

Y O I N

A YOIN CLIENT STORY
FLORENCE · ITALY

Their place in Florence

An American couple looking for a home to enjoy now — and perhaps one day call home permanently.

AMERICAN OWNERS SAN LORENZO · HISTORIC CENTRE 140 SQM · TURNKEY

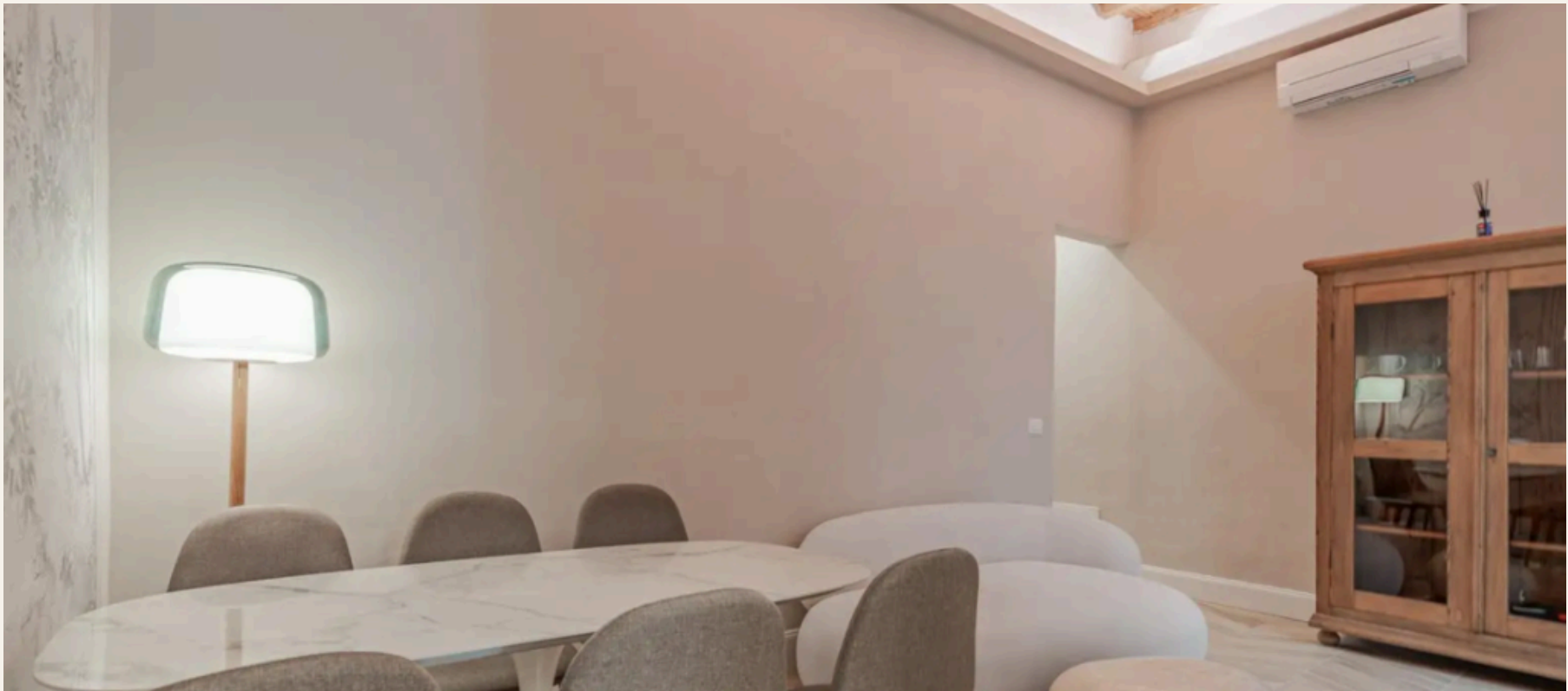
01 — THE BRIEF

Not just somewhere to visit. Somewhere to live.

An American couple wanted a home in Italy where they could spend increasingly meaningful periods of time — with the possibility of eventually retiring there.

