

Factsheet

Project NeuHouse

Adresse Enckestrasse 4 / Fromet- and Moses-Mendelssohn-Platz 2-6,
10969 Berlin

Project: The ensemble made up of the existing monument from 1847 and a new building is located directly in the new art and creative district at the former Central Flower Market in Berlin-Kreuzberg. The monument and its 14 living units will be refurbished true to the original, while the new building with 61 living units receives a clear and timeless look due to the visually significant offset façade grid. Both buildings are linked by a floating glass penthouse. The monument as well as the new building is equipped with modern conveniences, an elevator, and an underground car park. Six retail units will be on the ground floor of the new building.

Units New Building: 61 Apartments

Units Old Building: 14 Apartments

Retail Units: 6 (New Building)

Size Apartments: 25 - 149 Square Meter Living Space

Start of Construction: Spring 2017

Completion: expected Spring 2019

Constructor and Investor: Stadtgrund Bauträger GmbH (Subsidiary of Münchner Grund Immobilien Bauträger GmbH)

Architects: Gewers & Pudewill GmbH

Exklusive Distribution: David Borck Immobiliengesellschaft mbH

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:

- 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 Bauräger GmbH:

Stadtgrund Bauräger 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/>

NeuHouse at Checkpoint Charlie: Symbiosis of Old & New

From January 2017 David Borck Immobiliengesellschaft is responsible for the exclusive distribution of 75 apartments and six retail units that will be build in the refurbished historic monument and in the new building near Checkpoint Charlie in spring 2017

The renovated monument at Enckestrasse looks back to an eventful past: it was built in the immediate vicinity to the Neue Sternwarte in 1847/48 and right next to the Hotel Imperial. Until 1945, the square was dominated by the Central Flower Market which has been rebuilt after its destruction and houses the academy of the Jewish Museum today. Checkpoint Charlie and the Friedrichstrasse are also in walking distance and the Besselpark is located directly opposite the house. Looking at the building today, one would not believe the former beauty of the 150 years old house. But this is about to change in spring 2017: The new owner **Stadtgrund Bauräger GmbH**, a subsidiary of the Münchner Grund Immobilien Bauräger GmbH, will start to refurbish the monument and begin with the construction on the adjacent open spaceland. **David Borck Immobiliengesellschaft mbH** starts the exclusive distribution of the 75 apartments and six retail units in January 2017.

The project developer especially engaged a conservationist for the restructuring of the historic monument who contributes with his analyses and research that the building regains a design close to its **original appearance**. The old building will still be accessed via a historic arched door with windows. All four storeys can be reached via an elevator. 14 new apartments in the monument are especially attractive for singles and couples who enjoy the typical charm of an historic building with its more than three meters high ceilings and parquet flooring. The upper floors are especially designed: One maisonette is provided with an internal stair which connects the study or bedroom located immediately under the roof with the living room. The neighbouring apartment has its own roof exit with terrace. Some apartments are equipped with back-fitted balconies. And on the roof of the monument “floats” a two-sided glass penthouse which is accessed via the new building and has been planned as connecting link to it by the responsible architects **Gewers & Pudewill**. As a part of the **city repair** the new and old building form a closed ensemble around a new **central courtyard including green composition**.

Like its surroundings, the new building with its six retail units and 61 apartments presents itself very diverse: Small apartments alternate with big penthouses and provide a mixed inhabitant structure. A slightly offset façade grid creates a lively display of the building’s upper floors. Five maisonettes on the ground and the first floor include a terrace as well as a separate entrance which makes them very attractive for families. “The architectural concept for NeuHouse was developed by **Gewers Pudewill** who gave the ensemble a timeless and clear look and focused on high comfort and functionality on the inside,” says David Borck, managing director and owner of David Borck Immobiliengesellschaft which is responsible for the exclusive distribution. Borck adds: “The apartments in the new building have a **multilayer parquet, underfloor heating** in all rooms, most modern house technology, and are generously glazed in most parts.” Besides two-room apartments, there will also be bigger apartments with up to 149 square meters which are located on the sixth floor. On the upper floors, the stories are created as stepped levels and have approximately three meters set-offs – enough space for a sun deck with south exposure and a view over Kreuzberg. Via the underground parking space and an elevator the building is barrier-free for all residents. **Six retail units** will also be developed on the ground floor.

„The area around Besselpark and the former Central Flower Market has developed into a new and hip art district and education quarter,” explains Caren Rothmann, also managing director and owner of David Borck Immobiliengesellschaft who often advises developers about the right site selection. “Many galleries, start ups, and publishing houses have settled here in the last years because it’s so close to Friedrichstrasse und Checkpoint Charlie. Trendy cafés and restaurants followed and also another playground will be build,” the property expert sums up.

Location

The northern part of Friedrichstrasse is worldwide famous as a shopping boulevard. But the southern part presents itself totally different. Here, modernity and urbanity meet artists and the fancy world of advertising agencies. NeuHouse will be developed at this lively interface as a symbiosis of a renovated monument and a new building with a view of the Besselpark and the Jewish Museum.

