



**DETAILLIEBE** / ADVERTISING AGENCY  
FOR REAL ESTATE MARKETING

# EVERY VISION BEGINS WITH THE FIRST IDEA YOU HAVE!

—

Mirko Friebös

## FORE- WORD

—

The term foreword is admittedly misleading! So for those expecting a more traditional one, we are willing to make a concession: this brochure contains a fascinating introduction to over nineteen years of pioneering work in the area of real estate marketing. And it is truly our pleasure. After all, rigorous transparency is one of our guiding principles.

What can you expect a passionate partner to create, one who is in love with your project and applies the same fervour to address each and every detail? You will find the answers in this brochure, as it reflects the vision of Mirko Friebös and the entire DETAILLIEBE team. The vision of setting new standards in the real estate marketing industry and then consistently raising the bar. Building a team that applies marketing tools with the utmost precision, in eye-catching quality and with immense passion to turn every building project into a unique undertaking will automatically place you at the vanguard of the industry.

Since 2004, outstanding real estate projects have been created in close cooperation with project developers and property developers throughout Germany and the world. And they are impressively cited in our testimonials.

Working with DETAILLIEBE means sustainable construction - with processes that are conceived beyond the usual methods. It is certainly possible that we will use ideas that quite self-evidently transform instruments such as ESG procedures and the IDW S4 standard into marketing strategies.

Attention to detail and the uncompromising drive to achieve only the best - from the first unit sold to the last: these are the distinctive hallmarks of DETAILLIEBE!

THE FUTURE  
IS BUILT ON  
WHAT WE DO  
TODAY.

— Mahatma Gandhi

## OUR SERVICES

— Our advertising agency has been known for its expertise in real estate marketing since 2004. Digital media and traditional advertising, branding and eye-catching design worlds, photo-realistic visualisations, photography, SEO, feed and text creation as well as IDW S4 standard - we are well-versed in all of these tasks!



# REAL ESTATE MARKETING

Our agency has gained valuable experience in many industries since its inception. Indeed, there is barely a sector of the economy in which we do not feel at home. Nonetheless, our focus has been on real estate marketing for residential and commercial properties in Germany and Europe since 2004.

Whether it's an elegant listed building, an extensive portfolio property or a high-quality new build - we are completely familiar with the requirements, know the market and deliver convincing advertising media and effective marketing concepts from start to finish. We provide all services as a one-stop solution, from the project name to a high-profile property exposé and online marketing - all of it tailored to specific audiences. Often we work closely with financial services firms and intermediaries to develop collaborative marketing solutions, regardless of whether it is owner-occupiers or capital investors we are seeking to address.



IKS Holding, Image brochure



WERTWIN - Kaulsdorfer Idylle, Exposé



IKS Holding, Image brochure



City Invest - AH9, Exposé





WERTWIN - Kaulsdorfer Idylle, Exposé



ACH WIE BENEIDE ICH  
IMMER LEIPZIG UM  
SEINE MUSIK!

Lebensqualität

City Invest - AH9, Exposé

## OBJEKTVORSTELLUNG SCHLOSS WÖLKAU RÉSUMÉ: WÖLKAU PALACE

GESAMTFLÄCHE TOTAL AREA  
WOHNFLÄCHE LIVING SPACE  
VORHABEN PROJECT  
FERTIGSTELLUNG COMPLETION

224.345 m² 224.345 m²  
14.000 m² 14.000 m²  
Hotel (Robinson Club)  
2022 / 23

Wölkau Palace in Schönwölkau was originally an old feudal estate where a manor house was constructed in 1659. The square building fell to an Imperial Count at the beginning of the 18th century, who remodelled the property in its current High Baroque style. It was used as a summer residence and grew to become a large-scale palace complex with four splendid wings and the characteristic central section with its magnificently opulent façade.

Most likely it was designed by an Italian architect who built similarly prestigious properties for Augustus II the Strong in Warsaw. Wölkau is one of Saxony's most important Baroque palaces. Extending to the south are the 15-hectare palace gardens. This unique property has been left unused in recent years. Now it has found a new owner in IKS Holding, which will finally use the complex in a manner befitting of its standing.

IKS Holding - Wölkau Castle, Exposé



# GRAPHIC DESIGN

Form follows function - we apply this legendary maxim to our products as well. Let's not forget: the first task of the graphic form is to fulfil clearly defined functions, namely to arouse curiosity and to create a visually persuasive impression that increases sales and expresses value, irrespective of whether we are dealing with owner-occupiers or capital investors. We therefore believe strongly that graphic design represents a promise of quality and is far more than just an artistic accessory.

The design must reflect the quality of a product or service right from the first contact with the target audience. The more premium the product, the more this must be integral to the artwork used in marketing. Incidentally - we regard all products whose advertising is entrusted to us as premium. And this principle applies all the more to real estate.

# DESIGN IS ALSO WHAT YOU DON'T SEE."

Walter de'Silva



Zapf & Flache Notare - Corporate design, Certificate

# CORPORATE DESIGN

A brand requires powerful presentation to achieve any kind of visibility in competition across all distribution channels. But corporate design is not merely assigned the indispensable task of creating brand presence. CD uses graphic features, fonts, colour schemes and other visual eye-catchers to establish a direct connection between the brand and the customer. Doing so evokes associations, creates an affinity, highlights nuances and ensures recognition in a logical and emotional process that we consciously exploit as an advertising agency.

We adopt a holistic approach when developing a corporate design for your company. Your goals, areas of business, market strategy and target audiences are the real priorities encapsulated in the design and therefore elementary parts of your corporate identity.

