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PRESS RELEASE

Next Level Prop Tech: First Living Launches Online Service Site for Berlin Real Estate Market.

The Berlin-based startup First Living premieres a unique selection of exciting, premium real estate properties with an innovative, free database of leading experts and service providers for home living. A combination of cutting-edge technology and top-rated personal service creates a new high-end user experience.

First Living has arrived: After a thorough pre-launch phase, firstliving.com has gone live. It is Germany's first service website with a clear focus on premium real estate for both renting and buying, centered on the Berlin-Brandenburg capital metro region. Founder and CEO Sebastian Höft, a Berlin-born forty-something, has been working in real estate successfully for more than two decades: "We aim to support discerning customers during one of their most important decisions in life – buying, renting or decorating a top-quality home. We offer a carefully curated selection of premium, extraordinary houses and apartments as well as access to an exclusive network of experts on interior design and more. We launched our service in Berlin first, as the city is currently the country's most exciting real estate market, but will be adding other major German cities and interesting regions gradually."

At First Living, the key criteria for listing a property are the location, price levels and long-term value as well as the quality, design and facilities of a house or apartment. All property entries have been reviewed in a careful case-by-case process by the First Living specialists. The listings include exclusive free-standing houses, apartments, high-quality new and renovated historic homes as well as lofts. It is equally useful for families looking for a lake house to find their dream property, singles searching for a designer penthouse in the city, or investors from Germany and abroad looking for



opportunities. “We strongly believe that the market holds a vast, as yet untapped potential. Usually, individual realtors’ websites only cover a small subsection of real estate in any given region – and they don’t offer a comprehensive, one-stop user experience for home living.”

In addition, the website offers a select pool of some 400 experts from areas such as planning, interior design, decorating and crafts, artisanal manufacturing and more. In total, there are 25 different service categories covering saunas, fireplaces, wall decorating, safety, smart home applications and pools, to name but a few. All of these service providers from across Germany, Austria and Switzerland have been thoroughly researched and reviewed by the First Living team, with a special focus on quality, reference projects, certifications and services provided.

Besides the content quality, First Living stands for an intuitive and high-end user experience focused on online usability. First Living will offer creative and innovative solutions that set new standards in functionality and design. The startup has also launched the *First Living Magazin*, a monthly online magazine featuring fascinating and inspiring stories from the world of home living, authentic artisanry and crafts.

For users, First Living services are free of charge and do not require them to register or create an account. IT security and data privacy are priorities; the technical backbone is located in Germany, the servers’ security standard is ISO-certified. First Living already complies with the requirements of the coming EU General Data Protection Regulation.

Currently, the First Living core team includes 20 experts with years of experience in high-level real estate marketing, customer service and creating exciting editorial content. Combining first-rate content, innovative technology and personal service, they aim to establish the leading German website for the world of premium living.



ABOUT FIRST LIVING

FL First Living GmbH (firstliving.com) is paving the way to a new digital level in online services for premium real estate. Setting it apart from traditional realty sites, First Living focuses exclusively on high-quality premium properties both for sale and renting. For the first time, the portfolio of the leading real estate companies and housing developers will be combined on a single site. The portal is launching with properties in the Berlin-Brandenburg capital metro region, but will include other regions as well. This service is complemented by a unique database of leading experts for home planning, interior design and crafts. A monthly online magazine covering home living, architecture, lifestyle and design rounds off the First Living experience. The company currently has 20 employees under founder and CEO Mr. Sebastian Höft.

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PRESS 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