

## David Borck Immobiliengesellschaft

**Caren Rothmann and David Borck transformed their Company from a Brokerage into a Real Estate Service Provider / The Result: Over 2.000 Properties since the founding of the company**

David Borck Immobiliengesellschaft was founded in 2010 by Caren Rothmann and David Borck. Their goal: “We want to operate just as individually, innovative and design-oriented like an upscale boutique hotel – and, at the same time, offer the standard of international houses.” In accordance with this credo, the company provides professional full-service operations related to the **sale and marketing of properties**. The consultation includes even fundamental aspects such as **pricing and the drafting of ground plans**, which will be adapted by the experts and reviewed for a sustainable positive performance. Moreover, the **establishment of a professional marketing plan**, target group analysis as well as the **creation and designing of logos, names, brochures, and sales documents** are part of the company’s portfolio. And the service of David Borck Immobiliengesellschaft includes even more: **financing at particularly favorable terms** can be inquired via the large network which also provides specialist lawyers, notaries, and architects, so that clients can profit by the full service from a single source. “Thanks to our great network and our long-term market experience we were able to group the best experts around our company. This also benefits our clients, because they can make use of our expert network,” explains managing director and owner David Borck the company’s philosophy. Moreover, 25 staff members attend to the projects and are ready to provide assistance to stakeholders, sellers, and buyers.

“No matter if it is a single apartment that needs to be put on the market or the exclusive distribution of a major project with 200 units – we always work with full-hearted commitment,” says managing director and owner Caren Rothmann. Their customer data base contains over 30.000 people including their personal wishes of a property object. “Usually, it is enough to address a handful of stakeholders because we know exactly what our clients are looking for,” says David Borck. Apart from **institutional investors from Germany**, the regular clients of David Borck Immobiliengesellschaft are **private investors from Berlin**. “The aim is to continue our dynamic growth and we are planning to approach **reliable international investors** directly,” explains David Borck the strategy for the coming years. “Because the real estate prices in Berlin are favourable by international comparison and have growth potential.” In order to keep offering good products at reasonable prices to their clients, Caren Rothmann and her team regularly scan the neighbourhoods of Berlin. Due to these trend analyses David Borck Immobiliengesellschaft early predicted the upturn of the so-called “Kreuzkölln”. “Currently, we are observing a very rapid development of the Scandinavian Quarter in Prenzlauer Berg. The areas around the airport BER also promise attractive returns,” Caren Rothmann sums up.

Aside from the real estate business, Caren Rothmann and David Borck are committed to social work. In doing so, they try to maintain the diversity and charm of Berlin in spite of its rapid development. For example, David Borck Immobiliengesellschaft is a sponsor of the sports club **TuS Makkabi** and of **WIZO** and even participated in their charity soccer tournament. And the company is also leading sponsor for the annually Chanukka ball.

### About Caren Rothmann:

Caren Rothmann founded her first own company already at the age 25. Since then, she has begun an impressive career as a successful businesswoman within the property sector, during which she – among other things – has accompanied the purchase of over 200 apartment buildings for a Danish investor.

**For any further questions and for more detailed information feel free to contact Eckel Presse & PR GmbH**

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Since 2010, Rothmann manages as a central figure the development of David Borck Immobiliengesellschaft within the property market of Berlin and contributes her commercial and strategic know-how as well as her love for design and aesthetics.

**About David Borck:**

David Borck is regarded as one of the experts of Berlin's property market. Starting his career at 18 years as a broker and after more than 35 years in this business, David Borck knows the field like no other. His network contains well-known stakeholders and Borck uses their know-how for the benefit of the customers. With his negotiating talent he pushes the internationalization of the David Borck Immobiliengesellschaft and targeted appeals of institutional investors.

