

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 “Kreuzkölön”. “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

Knesebeckstraße 54, 10719 Berlin, Tel.: 030/889 12 988, Fax: 030/889 12 990, E-Mail: info@e-pr.de www.e-pr.de

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.

Top class in series: Five stars for David Borck Immobilien

For the fourth year in a row, the Berlin real estate professionals are awarded the best grade in the Capital Broker Compass / David Borck Immobilien awarded Berlin's best exposés

In their search for the best real estate agencies in Berlin in 2019, the experts of the business magazine Capital have declared a total of seven brokers to be best and awarded them the top rating of five stars. The **David Borck Immobiliengesellschaft** participated for the fourth time in a row. The team of Caren Rothmann and David Borck received the fantastic rating of 80% in the "Exposé and Contract" section. Thus, the Berlin-based company is among the top 10 in this category nationwide and holds the undisputed top position in Berlin. "Everyone talks about transparency - we live it," explains managing partner Caren Rothmann and adds: "Our contracts are clearly and comprehensibly phrased and our exposés contain all relevant information, data and facts about the property. There are no hidden costs. We are very pleased that we have once again been awarded the highest score of all Berlin real estate agents in recognition of this aspiration".

In addition to transparency, David Borck Immobiliengesellschaft focuses on professionalism: the property footage is shot by professional photographers and the visualizations convey a realistic impression of the future property. The communication channels are also very diverse: the Facebook and Instagram sites are regularly updated and the Youtube channel features elaborate videos. More than **78,000 times** people clicked on the clip about the new construction project "NeuHouse" in Kreuzberg and over 76,000 viewers followed the history of the director's villa Vogelsang 13 by watching the video. "With our digital channels, we can reach real estate enthusiasts all over the world in the shortest possible time and thus optimally stage and market the properties," David Borck summarizes the success of the modern marketing strategy.

For the Capital Broker Compass 2019, the best real estate brokers in Germany are determined with regard to their services for all aspects of the sale of real estate. This year, a total of 346 real estate brokers from a total of 27,581 brokers throughout Germany (more than twice as many as in the previous year) made it to the award list, covering brokers in the 100 most important German real estate markets from Aachen to Würzburg. In cooperation with the IIB Dr. Hettenbach Institute, the experts from Scope Investor Services evaluated the areas of qualification, process quality, exposé and contract as well as service on behalf of the magazine Capital. In Berlin, only seven real estate marketers scored five stars in 2019. This puts Berlin on a par with Nuremberg - and behind Munich and Hanover.

About 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. The company has been distinguished as a top real estate agency by Focus and the Capital Broker Compass multiple times and received the European Property Award.

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

Knesebeckstraße 54, 10719 Berlin, Tel.: 030/889 12 988, Fax: 030/889 12 990, E-Mail: info@e-pr.de www.e-pr.de

Press Release, January 2019

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/>

NeuHouse residential development fast approaching completion

Two years after construction began, Berlin's NeuHouse development will house 75 apartments and six commercial units / Completion due by the end of April 2020

NeuHouse, located on southern Friedrichstraße, is about to be unveiled. With just a few finishing touches to add, work on the façades of the development's new and existing buildings is nearing completion. Very soon, the reconstructed stucco façade of this **listed building from 1847/48** will once again shine in all its former glory. The quality of the work owes much to the fact that the developer, Stadtgrund Bauträger GmbH, a UBM Development Deutschland GmbH company, employed an architectural conservator throughout the renovation of the **historic** building with its 14 apartments, to document the individual layers of paint and catalog the decorative elements, thereby allowing the original appearance of the residential building to be restored. The **new building**, designed by the architects Gewers Pudewill, employs a **dynamic design language** that harmoniously blends with its surroundings. Thanks to the window installations in December 2019, the envelope of the new building is now almost complete. Work on the glass penthouses, which perch elegantly on top of the listed building and connect the two buildings, will also be finalized in the coming weeks. The entire ensemble will be ready for occupancy by the end of April 2020. With its clinker brick façade, NeuHouse will seamlessly blend in with the newly created quarter around the Jewish Museum in Berlin's W. Michael Blumenthal Academy.