Zapf & Flache Notare - Corporate design, business cards, letterhead and envelope







PROINVEST - old Gotthard school, exterior visualisation

# 3D VISUALI- SATION

— We use every technical medium at our disposal to give your property exposé a vital marketing advantage. Included in this is the production of highly realistic 3D visualisations. We use a 2D plan as a basis for creating a 3D model that incorporates as many details and specifics as possible. Building on this, we develop a graphically sophisticated 3D visualisation that draws on our entire know-how and experience in this field.

## Turning the idea into reality

The quality of this graphic service creates catchy visual references and impressively reveals the quality concealed behind the current state of the property in order to elevate its visual value. Presaging its final appearance, this process demonstrates clearly how an idea is transformed into reality - and potential buyers or investors can take pleasure in their plans based on this tangible model.



OTTO Heil - Palais Auguste, exterior visualisation





ChrEAns Gruppe - LOFT Project Taura, interior visualisation



IKS Holding - Pfaffendorfer Apart, interior visualisation



KWP Gruppe & art-projekt-plan - VIA REGIA, exterior visualisation

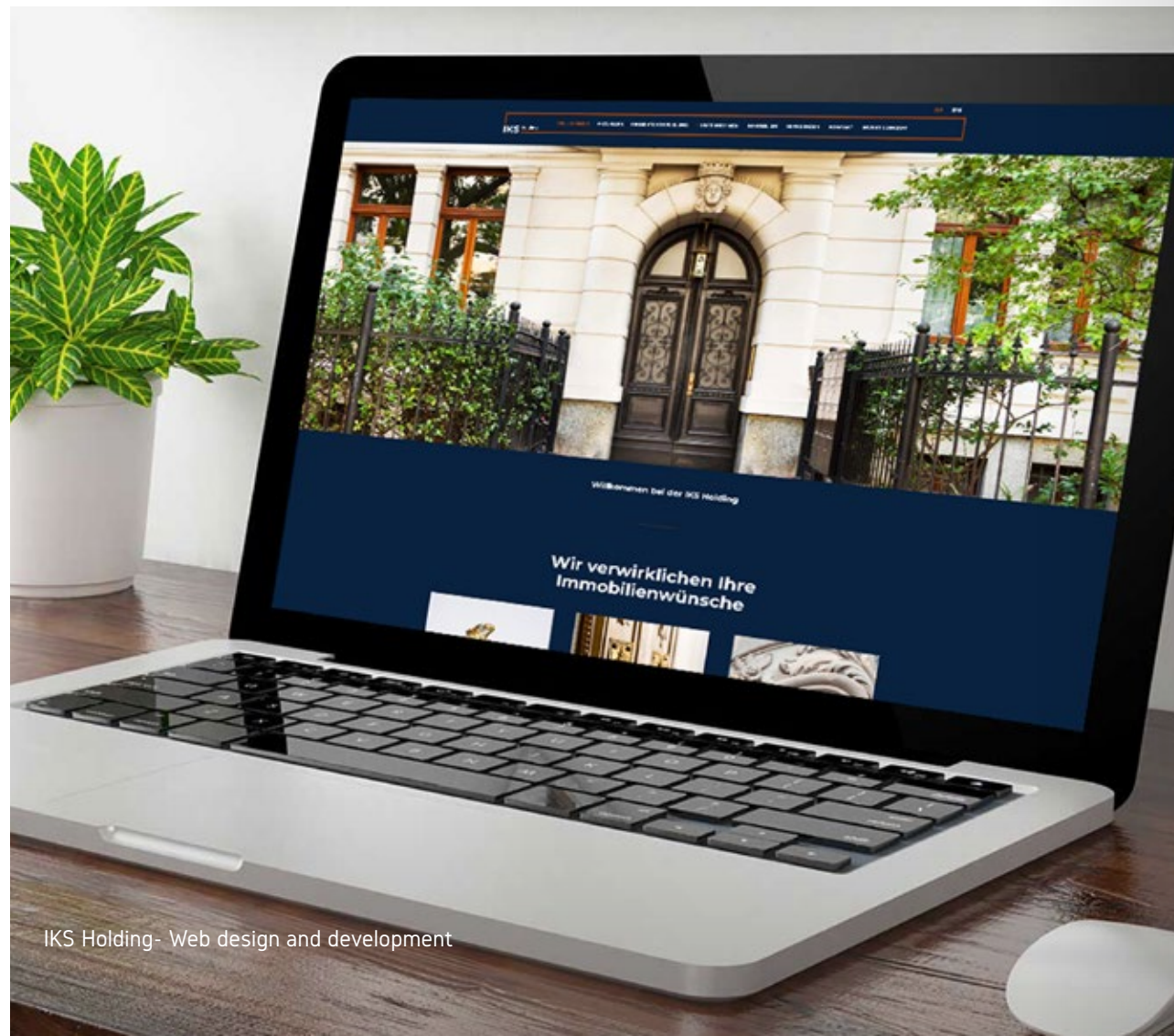






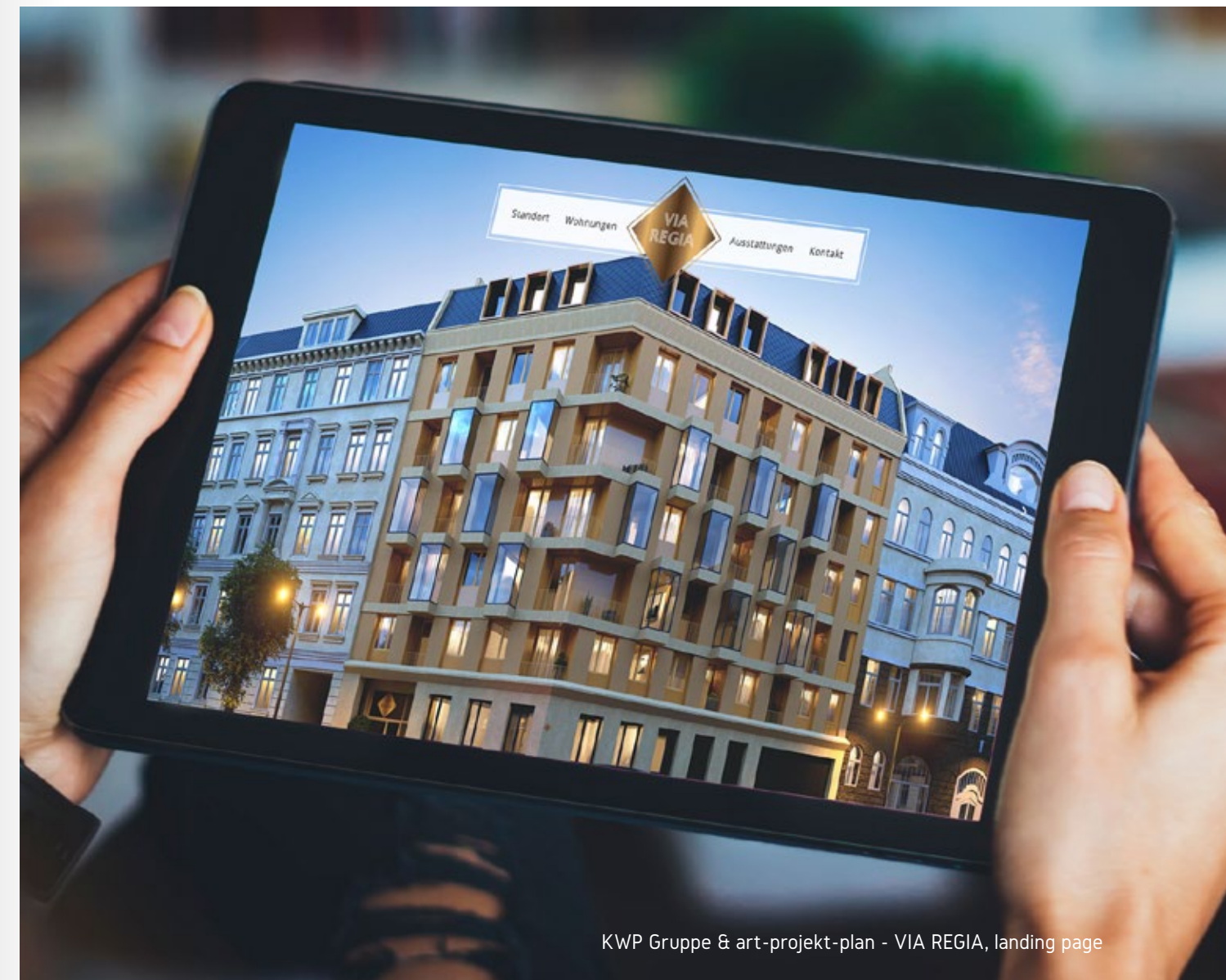
## Individual and modern web design

We act as a one-stop solution to turn your advertising materials and sales tools into works of art. This applies just as much to print products as it does to online designs. Not only do we deliver visually persuasive results for modern and individual web design - we also prioritise ease of use (UI/UX), lead generation, meaningful landing pages and functionality as key features in our designs. For example, a fully responsive design ensures that your web presence is displayed and received efficiently across all the different terminal devices. We base our web design on current graphic trends and work with convincing imagery and design elements to build an internet presence with a modern look that accurately depicts your brand.