For them, everyday life mattered as much as the home itself: stepping outside and having the city already around them. Somewhere to begin building routines rather than simply visiting.

THEY WANTED TO SPEND THEIR TIME
ENJOYING ITALY — NOT RENOVATING A HOUSE.



They specifically wanted a home that was already beautifully renovated and ready to live in — no months of managing works before they could begin enjoying it.

THEIR PRIORITIES

Walkability

Restaurants & cafés

Shops & markets

Culture

Architecture

Year-round city life

Turnkey / fully renovated

No major work required

A base for Tuscany & Italy

Potential future retirement

AND, MORE QUIETLY — LONG-TERM CAPITAL PRESERVATION

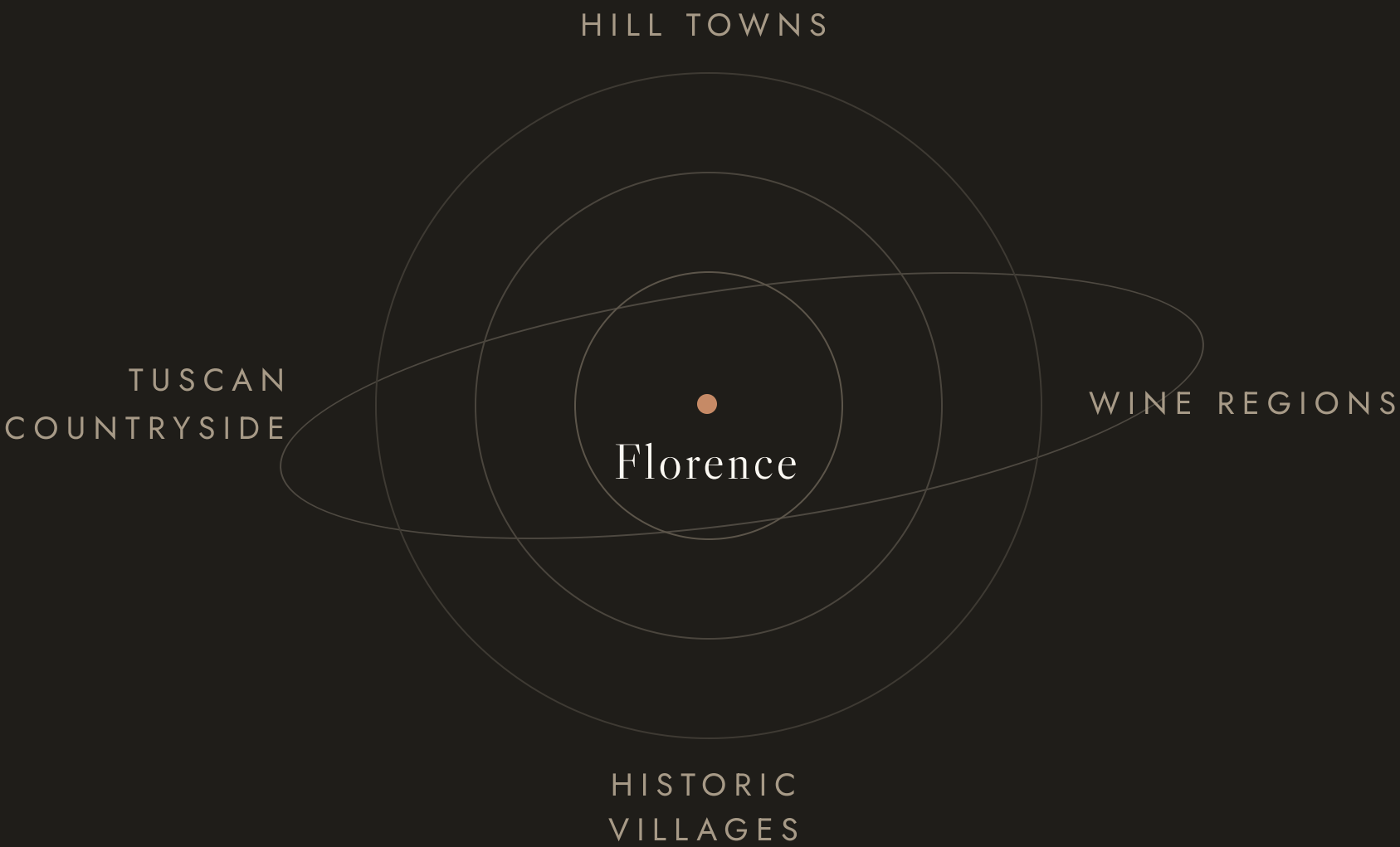
02 — WHY FLORENCE

A city to live in. A country to discover.

Florence gives them the city life they wanted — restaurants, cafés, markets, architecture, culture and extraordinary walkability.

But the appeal extends beyond the city. Florence becomes their base for discovering Tuscany and, over time, much more of Italy.

THE HOME IS IN FLORENCE.
THEIR BACKYARD IS TUSCANY.



THE CITY

- Walk to dinner
- Morning coffee
- Markets and museums
- Architecture
- Neighbourhood life
- Everyday routines

BEYOND THE CITY

- Tuscan countryside
- Hill towns
- Wine regions
- Weekend drives
- Historic villages
- Exploring Italy

03 — THE NEIGHBOURHOOD

Florence, right outside the door.

The apartment sits in San Lorenzo, in the historic heart of Florence. For the owners, everyday life does not begin by getting into a car. It begins outside their front door.

THEY WANTED FLORENCE TO BECOME THEIR NEIGHBOURHOOD.

WITHIN WALKING DISTANCE

Mercato Centrale

Basilica of San Lorenzo

Medici Chapels

The Duomo

AND EVERYDAY LIFE

RESTAURANTS · HISTORIC CAFÉS
SHOPS & BOUTIQUES · MARKETS
CULTURE · ARCHITECTURE

San Lorenzo brings together the monumental Florence people travel across the world to see — and the everyday Florence the owners wanted to make part of their lives.



04 — THE HOME

The character of old Florence.
