CLASS & COUNTRY HOMES

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**PRIME PROPERTY MARKET OBSERVATORY**

Market study | Rome, 9 November 2026

# The two-speed market, five months on

*What the data say about Rome in autumn 2026 — the second issue of the Observatory*

## EXECUTIVE SUMMARY


- **Sales.** Rome's market is consolidating without stalling: **8,961** home sales in the first quarter of 2026 (+**5.1%**) and **9,883** in the second (+**0.4%**), after a 2025 that closed at 37,293 (+6.2%). Rome remains Italy's largest city by number of home sales; selling times are just over four months, and average discounts on asking prices are at the low end of their series.
- **Prices.** Three yardsticks, three numbers, one direction: ISTAT measures **+6.4%** for homes purchased (second quarter, provisional), the portals **+6.5%** and **+5.0%** for asking prices (October) and Nomisma **+1.3%** and **+0.9%** for estimated values. In October asking prices edged down: −0.3% on the month according to Idealista.
- **Prime districts.** The OMI values for the first half of 2026 give the Tridente a range for high-end homes of **€8,800–11,500/sq m**; average portal asking prices approach or exceed the OMI maximum in the Tridente and on the Aventino (Immobiliare.it) and in Trieste–Coppedè (Idealista). In the centre asking prices are flat or slightly down on the year; they are rising in Pinciano, Trieste, Flaminio and Monteverde.
- **Rentals.** The strongest signal of the year: in the second quarter **12,934** homes were let (+**6.1%**) and the total rent on new leases rose by **9.6%**; in October the asking rent stood at **€19.75/sq m** (+8.8%, Immobiliare.it) and **€19.20** (+6.4%, Idealista), with seven of the 34 districts at series highs. On the quarter, however, asking rents have stopped climbing (−2.2%).
- **Credit.** After the June and September increases the ECB deposit facility rate stands at **2.50%**, confirmed on 29 October; the average rate on new mortgages recorded by OMI is **3.57%**. In Rome **58.9%** of home purchases are financed with a mortgage, against 46.6% nationally: the city as a whole is more exposed to the cost of credit than Milan or Florence.
- **Landlords.** The eviction reform (A.S. 1896) is advancing in the Senate Judiciary Committee: on 4 November the Committee approved raising the penalty from **1% to 3%** of the monthly rent for each day a property is not handed back. It is not yet law: nothing approved so far should be presented as settled.


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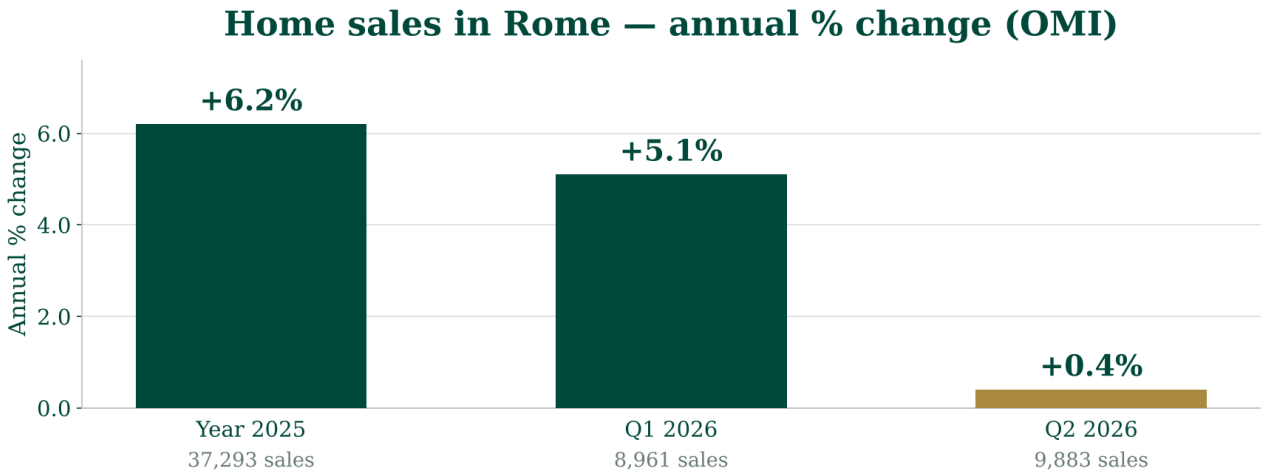
# 1. Sales: the market is consolidating, not stalling