IKS Holding- Web design and development

# WEB DESIGN



KWP Gruppe & art-projekt-plan - VIA REGIA, landing page

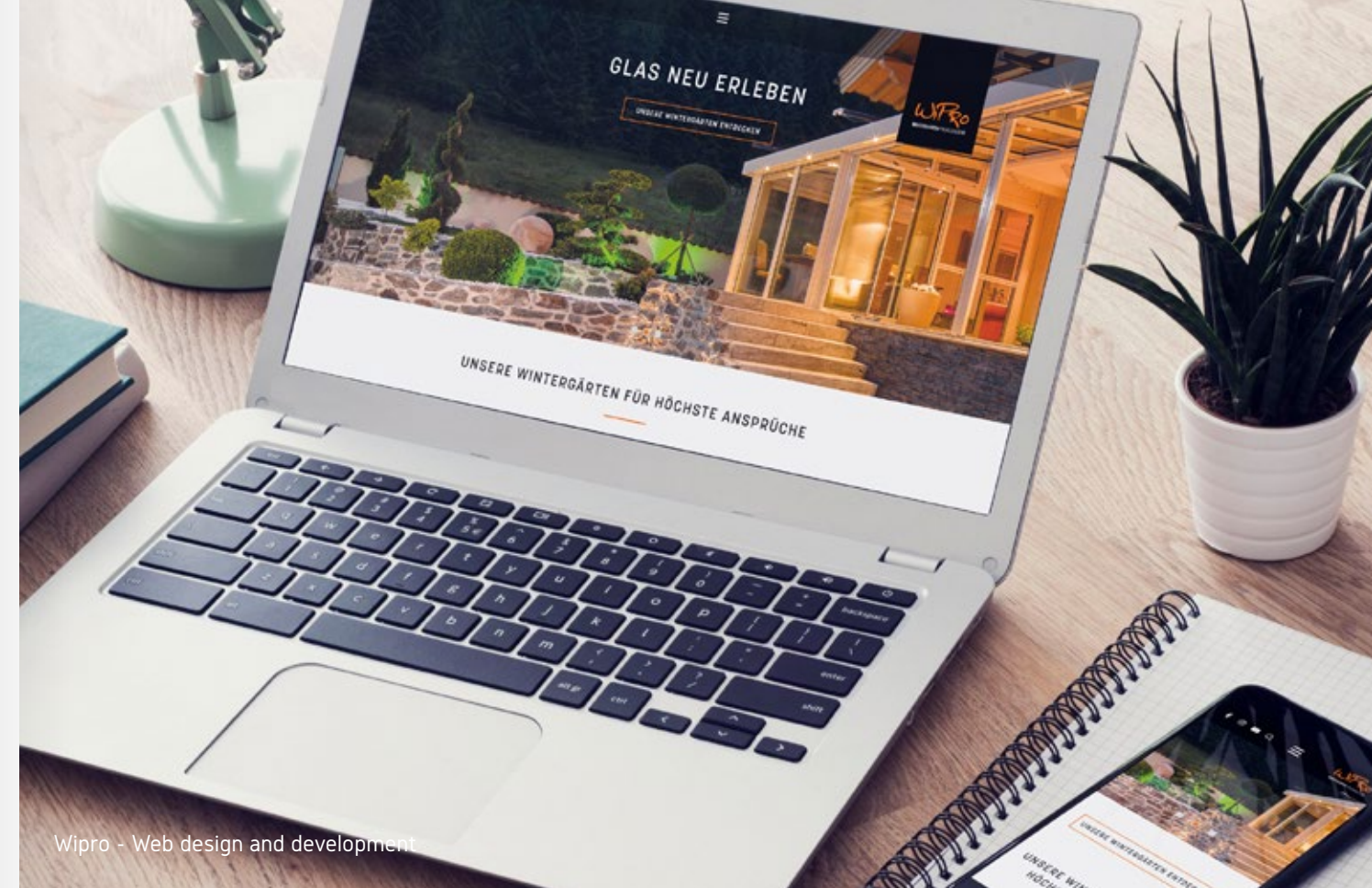








WERTWIN - Web design and development



Wipro - Web design and development

# ONLINE-MARKETING

The internet has become an immensely important sales channel in every sector - all the more so when marketing real estate that needs to be communicated to target audiences spread throughout Germany. The countless projects we have completed in this field give us qualified expertise that we would be delighted to pass on to you.

## SEARCH ENGINE MARKETING

We generate a high click-through rate and an excellent performance in Google rankings by optimising your portfolio with regard to relevant search terms.

## SOCIAL MEDIA

Social media are at the heart of many target group campaigns and customer loyalty measures - an area in which we feel perfectly at home.

## PERMISSION MARKETING

We send your advertising message to specific target audiences. Naturally, though, we first obtain the recipient's permission in order to comply with the relevant data protection regulations.

## AFFILIATE MARKETING

We use partner sites to expand the scope of customer communication. These partner programmes are only remunerated in the event of success.

## VIRAL MARKETING

We use viral measures to ensure particularly cost-efficient dissemination of your advertising content.

## DIRECT EMAIL MARKETING

We target potential customers with newsletters and other email sales tools as part of our direct marketing measures und weiteren E-Mail-Vertriebsmitteln an.





DAS ANGEBOT IM ÜBERBLICK



# DAS ANGEBOT IM ÜBERBLICK

Teil bestehende Exposé nebst Anlagen  
aufvertrag, Entwurf Teilungserklärung)  
ot der GfA Gesellschaft für Altbausanie-  
renden „GfA“).

des Gesamtprojekts, realisiert die Bau-  
pekttherauegeber und beabsichtigt, das  
von zu verkaufen.

eine Übersicht zu den grundlegenden  
in zum Bauprojekt. Das Weiteren  
Chancen und Risiken einer Investition  
gestellt. Das Interessent soll sich eine  
den und der Baugeschäfte der im

die Punkte wie eine mögliche  
mögliche Mängelrisiko-Bewertung  
ange, und Fragestellungen, die im  
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## IDW-S4 HS-MDI

Fund companies offer prospectus assessments according to the IDW S4 standard in order to underpin their capital investments. This marketing tool has been increasingly used in the real estate sector for many years and is also required by financial service providers (such as MLP and Swiss Life). They already know that we are reliable partners for IDW S4 prospectus preparation and value our work highly. These assessments contain rigorously checked information and acquire the status of a certificate from an independent body, confirming compliance with official guidelines for establishing the plausibility of asset investments in order to upgrade the value of traditional real estate exposés. This is the reason why we offer our customers the preparation of exposés that comply with the requirements of the IDW S4 standard. In doing so, we consult with a specialist lawyer for real estate law with a particular expertise in prospectus auditing. We are perfectly aware that this procedure creates added value that goes well beyond the conventional services of an advertising agency.