## David Borck Immobiliengesellschaft distinguished by Focus once again

**The Berlin-based real-estate service provider has been distinguished as top realtor by the business journal's real estate report "Immobilienatlas" for the third time.**

For the third year in a row, the David Borck Immobiliengesellschaft has been distinguished as one of the best realtors in Germany by the renowned business journal "Focus". What makes this award particularly special is the fact that the nomination for "Germany's TOP real estate agent" is made exclusively by an **explicit recommendation** from fellow real estate agents of ImmobilienScout24 and the members of Germany's regional real estate associations. In addition, the nominees must already have been named as aspirants for the award in the preceding year, they must be members of the IVD, and demonstrate an **outstanding service performance**. In cooperation with Statista GmbH, approximately 13,000 recommendations were evaluated and the top 200 commercial as well as top 1,000 real estate agents were identified, among whom was again David Borck Immobiliengesellschaft from Berlin this year.

However, managing partner Caren Rothmann does not want to rest on her laurels: "The award as Germany's TOP real estate agent is not only a great recognition by valued colleagues, but also an **incentive to continue improving ourselves**". Managing Director David Borck can only agree: "We are constantly considering new concepts in order to offer an exclusive and **personal all-round service**. Of course, we are delighted when our strategy can also convince our competitors of our quality". The agency offers **comprehensive support and individual strategies** for its clients: From the pricing of real estate to the development of a marketing concept including project names, brochures and website – it all comes from a single source.

### **About the Focus Immobilienatlas:**

Each year, Focus publishes the "Immobilienatlas" as an orientation aid for potential buyers and sellers of real estate. For this purpose, they not only compare current market conditions and provide predictions for future developments but also publish a list of the best real estate agencies in Germany. This way, they provide an overview for the different regions which facilitates the search for a suitable broker. After questioning around 13,000 brokers from the cooperation partner ImmobilienScout24 and the regional associations of the real estate association IVD, the 1,000 "Top Real Estate Brokers 2019" and 200 "Top Commercial Brokers 2019" were determined.

### **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. For this purpose, they drew on an extensive network of agencies, financing experts, appraisers, lawyers, and banks. Whether it's a classic pre-war or new construction building, a villa or condominium, 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. In April of 2017 and 2018, the David Borck Immobiliengesellschaft has already been distinguished as top real estate agent by Focus.

<https://david-borck.de/>

## 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.

<https://schoenhauserallee55.de/>

<https://david-borck.de/>

## **Dahlem city villa with four maisonettes fully sold**

**All units sold in Podbielskiallee / completion scheduled for spring 2020**

Only one month after the topping-out ceremony in June 2019, the David Borck Immobiliengesellschaft is proud to announce the sale of the last two penthouse maisonettes in the city villa at Podbielskiallee 38a. Construction work in Dahlem had only begun in January of this year, and half of the apartments had already been rented out before the ground-breaking ceremony. "The four maisonette apartments not only offer exclusive living comfort thanks to their smart floor plans and high design standards," explains Caren Rothmann, managing partner of David Borck Immobiliengesellschaft, adding: "They also impress with their prime location in Dahlem, which, thanks to its high density of scientific institutions, is nicknamed 'Oxford of Berlin'. Here the residents have the big city right in front of their doorsteps without compromising on the proximity to nature in the lush green countryside.

With their orientation in different directions and **separate apartment entrances**, the four maisonettes in Podbielskiallee 38a convey a perfect house-in-house feeling to their new residents. Each of the four residential units extends over two floors and features herringbone parquet with underfloor heating, Kirchheim shell limestone, floor-to-ceiling windows and a spacious terrace with a panoramic view of the leafy garden.

The two **garden apartments, each with 137 m<sup>2</sup>** of living space, were sold before the start of construction and extend over the ground floor into the light-flooded souterrain, which also features its own terrace. In front of the apartments is the spacious private garden, which can be entered via the 20 m<sup>2</sup> large terrace. At the garden's heart with its old trees there is an impressive copper beech from the founding period of the Dahlem villa district. The two upper **penthouse maisonette apartments**, which are designed as mirror images, extend over the upper and top floors. They can be accessed by a staircase or a **private lift** via a separate entrance on the ground floor. On the top floor there is the open living area for eating, cooking and relaxing, which is seamlessly connected to the two terraces of approx. 25 m<sup>2</sup> and 9 m<sup>2</sup> in size with a view of the private garden.