In June, in the first issue of this Observatory, we described a market in which asking prices were high and negotiations increasingly selective. Five months on, the latest data bring that reading up to date: in Rome, sales volumes are now growing only slightly, while the prices of homes actually bought continue to rise. Rentals are still growing at a robust annual pace, although asking rents in October listings show signs of levelling off. The timing of the surveys calls for caution: statistics on completed transactions run only to June, portal data to October. Our analysis draws on official and industry sources — the Italian Revenue Agency, ISTAT, Nomisma, the Bank of Italy, the National Council of Notaries and the ECB — and on our day-to-day experience of the negotiations we handle.

The quarterly statistics of the Revenue Agency's Real Estate Market Observatory (OMI) describe 2026 so far in two stages: in the first quarter Rome recorded **8,961** home sales (**+5.1%** year on year), in the second **9,883** (**+0.4%**). Volume growth has all but run out of steam, yet the market is still trading: Rome remains Italy's largest city by number of home sales. The annual picture in the Revenue Agency's 2026 Real Estate Report confirms the base from which the year started: **37,293** sales in 2025 (+6.2%), an estimated turnover of €10.1 billion (+9.8%) and an average value per home that rose to €270,200. Notarial deeds — every property sale in Italy is completed before a notary — point the same way, and more strongly: home sales in Rome rose by 7.8% in 2025, according to the National Council of Notaries' statistics.




*Source: Italian Revenue Agency – OMI, 2026 Real Estate Report and quarterly statistics, Q2 2026*

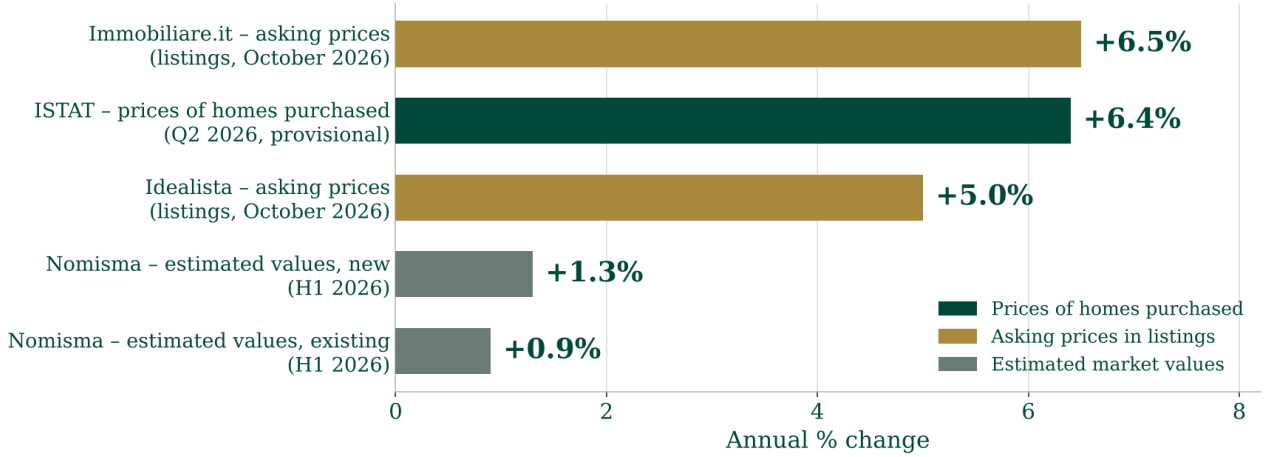
*Source: Italian Revenue Agency – Real Estate Market Observatory (OMI), 2026 Real Estate Report (21 May 2026) and quarterly residential statistics, Q2 2026 (10 September 2026). Changes on the same period of the previous year.*

The second figure that matters is time. According to Nomisma, a sale in Rome took on average **just over four months** in the first half of 2026, against less than seven nationally. The average discount on the asking price was 5% for new homes and 8.5% for existing ones. The Bank of Italy's survey of estate agents for the second quarter puts the national average discount at **7.1%**, at the low end of the series, and selling times at 5.2 months. In June we wrote of negotiations cooling: the data up to June describe a market with broadly stable volumes compared with a year earlier, in which buyers are still buying — and bargaining over price. The effect of the second interest-rate rise, decided in September, does not yet show in the sales statistics.

