| 42 | Terni | 20 | 60% | Tecnocasa, Gabetti, Dalmazia Immobiliare |
| 43 | Piacenza | 20 | 65% | Soluzione Casa Piacenza, Immobiliare La Piacentina, The House Immobiliare |
| 44 | Novara | 20 | 75% | SIM Immobiliare, Arelli Real Estate, Novara Immobiliare |
| 45 | Ancona | 20 | 70% | Tempocasa, CasaPro Ancona, Engel & Völkers |
| 46 | Udine | 20 | 65% | Sirio Immobiliare, Tecnocasa, Rabino Immobiliare |
| 47 | Andria | 20 | 70% | Fidelis Immobiliare, Immobil Gruppo, Allegretti Immobiliare |
| 48 | Arezzo | 20 | 55% | Puntocasa Immobiliare, Etrusco Immobiliare, Oliviero Valentini |
| 49 | Cesena | 20 | 80% | Tecnocasa, Casa Facile, Agenzia Immobiliare Globo |
| 50 | Pesaro | 20 | 70% | Agenzia Adriamar, Bicasa Agenzia Immobiliare, Medim Soluzioni Immobiliari |

Cities: the 50 most populous municipalities, ISTAT estimates at 1 January 2026. Each city has its own 5 questions, in the language spoken there, the same for every assistant.

Assistants: ChatGPT, Gemini, Claude, Perplexity, with the models of Mador's free scan and web search on. For each question and assistant the most recent answer counts.

An answer "recommends a business" when it names at least one real business in the category: headings, neighbourhoods, portals and public bodies do not count. The interval accounts for assistants answering the same questions (the same method as the Mador Index).

Names appear only when they can be published: national networks, and independent businesses named in at least 2 answers in their city.

Mador, "Real estate agencies in Italy: who AI assistants recommend", October 2026, mador.ai.