



Real Estate is our Passion

**Introducing
IdealWert AG**



All-round expertise to your advantage

A short portrait of IdealWert AG

IdealWert – what is in our name? It stands for the ideal value of a property, retail store or apartment which results in profits for all parties involved. We consistently strive for and achieve this value. Every day.

Obtain more information on our offerings and opportunities for cooperation with IdealWert AG. And take us at our word.

If you are looking to rent a new apartment or a commercial area, you are sure to be interested in our up-to-date rental offerings which can be accessed on our [letting website on the Internet](#).

Or you are looking for a serious and determined [buyer for your property](#)? Then be sure to [contact](#) us. We are always in a position to provide you with a binding offer within a very short time period, which can immediately be certified by a notary.

At the same time, you should contact us if you are looking at purchasing attractive properties. We are not only a [seller](#) of technologically and economically immaculate investment properties, but also a competent and experienced co-investor who assumes the first risk of a joint commitment. We can also play a leading role in structuring your real estate portfolio according to your individual investment criteria.¹

[Talk with us](#) – we are here for you.

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Real Estate Expertise from A to Z

Competencies: What IdealWert can do

IdealWert AG will undertake all steps required for a successful real estate investment, without the use of outsourcing:

Decisive and reliable

Purchase: Why you should offer your properties to IdealWert


If you are ready to sell a property, here are some reasons why you may want to think about offering it to us. We regularly view a property within two days of receiving a verifiable offer. Purchase financing is not a problem, even for larger commitments. Because we are able to make purchase decisions quickly, we are able to provide you with a binding purchase offer that can be certified by a notary within at most seven days.

What IdealWert is looking for

Our portfolio is very diversified, hence we are interested in very different types of properties. At the present time we are looking for condominiums / apartment buildings, residential and commercial buildings as well as office and commercial properties with a living / usable floor space of 800 m² or more. You can also offer us real estate with significant problem areas, such as structural defects (neglected maintenance, building defects etc.) or other problems (administration problems, vacancies etc.)

A reliable partner for over 30 years

Our business partners – whether a real estate agent or owner looking to sell a property – can rely on our reputation and reliability. We have been continuously investing in investment properties since 1974, and we hold most of these for the long term – sometimes over decades. In our role as property developer we have also carried out high-visibility projects and sold the finished and rented properties to international investors. All these activities are done either for our own account or in the form of project corporations together with partners,

A decorative horizontal banner at the top of the page featuring a low-angle view of modern glass skyscrapers against a blue sky with white clouds.

including such established names as Ronald Lauder, the Berliner Bank and many others.

We do not compete with real estate agents

In over three decades on the real estate market we have never been active as real estate agents, because we are not looking to become competitors to our business associates. Rather, we pay the normal or agreed-to commission for a successful placement in a timely and reliable manner – and look forward to further cooperative ventures with new business partners.

The best relationship of quality and price

Planning and construction: How IdealWert's building division increases property values

Decades of experience in planning, execution and financial settlement of building measures contribute to the lasting success of our real estate investments.

In order to determine the kind of measures needed, we visit all rental and ancillary areas of a property on a regular basis and also inspect the building substance and services. On this basis we determine which measures are necessary from a technical point of view, and which ones are meaningful for economic reasons. Of course our planning also includes a realistic cost estimate for all investments which will be required in the short-term and are expected for the next five to ten years.

Works carried out are supervised by our competent staff on site, including building engineers, architects, building services engineers and architectural draughtsmen. Since we are known as a large client who pays on time, we are in a position to undertake high-quality and first-class building projects at very attractive conditions.



Looking at the whole picture

Management: How we ensure lasting profitability of properties

Our company has more than 30 years of experience in the management of our own properties. Our activities focus not only on cost-efficient administrative structures but also on continually increasing management results and hence the value of the managed portfolio. As a result we deliver a significant contribution to the overall economic success of the investment – the investment result for an entire holding period.