GFA - E9, Exposé

## LISTED PROPERTY E9

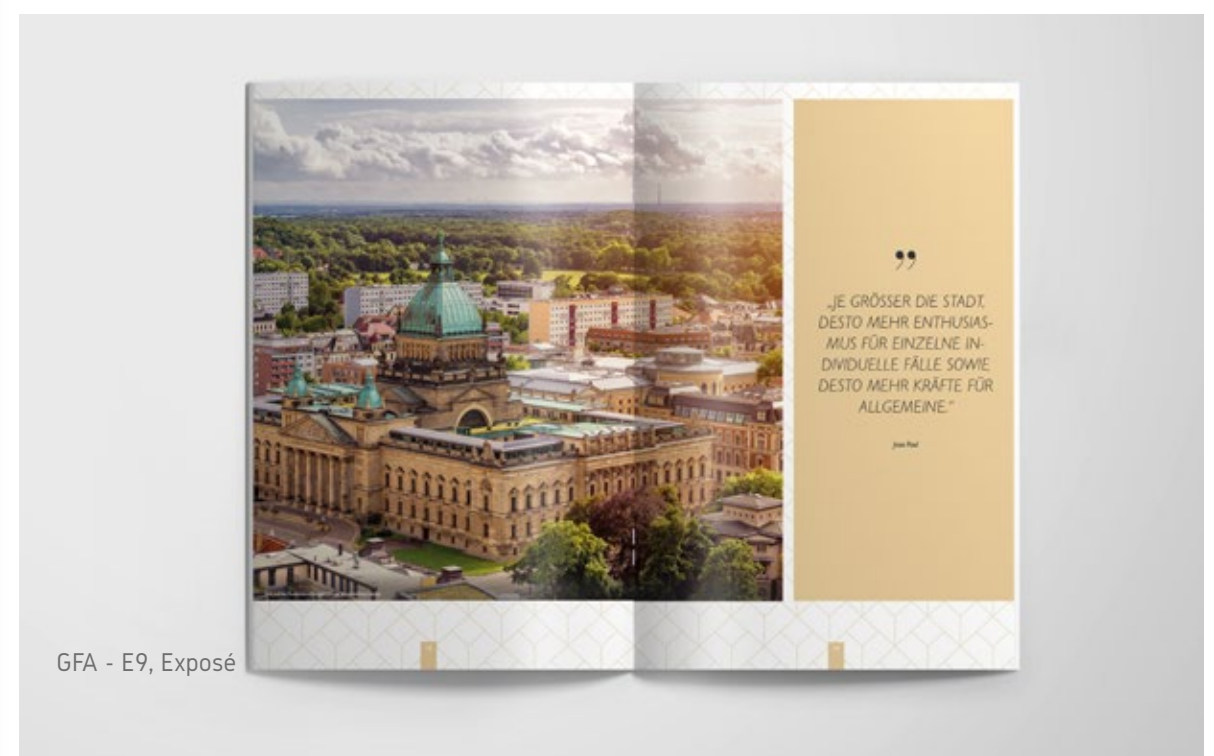
This property is a listed residential building that was built around 1870 and is now being renovated by GfA mbH. The developer is taking the utmost care to create a historically faithful and energy-efficient property.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, IDW S4, copywriting, illustration, final artwork and photography.

