

ACCENTRO | COMMIT

SELLING BECOMES PARTNERSHIP



PLEASE WELCOME, ACCENTRO COMMIT

Reliability, integrity and true partnership are values that mean a lot to us in a fast-paced, sometimes even superficial world. That is why we cultivate a spirit of partnership when interacting with our clients. Taking a peer-to-peer approach, we jointly assume responsibility, and put our money where our mouth is. This way of doing business can be aptly summed up in a single term: commitment. Neatly capturing what matters to us, and highlighting our promise to you, it's all in the name: ACCENTRO Commit. A warm welcome to you!



GOOD TO KNOW: A FEW FACTS ABOUT US

#1

market leader
in the privatisation or
residential real estate
in Germany

1993

founding year
of the company

8,396

apartments sold
over the past 10 years

5

metro regions
Berlin, Hamburg,
Leipzig, Rhine-Ruhr
and Rhine-Main

52

employees,
THE AVERAGE
age being
about 38.5 years

559

million euros*
worth of
condominiums
sold since 2015

* as of 30/11/2018

OUR SERVICES: SELLING PUSHED TO PERFECTION

SERVICE ■

The success of a project and the successful sales of its units are not subject to chance but the result of a demand-oriented concept and well-considered marketing.

We will support you in setting things up through long-term strategic planning plus with conceptual ideas and practical steps in all phases. In doing so, we never lose sight of the objective to combine the basic elements of location and capital in such a way that the idea underlying the project is translated into a successful final product – regardless of whether it is a new-build property or an occupied existing one.

Selling and marketing of
new-build and existing properties

Supporting the concept design process from the
project idea all the way to the finished product.

Various sales models – transparent and fair



TRANSPARENT AND FAIR: OUR SALES MODELS

PURCHASE GUARANTEE FIXED

The best option to maximise your planning certainty. Fixed selling price for the client. Our gross commission is made up by the difference between notarised purchase price and selling price.

JOINT VENTURE

Depending on products and market conditions, we may also buy into interesting projects, using equity capital and/or (shareholder) loans.

CONVENTIONAL COMMISSION MODEL

Without guarantee but with the same dedication. Tailored to the specific needs of a given project, the commission rate is defined by the size of the mobilised sales network.

GIVING YOU PLANNING CERTAINTY: OUR PURCHASE GUARANTEE

In the event that we have not been able to sell of all of your units within the jointly agreed period of time, we guarantee to buy up your remaining units at a previously set purchase price (selling price) through a notarised marketing agreement.

ADVANTAGES:

01

Instantly meeting the banks' pre-sold requirements

02

Guaranteed retailing of all units

03

Fixed date for your project exit

04

Fully focused on project management, no concerns over slow sales

05

We are sales unit, buyer, guarantor, all wrapped into one, and fully committed

END-TO-END SALES: TOP PERFORMANCE FOR JOINT SUCCESS

ANALYSIS OF THE PROPERTY/PROJECT

- + Screening relevant documents such as floor plans, apartment lists, building specifications, etc. and viewings of the property/plot on site
- + Meeting with clients to determine their strategy and objectives, to view their redevelopment plan, etc.
- + Analysing location and product plus making initial price estimate to work toward a consensus

PRODUCT DEVELOPMENT AND PRICE STRATEGY

- + Comprehensive, detailed analysis of the property, of the competition, the target group and the market
- + Price strategy based on the respective apartment mix, taking into account relevant criteria, such as location, orientation, grounds, yield rate, etc.
- + Advising on optimisation measures/drafting a redevelopment plan for sales-promoting or profit-optimisation measures
- + Extra option on demand: facilitating property development and concept design from sales angle (apartment mix, fit-out standard, layout planning, etc.)

MARKETING STRATEGY & HANDS-ON MARKETING

- + End-to-end preparation of sales (ensuring market readiness)
- + Sales-relevant project management
- + Devising a marketing and communication concept in-house in collaboration with specialised agencies
- + Development and production of all relevant marketing material and online tools
- + Full strategy development and in-house coordination

SALES

- + Coordinating the service workflow (e.g. contact persons and interfaces, decision makes, signatories authorised to notarise, etc.)
- + Tenant consultancy phase in the case of existing properties
- + Structured and personal viewing appointments
- + Advising, screening and handling prospective buyers
- + Preparing and facilitating appointments with notaries and apartment hand-overs
- + After-sales management

EXTRA SERVICE OPTION – PROJECT MANAGEMENT

We will gladly assist you beyond the classic sales activities, e.g. in the planning and brainstorming to find concepts for plots, new-build construction projects or infill densification, and will bring in technical planner and other experts.