### **About the new construction project Podbielskiallee 38a in 14195 Berlin-Dahlem**

- New construction ensemble over four floors
- Approx. 566 m<sup>2</sup> living space spread over four maisonette apartments
- Two car parking spaces and two parking lifts
- Purchase prices from 7.292 Euro / m<sup>2</sup>
- Underfloor heating, herringbone oak parquet floors, floor-to-ceiling windows, video intercom, private balconies or terraces and private gardens on the ground floor
- High-quality interior with Belgian Blaustein and Kirchheim shell limestone, natural stone bathrooms, paints from the luxury paint manufacturer Farrow & Ball, private elevator

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**Schedule:**

Start of construction at the beginning of 2019; sold out in July 2019; first occupancy estimated for spring 2020

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## **"NeuHouse" celebrates topping-out ceremony: Urban living with historic reference in the centre of Berlin**

**Topping-out ceremony for the NeuHouse project: The shell of the residential ensemble in southern Friedrichstadt is completed. In the neighbourhood of the newly emerging creative quarter on the former flower wholesale market site, UBM Development Deutschland GmbH and NeuHouse are developing a symbiosis of old and new – also in terms of architecture.**

The NeuHouse residential ensemble in Berlin's district of Kreuzberg is celebrating a milestone: the striking ensemble of a listed historic building and a complementary new building in a cutting-edge architecture celebrated its topping-out ceremony today. A total of 75 condominiums and six commercial units will be built in the two parts of the ensemble. Completion is scheduled for 2019. The client is UBM Development Deutschland GmbH. They are developing the project using their project company Stadtgrund Bauräger GmbH. The location in the southern Friedrichstadt opposite the Jewish Museum will be one of the **city's most attractive urban quarters**. The former junction between East and West is awakening to new life after a long slumber and, surrounded by upscale gastronomy, shopping and cultural opportunities, offers an excellent quality of life and living in the center of Berlin.

**"Quality and sustainability** are central elements of our corporate brand, which are reflected in our construction projects, whether in large-scale projects, offices, hotels or, of course, in the residential segment. With NeuHouse, it was essential on the one hand to achieve a **successful balance** between old and new, and on the other to create an oasis of sophisticated living culture in the heart of the city," explained Christian Berger, Managing Director of UBM Development Deutschland GmbH during the topping-out festivities.

"NeuHouse is a **unique symbiosis** of a new building and a listed building in one of the city's most exciting neighborhoods. Apartments between Friedrichstraße and Checkpoint Charlie are in absolute short supply and therefore highly sought after. The buyers are as exciting and international as Berlin's central district Mitte: More than two-thirds of the apartments have already been sold to **owner-occupiers and investors**, including many Berlin newbies, primarily from Austria, Switzerland and Italy," says managing partner David Borck, whose real estate company David Borck Immobiliengesellschaft exclusively manages the distribution of the apartments in NeuHouse.

New and historic buildings in Enckestraße will form a closed ensemble with a green inner courtyard of high quality in the spirit of Berlin's classic perimeter development. The apartment types range from one to five rooms to terrace and maisonette apartments with park views, and penthouses with views over the city. The sizes of the units range from 25-149 square meters.

The historic building dating back to 1847/48 was renovated according to monument conservation criteria and will accommodate 14 apartments including a maisonette apartment after completion. The building, decorated with ornaments and stucco, features room heights of up to three meters and fine parquet floors. The majority of the apartments will be equipped with rear balconies.

The new construction of the residential ensemble was designed by the architects GEWERS PUDEWILL. The building with its bright clinker brick façade, rounded corners and perforated balcony balustrades is decidedly modern, but at the same time it **establishes a connection to the neighboring historic building**. As a linking element between the old and new building, a two-sided glass penthouse is being designed, which can be accessed via the new building and extends over the roof of the old building.