## 2. Prices: the sources differ on pace, not direction

Three yardsticks measure prices in Rome, and they give three different numbers, all positive. ISTAT's House Price Index, which tracks the prices of homes bought by households, shows **+6.4%** for Rome in the second quarter of 2026 (provisional data, up from +5.5% in the first), while Milan slows to +2.4%. Asking prices in listings are rising at a similar annual pace — **€3,895** per square metre on Immobiliare.it (+6.5%) and **€3,801** on Idealista (+5.0%). In October, however, the pace eased: Idealista records −0.3% on the month and +0.9% on the quarter. Finally, Nomisma's estimated values for the first half point to far more modest growth: +1.3% a year for new or as-new homes and +0.9% for existing homes.

**Home prices in Rome: three yardsticks, three numbers**




*Sources: ISTAT, Immobiliare.it Insights, Idealista, Nomisma (Rome figures released at the presentation of its 2nd 2026 Report)*

*Sources: ISTAT, House prices (provisional) – Q2 2026 (17 September 2026); Immobiliare.it Insights and Idealista, asking prices in Rome, October 2026; Nomisma, 2nd 2026 Report on the Property Market (9 July 2026), Rome figures released at the presentation.*

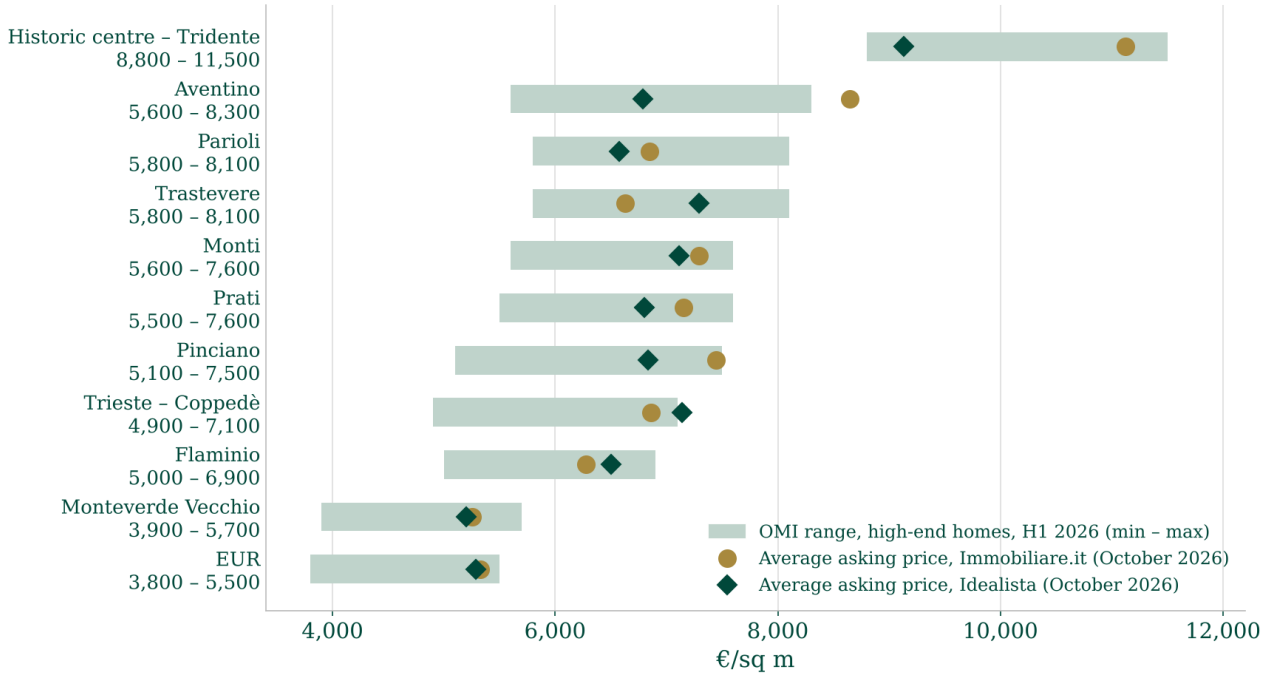
None of these figures is wrong: they measure different things. ISTAT tracks the prices of homes actually bought, the portals describe the prices sellers ask in their listings, and Nomisma estimates, through its own survey, the market value of a typical property. The Bank of Italy and Nomisma surveys report modest average discounts, at the lows of their respective series; they do not, however, allow a direct measurement of the gap between listing prices and achieved prices in Rome's prime market. Our reading, from the negotiations we handle, is that the sales that went through were mainly those of sellers who priced close to the market from the outset; the aggregate data do not prove it.