David Borck Immobiliengesellschaft, which is exclusively marketing the development, is delighted with the latest progress: "**90% of the residential and commercial units in NeuHouse have been sold**. Right now, interested buyers can still choose from two refurbished and five new apartments, including one of NeuHouse's absolute highlights, a penthouse with double-sided glazing," explains David Borck, co-owner of David Borck Immobiliengesellschaft. The more compact apartments with one, two and three rooms were particularly sought after and many were sold to investors, mainly from Berlin, but also from western Germany, Israel and Great Britain.

In addition to the architecture and the symbiosis of existing and new buildings, many of the buyers were impressed by the creative, vibrant environment around NeuHouse, just moments from **Checkpoint Charlie** and the Jewish Museum in the heart of Berlin's trendy district, Kreuzberg. "While northern Friedrichstrasse is a popular shopping destination and office location, southern Friedrichstrasse – an arts, education and creative quarter with an exciting bar and restaurant scene – is on the rise," explains Caren Rothmann, co-owner of David Borck Immobiliengesellschaft.

The history of Enckestraße 4–4a in 10969 Berlin

The listed property on Enckestraße has had a rich and eventful history. In 1847/48, the apartment building was developed on Encke Square in the direct vicinity of the New Berlin Observatory and the Hotel Imperial. Subsequently, until 1945, the square was dominated by a wholesale flower market hall, which was rebuilt 20 years after its destruction and today houses the Jewish Museum Academy. Checkpoint Charlie and Friedrichstraße are also within easy walking distance, and the newly designed **Besselpark** is directly opposite.

Facts:

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

Knesebeckstraße 54, 10719 Berlin, Tel.: 030/889 12 988, Fax: 030/889 12 990, E-Mail: info@e-pr.de www.e-pr.de

- 61 apartments incl. 5 maisonettes and 6 commercial units in **new building**
- 14 apartments incl. one maisonette in the **listed building**
- 34 **underground parking spaces**, incl. 4 with electric vehicle charging stations
- Timeless, clear architectural language with premium comfort, finishings and functionality, as well as generous, open floor plans
- Apartments with balconies, terraces or roof top decks, most with park views
- 1- to 5-room apartments, between 25 sqm and 149 sqm
- Bathtubs from renowned manufacturers, some units with walk-in showers & guest bathrooms
- Underfloor heating in all living areas in the new building, characteristic radiators in the existing building
- Modern building technology with video intercom, broadband cable and telephone connections in all rooms
- All units are accessed via an elevator, barrier-free access in the new building
- Marketing exclusively through David Borck Immobiliengesellschaft. There are still 8 units available (as of January 2020), construction began July 2017, completion in early 2020.

About the developer, Stadtgrund Bauträger GmbH:

Stadtgrund Bauträger GmbH is a subsidiary of UBM Development Deutschland GmbH, which is active throughout Germany as a project and property developer. The company concentrates on three asset classes, hotel, residential and office, and leverages its more than 50 years of experience to build exclusively high-quality and high-yield investment properties.

About David Borck Immobiliengesellschaft:

When Caren Rothmann and David Borck founded David Borck Immobiliengesellschaft mbH in 2010, both managing partners already possessed a wealth of real estate expertise. Their vision is to market real estate with an individual touch and an innovative flair and to offer a full range of services from a single source. Together with their team, they draw on an extensive network of agencies, financing experts, appraisers, lawyers and banks. Whether they are marketing classic pre-war buildings or new developments, villas or condominiums, global or individual sales – they take care of the entire project marketing and develop customized marketing strategies. Over the last decade, David Borck Immobiliengesellschaft has successfully helped more than 2,000 buyers find their dream property. The company has been repeatedly rated as a top real estate agent by Focus magazine and Capital Maklerkompass and has also won the European Property Award.

