BRANDED RESIDENCES: THE VALUE OF A PROPERTY ALSO DEPENDS ON HOTEL-STYLE MANAGEMENT

In the latest Flash Insight report from the Real Estate Data Hub by RYZE and REMAX Italia, an insight into the model that combines high-end residential properties, hotel services and professional management. The focus is on opportunities for buyers and investors, and the role of hospitality in creating value

Milan, 5 November 2026 – A private residence associated with a prestigious brand, set within a hotel complex and offering the potential to generate income through letting. This is one of the models of branded residences, a segment of the high-end property market which is the subject of an in-depth analysis in the latest Flash Insight from the Real Estate Data Hub, carried out by the RYZE Research Office and the REMAX Italia Research Centre.

The term 'branded residences' covers various types of property, all of which are linked to a renowned brand – often a hotel or luxury brand – but differ in terms of ownership structure, services and management systems. The analysis focuses on privately owned residences integrated into hotels or resorts, where the owner can make use of the facility's services and entrust the operator with letting the property during periods when they are not using it themselves.

Value beyond the property: brand, services and management

Compared with a traditional luxury home, this type of branded residence offers professional management that guarantees access to services typically associated with the hotel industry, such as concierge services, cleaning, catering and wellness facilities; it reduces the owner's operational burden and offers greater rental opportunities thanks to the hotel platform's ability to tap into a wider market through its own commercial and distribution channels.

The value of the property therefore depends not only on its location and features, but also on the brand's reputation, the quality of the services and the continuity of management.

This topic ties in with the analysis carried out by the REMAX Italia Research Centre, which highlights how the concept of property value takes on different characteristics depending on the context: in cities, location and the prestige of the address are the key factors, whilst in tourist destinations, the landscape, facilities and services associated with the property take on greater importance. This is a common thread that, from traditional residential properties to high-end

properties and second homes, leads to branded residences, where the management aspect adds a further element to the creation and preservation of value over time.

Opportunities for developers and hotel operators

The model also presents opportunities for the other parties involved. For the property developer of the entire complex, the sale of the residences allows for the early recovery of part of the capital invested, thereby reducing financial requirements and exposure to risk. For the hotel operator, the inclusion of the residences expands the accommodation offering and can generate additional revenue from the resort's management and services.

Units sold to private individuals can, in fact, subsequently be included in a letting scheme managed by the hotel. Their sale and subsequent use as accommodation thus enable the operator to combine the early recovery of capital with a stream of recurring revenue.

The case of Lake Como

The insight includes the case of the Putter Fund, managed by Kervis SGR: an integrated regeneration project involving the development of a resort featuring a golf course, a clubhouse, access to the lake and branded villas, with the aim of enhancing the area's natural beauty and historical heritage, establishing it as a new flagship destination on Lake Como.

The project shows how the hotel and residential components can work together: the hotel provides services, quality standards and commercial capacity, whilst the residences offer a variety of accommodation options and make the complex more appealing to a wider customer base. Finally, a key aspect highlighted by the analysis is the contractual structure: the agreements between owners and the hotel operator are designed to ensure the continuity of services and to regulate management rights, factors which may also affect the future value of the property complex.

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