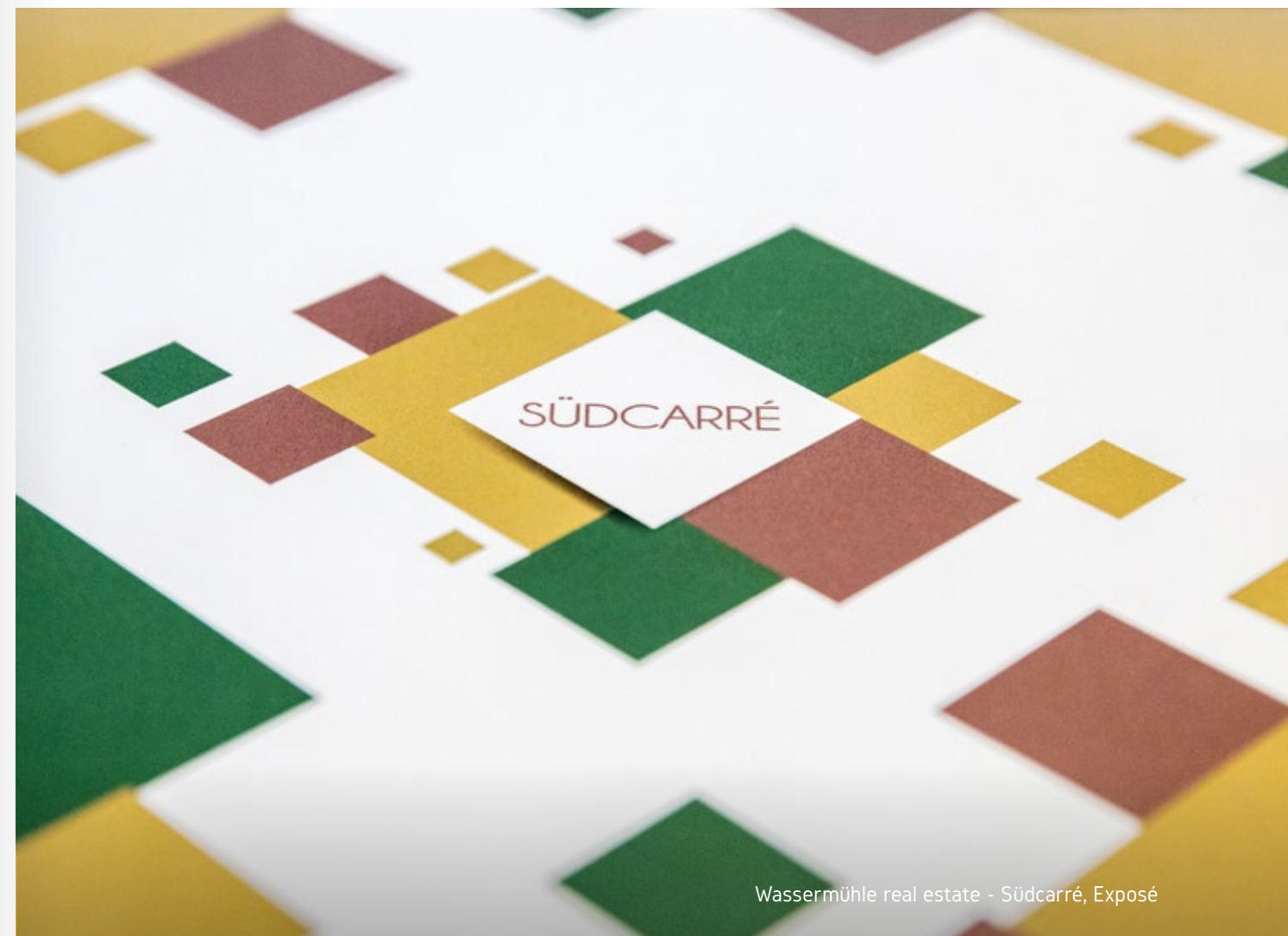


GFA - E9, Exposé



GFA - E9, Exposé





## NEW BUILD – SÜDCARRÉ

The Südcarré is currently under construction as a new build residential complex that beautifully matches the architecturally sophisticated surroundings and simultaneously creates emotional added value in the immediate neighbourhood. 40 condominiums are being constructed in the three interconnected residential buildings, with attractively designed floor plans and high-quality fittings.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustrations, final artwork and photography.





IKS Holding - Exposé Dittrichring

## DITTRICHRING – IKS HOLDING

A commercial and residential property with stately Wilhelminian architecture, a prime city centre location and excellent opportunities on the rental market for companies looking for prestigious rental space in the trade fair city. The property on Dittrichring is situated in the heart of Leipzig with unique locational advantages, individually plannable office and commercial space as well as exclusive flats.

