

## Fact Sheet

(Status: 07.06.2021)

<b>Company and address</b>	McMakler GmbH   Am Postbahnhof 17   10243 Berlin, Germany
<b>Website</b>	<a href="http://www.mcmakler.de">www.mcmakler.de</a>   <a href="http://www.mcmakler.at">www.mcmakler.at</a>   <a href="http://www.mcmakler.fr">www.mcmakler.fr</a>
<b>Industry</b>	Sale and rental of real estate   Property valuation   Property financing
<b>About McMakler</b>	<p>McMakler is the leading hybrid real estate agent in Germany. The company combines state-of-the-art marketing technology and central processes at its headquarters in Berlin with a local team of almost 400 permanent real estate agents across Germany in all major regions. With a supported brand awareness of 33%, McMakler is today the best-known real estate agent in Germany and is characterised by its far above-average service quality.</p>
<b>Positioning</b>	<ul style="list-style-type: none"><li>- McMakler is one of the first hybrid full-service real estate agents in Europe and the leading Proptech company in Germany</li><li>- McMakler combines innovative digital analysis, marketing and communication technology with personal on-site advisory for the clients by its own regional real estate agents</li><li>- With its hybrid business model, McMakler has emerged to become a pioneer in digitizing the real estate industry and become one of the largest and fastest growing real estate companies in Germany. McMakler is positioned as a young, tech-savvy company between online brokers and traditional real estate agents</li></ul>
<b>Services</b>	<ul style="list-style-type: none"><li>- Free property valuation according to classic valuation methods as well as AI (artificial intelligence) -based algorithms for the value assessment of properties.</li><li>- Property marketing:<ul style="list-style-type: none"><li>• Extensive creation of exposés while using modern technologies (VR-tours, usage of 360°-cameras)</li><li>• Marketing via platforms with wide reach (e.g. ImmobilienScout24 und Immowelt) and targeted addressing of potential customers via several channels (offline, online and on mobile devices). Marketing via own large database with over 400,000 pre-registered buyer profiles</li></ul></li><li>- Preparation of contracts and consultation until the notarial contract conclusion</li><li>- Personal financing advice and support until after the loan agreements have been concluded with our premium partner ING or 400 other financiers</li><li>- Availability around the clock, even on weekends</li></ul>
<b>Business model</b>	<ul style="list-style-type: none"><li>- Almost 400 own brokers in regional offices in over 100 cities and conurbations attend to clients on-site who want to sell or let their property.</li><li>- McMakler's centralised departments, such as customer service, sales, IT, marketing and administration, as well as specially developed software solutions and databases in the acquisition and brokerage process can implement many steps of the day-to-day business faster and more professionally than traditional brokerage operations, making property marketing more efficient</li><li>- Turnover is achieved through broker's commission</li></ul>
<b>Awards and quality seals</b>	<ul style="list-style-type: none"><li>- Capital Broker Compass 2020, 2019 and 2018 (5-star-broker in 24 cities)</li><li>- Bellevue Best Property Agents 2021, 2020 and 2019 (in 26 cities)</li><li>- Nomination, German Prize for Excellence 2019</li><li>- ImmobilienScout24 Premium Partner</li><li>- Trustpilot Rating "Outstanding"</li></ul>

## CEO & founder



**Felix Jahn** founded the company Home24 in 2009 and worked there as the Co-CEO until 2014. He developed the idea for McMakler at the end of 2014 and has since led the company as a founding investor and chairman of the advisory board. He has also been an active business angel for more than ten years and has invested in Zalando, Auto1 and HomeToGo, among others.

## Foundation

May 2015

## Employees

700 (of those almost 400 real estate agents)

## Markets

Germany | Austria | France

## Financing

116.5 million euros from a Series A, Series B and Series C received from Venture Capital, Family Offices, Business Angels

## Investors

Warburg Pincus, Frog Capital, Balderton Capital, IGP, Target Global and others

## Milestones

- **2015:** McMakler was founded in June, 2 employees
- **2016:** McMakler grows – first financing round with a volume of 8.5 million euros, brokers services are offered throughout Germany, worth of sold properties about 10 million euros
- **2017:** Successfully closed Series B financing round with a volume of 16 million euros, expansion to Austria – opened the first office in Vienna, worth of sold properties about 150 million euros, 250 employees
- **2018:** Start of the successful TV campaign – a first in the broker business, McMakler quintuples property transactions, worth of sold properties about 400 million euros, further growth in Austria, Felix Jahn additionally takes on the role as CEO, expansion of the office in Berlin by 2.000 m<sup>2</sup>
- **2019:** C financing round with a volume of more than 50 million euros, expansion to France, start of the premium brand MCM Premium Homes, opening of the first pop-up stores, brokered property volume >1 billion euros, 550 employees
- **2020:** Financing round over 42 million euros, expansion of McMakler Finance with strong partners like ING, move to new Berlin headquarters, 650 employees
- **2021:** Successful rebranding and website relaunch, start of the new TV campaign, 700 employees (01/21)

## Press contact McMakler

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