## 3. Prime districts in October 2026

A district-by-district comparison sets the three measures side by side. The OMI database for the first half of 2026, published on 16 October, gives for each zone the value range of high-end homes (the 'abitazioni signorili' category) in normal condition. It is the official benchmark for a typical property in the zone, and a property with out-of-the-ordinary features — a high-specification renovation, the piano nobile (the principal floor of a historic palazzo), a terrace — can fall outside the range, above or below it. Portal asking prices measure the stock on the market in October, within boundaries that do not match the OMI zones. The Class & Country Homes indicative range is the one used by our online valuation tool, updated in November 2026 using these data and our own completed sales: a proprietary estimate, not a statistical range of achieved prices.

| District (OMI zone) | OMI H1 2026, high-end homes (€/sq m) | Asking prices, October 2026: Immobiliare.it / Idealista (€/sq m) | Annual change in asking prices: Immobiliare.it / Idealista | CCH valuation tool, indicative range for apartments (€/sq m) |
|---|---|---|---|---|
| **Historic centre – Tridente (B31)** | 8,800 – 11,500 | 11,127 / 9,129 | +1.0% / −2.2% | 8,200 – 11,200 |
| **Aventino (B12)** | 5,600 – 8,300 | 8,649 / 6,790 | +0.5% / −5.3% | 7,200 – 9,800 |
| **Parioli (C1)** | 5,800 – 8,100 | 6,849 / 6,579 | +1.8% / +0.9% | 6,800 – 9,200 |
| **Trastevere (B14)** | 5,800 – 8,100 | 6,632 / 7,292 | +0.2% / −0.9% | 6,800 – 9,200 |
| **Monti (B4)** | 5,600 – 7,600 | 7,294 / 7,115 | −5.9% / −5.8% | 6,800 – 9,200 |
| **Prati (C40)** | 5,500 – 7,600 | 7,154 / 6,799 | +1.3% / −0.6% | 6,400 – 8,600 |
| **Pinciano (C3)** | 5,100 – 7,500 | 7,445 / 6,837 | +12.8% / +2.2% | 6,200 – 8,400 |
| **Trieste – Coppedè (C46)** | 4,900 – 7,100 | 6,862 / 7,143 | +7.2% / +6.3% | 6,000 – 8,100 (Coppedè 7,300 – 9,900) |
| **Flaminio (C49)** | 5,000 – 6,900 | 6,277 / 6,500 | +7.5% / +3.0% | 6,100 – 8,300 |
| **Monteverde Vecchio (C12)** | 3,900 – 5,700 | 5,254 / 5,200 | +6.9% / +7.6% | 3,900 – 5,300 |
| **EUR (D29)** | 3,800 – 5,500 | 5,325 / 5,290 | +4.7% / −0.1% | 4,300 – 5,900 |

## Rome’s prime districts: OMI range and October 2026 asking prices




*Sources: Italian Revenue Agency – OMI, property values database, H1 2026; Immobiliare.it and Idealista, portal zones (boundaries differ from OMI zones)*

*Sources: Italian Revenue Agency – OMI, property values database, H1 2026 (high-end homes, normal condition); Immobiliare.it Insights and Idealista, average asking prices in the portal zones, October 2026. Boundaries differ from the OMI zones: an indicative comparison.*

In some areas, average portal asking prices approach or exceed the top of the OMI range for high-end homes: the Tridente and the Aventino on Immobiliare.it, Trieste–Coppedè on Idealista. The comparison is indicative only: differences in boundaries and in the characteristics of the properties mean that the gap cannot be read as a measured premium for quality. The two portals are more than a thousand euros per square metre apart in the historic centre and on the Aventino, where their zones do not coincide. In the centre, asking prices are flat or slightly down on the year, while they are rising in Pinciano, Trieste, Flaminio and Monteverde. District values