Good tenants found quickly

Letting: How IdealWert noticeably increases results

We let real estate extremely quickly and at exceptionally favourable conditions.

Our recipe for success: tailor-made communication

In order to conclude as many contracts as possible with attractive tenants in the shortest possible time period we count on tailor-made communication with respect to the property along with its target groups. This includes e.g. individual contacts with potential tenants, print and online advertisements, flyers and specially designed events and Internet activities.

Our contacts lead to success

In the area of commercial rentals we profit from our first-class contacts to large retailers, many of which are already tenants in properties managed by us. Because of our well-developed network we are also able to quickly locate new potential tenants for more specialised areas, such as restaurants.

We have also set new trends in the area of apartment rentals, such as designing and executing successful events for different properties, which has contributed to quickly obtaining many tenants for a number of units – at very favourable conditions.



A little bit of extra diligence

Through our excellent advertising and PR activities we are able to verifiably increase rental successes for properties.



Schöner Wohnen in den Torhöfen: 3-Zimmer-Wohnungen

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(FIRMENNAME)
(TITEL) (VORNAME) (NAME)
(STRASSE)
(PLZ) (ORT)

Schöner Wohnen in der Nähe Ihrer Arbeit

(ANREDE)

Mitten in Berlin, in unmittelbarer Nähe Ihres Arbeitsplatzes, warten nach einer aufwändigen Sanierung viele gut geschnittene Wohnungen auf die ersten Mieter.

Sparen Sie sich lange Wege zur Arbeit und genießen Sie die gewonnene Zeit ganz nach Lust und Laune. Ob Regierungsviertel, Potsdamer Platz, Kultur, Shopping, Sport oder Nachtleben – im Umfeld der frisch renovierten Wohnungen findet sich für jeden das Richtige.

Modernes Wohnen im Berliner Altbau

Alle Wohnungen liegen zentral, aber ruhig und sind zeitgemäß und komfortabel ausgestattet: stucwerkverzierte Decken, Laminat- oder Parkettfußböden, Badezimmer mit Fenster, begrünte Hofanlagen, gepflegte Treppenhäuser...

Informieren Sie Ihre Kollegen

Wir würden uns freuen, wenn Sie Ihre Mitarbeiter und Kollegen über unsere sofort bezugsfertigen Wohnungen informieren.

Wie? Ganz einfach: Drehen Sie diesen Brief um und hängen Sie die Rückseite aus. Fertig.



Tailor-made offers

Sales: Why we obtain better prices for real estate

We regularly offer properties from our own inventory subsequent to optimising their structural and economic conditions in our role as [property manager](#) and [landlord](#), and through [building measures](#).

For properties to be sold – either individually or as part of a portfolio – IdealWert controls the entire process, including negotiations for purchase contract as well as the closing and processing of the contract.

Password-protected Internet portal for potential buyers

Where required we bundle different properties into packages which are tailor-made to the requirements of potential buyers. In order to reach this type of audience, we use the channels most suited for this purpose: this may include print or online advertising, or direct contacts with the many investors or real estate agents known to us.

In order to provide potential buyers with a complete overview of the property, all relevant documentation and information is provided in a password-protected sale portal on our [Internet page](#) – a service independently developed by us and unmatched even today.



The screenshot shows the IdealWert website's sale portal. At the top, there is a navigation menu with links for Home, Unternehmen, Kompetenzen, Karriere, Kontakt, Ankauf, Verkauf (highlighted in red), and Vermietung. Below the menu, the page title is 'Aktuelle Verkaufsangebote'. The main content area contains a text block explaining the offer, followed by a login section with fields for E-Mail-Adresse and Passwort, and a checkbox for 'Ich habe die Nutzungsbedingungen gelesen und akzeptiere sie.' Below the login section, there are two property listings. The first listing includes a small image of a building and the following details:

Objekt:	Büro- und Geschäftshaus	Jahresmiete (netto, kalt):	164.352 €
Lage:	Berlin-Schöneberg	Mietfläche:	1.624 qm
Baujahr:	1956, modernisiert 2003	<i>Details nach Login</i>	

