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# Wetag Consulting: *Shaping the Luxury Real Estate Experience in Ticino, Switzerland*

*Situated amidst the enchanting landscapes of Ticino, Switzerland, in the heart of Europe, Wetag Consulting has delivered exceptional real estate services for over half a century. Established in 1973, this full-service boutique brokerage is renowned for its expertise in luxury properties, ranging from Mediterranean-style villas and architectural masterpieces to sophisticated penthouses on the shores of Lake Lugano and Lake Maggiore. With an unwavering commitment to excellence, this firm is not just a real estate agency—it's a trusted partner in creating remarkable lifestyles.*

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As an independent, owner-managed firm, Wetag Consulting is deeply connected to Ticino's unique charm and culture. The company's founders call Ticino home, infusing their work with an intimate understanding of the region. This connection is evident in the exceptional properties they represent, capturing Mediterranean flair combined with Swiss precision. This legacy is also bolstered by its affiliations with some of the world's most prestigious luxury real estate networks. These partnerships enable the firm to showcase Ticino's finest properties to a global audience, attracting discerning buyers from over 70 countries. Their reach and reputation have earned them invitations to speak at leading international real estate conferences, ensuring they remain at the forefront of industry trends and innovations.

## **A Passion-Driven Endeavour**

The driving force behind Wetag's success is a combination of passion, expertise, and a client-centric philosophy. The team's mission is to make buying or selling property an unparalleled experience. This is achieved through a commitment to core values such as integrity, discretion, and a relentless pursuit of excellence.

For sellers, access to sophisticated marketing strategies tailored to each property is guaranteed. Whether through targeted international digital and print campaigns or discreet private showings, they ensure each property is presented to the right audience in the most compelling manner. Their deep understanding of the luxury market, coupled with cutting-edge tools and techniques, consistently delivers outstanding results. Buyers benefit from the firm's in-depth knowledge of

Ticino's real estate market and lifestyle offerings. The firm takes the time to understand each client's unique needs and aspirations, presenting them with options that not only meet but exceed their expectations. From modern penthouses with stunning lake views to serene countryside retreats, Wetag curates an array of properties that align perfectly with their clients' visions.

## **The Ticino Factor**

Ticino's very unique blend of natural beauty, cultural richness, and lifestyle appeal makes it a sought-after destination for affluent buyers. The region's picturesque landscapes with wild growing palm and bamboo trees, 300 sun days a year, safe environment, and favourable tax policies attract clients from around the world, particularly those seeking a high quality of life and financial advantages.

This agency plays a pivotal role in introducing clients to Ticino's many benefits. Their expertise extends to guiding buyers through the region's real estate market and helping them navigate the complexities of relocation. For British clients facing changes to the UK's tax laws, they offer invaluable support in establishing primary residence in Ticino and taking advantage of Switzerland's lump-sum taxation system.

## **Comprehensive Support For a Daunting Journey**

Relocating, particularly to a foreign country, can be daunting. Wetag Consulting goes beyond traditional real estate services to provide comprehensive support that eases the transition. Their relocation services



include assistance with residence permits, guidance on tax and legal matters, and introductions to trusted local professionals such as architects, interior designers, and contractors. Understanding that moving impacts not just the individual but the entire family, they ensure every detail is managed with care. Their team, many of whom have personal experience with international relocations, offers empathetic guidance to make the process as smooth and enjoyable as possible. This well-rounded approach is a hallmark of its service, making them a trusted partner for clients worldwide.

### Changing the Norm in Luxury Real Estate

In an industry as competitive as luxury real estate, differentiation is key. Wetag Consulting sets itself apart through a combination of innovation, expertise, and an unwavering commitment to client satisfaction. Their unique selling points include:

- **Deep Local Expertise:** With over 50 years of experience, the firm has unparalleled knowledge of Ticino's luxury properties and lifestyle.
- **Global Reach:** Through affiliations with international luxury real estate networks, they connect local properties with a global audience, ensuring maximum visibility and appeal.
- **Personalised Service:** Each client's journey is unique, and the agency tailors its approach to meet their specific needs, whether they're buying, selling, or relocating.
- **State-of-the-Art Marketing:** Leveraging advanced tools and techniques, they create compelling property presentations that captivate potential buyers and elevate the seller's experience.