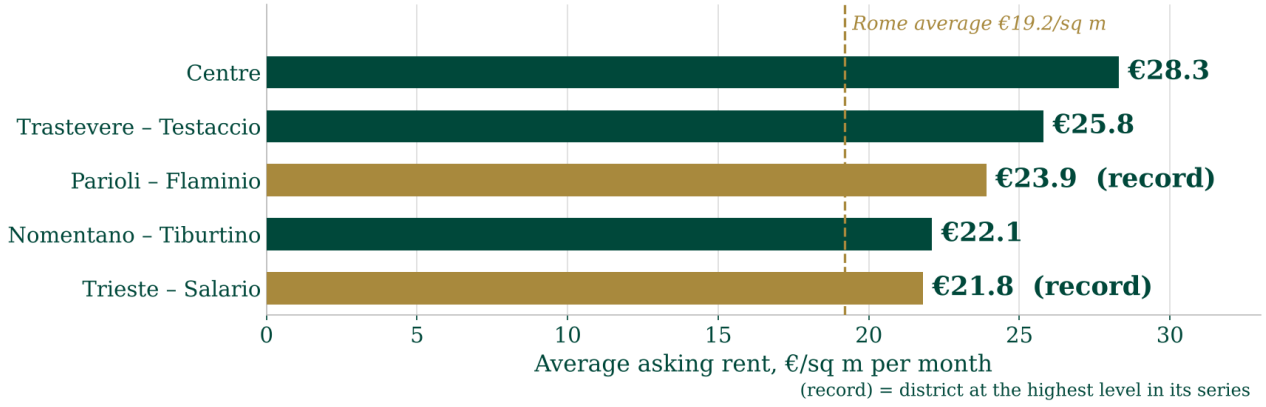
are no substitute for the valuation of the individual property: floor level, outlook, condition and the building itself can move the price by a double-digit percentage within the same band.

*Portal zones used in the table, where their names differ from the district names: Historic centre – Tridente = Immobiliare.it 'Spagna' and Idealista 'Piazza del Popolo–Piazza Navona–Quirinale'; Aventino = Idealista 'Aventino–San Saba'; Pinciano = Immobiliare.it 'Pinciano–Villa Ada'; Trieste–Coppedè = the 'Trieste–Coppedè' zone on both portals, which includes the Coppedè quarter without reporting it separately; Monteverde Vecchio = Idealista 'Gianicolense–Monteverde Vecchio'. In all other cases the names coincide.*

## 4. Rentals: the strongest signal of the year

If sales are holding steady, rentals are growing faster. In the second quarter of 2026, **12,934** whole homes were let in Rome (**+6.1%** year on year), and the total annual rent on new leases grew by **9.6%**, faster than the number of leases. The average annual rent per home let therefore rose by about 3%, a figure that also reflects the mix of new leases and of the properties let. The growth covers both standard long-term leases (+8.1% in homes let, +6.3% in total rent) and long-term agreed-rent leases, with rents set within locally agreed bands (+7.8% and +13.6%), and overall growth is slightly slower than in the first quarter (+7.4% and +10.3%). The portals point the same way: in October the average asking rent in Rome was **€19.75** per square metre per month on Immobiliare.it (+8.8% year on year) and **€19.20** on Idealista (**+6.4%**). Seven of the 34 districts were at series highs in the third quarter — among them Parioli–Flaminio at €23.90 and Trieste–Salario at €21.80 — while the Centre remains the most expensive area at €28.30. On the month, however, Idealista records −0.1%, and on the quarter −2.2%: in the autumn, the climb in asking rents slowed.

**Asking rents in Rome, most expensive districts — Q3 2026**




*Source: Idealista, Rome rental report, Q3 2026 (8 October 2026)*

*Source: Idealista, report on rents in Rome, Q3 2026 (8 October 2026): average asking rents in the portal's districts; Rome average €19.20/sq m per month in the quarter.*

Asking rents remain high in the prime districts too. In the Prati–Mazzini–Della Vittoria area, the asking rent is **up 10%** on the year (€25.24 per square metre), above the OMI maximum for high-end homes in Prati (€23.30); the comparison is indicative, for the same reasons as in the table. In the historic centre, asking rents (€29.50) come close to the OMI maximum for high-end homes (€30.30); in Parioli, €24.10 against €28.00. And the time needed to find a tenant has not lengthened: **2.8 months** in Rome according to Immobiliare.it, the only major city with no increase. Nomisma's estimates put annual rent growth in the capital at 2.9%, with a gross yield of around 6%. Here, too, two yardsticks give two numbers: asking rents are rising fast; estimated rents, more slowly.