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

New residential development transforms the quiet courtyard of the former Imperial Post Office

Launch of marketing campaign for 24 new apartments at Bornholmer Straße 6 / New garden building echoes original building structure with two inner courtyards / Room heights of over 6 meters

A first glance reveals that something is missing in the courtyard of Bornholmer Straße 6 in the popular district of Prenzlauer Berg: Bare fire walls are reminiscent of the garden building that once stood in the quiet courtyard of the former Imperial Post Office. The new building, designed by Appels Architekten Zurich, consciously echoes the architectural language of the street front building, translating it for the present-day context. **Exposed concrete ceilings** and, in some areas, reinforced concrete staircases and polished cement screed floors characterize the industrial look of the new building, which also boasts a variety of design elements such as **floor-length windows, herringbone parquet flooring with underfloor heating**, high-quality branded bathroom fittings and electric sun protection. “The room heights, which in the townhouse maisonettes soar up to 6.09 meters, create a feeling of space reminiscent of an industrial loft, paired with all the comforts of an ultra-modern building,” explains David Borck, Managing Partner of David Borck Immobiliengesellschaft. Together with his 20-strong team, he is responsible for sales of the 24 newly built condominiums, whose prices start at EUR 319,000.

There are three types of apartments available in the new garden building, all of which are easily accessible by elevator. With one exception, the **maisonettes** are accommodated on the ground and first floors, offering living spaces of between 60 and 117 square meters. Four of the six maisonettes have their own entrances and some boast **private terraces** in the quiet inner courtyards, **directly accessible from their living rooms**. The mezzanine floor allows for **room heights** of up to six meters, providing these units with an abundance of natural light and creating the kind of roominess you only usually find in a townhouse. The two- and three-room **apartments** on floors two to five offer living space of between 52 and 93 square meters and feature private balconies or terraces, making them perfect for singles, couples and small families. “With room heights of almost 2.70 meters, highly efficient floor plans and open rooms and kitchens, the units certainly offer a generous feeling of space,” explains David Borck. The two penthouses on the sixth floor boast 111 and 122 square meters of living space and spectacular views over the city. Both units have open floor plans, private **roof-top terraces** with unobstructed vistas over Berlin and skylights that bathe the interiors in plentiful natural light.

The new six-story building with a full basement and staggered floors is reached via a **newly renovated passageway** from the front building. The new video intercom entry system and the upgraded mailbox system are also located in the passageway, which takes residents and their guests to the tranquility of the first courtyard as they leave the lively Bornholmer Straße behind. “As the development proceeds, the first inner courtyard will be resurfaced, trees will be planted and illuminated by spotlights, and new benches will be added to make the courtyard a great place to relax,” explains Caren Rothmann, also a Managing Partner. The first courtyard will also feature **play areas for children** and **34 bicycle parking spaces**. The second courtyard can be reached easily via the entrance hall, which provides central access to the garden building. This courtyard will also be landscaped with newly planted trees and playground equipment for children.

As well as enjoying the sheltered location in the quiet inner courtyards, residents of Bornholmer Straße 6 also benefit from the vibrant, cosmopolitan atmosphere of Prenzlauer Berg. The neighborhood around

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

Knesebeckstraße 54, 10719 Berlin, Tel.: 030/889 12 988, Fax: 030/889 12 990, E-Mail: info@e-pr.de www.e-pr.de

Arnim Square, which is known locally as Arminkiez, is home to a wealth of restaurants and cafés. Schönhauser Allee, the lively boulevard that connects Arminkiez with Berlin-Mitte, is home to trendy shops and clubs, as well as the Schönhauser Allee Arcaden shopping mall, which is only 600 meters away from the development. The Schönhauser Allee and Bornholmer Straße subway and commuter train stations are also only moments away, and a tram stop is practically right outside the door.
<http://bornholmer6.de/>

About David Borck Immobiliengesellschaft:

When Caren Rothmann and David Borck founded David Borck Immobiliengesellschaft mbH in 2010, both managing partners already possessed a wealth of real estate expertise. Their vision is to market real estate with an individual touch and an innovative flair and to offer a full range of services from a single source. Together with their team, they draw on an extensive network of agencies, financing experts, appraisers, lawyers and banks. Whether they are marketing classic pre-war buildings or new developments, villas or condominiums, global or individual sales – they take care of the entire project marketing and develop customized marketing strategies. Over the last decade, David Borck Immobiliengesellschaft has successfully helped more than 2,000 buyers find their dream property. The company has been repeatedly rated as a top real estate agent by Focus magazine and Capital Maklerkompass and has also won the European Property Award.

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

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:

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. Also, the sale of a new project was launched at Schönhauser Allee in the beginning of 2018. 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://david-borck.de/>