## OUR SERVICES

Graphic design, real estate marketing, copywriting, illustration, final artwork and photography.



IKS Holding - Exposé Dittrichring



IKS Holding - Exposé Dittrichring





HIRMER Immobilien - dresden.karree, Exposé



HIRMER Immobilien - dresden.karree, Exposé

## COMMERCIAL PROPERTY DRESDEN KARREE

In the dresden.karree, the Hirmer Group is presenting an exclusive construction project in the west of Dresden, which has completely revitalised and modernised an existing shopping centre.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, real estate marketing, copywriting, illustration and final artwork.



HIRMER Immobilien - dresden.karree, Exposé

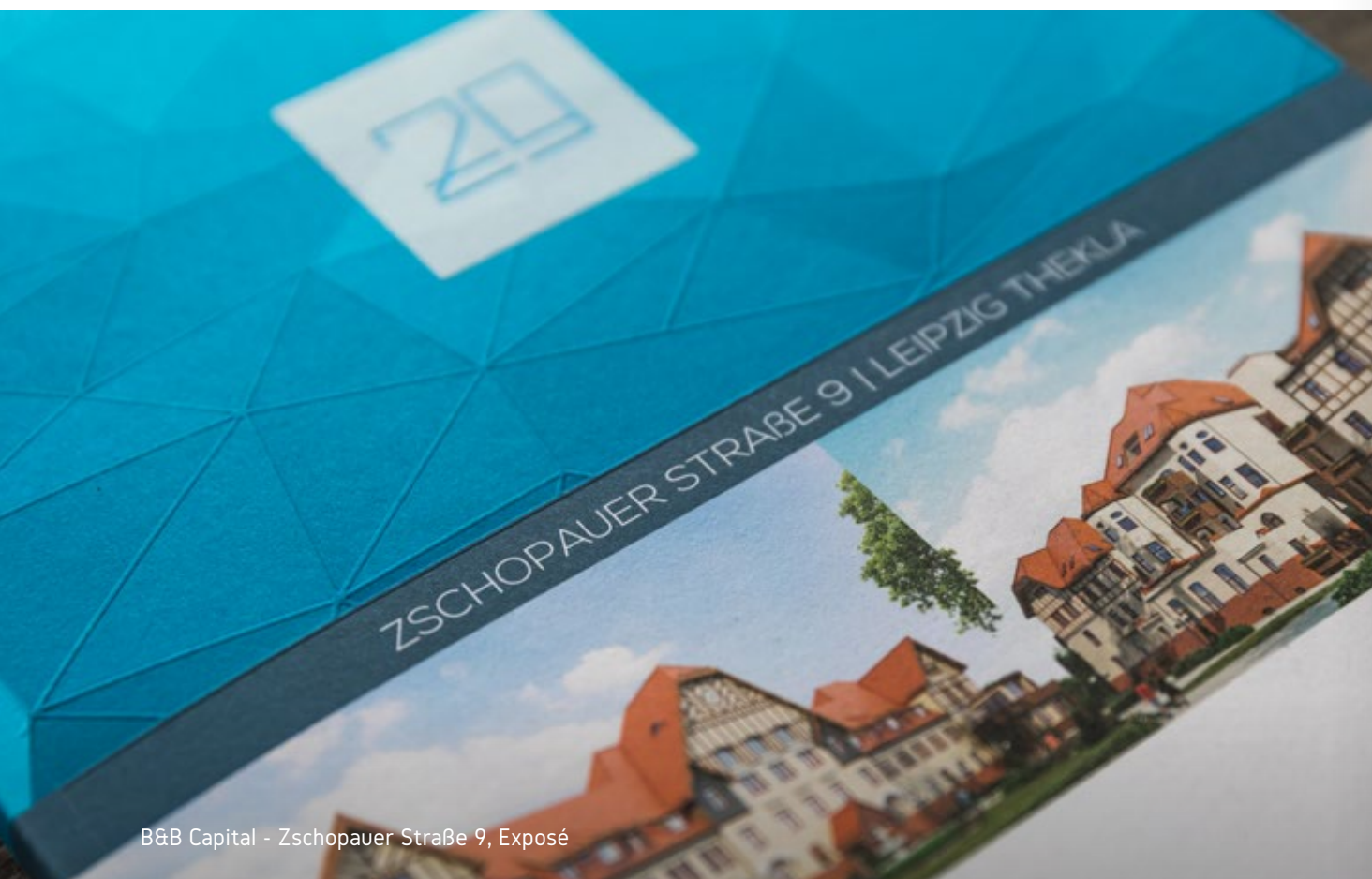


## LISTED PROPERTY Z9

This listed property is located at Zschopauer Straße 9 in Leipzig-Thekla. The building, which is used as a care property, catches the eye with its castle look and park-like garden.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, IDW S4, copywriting, illustration, final artwork and photography.



