

OUR PERFORMANCE GUARANTEE

Success through dynamic marketing

»We offer strategic advice at the highest level, as well as extensive support, profound market expertise and innovative sales concepts.«

CAREN ROTHMANN
Managing Partner

JOINING FORCES FOR SUCCESS

Specialist for property & project developers

The work of a project developer reaches far beyond planning, building and selling property. In order to tap a project's full potential, many factors and different interests must be taken into account. To accomplish all this, well-founded expertise and foresight are indispensable.

The David Borck Immobiliengesellschaft is the ideal partner implementing such complex concepts. With more than 35 years of experience in the Berlin market, we offer an extensive network in Germany and abroad, work for numerous international clients and have an experienced, multilingual team – the best prerequisites for putting your project in the limelight and developing custom-made sales strategies with a guarantee for success.

You can rely on our services from day one; starting with acquisition and planning, we will be at your side all the way to the sales phase. We will support you in the initial purchase price determination, the target group analysis and the floor plan mix, to name only a few. Our experienced consultants know exactly which factors are crucial for the marketing of your property. You can rest assured that we will achieve the highest possible purchase price on the market for your property. Of course, detailed reports will keep you informed about the progress of the project at all times. We will make your project a success, too! Find out how below.

Strategic Consulting

Rely on our expertise from day one, starting with the acquisition phase: We are experts in purchase price determination, have an extensive client register with national and international contacts and offer an immense wealth of experience as well as valuable analysis tools. The result is a comprehensive location and market analysis including a tailor-made sales strategy.

- Market and location analysis
- Competitor analysis
- Analysis of planning documents
- Qualified purchase price determination aiming at achieving the highest possible marketable purchase price
- Target group analysis
- Development of positioning strategy

Preparation of property documents

We drive your project forward at the sales level, manage the communication between the involved architects, notaries, property management and agencies, and provide reliable advice whenever questions arise. In addition, we obtain sales-related documents and prepare them in line with the market.

- Project management for all sales-relevant questions
- Close communication with all involved parties (e.g. in touch with architect's office for building specification, 3-D model and floor plan, as well as with notaries, property managers, marketing agencies and landscape architects)
- Support in obtaining sales-related documents
- Comprehensive, competent advice regarding certification that the units are sufficiently separate and self-contained, declaration of partition and draft purchase agreement
- Advice on layout planning with the aim of designing target-group-specific and market-oriented condos
- Recommendations for apartment furnishings / design lines
- Advice on the preparation of building specifications
- Availability of our network of architects, lawyers, notaries and property managers
- Professional support in communicating with administrative bodies

Project branding and marketing concept

Innovative, modern and successful marketing is our trademark. In coordination with the investor, we develop attention-grabbing concepts which are oriented towards the international market, combining online, social media and classic channels, and are always set up in multiple languages.

- Elaboration of unique selling propositions of the project
- Development of project branding including brand-name research
- Development of an online and offline marketing and communication strategy, which is always custom-made, target-group oriented, and geared towards international markets
- Design of advertising material, e.g. project website in responsive design, professional marketing layouts, catalog with fittings for the condominiums and the common property
- Creating state-of-the-art visualizations
- Conceptual design of showrooms

Sales launch: Start of marketing

Once the marketing plan is approved by the owner, we have the green light for distribution. In order for the plan to be successful, all measures must be meticulously coordinated and have to intertwine throughout all channels. Perfect timing is inevitable, which is why we prepare all involved parties accordingly.

- Project-related, individually tailored pre-sale phase
- Addressing our registered prospective buyers from Berlin as well as all over Germany and abroad. About 30,000 clients are currently registered in our file
- E-Mail-Marketing: Mailings and newsletters
- Displaying advertisements in common real estate portals with best placements, as well as in print magazines
- Viral spreading of the project film and the teaser film
- Positioning of the project in social media channels such as Instagram, Facebook, Google+, Youtube, Vimeo
- Facebook and Google Keyword advertising
- Lead generation via Lookalike Audiences and Customer Audience
- Organizing press relations in cooperation with a PR agency
- Transparent client feedback thanks to tracking and reporting
- Organization and implementation of events such as showroom opening, „open house“, groundbreaking and topping-out ceremony
- Construction sign on the plot
- Site journal with daily construction reports

Successful sales processing

We provide personal service to each client, guiding them all the way to notarial certification. Our expert consultants always give a 100% to achieve the success of the project. Detailed reporting in relation to requests, visits, prospects' feedback, and sales successes ensure transparency and keep you informed about the progress of the project at all times.

- Individual person of contact for the owner both in sales and back office, availability 24/7
- Processing of enquiries from prospective buyers within a few hours
- Comprehensive and personal client assistance in individual appointments by our multilingual, professional sales team.
- Highly qualified back office
- Individual appointments for walk-throughs
- Financing brokerage for domestic and foreign buyers
- Provision of financing documents
- Sending of all documents relevant for the purchase decision
- Liquidity checks of potential buyers
- Making reservation agreements with potential buyers
- Management of the purchase process: communication interface between seller, buyer and notary public
- Commissioning the draft purchase agreement at the notary public
- Organization of and accompaniment to the notary appointment
- Ongoing reporting to the owner
- Recommendation of service providers such as moving companies, rental services, property management companies

Our service – your benefit

We give you a clearly defined value proposition, and commit to selling your property quickly, transparently and successfully. For this purpose, we conclude a brokerage agreement defining the cornerstones of our cooperation. A fair, success-oriented remuneration including an advance performance is, of course, included.

- Individual contract duration
- Performance-related remuneration
- Contractually guaranteed pre-sales quota and target agreement
- Contractually guaranteed marketing measures
- Economic contribution to marketing costs
- Reliable purchase price guarantee
- Agreement on special termination rights

At a glance

Advantage guarantee for our clients

Your success is our success! We are professional and passionate about your project, making every effort to sell all units in the agreed period. Beyond the distribution, we also reliably offer many other relevant services, such as rent management or administration of tasks related to the German Condominium Act (WEG).

- ① *Professional marketing on an international level*
- ② *Asserting best possible prices*
- ③ *Time and cost savings*
- ④ *Fulfilment of agreed pre-sales quotas*
- ⑤ *Highly qualified, multilingual sales team and back office as well as professional in-house marketing*
- ⑥ *Performance-related remuneration and special termination rights*
- ⑦ *Innovative, high-quality project placement*
- ⑧ *Detailed, ongoing reporting*
- ⑨ *Sale up to the last unit in the agreed period*
- ⑩ *Independent financing brokerage*

*»Every project is unique -
and therefore requires a creative,
tailor-made sales strategy.«*

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