

# OUR PERFORMANCE GUARANTEE

*Success through dynamic marketing*

*»We offer strategic advice at the highest level, as well as extensive support, profound market expertise and innovative sales concepts.«*

CAREN ROTHMANN  
Managing Partner

# JOINING FORCES FOR SUCCESS

*Your experienced partner for subdivision projects*

You are flexible in terms of time and would like to sell your apartment building profitably? Then a division into condominiums could be the ideal exit strategy for you. For such a project, many factors need to be taken into consideration. With more than 30 years of experience in the Berlin real estate market, we are a strong and experienced partner for the marketing of subdivision projects. We are familiar with the legal framework, seizing all existing opportunities proficiently. At the same time, we accompany the division and always act transparently in order to guarantee a speedy and

harmonious process. The result: We sell all apartments within the agreed period of time at the best price and protect the rights and interests of all involved parties. Upon request, we offer an all-round carefree package that includes the management of all communication with everybody involved. We have successfully managed several thousand units this way. We will also be happy to identify the best marketing strategy for you. We offer a free of charge, non-binding calculation of your existing property, or strategic advice on the purchase of real estate suitable for division.

# Strategic Consulting

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*We are experts in purchase price determination and have an extensive national and international client register with potential owner-occupiers and investors. At the same time, we benefit from an immense wealth of experience as well as valuable industry tools. The result: an extensive location and market analysis including a custom sales strategy.*

- Market and location analysis
- Competitor analysis
- Analysis of floor plans, rental agreements
- Optimization potential for communal property and, if applicable, new construction potential and attic extension as well as addition of balconies and lifts
- Qualified purchase price determination
- Target group analysis
- Tenant management

# Preparation of property documents

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*We drive your project forward at the sales level, manage the communication between the involved architects, notaries, property management, tenants and agencies, and provide reliable advice whenever questions arise. In addition, we obtain sales-related documents and prepare them in line with the market.*

- Project management for all sales-relevant questions
  - Close communication with all involved parties (e.g. contact to notaries, property managers, tenants, marketing agencies and architects, for example with regard to building specifications, floor plans and visualizations)
  - Obtaining sales-related documents
  - Comprehensive, competent advice regarding declaration of partition and draft purchase agreement
  - Establishing contact to architects, lawyers, notaries and property managers upon request
  - Professional support in communicating with administrative bodies
  - Conducting tenant interviews
- For new construction potential:
- Advice on layout planning with the aim of designing target-group-specific, market-driven and thus easily marketable apartments
  - Recommendations for apartment furnishings / design lines
  - Advice on the preparation of building specifications

# Project branding and marketing concept

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*Innovative, modern and successful marketing is our trademark. We develop eye-catching concepts that are oriented towards the international market, connect online, social media and classic channels, and are always set up in multiple languages. The main objective is always to reach all potential target groups in order to ensure effective marketing.*

- Elaboration of unique selling propositions of the project
- Development of project branding including brand-name research
- Development of a marketing and communication strategy, which is always custom-made, target-group oriented, and geared towards international markets
- Design of advertising material, e.g. project website in responsive design
- Creating state-of-the-art visualizations
- Creation of professional marketing outlines
- Photos by professional photographer

# Sales launch: Start of marketing

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*Once the marketing plan is approved by the owner, we have the green light for distribution. In order for the plan to be successful, all measures must be meticulously coordinated and have to intertwine throughout all channels. Perfect timing is inevitable, which is why we prepare all involved parties accordingly.*

- Sales talks with the tenants take place before the official sales launch
- Project-related, individually tailored pre-sale phase: addressing our registered prospective buyers from Berlin as well as all over Germany and abroad
- About 30,000 clients are currently registered in our file - both owner-occupiers and capital investors
- E-Mail-Marketing: Mailings and newsletters
- Displaying advertisements in relevant real estate portals with best placements, as well as in print magazines
- Positioning of the project in social media channels such as Instagram, Facebook, Google+, Youtube, Vimeo
- Viral spreading of the project film where applicable
- Facebook and Google Keyword advertising
- Lead generation via Lookalike Audiences and Customer Audience
- Transparent client feedback thanks to tracking and reporting
- Organization and implementation of events such as „open house“

# Successful sales processing

*We provide personal service to each client, guiding them all the way to notarial certification. Our expert consultants always give a 100% to achieve the success of the project. Detailed reporting in relation to requests, visits, prospects' feedback, and sales successes ensure transparency and keep you informed about the progress of the project at all times.*

- Individual person of contact for the owner both in sales and back office, availability 24/7
- Processing of enquiries from prospective buyers within a few hours
- Comprehensive and personal client assistance in individual appointments by our multilingual, professional sales team.
- Highly qualified back office
- Individual appointments for walk-throughs
- Financing brokerage for domestic and foreign buyers
- Provision of financing documents
- Sending of all documents relevant for the purchase decision
- Making reservation agreements with potential buyers
- Management of the purchase process: communication interface between seller, buyer and notary public
- Commissioning the draft purchase agreement at the notary public
- Organization of and accompaniment to the notary appointment
- Ongoing reporting to the owner
- Recommendation of service providers such as moving companies, rental services, property management companies
- Handing over of apartments
- Liquidity checks of potential buyers

## Our service – your benefit

*We give you a clearly defined value proposition, and commit to selling your property quickly, transparently and at the best price. For this purpose, we conclude a qualified exclusive order defining the cornerstones of our cooperation. A fair, success-oriented remuneration including an advance performance is, of course, included.*

- Individual contract duration
- Performance-related remuneration
- Contractually guaranteed pre-sales quota and target agreement
- Contractually guaranteed marketing measures
- Economic contribution to marketing costs
- Reliable purchase price guarantee
- Agreement on special termination rights

# At a glance

## *Advantage guarantee for our clients*

*Your success is our success! We are professional and passionate about your project, making every effort to sell all units in the agreed period. Beyond the distribution, we also reliably offer many other relevant services, such as rent management or administration of tasks related to the German Condominium Act (WEG).*

- 1 *Professional marketing on an international level*
- 2 *Time and cost savings*
- 3 *Fulfilment of agreed pre-sales quotas*
- 4 *Performance-related remuneration and special termination rights*
- 5 *Highly qualified, multilingual sales team and back office*
- 6 *Asserting the highest market price*
- 7 *Professional in-house marketing*
- 8 *Detailed, ongoing reporting*
- 9 *Sale up to the last unit in the agreed period*
- 10 *Expert in the sale of rented condominiums*

*»Every project is unique -  
and therefore requires a creative,  
tailor-made sales strategy.«*

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