

HOME | Philosophy[®]

A c a d e m y



Office HOME|Philosophy Real Estate & Academy

HOME|Philosophy was established with the stated mission of giving back dignity to the concept of Home, very often forgotten or disregarded in the Italian residential real estate market.

Francesca Greco and Gabrio Terribile, the two founders of HOME|Philosophy, have been operating in the real estate brokerage downtown Milan for over 14 years, thus developing a heightened sensitivity to the concept of Home and how to prepare it for sale. Home is not just a property, nor a number of square metres or rooms. Home is our nest, our shelter, the place where we can truly be ourselves, where we live with our nearest and dearest.



Francesca Greco & Gabrio Terribile

Today, this is what the real estate market is searching for: an interior space where you can find your bearings, and this is the concept behind HOME|Philosophy.

Every house can be enhanced so to spread emotions and impress visitors, even starting from the advertisement. Home staging, relooking, photo-shooting are some of the services that HOME|Philosophy Real Estate offers to its customers who would like their house to stand out, adding the perfect allure to attract and engage a prospect buyer..



Staging HOME|Philosophy – sold in 48 hours

At HOME|Philosophy we believe in our mission so strongly that we have established a training and education division: HOME|Philosophy Academy, a project that is ambitious as well as solid: its credibility is based on highly professional trainers who are daily striving for excellence both in their performance and in the quality of course contents and materials.



Established in September 2015, HOME|Philosophy Academy has based its mission on permanent education and continuous training, unique in this industry, to provide trainees, after completing the Home Staging course, with some deep and thorough knowledge on how to add value to their activity.

Courses organized by HOME|Philosophy Academy, range from Home staging to Hospitality services, from Photography (including Emotional photography) to Post-production, from Social staging to Scenography, including Home scenography. We also deliver courses on Psychology of persuasion and the so called Power up, both necessary to boost a business.

Our education programme is completed by Neuromarketing and Feng shui, not to forget to focus on creativity with courses on Table setting and Creative walls design.

Key figures – from September 2015 to april 2019:

110 courses

220 professional home stagers trained

900 trainees

25 professionals belonging to our “teaching staff” at HOME|Philosophy Academy.



Course of Home Staging - HOME|Philosophy Academy – Roma october 2017



Pictures of courses HOME|Philosophy Academy - Milano

HOME|Philosophy Academy marks a turning point in home staging education as we offer a unique training programme, comprehensive and continuous, to guide and support trainees in their professional growth.

HOME|Philosophy Academy is the only educational institution in Italy created as part of a real estate brokerage, which has been operating for over 10 years.

Teachers and trainers are professionals in their respective businesses, who share their experience and expertise with competence and generosity: what they teach is what they actually do with commitment, dedication and success.

HOME | Philosophy Academy is the only Italian training reality in the field of home staging to have the approval and accreditation by the IAHSPP, the International Home Staging Professional Association based in America, founded by the creator of home Staging Barb Schwarz and IAHSPP Europe.



HOME|Philosophy Academy delivers home staging courses to “Solo Affitti Spa” (“Only rental”) a real estate franchisor.



The course is accredited by the Order of Architects of Milan



**ORDINE DEGLI ARCHITETTI,
PIANIFICATORI, PAESAGGISTI E CONSERVATORI
DELLA PROVINCIA DI MILANO**

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