

Digital property sales – not only in times of crisis

David Borck real estate agency takes full advantage of digital tools, including video chat and 3D tours, to facilitate personalized property viewings

The sales experts at David Borck real estate agency have long utilized digital tools to market properties via a range of channels and innovative tools. Taking real estate service to the next level, the company's portfolio of digital solutions has now been expanded to include **digital, 360-degree, 3D tours**. This new feature allows prospective buyers to explore our real estate listings and gain a personal impression of a property whenever and wherever they are. Once buyers have found what could well be their next dream home, each property can also be viewed **via video chat**. "Our 3D tours and video chat services provide a great way to view properties, even while protective measures remain in place to limit the spread of coronavirus," explains managing partner Caren Rothmann, "We not only want to reach prospective customers through the most innovative channels, we also want to safeguard the health of both our customers and employees. Rothmann's business partner David Borck adds: "The 3D tours convey **authentic impressions** of each property, almost as if you were there. We are happy to be able to provide such a realistic experience of the look and atmosphere of each of our stunning properties. And once the digital tour has piqued the potential buyer's interest, we can easily arrange for a personalized viewing via video chat."

Using the latest technology from Matterport, 3D tours can be accessed not only via the website and landing pages of the David Borck real estate company, but also via the agency's social media channels and online advertisements. "For our customers, the benefits are tangible. More than ever before, safety is paramount, and such digital services mean that our customers do not have to visit a property in person and can still inspect every feature of each property in unrivaled detail," says Caren Rothmann. During video chat viewings, David Borck's real estate experts are of course present via video chat and can answer any questions prospective buyers might have about their chosen property.

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. From day one, their vision has been to market real estate with an individual touch and an innovative flair, offering a complete range of real estate services from a single source. Together with their team, they draw on an extensive network of agencies, financing experts, appraisers, lawyers and banks. Whether classic pre-war buildings or new developments, villas or condominiums, portfolio or individual properties, the team of seasoned real estate professionals handles every facet of property and development marketing and develops highly targeted, bespoke marketing strategies. Over the last decade, David Borck Immobiliengesellschaft has successfully connected more than 2,000 buyers with their dream property. The company has been repeatedly rated as one of the top real estate agents in Germany by *Focus* magazine and *Capital Maklerkompass* and has also won the European Property Award.

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