

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. 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.

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.

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<https://david-borck.de/news/unser-service-fuer-sie-digitale-besichtigungen-via-videocall/>

New-build at Bornholmer Straße 6: 96% of units successfully marketed

New apartment building in the quiet inner courtyard of the former Imperial Post Office / completion planned for summer 2022 / only one of the 24 apartments still available

Prenzlauer Berg, popular residential area and famously trendy neighborhood, is home to a large variety of restaurants, cafés and shops, all of which create a vibrant atmosphere. In the middle of the neighborhood at Bornholmer Straße 6, construction work is well underway on a **new six-story apartment building with 24 units**. The new building occupies the original site of the rear garden building in the quiet inner courtyard. “The demand for condominiums in urban locations in Berlin remains high. To date, four months after the start of sales, 96% of the units of the new garden building have already found their new owners. Only one of the 24 apartments is still available – the 111-sqm, 3-room penthouse,” explains David Borck, Managing Partner of David Borck Immobiliengesellschaft. The brokerage’s 23-strong team is responsible for the exclusive sales of the new apartments at Bornholmer Straße 6, which are being built in the courtyard of the former **Imperial Post Office**.

The new garden building, designed by **Appels Architekten Zurich**, takes its inspiration from **industrial architecture** and translates it for a contemporary and urban context. “New and existing older buildings will form a harmonious symbiosis of past and future. The classic Berlin courtyard structure on Bornholmer Straße will be revived and the gap left by the war will be closed,” says Caren Rothmann, also Managing Partner of David Borck Immobiliengesellschaft. Following this philosophy, typical industrial features such as **exposed concrete ceilings, reinforced concrete staircases and polished cement screed floors** are part of the timeless character of the new building, shaping the new building’s appearance with their clear design. Floor-length windows, herringbone parquet flooring including underfloor heating as well as an elevator and electric sun protection also ensure the highest level of comfort.

Complete with a full basement, the new building’s 24 apartments are divided into three distinct types: **maisonette, apartment and penthouse**. The maisonettes extend for the most part from the ground floor to the first floor and offer living space of between 60 and 117 square meters. The six-meter high ceilings are particularly impressive, giving the rooms a generous openness and creating a feeling of space reminiscent of an industrial loft – without foregoing any of the comforts of a new building. The 52 to 93-square-meter apartments are located on floors two to five and are suitable for singles, couples and small families thanks to their efficient floor plans with open rooms and kitchens. The two penthouses on the sixth floor offer the most space with their 111 and 122 square meters of living space respectively. The stunning penthouses feature private rooftop terraces, which offer unobstructed views over the rooftops of Berlin. The green inner courtyard with its freshly planted trees and benches also offers all residents a welcome outdoor retreat. The courtyard also offers areas for children to play. The shell of the building is expected to be completed in November 2020, with final completion scheduled for summer 2022. The price of the remaining apartment is EUR 889,000.

<http://bornholmer6.de/>

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Sales launch for glass penthouse

93% of units in Berlin's NeuHouse project have already been sold.

On southern Friedrichstrasse, NeuHouse is nearing completion with the final stages of construction now underway ready for the June 2020 completion date. In early summer, the ensemble's listed 1847/48 building and modern new building will come to life as the new first residents move into their luxurious new homes. With less than two months to go, only 5 of the 81 units are still available for purchase. With final completion fast approaching, the marketing campaign for the property's stunning glass penthouse has now been launched by the exclusive marketing agent, David Borck Immobiliengesellschaft GmbH. The property is being developed by Stadtgrund Bauräger GmbH, a company of UBM Development AG. "The penthouse is – in every sense of the word – an absolute highlight. It seems to float above the ensemble's exquisitely renovated older building, creating the perfect link between the newly built and existing sections of the building," explains David Borck, Managing Partner of the David Borck real estate company. The designs for the new building and the penthouse were created by the architects Gewers & Pudewill.

The double-glazed penthouse offers its new residents spectacular views over the rooftops of Berlin, the adjacent Besselpark and the surrounding creative quarter of Kreuzberg. The approximately 26-square-meter, west-facing roof terrace, which is accessible from every room, also invites residents to linger and provides the perfect backdrop for a relaxing sundowner. The penthouse's three rooms extend over a total of 122 square meters and include an en-suite bathroom with freestanding bathtub. The interior features only the highest quality fixtures and fittings throughout, such as underfloor heating, oak parquet flooring and air conditioning. "This penthouse offers its future residents the perfect blend of luxury and urban lifestyle," says Caren Rothmann, Managing Partner of the David Borck real estate company, and adds: "Berlin's artistic and start-up scenes buzz right outside the door with a host of galleries, hip cafés and restaurants, and in the penthouse residents can step back, take a welcome breather and enjoy the city from above."

