

Marketing of Real Estate with Home Staging & Drone Videos

Trend from the USA and England: With Home Staging, the David Borck Immobiliengesellschaft perfectly sets the stage for real estate

Once the decision for purchasing property is made, the search for real estate begins. It often takes months or even years to find the right piece of property. Detailed exposés are helpful in the pre-selection process – they have been part of the standard repertoire of David Borck Immobiliengesellschaft for a long time. In order to make the decision even easier for the customer, and to speed up the sales process, the real estate agency from Berlin has expanded its range of services with so-called **Home Staging**. With the help of selected furnishings and home accessories, potential buyers get a first taste of their new property's potential development: a sofa with fancy cushions, a trendy carpet, warm light and a stylish coffee table – the empty rooms are transformed into a dream home and make you want to move in right away. Home Staging also provides advantages for **property sellers**, as experience has shown that the sales process is shortened, while the **number of enquiries increases** due to the attractive pictures and **unnecessary viewing appointments are avoided** at the same time.

Caren Rothmann and David Borck, both managing partners of David Borck Immobiliengesellschaft, therefore like to use Home Staging for particularly exclusive properties: "This way we are able to bring the buyer and the property together more quickly and help the buyer's imagination a little bit. After all, Home Staging is carried out by professionals who know how to skillfully stage a property," says Rothmann. If a house or an apartment is suitable for this type of marketing, the partners of David Borck Immobiliengesellschaft first develop an **individual interior concept** that is perfectly tailored to the property and the target group: designer furniture is used in hip areas, while classic furniture is used in conservative areas. "We recently staged the penthouse of the heritage-protected loft building in Schönhauser Allee 55 in Berlin-Prenzlauer Berg in the most beautiful way, seizing the loft's design possibilities with its high ceilings," explains Rothmann. Home Staging can also make sense for **real estate that is already occupied** – for example, to bring out the best in the property. To this end, the existing furnishings are either optimized so that they do not appear too personal and appeal to a larger circle of potential buyers or supplemented with more suitable items. Home Staging is always carried out very discreetly and individually: "After all, it's the property we sell and not the furniture," summarizes Borck.

In order to accomplish this, the David Borck Immobiliengesellschaft has partnered up with the interior designers **Melissa Antonius** and **Lena Schimmelbusch**, who have both previously worked for AD Architectural Digest. A **professional photographer** then portrays the fully staged apartment so that the shots can be used for the website, exposés, social media channels, brochures and mailings to the clients. For particularly high-quality properties, such as villas, the team of David Borck Immobiliengesellschaft also relies in part on its own **property footage**. Among other things, **video drones** come into play for this purpose. This way the first contact with the property, which is often made online, is as informative and detailed as possible. Just like in reality, the first impression is crucial: After all, it's about finding your future home or identifying the potential of an investment. "We want to give our customers the best possible impression of the offered property, which also includes the view from the window – even if it's only virtually on the computer screen," explains Rothmann.

About the David Borck Immobiliengesellschaft:

When founding the David Borck Immobiliengesellschaft mbH back in 2010, the managing directors Caren Rothmann and David Borck already had substantial knowledge in the real estate industry. Their vision was to market real estate on an individual and innovative basis, while offering a one-stop solution for all provided services. Whether it's a pre-WWII or new construction building, global or individual sales – the company takes care of the entire project marketing, while developing customized marketing strategies. Since its founding, the David Borck Immobiliengesellschaft has been able to successfully sell more than 2,000 units this way. Currently, the real estate company is marketing the new construction project NeuHouse, an ensemble combining new construction and landmarked building in the trendy district Kreuzberg, and was awarded the European Property Award for project marketing in September 2018. Furthermore, in the beginning of 2018, the sale of a new project was launched at Schönhauser Allee. Here, charming pre-war apartments are located in the district's oldest, still preserved residential building, but also modern lofts and the underground car park are accessible via the backyard. The interplay of classic and contemporary styles has resulted in a very special property in this trendy district, which, to top it all off, also boasts a penthouse with spectacular views. The David Borck Immobiliengesellschaft has been distinguished as TOP real estate agent by FOCUS in April of 2018, and in September 2018 the company received top ratings by the "Capital" broker compass for the fourth time in a row.

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