## 5. Credit and rates: the rise has come, and Rome feels it more than other cities

In June the ECB's first rate rise was news; today higher rates are the backdrop. After the two quarter-point increases decided on 11 June and 10 September, effective from 17 June and 16 September, the deposit facility rate stands at **2.50%**. On 29 October the Governing Council left it unchanged, flagging upside risks to inflation from the energy shock and keeping to a meeting-by-meeting approach. The average rate on new mortgages for house purchase recorded by the Revenue Agency was **3.57%** in the second quarter: this is the interest rate, not the overall cost of credit, which includes fees and is higher.

The figure that matters for Rome lies elsewhere: in the second quarter, **58.9%** of home purchases by private individuals in Rome were financed with a mortgage, the highest share among Italy's major cities and well above the national average of 46.6%. Rome as a whole is more exposed to the cost of credit than Milan or Florence. In our experience, some of the demand for prime property relies little on borrowing: this is a professional observation, and it does not allow us to quantify how sensitive the segment as a whole is to interest rates.

## 6. For landlords: the eviction reform is moving forward, but it is not yet law

The Government bill on the repossession of property (Senate Bill A.S. 1896) has been before the Senate Judiciary Committee (Commissione Giustizia) since July. At its afternoon sitting on 4 November, the Committee approved identical amendments that raise the penalty payable by a tenant who fails to vacate a property at the end of the lease **from 1% to 3%** of the monthly rent for each day of delay (summary of proceedings No. 456). According to parliamentary reports, the proposal to have private security staff assist the court bailiff was instead set aside, owing to the Government's reservations. Voting on the remaining amendments resumes the following week. The Government's text retains a possession order on expiry of the lease and shorter time limits for clearing rent arrears.

Work continues in committee; the bill will then go before the full Senate and the Chamber of Deputies. The changes described **cannot yet be applied**: the text must first receive final approval and enter into force. For anyone letting a property today, tenant selection, guarantees and the security deposit remain the decisive tools, and nothing approved in committee should be presented as settled.

# 7. Summary table of indicators

| Indicator | Value | Period | Source |
|---|---|---|---|
| **Home sales, Rome** | 8,961 (+5.1%) | Q1 2026 | Revenue Agency – OMI, quarterly statistics |
| **Home sales, Rome** | 9,883 (+0.4%) | Q2 2026 | Revenue Agency – OMI, 10 Sept 2026 |
| **Home sales in Rome (year), turnover, average value** | 37,293 (+6.2%); €10.1bn (+9.8%); €270,200 | 2025 | Revenue Agency – 2026 Real Estate Report |
| **Home sales in Rome, notarial deeds** | +7.8% | 2025 | National Council of Notaries, Dati Statistici Notarili 2025 |
| **Prices of homes purchased, Rome** | +6.4% a year (provisional); Milan +2.4% | Q2 2026 | ISTAT |
| **Average asking price, Rome** | €3,895/sq m (+6.5%) / €3,801/sq m (+5.0%) | Oct 2026 | Immobiliare.it Insights / Idealista |
| **Estimated market values, Rome** | +1.3% new / +0.9% existing | H1 2026 | Nomisma, 2nd 2026 Report |
| **Average discount on the asking price** | Rome 5% new / 8.5% existing; Italy 7.1% | H1 2026 / Q2 2026 | Nomisma / Bank of Italy |
| **Selling times** | Rome just over 4 months; Italy 5.2 months | H1 2026 / Q2 2026 | Nomisma / Bank of Italy |
| **Whole homes let, Rome** | 12,934 (+6.1%); total rent +9.6% | Q2 2026 | Revenue Agency – OMI |
| **Average asking rent, Rome** | €19.75/sq m (+8.8%) / €19.20/sq m (+6.4%) | Oct 2026 | Immobiliare.it Insights / Idealista |
| **Districts at series highs** | 7 of 34 (Parioli–Flaminio €23.90; Trieste–Salario €21.80/sq m) | Q3 2026 | Idealista |
| **Average time to let, Rome** | 2.8 months (unchanged) | Sept 2026 | Immobiliare.it, Time to rent |
| **Purchases with a mortgage, Rome / average mortgage rate** | 58.9% (Italy 46.6%) / 3.57% | Q2 2026 | Revenue Agency – OMI |
| **ECB deposit facility rate** | 2.50%, unchanged (increases on 11 June and 10 Sept) | 29 Oct 2026 | European Central Bank |
| **Eviction reform, A.S. 1896** | Penalty raised from 1% to 3% of the monthly rent per day, approved in committee | 4 Nov 2026 | Senate Judiciary Committee, summary of proceedings No. 456 |

