

# Elitism

FLORENCE



"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails" - Mark Twain -

Explore, live and enjoy the best of the city

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[www.readelitism.com](http://www.readelitism.com)





## CEO of ApartmentsFlorence.it & Top Local Expert

### Who is Lorenzo Fagnoni?

Born in Florence, Florentine by birth, cosmopolitan by choice, he worked and lived in Amsterdam, Milan and London. He has always been in love with Florence and he loves to value the traditions and typicality of Florence in the world. Tourist hospitality is in its DNA.

### What's the story behind Apartments Florence?

Apartments Florence was born about ten years ago as a family-run activity managed by me and my wife Ana. It was not our main job, but just a secondary work. We were renting a handful of apartments from our family. Later on, we started renting other apartments on behalf of relatives and friends. Day by day, the company has grown up and it is now managed by a group of determined and passionate professionals and friends, including me, Niccolò Degli Alessandri and Matteo Checchini. Today we manage more than 350 exceptionally well located properties in the heart of our beloved Florence and very close to the main attractions.

### What about your apartments? Do you select them?

Our apartments are always carefully evaluated and monitored before being included in our offer: that is to always ensure our guests top quality and functionality standards. We also constantly gather feedbacks and observations from our clients to be sure we fully meet your each and every need.

### Are you just another touristic booking portal?

No, we aren't. We take pride in not being just an online portal. We take care of our guest every step of the way: from choosing the right apartment to providing him with information, assistance and customized services to enjoy a unique Florentine experience. Our goal is to never make you feel alone!

### Do you consider yourselves as experts of the city?

Our staff consists solely of genuine Florentines or adoptive ones who have been living here for a long time, and we all love and cherish our city. That's why you can trust us and our insider tips on which apartment would be a better fit for your desires and needs or which places you should pay a visit to, aside from the main touristic tracks.

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