



TREND CITY

**BERLIN IS OUR HOME.
REAL ESTATE OUR STRENGTH.**



Your partner in the marketing and sales of apartment portfolios and redensification

With TREND CITY at your side you can count on a partner with many years of experience and an excellent network that will market your residential real estate efficiently and with an eye on your specific target group. In this respect all our strategic and operational measures focus on an increase in the value of your properties. Trendcity works as the sole consultant for clients whose combined portfolios encompass more than 50,000 apartments.

As a competent partner along the entire value-added process we tap hidden potential, for example thanks to attic storey extensions or possible redensification on your plots of land. Subsequently we implement the jointly agreed strategy until the sales endeavours are successful. In doing so we can utilise an extensive market network: we reach both owner-occupiers as well as investors, and thus find the right buyer.



Capital market experts: John Amram (on the left) and Dr. Ilja Gop (on the right)

Trendcity was founded by Dr. Ilja Gop and John Amram in 2012. Both men have many years of experience in the investment sector and in the marketing of real estate. Consequently they understand the wishes and needs of professional apartment portfolio owners.

Overview of our marketing services

Acting on your instructions we assume responsibility for the entire value-added chain or individual process stages – depending upon which services you wish to perform yourself in-house.

Our measures are developed individually for you across all levels, from product preparation, through marketing, to after-sale services. Thanks to our background in the investment sector, you gain valuable strategic insights with regard to

your property as early as the analysis stage. In the implementation phase our sustainable tenant relationship management ensures a win-win situation for everybody involved.

Not least of all, our sales structure is not just unique for the market, but also guarantees an extremely high degree of deal security: 97 per cent of our reservations come to a successful conclusion.

TREND CITY USP's

- Market, location and property analyses on the basis of in-depth investment expertise
- Portfolio potential analysis
- Consulting on strategic measures such as redensification and extensions
- Appraisal at apartment level taking into account strategic marketing goals
- Sustainable tenant relationship management
- Individual marketing and budget planning including ongoing reporting
- State-of-the-art digital marketing including virtual 360-degree inspections
- Customised digital campaigns for all channels
- Offline events and promotions
- Accompanying the buyer through to contract closing and also with after-sale services

What our clients says about us



“The sale of apartments that are already leased separates the wheat from the chaff. In terms of speed and the prices attained Trendcity delivers an above-average performance for us in this segment!”

Jürgen Kriegisch, CEO, A-STATE GmbH

“It is important for the holders of large portfolios that the pursued portfolio strategy is realised on the market. In this respect we have repeatedly placed our trust in the discrete, goal-oriented marketing of Trendcity for many years now.”

Roy Frydling, CEO, Pears Global Real Estate Germany



“We successfully realised the leasing of our new construction with Trendcity. 117 up-market residential units in central Berlin were leased as planned. The team is extremely professional and convincing.”

**Christian Müller, Head of Leasing,
ZBI Zentral Boden Immobilien Gruppe**

A selection of our projects



PLA-DE-LU



BERGMANN 108



KÖNIGSTADT QUARTIER



LÜTZOW 21



KAVALIER 10



LEIBNIZ 77-78



BRUNNEN 146



WARTBURG 51



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