Realisation & Concept

The architectural concept was developed by Gewers & Pudewill. Stadtgrund Bauträger GmbH, a subsidiary of Münchner Grund Immobilien Bauträger GmbH, realizes the project. David Borck Immobiliengesellschaft is responsible for the exclusive distribution.

Facts:

- 61 apartments including 5 maisonettes as well as 6 retail units in the new building
- 14 apartments including one maisonette in the historic monument
- 34 underground parking spaces with four filling stations for electric cars
- timeless, clear architectural language with high requirements in terms of convenience, equipment, and functionality as well as generous floor plans
- apartments with balconies, loggias, terraces or roof terraces, mostly with park view
- apartment sizes with 1 to 5 rooms and 25 square meters to 149 square meters living space
- full baths by renowned manufacturers mostly with level-access showers and guest bathroom
- floor heating in all rooms of the new building, characteristic wall heaters in the monument
- modern building services including video intercom, broadband cable, and telephone line in all rooms
- access to all units via elevator
- barrier-free access to the new building
- Sales launch via David Borck Immobiliengesellschaft in January 2017
- Opening of the Showroom by David Borck Immobiliengesellschaft in January 2017

Showroom Schlüterstrasse 45, 10707 Berlin (January 2017)

Date according to agreement under telephone 030 / 887 742 50 or neuhouse@david-borck.de.

About real estate developer Stadtgrund Bauträger GmbH:

Stadtgrund Bauträger GmbH is a subsidiary of Münchner Grund Immobilien Bauträger GmbH which belongs to the Austrian UBM Development AG. As a real estate developer, Münchner Grund Immobilien Bauträger GmbH operates throughout Germany. Their focus lays on the asset classes hotel, retail, office, and living. Münchner Grund draws on 50 years of experience and only constructs high-value and profitable properties for owner-occupancy or capital investment.

About David Borck Immobiliengesellschaft:

When Caren Rothmann and David Borck founded the David Borck Immobiliengesellschaft mbH in 2010, both managing owners already had substantial knowledge about the real estate sector. Their vision: property management with innovative thinking. They wanted to offer their clients a one-stop service solution from financing up to a marketing concept. Whether old or new building, general distribution or retail sale – David Borck Immobiliengesellschaft takes on the complete project marketing and develops tailor-made marketing strategies. Since its founding, David Borck Immobiliengesellschaft found the perfect owners for over 1.000 living units. In 2016, David Borck Immobiliengesellschaft again received the best marks at the Capital real estate compass.

David Borck Immobiliengesellschaft

Caren Rothmann and David Borck transformed their Company from a Brokerage into a Real Estate Service Provider / The Result: Over 1.100 Properties in 5 Years

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 20.000 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 investors from China and Russia 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.

David Borck Immobiliengesellschaft distinguished by Focus once again

The Berlin-based real-estate service provider has been distinguished as top realtor by the business journal's real estate report "Immobilienatlas" for the third time.

For the third year in a row, the David Borck Immobiliengesellschaft has been distinguished as one of the best realtors in Germany by the renowned business journal "Focus". What makes this award particularly special is the fact that the nomination for "Germany's TOP real estate agent" is made exclusively by an explicit recommendation from fellow real estate agents of ImmobilienScout24 and the members of Germany's regional real estate associations. In addition, the nominees must already have been named as aspirants for the award in the preceding year, they must be members of the IVD, and demonstrate an outstanding service performance. In cooperation with Statista GmbH, approximately 13,000 recommendations were evaluated and the top 200 commercial as well as top 1,000 real estate agents were identified, among whom was again David Borck Immobiliengesellschaft from Berlin this year.

However, managing partner Caren Rothmann does not want to rest on her laurels: "The award as Germany's TOP real estate agent is not only a great recognition by valued colleagues, but also an incentive to continue improving ourselves". Managing Director David Borck can only agree: "We are constantly considering new concepts in order to offer an exclusive and personal all-round service. Of course, we are delighted when our strategy can also convince our competitors of our quality". The agency offers comprehensive support and individual strategies for its clients: From the pricing of real estate to the development of a marketing concept including project names, brochures and website – it all comes from a single source.

About the Focus Immobilienatlas:

Each year, Focus publishes the "Immobilienatlas" as an orientation aid for potential buyers and sellers of real estate. For this purpose, they not only compare current market conditions and provide predictions for future developments but also publish a list of the best real estate agencies in Germany. This way, they provide an overview for the different regions which facilitates the search for a suitable broker. After questioning around 13,000 brokers from the cooperation partner ImmobilienScout24 and the regional associations of the real estate association IVD, the 1,000 "Top Real Estate Brokers 2019" and 200 "Top Commercial Brokers 2019" were determined.

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. 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. In April of 2017 and 2018, the David Borck Immobiliengesellschaft has already been distinguished as top real estate agent by Focus.

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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.

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.

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