



Berlin, February 15th 2018

PRESS RELEASE

Perfect homes for discerning tastes in Berlin:

First Living sets a new standard for property hunters in the premium segment.

New Berlin-based provider firstliving.com combines a curated selection of outstanding premium properties with a unique database of leading experts for homes and living. An exceptional user experience, first-class personal service and an online magazine on home living, architecture, lifestyle & design complete the package.

First Living is launching its online portal, firstliving.com, with a clear focus on the premium segment of Berlin's real estate and property market. Its key components are access to a comprehensive and curated range of premium properties from leading real estate agents and highest profile project developers and a curated pool of expert planners, interior designers and craftspeople. The result is a unique resource and one-stop shop for premium homes and living. At launch, First Living features rental, purchase and investment properties in the Berlin-Brandenburg capital metro region and will gradually supplement its listings with real estate from other major German cities. In future, First Living aims to present premium properties nationwide in Germany.

“Our goal is to bring transparency to Berlin's premium property market. We want to give our customers high-end service and build their trust in First Living. We help people find their dream property and, on request, even help them create a unique living experience



after they sign the contract”, explains founder and CEO Sebastian Höft, a forty-something who has been working in the property sector successfully for over two decades. “We are starting in Berlin, as it is currently the most exciting property market in Germany, and will gradually grow to serve other major cities and relevant regions in Germany.”

The main criteria for registering a property with First Living are location, price level and value retention, as well as the quality of design and furnishings. Members of the First Living team inspect every single listing before it is added to the platform. The platform includes exclusive detached houses and condos for singles, as well as premium apartments and lofts in new and historic buildings. First Living is just as useful in helping families looking for a lake house to find their dream property, for singles searching for a designer penthouse in the city or investors from Germany and abroad. “To get an overview of the premium market today, potential buyers and tenants still have to trawl through multiple property portals and real estate agent’s pages. Now we want to close this gap with First Living,” adds Höft. For example, customers can access the service free of charge without having to register. “Algorithms can’t make decisions based on esthetics or a good feeling of space yet, which is why real people curate the listings for First Living.”

The core First Living team currently comprises roughly 20 employees with years of experience in marketing high quality real estate, customer service and producing compelling editorial content. The monthly *First Living Magazin*, an emotional and inspiring insight into the world of home living and authentic crafts, is a key part of the overall First Living package. Editor-in-Chief Stephanie Fresle sums up the online magazine as follows: “We aim to entertain our readers with articles on international



design, architecture and lifestyle, and with a special focus on local manufacturers and regional crafts”.

ABOUT FIRST LIVING

FL First Living GmbH (firstliving.com) takes real estate hunting in the premium segment into the digital age. Unlike traditional real estate portals, the First Living online service only presents rental and purchase properties in the premium market and is the first of its kind to pool the portfolios of leading real estate agents and project developers. The portal initially showcases premises from the Berlin-Brandenburg metro region, but will also cover other regions in future. The service is supplemented by a unique database of outstanding experts in the fields of planning, interiors and craftsmanship. First Living rounds off its package with a monthly online magazine on home living, architecture, lifestyle and design. The company’s core team of roughly 20 employees are headed up by founder and CEO Sebastian Höft.

 [Facebook](#)  [Instagram](#)  [Pinterest](#)  [Twitter](#)

MEDIA CONTACT

BERLIN PUBLIC RELATIONS

Hoffmann-von-Fallersleben-Platz 3

D-10713 Berlin

info@berlinpr.de

T. +49.30.948 714 30

F. +49.30.948 714 32