Henry Pudewill, Partner at GEWERS PUDEWILL said: “Projects like NeuHouse, combining old and new, legacy and future, always have a special appeal for us. Working out a balance between strong new ideas and respectful handling of valuable substance, requires high attention and creates a constructive thrill for us”.

“The architecture captivates with its contrasting language of forms and materials of old and new, and elegantly combines the 19th with the 21st century. For Berlin’s historic center, which lost much of its urban and architectural identity in the decades that followed due to the damage caused by war, the construction of the Wall and extensive demolition measures, this new residential ensemble contributes to a **gratifying, substantial revival**,” enthused Andreas R. Becher, Chairman of the BDA National Association Berlin.

The new building will comprise 61 apartments including five maisonettes as well as six commercial units. On the fifth and sixth floors, penthouses offer a wide view over the city. The remaining apartments feature balconies, loggias and terraces.

Just west of the new ensemble is the Besselpark, which is currently being redesigned and will be equipped with a new playground. Shops and cafés have already settled all around Enckestraße, and the area around the Mehringplatz situated to the south is also a center of local supply.

### **About the companies**

**UBM Development** is the leading hotel developer in Europe. Its strategic focus is on the three clearly defined asset classes: hotel, office and residential, as well as on the three core markets: Germany, Austria and Poland. With 145 years of experience, UBM focuses on its core competence, the development of real estate. From the planning stage all the way to marketing, all services are offered from a single source. UBM's shares are listed in the Prime Market Segment of the Vienna Stock Exchange.

The **David Borck Immobiliengesellschaft** was founded in 2010 by the real estate experts Caren Rothmann and David Borck who had the vision of marketing real estate with an individual touch and innovative flair. Whether historic or new, single-family or apartment building, general distribution or individual sale – the company takes over the entire project marketing and develops tailor-made marketing strategies. Since its founding, the company has been able to find suitable buyers for over 1,600 units, including the NeuHouse apartments. The David Borck Immobiliengesellschaft is regularly awarded top marks in the Capital Maklerkompass.

Press Release, November 2018

## **Excellent: David Borck Immobiliengesellschaft wins the European Property Award 2018/19 for the project marketing of new construction project “NeuHouse”**

**The Berlin real estate agency wins the award in the category “Development Marketing” for best project marketing of the new building project “NeuHouse” in Kreuzberg.**

Not only the top ratings in the Capital Broker Compass 2018 distinguish the David Borck Immobiliengesellschaft as one of the leading real estate agencies in Germany, also the recently won European **Property Award 2018/2019** confirms the company’s extraordinary and international competence. The Berlin-based real estate company won in the category **Marketing and Communication** with its NeuHouse project in Berlin-Kreuzberg, and was awarded the prestigious prize. The jury of the prize awarded in London, consists of 80 international, independent experts who evaluated the submitted marketing and communication documents regarding criteria such as **design, quality, service, innovation and sustainability**. The chair is held by members of the House of Lords in the British Parliament. There are up to three winners per category for each country. David Borck Immobiliengesellschaft is **one of the three winners of the award** for the category "Development Marketing" from Germany. The European Property Award is regarded by many as the world's largest and most prestigious competition in the real estate industry, and it testifies to the winners’ excellence and professionalism. The team and the managing partners Caren Rothmann and David Borck personally accepted the award in the category “Development Marketing” at the official gala event in London at the end of October. NeuHouse is an ensemble of new modern and renovated old buildings from 1874, and it is being built directly in the new art and creative quarter on the former flower wholesale site in Berlin-Kreuzberg. The architectural monument with its 14 residential units will be renovated true to the original, while the new building with 61 apartments and its eye-catching, offset facade grid will have a clear, timeless appearance. Both buildings are connected by a two-sided glass-walled penthouse. Both the old and the new buildings are state-of-the-art in terms of comfort and functionality, have elevators and an underground car park. The ground floor of the new building will also house six commercial units. Currently, more than 80% of the apartments have already been sold.

### **About the David Borck Immobiliengesellschaft:**

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