REPORTING & JOUR FIXE

- + Pre-arranged report structure – reporting
- + Fixed scheduled for meetings – jour fixe

ALWAYS INCLUDED: YOUR OWN TAILORED MARKETING PACKAGE

MARKETING

DEVELOPMENT
OF A CORE IDEA

COMMUNICATION CONCEPT
FOR THE PROJECT

CONTENT AND IMAGE
CREATION
(PHOTOS/RENDERINGS)

DEVELOPMENT
OF A
WORD MARK/IMAGE MARK

PROPERTY BROCHURE
AND SELL SHEETS

PROJECT HOMEPAGE
FOR PRESTIGIOUS ASSETS

HOME STAGING
OF A SHOW FLAT

ADWORD CAMPAIGNS

ACCENTRO WEB PAGES
AND ACCENTRO APP

ACCENTRO NEWSLETTER

SOCIAL MEDIA CHANNELS
IN THE FORM OF POSTS AND
CAMPAIGNS

REAL ESTATE PORTALS

ACCENTRO PRINT MEDIA

ADS IN THE
JOURNALISTIC AND
REAL ESTATE ENVIRONMENT

ADVERTISING ON THE
BUILDING, PUBLIC
SUNDAY VIEWINGS

THINK BIG: HIGHER VISIBILITY AND REACH FOR YOUR PROJECT

Our holistic concept design and preparation of your property as well as its pinpoint placement in all relevant sales channels is the perfect way to synchronise supply and demand.

OUR PERFORMANCE BOOSTED BY OUR SALES NETWORK

- + 32 collaboration partners, including financial services providers active Europe-wide, banks and the finest domestic and international estate agencies
- + Full coordination through ACCENTRO – 1 contact person = 30 times greater reach
- + Above-average sales progress
- + Coordinated and transparent advertising concept to optimise the public image



SELECTED SUCCESS STORIES:



THE WING:

Embracing modern architecture, Eike Becker combines innovative façade design with excellent specification.

Berlin-Neukölln

69 apartments | 2 commercial units
1- to 4-bedroom flats
19 to 106 sqm of residential floor area



COLORS:

Statement in stone. A conspicuous building that, being beautiful and confident, represents a modern sensibility. A place marked by vitality and diversity.

Berlin-Neukölln

33 apartments | 1 commercial unit
1- to 4-bedroom flats
25 to 124 sqm of residential floor area



MEINE HAVEL:

Modern living in a neighbourly atmosphere – Terraced houses with garden and a nice river view.

Berlin-Spandau

14 houses
4,5-bedroom flats
135 sqm of residential floor area



HAVELGLÜCK:

Timeless elegance - Terraced houses perfect for families, with rooftop terraces and gardens right on the Havel river

Oranienburg

14 houses
5-bedroom flats
170 sqm of residential floor area



KÄTHE:

Upcycling at its finest – an old school building carefully converted into condominiums with sensible floor plans in a green suburb of the German capital:

Schöneiche near Berlin

17 apartments
2- to 3-bedroom flats
57 to 85 sqm of residential floor area



UHLANDPALAIS:

It's all in the name. Located directly on Kurfürstendamm, this regal period building presents itself in new splendour.

Berlin-Charlottenburg

21 apartments
3- to 9-bedroom flats
108 to 310 sqm of residential floor area



KÖNIGIN 54:

Elegant and freshly refurbished – engaging period flats for owner-occupancy or as buy-to-let investment.

Berlin-Charlottenburg

32 apartments
1- to 6-bedroom flats
34 to 177 sqm of residential floor area



FLOTOW:

Catchy architecture from the 1980s – compact investment assets in sought-after location.

Berlin-Tiergarten

47 apartments
2- to 4-bedroom flats
64 to 94 sqm of residential floor area



BRUCKNER QUADRO:

North Rhine-Westphalia – safe and sound private investments in a quiet residential area.