Ready to live in today.

€1.2M

PURCHASE PRICE

140 sqm

INTERIOR

3

DOUBLE BEDROOMS

17 sqm

OUTDOOR SPACE

Private

TERRACE

Private

COURTYARD

The renovation quality was fundamental to the fit. The buyers were looking for a home where the work had already been done — and here the historic character they wanted had already been combined with the contemporary comfort they needed.

EXPOSED WOODEN BEAMS · HUNGARIAN HERRINGBONE FLOORS · MARBLE
DESIGNER FURNISHINGS · SOUNDPROOF OAK WINDOWS · MODERN KITCHEN
WALK-IN SHOWERS · JACUZZI

HISTORIC CHARACTER. CONTEMPORARY COMFORT.
NO RENOVATION REQUIRED.



Private space.
In the middle of Florence.

05 — THE DETAILS

A little outdoor space changes city life.

In the middle of Florence, private outdoor space becomes part of the luxury — morning coffee outside, an evening above the rooftops, or simply somewhere quiet behind the city streets.

9 sqm terrace

FLORENTINE ROOFTOP VIEWS
OUTDOOR SHOWER

Private cloister

INTIMATE & PROTECTED
CLASSICAL STATUE

06 — THEIR PLACE IN ITALY

A home for now. Perhaps a home for later.

For now, Florence gives them a place of their own whenever they return to Italy — somewhere to spend longer periods, establish routines and invite friends. Because the apartment is already beautifully renovated, they can enjoy it from the beginning rather than spending their first months in Italy managing construction.

Over time, the home could become something more permanent — potentially the place from which they begin the next chapter of their lives. And beyond the apartment itself, a base from which to discover Tuscany and continue exploring Italy.

Behind the lifestyle decision sits another consideration: ownership of a distinctive, high-quality real asset in the historic centre of one of Italy's most internationally recognised cities — supporting their objective of long-term capital preservation.

They weren't looking for a holiday property.
They were looking for their place in Italy.

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