

Press release

Morning Capital presents Home Easy Rent®, the first true fully-digital residential rent management system

Home Easy Rent®: Morning Capital has consolidated its new management system based on an innovative format for residential renting and personal services using a digital platform.

Absolutely the first to work with a completely-digital application in the business of residential renting and personal services for institutional clients, following its “Flat Tower Parco Vittoria” pilot project in Milan, Morning Capital will apply this new model to over 500 residential units starting in November 2021

Milan, November 2, 2021—Italy is seeing a growing need for innovative models in the renting and management of residential properties. To satisfy demand in a constantly-growing market, Morning Capital—business strategist and full-service real estate provider that manages over 3,000 residential units in Italy—is presenting Home Easy Rent®, the first fully-digital management system in residential renting.

After having been the first firm in Italy to anticipate the needs of future renters—tangibly experimenting in late-2020 in Milan with an innovative residential rent format that utilizes a digital platform for “Flat Tower Parco Vittoria”—Morning Capital has decided to develop a revolutionary and fully-digital systematic “easy renting” project which, by the end of the year, will be extended to over 500 residential units on a national level.

Using the build-to-rent formula (a new trend in the real estate sector in Italy that focuses on the construction and/or renovation of entire properties for income generation purposes including in the short/medium-term), Home Easy Rent® unites complex management processes around a high-tech core which, using an innovative digital platform, optimizes the anthropic factor and results.

Home Easy Rent® responds perfectly to this new trend that has been in use for some time internationally and is now growing in Italy, in which end-users are oriented towards flexible, short/medium-term property rental solutions offering additional services. A solution which, also in the wake of the recent public health emergency, has taken hold in Italy.

With Home Easy Rent®, which makes Morning Capital the only fully-digital rental firm in Italy, the entire business process for short/medium-term rentals in Italy can be engineered by managing the entire building rental process on-line to accelerate income generation of the service's property units and improve both the rental value and occupation rate, thanks to the use of artificial intelligence-based technologies.

Further informations:

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