B&B Capital - Zschopauer Straße 9, Exposé



B&B Capital - Zschopauer Straße 9, Exposé





Graf von Luxburg - Lesley Lofts, Exposé



Graf von Luxburg - Lesley Lofts, Exposé

## LOFT – LESLEY LOFTS

12,000 m<sup>2</sup> of living space on a 10-hectare site - dimensions of this magnitude would only be feasible on a decommissioned military site: the former McNair Barracks, where up to 2,300 US soldiers were temporarily stationed in Berlin Steglitz-Zehlendorf. The property was created from Telefunken production facilities dating from 1938. It now stands as a prime example of modern, generously spacious loft housing in the urban centre.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustration and final artwork.





Alexander & Fronz - VILLA FROHNA, Exposé



Alexander & Fronz - VILLA FROHNA, Exposé

## LISTED BUILDING – VILLA FROHNA

The VILLA FROHNA property - a detached corner building in villa style - is situated on Oberfrohnauer Straße 6 in the Chemnitz district of Siegmar.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustration and final artwork.



Alexander & Fronz - VILLA FROHNA, Exposé





TEMPL Gruppe - NEUE ABTEI, Exposé



TEMPL Gruppe - NEUE ABTEI, Exposé



TEMPL Gruppe - NEUE ABTEI, Exposé

## NEW BUILD – NEUE ABTEI

The listed building on Kirchplatz was erected in 1732 as a Cistercian convent and therefore dates from the late Baroque period. It is being developed by TEMPL Denkmalschutz Objektgesellschaft GmbH und Co. KG

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustration, final artwork and photography.



FALKENSEE

Attractive living in the direct vicinity of Berlin. A modern new-build property in a liveable small-town atmosphere, it occupies a key position in the Berlin foreland with short and direct connections to both Potsdam and the German capital.

OUR SERVICES

Graphic design, real estate marketing, floor plans, copywriting, illustration, IDW S4 and final artwork.

UR AN TÜR MIT  
ER METROPOLE

als einer halben Stunde Fahrtzeit erreicht man bereits die  
– das ist natürlich ein starkes Argument für alle, denen  
die wichtig ist, die sich aber in puncto Kaufpreis oder  
alternativen Standort entscheiden. Dazu gehört auch  
hende Aussicht, dass Falkensee ab 2030 ins Berliner  
niet sein wird.

mittelbar an der nordwestlichen Stadtgrenze von  
see ein weiterer Stadtteil der Bundeshauptstadt  
koveltstadt mit ihr verbunden. Die Spreemetropo-  
oder den öffentlichen Verkehrsmitteln jederzeit  
eplatz, zum Einkaufen, für Restaurantbesuche  
t werden. Für die Einwohner von Falkensee bie-  
es eines weltstädtischen Angebots direkt vor  
nen rund 3,7 Millionen Einwohnern zieht als  
ind bis weit nach Brandenburg hinein mit  
tiert von den Jobchancen der Metropole,  
angen Jahren um bis zu 2,5 % Wachs-  
schnitt verzeichnete. Allein die in Berlin an-  
für einen Aufschwung auf dem Arbeits-  
sorgt. Jüngstes Beispiel für die Berliner  
e wiederum ist Tesco.

zum Studieren zieht es viele Men-  
anderen Städten des Hauptstadt-  
bedingungen. Überhaupt sind es  
ynamik Berlins maßgeblich bei-  
e Partyszene sorgen. Ausgehen,  
t besuchen – mit Falkensee als  
in Fahrtzeit möglich.

STADT BERLIN

MAXAR AG - Falkensee, Exposé



MAXAR AG - Falkensee, Exposé



MAXAR AG - Falkensee, Exposé





Repima - Schloßpark, Exposé

## LILIENSTEIN PALACE GROUNDS AND KÖNIGSTEIN PALACE

It is rare for historical flair, sophisticated location and structural solidity to blend quite so harmoniously as they do in this property in Pirna. Perched high above the Elbe river, nestled in the grounds of a palace park surrounded by centuries-old copper beeches and lime trees, the lavishly renovated Art Nouveau building radiates sublime exclusivity created in two construction phases.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustration and final artwork.



Repima - Schloßpark, Exposé



## TEMPL IMAGE BROCHURE

The TEMPL Group has been designing and realising a large number of challenging real estate projects in eastern Germany since 1993. Indeed, the company has been synonymous with meticulous planning and excellent market expertise for more than 20 years.

## OUR SERVICES

Graphic design, copywriting, illustration, final artwork and photography.



Templ Gruppe - Image brochure



Templ Gruppe - Image brochure



Templ Gruppe - Image brochure



Templ Gruppe - Image brochure





GFA - E9A, Exposé



GFA - E9A, Exposé



GFA - E9A, Exposé



GFA - E9A, Exposé

## NEW BUILD PROPERTY E9A

The range of apartments in the new E9A building is tailored especially to the needs of urban singles, couples and young families who want to move into a dream home very close to the city centre, but still live in the bosom of nature.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, IDW S4, copywriting, illustration, final artwork and photography.