This symbiosis of apparent contrasts can also be found in the rest of the ensemble: classic architecture combines seamlessly with modern new buildings, large apartments alternate with smaller units. NeuHouse has been conceived as a lively, mixed residential building, whose spatial dimensions also contribute to the urban regeneration of the wider area. The existing building, including its 14 apartments, has been meticulously renovated over the last two years to restore its original appearance. The new building comprises six commercial and 61 residential units, five of which are maisonettes with predominantly separate entrances and family-friendly floor plans.

The history of Enckestraße 4-4a in 10969 Berlin

The listed building on Enckestraße has enjoyed an eventful history. In 1847/48, the apartment building was erected close to Berlin's New Observatory and was soon joined by the Hotel Imperial. Until 1945, the neighborhood's central square was dominated by the 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 walking distance, and the newly redeveloped **Besselpark** is directly opposite.

Facts:

- 61 apartments, including 5 maisonettes and 6 commercial units in the **new building**
- 14 apartments, including one maisonette in the **listed existing building**
- 34 **underground parking spaces**, 4 with electric charging station
- Timeless, crisp architecture and the highest standards of home comfort, features and functionality, as well as generous, open floor plans
- Apartments with balconies, loggias, terraces or roof terraces, predominantly with park views
- Apartment with 1 to 5 rooms and floor plans of between 25 sqm and 149 sqm
- Bath tubs from brand name manufacturers, some with floor-level showers & guest bathrooms
- Underfloor heating in all living rooms in the new building, characteristic wall radiators in the existing building
- All units accessed via an elevator, barrier-free access in the new building
- Exclusively marketed by the David Borck real estate company, ready for first residents in summer 2020

About Stadtgrund Bauträger GmbH:

Stadtgrund Bauträger GmbH is a company of UBM Development AG, a listed real estate developer. The company's strategic focus is on three asset classes – residential, hotel and office – in the key European metropolises of Vienna, Berlin, Munich and Prague. With over 145 years of experience, UBM concentrates on its core competence: development. From planning to marketing, services along the entire development value chain are offered from a single source. UBM shares are listed in the Prime Market, the segment with the highest transparency requirements of the Vienna Stock Exchange.

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David Borck real estate agency wins latest Focus Award as one of Germany's top realtors

For the fourth year in a row, David Borck real estate agency recognized as top real estate agency

For the fourth year in succession, David Borck real estate agency is proud to receive *FOCUS* magazine's "Germany's Top Real Estate Agency" award. The coveted seal of excellence is awarded annually by *FOCUS* and Statista GmbH to the 1,000 best real estate agencies and 200 top commercial agencies in Germany. The award's nominees are selected exclusively on the basis of recommendations from industry peers, agencies that list properties on *ImmobilienScout24* and members of Germany's regional real estate trade associations. For this year's awards, 17,000 real estate agents were asked for their nominations via an industry-wide online survey. First, in order to be shortlisted for one of the coveted spots on the list of top real estate agencies, an agency first had to achieve a specified minimum number of recommendations. Second, the nominees needed to have been selected as candidates for the award in the previous year. They also had to be members of the IVD Real Estate Association and demonstrate outstanding service and exceptional sales skills. As a final criteria, the experience of *ImmobilienScout24*'s registered users was also included.

"We are truly delighted to have been singled out as one of the best real estate agencies in Germany again this year and would like to thank our colleagues, peers and customers for their positive recommendations," says managing partner Caren Rothmann, who, together with her business partner David Borck, draws on their more than 30 years of experience in Berlin's real estate market to continually develop innovative marketing strategies and further refine their exclusive and personal all-round service for their clients. "Our activities extend far beyond the typical spectrum of classic real estate agency services: From pricing to the creation of professional marketing plans and project branding, brochures and websites, we develop individual strategies for each property and project we market. Our powerful marketing also includes short films for each property, including videos with drone shots and expert home staging," explains David Borck, also Managing Partner of the real estate agency.

About FOCUS Immobilienatlas:

Every year, *FOCUS* magazine publishes its real estate atlas to provide valuable information on the latest real estate market trends. The atlas analyzes Germany's real estate markets and forecasts future developments, as well as honoring the best real estate agencies in Germany. With detailed regional overviews, the atlas helps buyers and sellers to find the best real estate agents. The 1,000-strong list of Top Real Estate Agents 2020 has been produced on the basis of a survey of 17,000 estate agents conducted by *ImmobilienScout24* and the regional associations of the IVD Real Estate Association.

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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.

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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.

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