These qualities have earned the company numerous

international accolades and glowing client testimonials. Customers consistently praise the team's professionalism, dedication, and ability to deliver results that exceed expectations.

### A Versatile Team

Right in the engine room of this machine is a team of highly skilled professionals who share a passion for luxury real estate and a commitment to excellence. The firm's internal culture emphasises collaboration, continuous learning, and a client-first mindset. Team members are carefully selected for their expertise, discretion, and alignment with these values. The firm also invests in its people, providing ongoing training and opportunities for growth. This ensures the team stays ahead of industry trends and maintains the high standards that clients have come to expect. Multilingual and multicultural, the team is well-equipped to serve an international clientele with diverse needs and preferences.

### A Legacy of Trust and Excellence

At its core, Wetag Consulting is more than a real estate agency—it's dedicated to helping clients find their ideal property and fulfill their aspirations. The firm's commitment to integrity, innovation, and client satisfaction has earned them a legacy of trust and success. With a proven track record of helping clients find their ideal homes and create fulfilling lifestyles, they continue to set the standard for luxury real estate in Ticino. For anyone seeking to invest in the beauty and lifestyle of Ticino, the agency offers not just a service but a promise: a promise to make your vision of home a stunning reality.



# Switzerland as an Attractive Tax Haven for Affluent Britons: Ticino as the Ideal Destination

With the planned abolition of the Resident Non-Domiciled tax status (Res Non-Dom) in the United Kingdom by 2025, many affluent face significant tax changes that could entail the taxation of worldwide income. In response to these challenges, Switzerland, particularly the Canton of Ticino, presents itself as an outstanding alternative.

## Unique Lifestyle & High Security

Situated in the picturesque southern part of Switzerland, Ticino offers a lifestyle unmatched within the country. This region blends Mediterranean flair with Swiss orderliness and cleanliness. Lugano, the jewel of Ticino, is among the safest cities in Switzerland and attracts those seeking a high quality of life, excellent infrastructure, and a stunning natural landscape that appeals to both those seeking tranquility and active outdoor enthusiasts

## Attractive Real Estate & Advantageous Tax Regulations

The real estate market in Ticino is renowned for its appealing offerings, ranging from modern apartments overlooking Lake Maggiore to luxurious villas. Particularly attractive is the lump-sum taxation option, which calculates tax based on lifestyle expenses rather than global income, offering substantial tax relief for those not engaged in professional activities within Switzerland.

## Integration & Multiculturalism

Ticino is a melting pot of cultures. With Italian as the official language and a community that is multilingual and open-minded, it offers a welcoming atmosphere that facilitates integration. Most residents also speak English, simplifying communication for international residents.

## Establishing Primary Residence in Ticino for British Citizens

For British citizens wishing to make Ticino their primary residence, the process is quite straightforward, provided all requirements are met. To be recognised as a primary residence, applicants must demonstrate that they predominantly reside in Ticino. This involves registering with the local municipality, submitting documents that prove residence and intent to stay permanently, and possibly obtaining a residence permit if they do not already have the right to reside in Switzerland.

## Expert Advice from Wetag Consulting

Wetag Consulting is your proficient partner in all matters relating to lump-sum taxation in Switzerland, providing tax advantages for affluent UK residents, comprehensive relocation services, support in company formation, and the brokerage of luxury

properties in Ticino with lake views – all from a single source. As an exclusive affiliate of Christie's International Real Estate since 1973, we have assisted numerous clients, including royal families, pop stars, Formula 1 drivers, and famous artists from over 70 nations, in finding their ideal home.

## Information for Buyers & Interested Parties

Finding the perfect home requires time, local knowledge, and persistence. Our team is committed to understanding your unique needs and presenting properties that enhance your lifestyle. We provide comprehensive information about neighbourhoods, distances to key locations, and keep you updated on market movements to enable you to make an informed decision. Year after year, over 50% of our clients come from abroad

## Contact Us

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Wettag Consulting is exclusive affiliate in Ticino of

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