## HOCHWERTIGES WOHNEIGENTUM MIT AUSSTRAHLUNG

12

Das B178 ist ein Neubau in Eckhausposition. Seine architektonische Linienführung fügt sich harmonisch in das bauliche Umfeld an der Bornaischen Straße, vermag aber auch überraschende visuelle Akzente zu setzen. Die Visitenkarte des Wohnhauses ist ihre elegante Klinkerfassade in Naturfarben. Sie wirkt gleichermaßen dezent und ästhetisch. Die weit heruntergezogene dunkle Dachverkleidung, schräge Schnitte im Baukörper und die Anordnung der Fenster vermitteln optische Ruhe mit einer Portion Raffinesse. Die großzügigen Balkone, Loggien und Terrassen runden dieses angenehme Erscheinungsbild ab und bilden auf der Gebäuderückseite zwei außen verlaufende Galerien.

Das Wohnungsspektrum im B178 ist auf zeitgemäße urbane Bedürfnisse zugeschnitten.

Mit seinen 11 Wohneinheiten von der kompakten 2-Zimmer-Wohnung mit ca. 55,9 m<sup>2</sup> bis zur 4-Zimmer-3. Obergeschoss mit 145,5 m<sup>2</sup> werden Paare, junge und auch gestandene Familien angesprochen. Die Ausstattung der Wohnungen entspricht dem hochwertigen Habitus dieser Immobilie. Dazu gehören etwa der stilvolle Echtholzfußboden und die Multimedialosen in den Wohnräumen, moderne Elektrotechnik oder Sanitärobjekte in Markenqualität. Holz-Aluminium-Fenstersysteme der Premium-Kategorie sorgen für einen optimalen Wärme- und Schallschutz. Die Heizenergie wird aus einer hauseigenen Gas-Brennwert-Therme gewonnen. Ein Aufzug führt vom Erdgeschoss bis zu den Dachwohnungen. Unter dem Gebäude befindet sich eine Tiefgarage mit 9 Pkw-Stellplätzen.



B178

BORNAISCHE STRASSE 178

13



KWP Gruppe - B178, Exposé

B178  
BORNAISCHE STRASSE 178  
LEIPZIG

KWP Gruppe

### B178

This new build with its fascinating architecture was constructed as a corner property in the Dösen district of Leipzig. From the compact 2-room flat to the exclusive top-floor retreat, investors and owner-occupiers were offered a life world with exquisite fixtures close to Leipzig's floodplain landscape.

### OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustration, final artwork and photography.

KWP Gruppe - B178, Exposé





PROINVEST - Old Gotthard school, Exposé

## OLD GOTTHARD SCHOOL

A historic school building with typical brickwork for its construction period was transformed into a modern living space in the old town of Gotha. It is an extraordinary listed building with enchanting architecture, a unique residential flair and immediate proximity to the castle park.

## OUR SERVICES

Brand development, graphic design, real estate marketing, floor plans, copywriting, photography, illustration and final artwork.



PROINVEST - Old Gotthard school, exterior visualisation



PROINVEST - Old Gotthard school, Exposé





KWP Holding - THE FIVE, Exposé exterior visualisation



KWP Holding - THE FIVE, Exposé Cover



KWP Holding - THE FIVE, Exposé

# THE FIVE

Our residential complex The Five is under construction in Thekla, close to nature yet with good connections to the city centre. It comprises three buildings with listed status, a new build and a portfolio property with 36 residential units in total. Practical floor plans, upscale fixtures and the architectural quality of the harmonious ensemble make this listing an interesting choice for anyone wishing to live in a tranquil location or looking for a sound capital investment in a forward-looking project.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustration and final artwork.





Condo - North Rhine-Westphalia, Exposé



Condo - North Rhine-Westphalia, Exposé

## CONDO – NORTH RHINE-WESTPHALIA

Condominiums as a crisis-proof capital investment in Germany's most populous federal state. The featured condominiums are situated in the region's major urban centres or their immediate vicinity - all of them viable residential locations designed for stable asset accumulation with secure appreciation and lucrative rental yields.

## OUR SERVICES

Graphic design, floor plans, real estate marketing, copywriting, illustration and final artwork.



Condo - North Rhine-Westphalia, Exposé



Zwischen Innenstadt und Peripherie sind Banken, Hotels und Restaurants angesiedelt. Zentrale Geschäfte, Dienstleister, Arztpraxen und Boutiques sind über das überschaubare Viertel verteilt. In den nahen Höfen am Brühl oder dem zum Shopping-Paradies ausgebauten Hauptbahnhof sowie natürlich in der sich anschließenden Innenstadt erhält man alles, was zum täglichen Bedarf und darüber hinaus gehört. Ein weiterer Vorteil des Zentrums-Nord ist seine Nähe zur Natur. Gleich hinter dem sehenswerten Zoo beginnt am Rosental die für Leipzig typische Auswäldlandschaft. Hier lassen sich entspannte Spaziergänge, Radausflüge oder ausgedehnte Joggingrunden unternehmen – ein Erholungswert, den das Viertel vielen anderen Leipziger Lagen voraussetzt.



IMMERO Real Estate Group - YUMA-Leipzig, Exposé



- Zentraler Standort
- Nähe am Brühl
- Auswäldlandschaft mit Grün
- Promenaden Hauptbahnhof
- Moderne überdachte Bänke
- Passagier-Kino
- Gemeinschaftsgarten
- 200qm



IMMERO Real Estate Group - YUMA-Leipzig, Exposé

## YUMA – LEIPZIG

YUMA stands for 'Your Urban Managed Apartment' and draws on social trends such as urbanisation, e-mobility and sustainability – as a highly contemporary alternative to hotel rooms or conventional serviced flats.

## OUR SERVICES

Brand development, graphic design, 3D visualisations, floor plans, real estate marketing, copywriting, illustration, final artwork and photography.



# CREATIVE CENTRE



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04316 Leipzig

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