Bedburg

28 apartments
2- to 4-bedroom flats
82 to 98 sqm of residential floor area

WHAT WE LIKE TO LOOK BACK ON:



MELCHIORSTR. | MITTE



LÜCKSTR. | LICHTENBERG



HASENHEIDE | NEUKÖLLN



MONUMENTENSTR. | KREUZBERG



ERASMUSSTR. | WEDDING



ZACHTSTR. | LICHTENBERG



WESERSTR. | FRIEDRICHSHAIN



WEXSTR. | WILMERSDORF



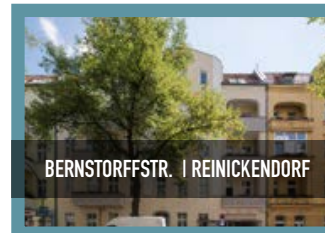
AM SEDDINSEE | KÖPENICK



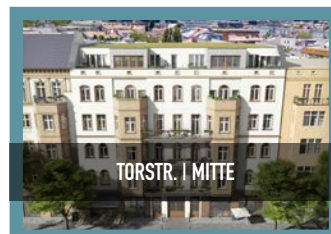
HEIMSTR. | HERINGSDORF - USEDOM



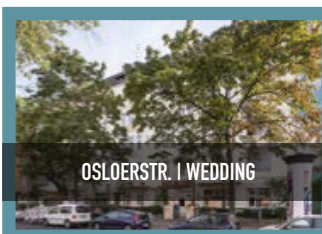
SPRENGLERSTR. | SPANDAU



BERNSTORFFSTR. | REINICKENDORF



TORSTR. | MITTE



OSLOERSTR. | WEDDING



KÖPPENSTR. | FRIEDRICHSHAIN



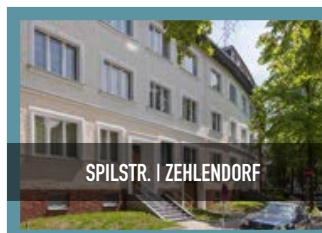
BAHNHOFSTR. | RATINGEN



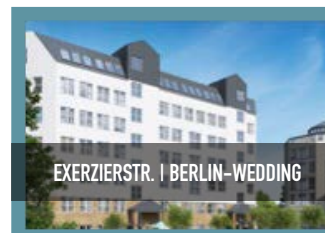
ZÄHRINGERSTR. | WILMERSDORF



UNTER DEN EICHEN | STEGLITZ



SPILSTR. | ZEHLENDORF



EXERZIERSTR. | BERLIN-WEDDING



FINOWSTR. | FRIEDRICHSHAIN



ALT WITTENAU | REINICKENDORF



WEDDINGENWEG | STEGLITZ



AN DER KAPPE | SPANDAU



BERNSTORFFSTR. | TEGEL



BÖHLEN | LK LEIPZIG



DAHLEM PALAIS | DAHLEM



FREIBERGSTR. | TEMPELHOF



FÜRTHSTR. | WILMERSDORF



GALLWITZALLEE | LANKWITZ



HEILMANNRING | CHARLOTTENBURG



HITZIGALLEE | TIERGARTEN



IRENENSTR. | LICHTENBERG



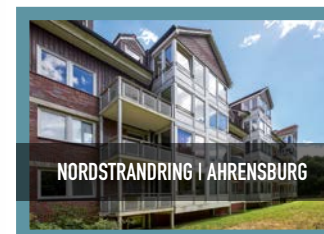
KÖN.-ELISABETH-STR. | CHARLOTTENBURG



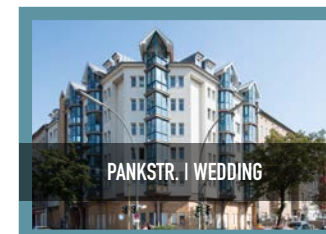
KÖNIGSBERGER STR. | STEGLITZ



SILBERSTEINSTR. | NEUKÖLLN



NORDSTRANDRING | AHRENSBURG



PANKSTR. | WEDDING



PAUL-ZOBEL-STR. | LICHTENBERG



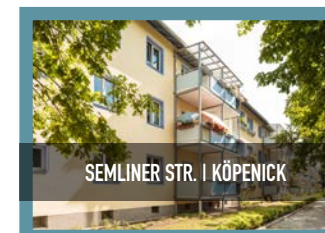
RUBENSSTR. | SCHÖNEBERG



SACHTLEBENSTR. | ZEHLENDORF



SCHÄFERSEE | WEDDING



SEMLINER STR. | KÖPENICK



SIEDELMEISTERWEG | REINICKENDORF

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SELLING TURNED PARTNERSHIP

CONTACT:

ACCENTRO GmbH
Kantstraße 44-45
D - 10625 Berlin

Tel. +49 (0)30 - 88 71 81 76 51
Fax +49 (0)30 - 88 71 81 49

commit@accentro.de
www.accentro.ag