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Tongue-twisting brokerage give itself a new name

By [REW Staff](#)

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A New York City brokerage with a tongue-twisting name has re-branded itself as WIRE International Realty.

Brokerage Professionecasa Prestige International built it's name representing Europeans shopping for US real estate.



LUIGI ROSABIANCA

But, said broker of record, Luigi Rosabianca, a growing American clientele was mumbling its way through the moniker.

“Our rebranding is symbolic of the tremendous growth we’ve experienced,” said Rosabianca, “While foreign nationals initially made up the majority of our clientele and the Professionecasa Prestige International name resonated with Europeans, we’re increasingly becoming a source for New Yorkers looking to buy, sell and rent property locally. The new name will more accurately represent the breadth of services we provide for all partners.”

WIRE International Realty is also the name of the network of which the company is a founding member, WIRE: Worldwide Investment in Real Estate.

The rebranding follows the announcement of the brokerage opening its first New York City retail office last year. That office will now serve as one of WIRE International Realty’s four anchor locations (New York City, Miami, London, and Venice).

WIRE is an international network of agencies specializing in exclusive properties, with members from all over the world and various industry segments – residential and commercial sales and rentals,

architecture and interior design, finance, law, notary, among others. The network also includes WIRE Consulting, its parent company and real estate consultancy arm.

“We’re thrilled to have Professionecasa Prestige International assume the WIRE name,” said Angelo Cinel, chairman and managing director of WIRE Consulting. “As a founding member of the WIRE network, we’ve worked so closely with Luigi and his dynamic team, and this change will only build on the great work they’re already doing in the competitive New York market.”