

# OUR PERFORMANCE GUARANTEE

*Success through dynamic marketing*

*»As an established Berlin  
real estate agency, we know exactly  
how to showcase your property  
and sell it at an optimal price.«*

CAREN ROTHMANN  
Managing Partner

# PROFESSIONAL AND EXPERIENCED IN THE MARKET

*Your partner for real estate sales*

You are looking for a buyer for your property – we are the right partner for you! After all, the sale of your real estate is an immensely important decision, where you should leave nothing to chance. Place your trust in a professional.

With more than 35 years of experience in the real estate industry and an extensive network, the David Borck Immobiliengesellschaft is one of Berlin's leading real estate agencies. Our employees will accompany you purposefully all the way from the assessment of the value

to the conclusion of the contract, advise you reliably, and keep you informed about all relevant processes.

We create an individual marketing concept and high-quality marketing materials for each property. In addition, we take over the management of enquiries, organize viewing appointments and negotiate exclusively with liquid, qualified prospective buyers. This way, you save time and money – and sell your property successfully.

# Market price estimation

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*A realistic market price evaluation is immensely important for the success of a sale. It ensures that the property is sold within the agreed time frame and that it achieves an optimal purchase price.*

- Personal appointment: Inspection of the property with a property manager from our sales team and review of sales-relevant document
- Purchase price estimation based on a comprehensive location analysis as well as the evaluation of internal and external sales cases in the surrounding area
- Empirical values and analysis tools, which allow an evaluation of the current market and the development within the last 24 months, are included and serve as a solid basis for a market-driven and thus promising purchase price determination
- Intensive internal consultation about the purchase price between the management and the sales team
- Presentation and explanation of the purchase price evaluation in our offices
- Introducing the company and getting to know the responsible contact persons in the office

# Completion of a brokerage agreement

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*We conclude a brokerage agreement with you, which defines the cornerstones of our cooperation and contains a clear performance promise. In this way, we commit ourselves to selling your property quickly, transparently and successfully.*

- Individual contract duration
- Contractually guaranteed marketing measures
- Coverage of standard marketing costs
- Reliable purchase price guarantee
- You will be assigned a personal property manager from the sales team and a contact person from the back office
- Transparent marketing with regular reporting in intervals individually determined in consultation with you

# Post-sales launch: Preparation of property documents

*As the owner, you are often not aware in full which documents the interested parties need for the purchase decision in the course of the marketing process. We take care of the procurement and preparation of these sales-relevant documents, which are also indispensable later for official notarization.*

- Inspection of construction file and land register - if required
- Assistance in obtaining necessary documents such as: Declaration of partition, business plan, floor plans, area calculations, protocols of owners' meetings, energy certificate
- Communication with the property management
- Optimization of the floor plans
- Graphic design of the marketing floor plans and, if necessary, preparation of planning variants if the property requires complete renovation, for example
- Professional copies for object and location description as well as internet presentation
- Preparation of a modern, informative and appealing exposé
- Content review and approval of the exposé by you as the owner before marketing start

## Marketing tools for the sales phase

*Professional marketing is crucial for the sales success of a property. Therefore, we develop a tailor-made marketing concept for each of our properties. Thanks to framework agreements with all relevant real estate platforms, we are able to address customers in a targeted manner – and thus also achieve an international presence if required. Our offers always have one of the top placements..*

- Determination of target groups in order to address the right groups of buyers and develop the most suitable marketing concept
- Distribution in social media like Facebook, Instagram, YouTube, Vimeo, Blogs
- Addressing our internal client file with more than 30,000 registered prospective buyers – in Berlin, nationwide and internationally – through mailings and personal sales talks
- Publication on our website and best placement on all common real estate platforms
- Inclusion in our newsletter formats
- Advertisements in the real estate section of renowned daily papers
- On request advertising measures on the object
- Object naming
- Own microsite
- Object film
- Flyer distribution
- Organization and realization of „Open House“ events

# Managing enquiries, prospective buyers, and viewing appointments

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*Once the sale of your property officially starts, a great number of enquiries from interested parties come in via various communication channels. Our property managers channel the enquiries, answer them immediately and – after consultation with you – arrange individual viewing appointments with those customers who have a serious interest in buying.*

- Enquiries are processed within a maximum of 24 hours – in person, in writing or by e-mail: This ensures that the requests are processed effectively at the beginning; a time investment that one person alone can hardly manage
- Personal consultation for interested parties
- Exposé dispatch
- Contact person for questions from interested parties, for example about object features or location
- Appointments with seriously interested parties after consultation with you
- Individual appointments: We do not do bulk viewings
- Negotiating and conversations with prospective buyers
- Post-processing of viewing appointments, clarifying questions, dispatch of property documents
- Arrangement of further viewing appointments, possibly with third party contacts such as architect, investor, appraiser etc.

## Reporting

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*As the owner, you naturally wish to be informed about any relevant steps in the sales process. A claim that we are happy to reliably meet, as we place the highest value on transparency. Regularly scheduled reporting meetings ensure that you are always informed about all sales progress.*

- Individually agreed reporting meetings
- Full transparency of the marketing status at all times
- Overview of enquiries, viewing appointments, confirmations and cancellations



# Negotiations and conclusion of the sales contract

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*Each client is personally taken care of by us and accompanied all the way to notarization. Our expert staff is always 100% committed to the success of your property sale.*

- Sales contract negotiations
- Checking the buyer's liquidity
- Conclusion of a reservation agreement including a reservation fee in order to ensure serious purchase intentions
- Request of the sales contract from the notary public
- Management of the purchasing process: Managing the communication between you as the owner, the buyer, and the notary
- Provision of documents for the bank providing the loan
- Independent, free financing intermediary for the buyer
- Arrangement of a notary appointment
- Accompaniment to the notary appointment

## Post-sale phase

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*After a successful sale, we are happy to continue supporting you with our know-how and established contacts to various service providers.*

- Participation in the property handover, if desired
- Recommendation of service providers - moving companies, architects, property managers, rental services etc.





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