The second listing is partially visible and shows:

Objekt:	Wohn- und Geschäftshaus	Jahresmiete (netto, kalt):	134.664 €
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Home page of sale portal on the IdealWert website



Compelling facts at the touch of a button

Reporting and analysis: How IdealWert ensures increased transparency for results

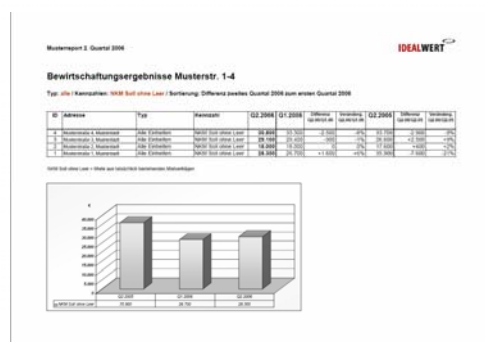
We rely on meaningful and up-to-date data to be able to make the correct decisions for our real estate holdings. This data is provided by our in-house and hence unique reporting system.

Precise analysis of management results for each property

IdealWert AG has developed outstanding tools for evaluating all relevant key figures for managed properties in a very short time period. By the third working day of the next month we have already analysed the current data for the management of the previous month. Tenant and arrears listings as well as litigation documents are always up to date as a matter of course.

The tailor-made reports display data in a well-arranged manner, so that significant changes can be viewed at a glance. Besides concrete data related to the properties, we also have at our disposal general statistics which can be used as a basis for planning and decision support. With this in mind we have been analyzing our entire management holdings for years, and are also able to prepare forecasts regarding tenant fluctuations, future rental income or other relevant calculation scenarios.

Contact us to obtain more information on IdealWert reporting: We would be pleased to provide you with a sample report.



Sample page: Report on management results



Success is a matter of people

Management: Who makes the decisions at IdealWert

Armed with decades of experience, IdealWert's management is familiar with all the requirements of real estate markets.

[Ralf Korge](#), member of the board

[Abraham Rosenthal](#), member of the board

Ralf Korge, member of the board

The chairman of the board is responsible for the revitalisation, development and expansion of property holdings as well as the areas property purchasing and portfolios, along with human resources.

Born in 1962, the qualified civil engineer has had a successful career in the real estate sector for over 20 years, including an active partnership in an architecture firm and working as a builder's representative and project coordinator for a reputable international project developer in the area of commercial building projects in Germany and Austria. In 1993 Mr. Korge became commercial manager of the project Checkpoint Charlie in Berlin, a building project at a historic site with a volume of EUR 600 million. When IdealWert AG was founded in 2001, he joined their board of directors and was appointed chairman of the board in 2006.

Abraham Rosenthal, member of the board

In 1974 the founder of our company, Abraham Rosenthal (born in 1948), began to build a real estate portfolio for his own personal capital investments. The fast growing inventory led to the creation of a separate property management corporation, soon followed by additional companies acting as service providers to in-house properties.

Starting in 1986 and into the 1990's Mr. Rosenthal successfully completed a variety of property development projects in San Francisco and Berlin. As managing director he managed the largest privately-financed project in Berlin, the "American Business Center" at Checkpoint Charlie. An investor group worth billions surrounding Ronald Lauder invited him to join the project as an active



partner. Because of the large downturn in the Berlin real estate market as of 1996 he was able to complete only 65% of this project.

Subsequent to his role as project developer Mr. Rosenthal again began to focus intensively on optimising his own real estate holdings. In 2001, by merging various companies he founded IdealWert AG, where he is a member of the board of directors.

See for yourself

Reference projects of IdealWert AG

Visit us on the Internet: on [IdealWert's homepage](#) you will find many comprehensive case studies which will provide you with further information on our successful reference projects.

Contact us

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Telephone: +49 (0)30 310 11-160 (commercial space)

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For questions concerning our sales offers:

Telephone: +49 (0)30 310 11-150

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