# 8. Outlook: what it means for sellers, landlords and buyers

**For those selling** a prime property, the point is that deals are still going through, and that setting the right initial price is one of the decisive factors. In our experience, sellers whose initial asking price is close to the prices achieved for comparable properties in the area complete without reductions; those who start well above them complete after successive cuts to the asking price. Pricing above the OMI maximum for high-end homes calls for a property that justifies it, feature by feature. And repositioning a property that has been on the market for months does not simply mean lowering its price: it means reviewing price, presentation and the channels through which it is offered, all together.

**For landlords**, autumn 2026 is a favourable moment, particularly in Prati, Parioli and the Trieste–Salario area. Asking rents are at series highs, letting times are unchanged and there is ready demand for renovated, turnkey apartments — even though asking rents stopped climbing in October. That headroom is best used with restraint — a rent out of line with the market lengthens letting times even when the market is tight — and without relying on a reform that is not yet law.

**For buyers**, the room for negotiation has to be judged property by property. Average discounts at series lows indicate little room on a correctly priced property, and a large discount on the initial asking price does not necessarily make for a good purchase: what counts is the final price against comparable alternatives. With the

cost of credit stable but higher than twelve months ago, the market favours those who buy with their own capital or with a modest mortgage.

The next issue of the Observatory will follow the publication of Nomisma's third 2026 Report on the Property Market and of the OMI statistics for the third quarter of 2026.

**Methodology and sources.** This study was finalised on 9 November 2026, the date on which the sources listed were consulted. The ISTAT House Price Index tracks the prices of homes bought by households, not an average price per square metre; data for the second quarter of 2026 are provisional. OMI values are the value ranges in the Revenue Agency's database for the first half of 2026 (published on 16 October 2026), 'abitazioni signorili' (high-end homes) category, normal condition, per square metre of gross area as defined by OMI. They refer to a typical property in each zone. Asking prices and rents are averages of listings published in October 2026 in the zones of the two portals, whose boundaries match neither each other nor the OMI zones: they are asking prices, not achieved prices; Idealista updated its methodology in July 2026, applying it to its entire historical series. The CCH indicative range is the one used by the agency's online valuation tool for apartments, updated in November 2026: a proprietary estimate, not a statistical range of achieved prices. This issue does not use the Revenue Agency's service providing the property values declared in deeds; using it requires a check on the comparability of cases, which we will carry out first. **Sources:** Italian Revenue Agency – OMI, quarterly residential statistics, Q2 2026 (10 Sept 2026), 2026 Real Estate Report – Residential sector (21 May 2026) and property values database, H1 2026; ISTAT, House prices (provisional) – Q2 2026 (17 Sept 2026); Nomisma, 2nd 2026 Report on the Property Market (9 July 2026), Rome figures released at the presentation and reported by Radiocor – Borsa Italiana; Bank of Italy, Italian Housing Market Survey. Short-term Outlook – 2026 Q2 (12 Aug 2026); National Council of Notaries, Notarial Statistical Data (Dati Statistici Notarili) 2025, focus on the major cities (10 June 2026); Immobiliare.it Insights, Rome property market, October 2026, Time to sell (1 July 2026) and Time to rent (23 Sept 2026); Idealista, Rome sale and rental price reports, October 2026, and Q3 2026 rental report (8 Oct 2026); European Central Bank, monetary policy decisions of 11 June, 10 Sept and 29 Oct 2026 and key interest rates; Senate of the Italian Republic, A.S. 1896, Judiciary Committee, summaries of proceedings No. 456 (4 Nov 2026) and No. 457 (5 Nov 2026); Il Sole 24 Ore NT+ (5 Nov 2026); La Legge per Tutti (6 Nov 2026). Unless otherwise stated, the sources are in Italian; links are given in the online version of the article. Class & Country Homes operates in the market segment analysed: readers should bear this in mind when weighing the forward-looking observations. This document is for information only and does not constitute investment advice or a valuation report. For a confidential valuation of your property: info@cchroma.it · +39 06 6880 7642 · Palazzo Ricci, Via Giulia 145, Rome. © 2026 Class & Country Homes – Pasquarelli Immobiliare S.r.l. All rights reserved.