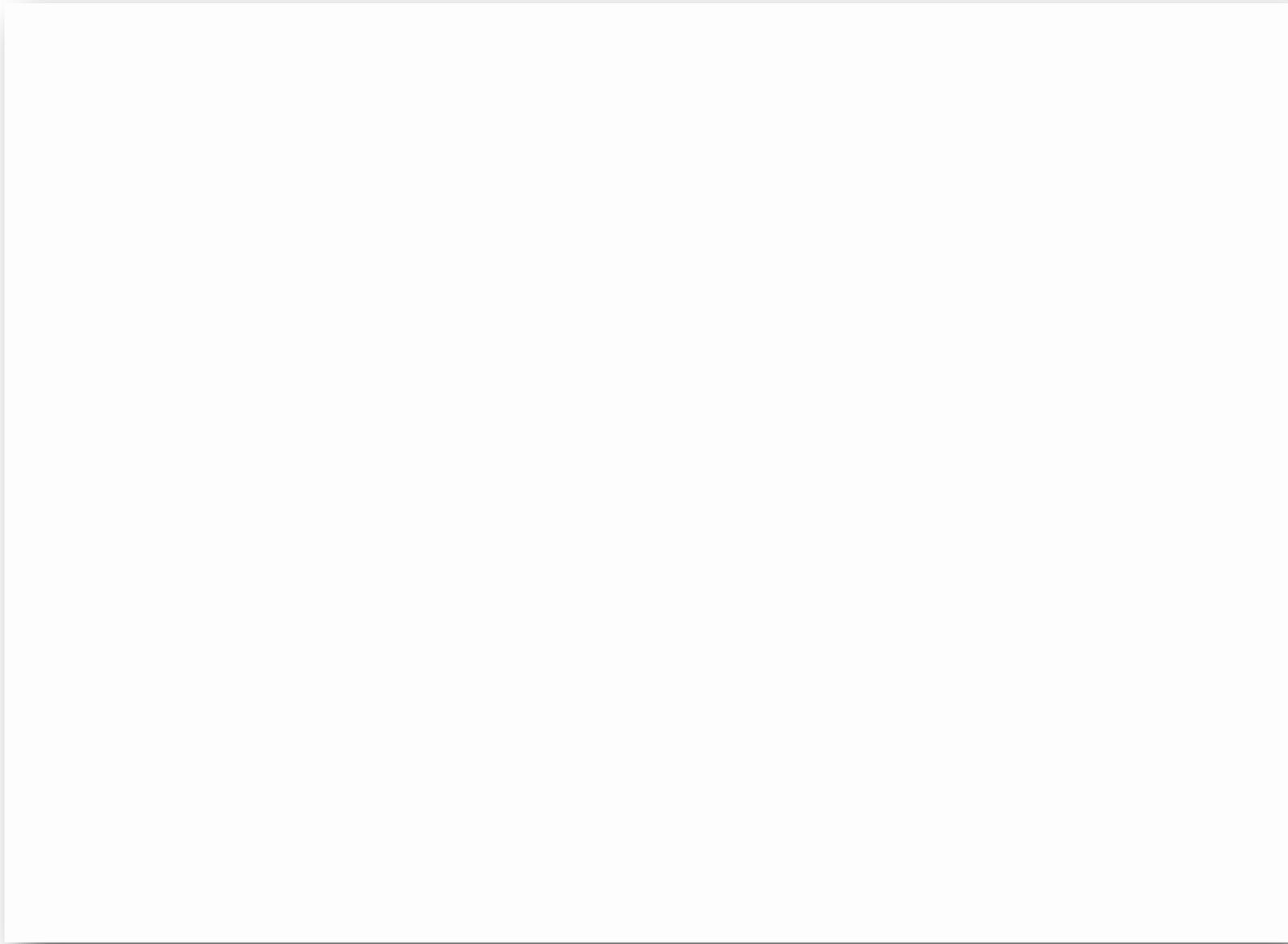




**BLICK ZURÜCK NACH VORN**

















BMW

BMW

SCOOTER

ROLLER





A photograph of two men standing side-by-side. The man on the left is older, with a mustache, wearing a white shirt and a dark tie. The man on the right is younger, with white hair, wearing a light-colored trench coat over a white shirt and a dark tie. They are positioned in front of a wall with three panels of colorful, intricate patterns in red, yellow, and green on a dark blue background. The text 'KEMAL CITAK NAZIM ÖZBEK' is overlaid at the bottom of the image in white, bold, sans-serif font.

**KEMAL CITAK NAZIM ÖZBEK**



**2007**  
**IMMOBILIENMAKLER**

**IMMOBILIENPROFI**

**MEETING**

**2009**

A portrait of a middle-aged man with a bald head, wearing black-rimmed glasses, a white collared shirt, and a dark suit jacket. He is smiling and has a goatee. The background is a blurred outdoor setting with a person in a blue shirt visible in the distance.

**M. Eng. & Dipl.-Ing.  
HAKAN CITAK**

A man with a shaved head and glasses, wearing a dark sweater over a white collared shirt, is shown from the chest up. He has his hands pressed against his temples, looking down with a somber expression. The background is a solid, vibrant green. The word "LEIDENSCHAFT" is overlaid in large, white, bold, sans-serif capital letters across the center of his face.

**LEIDENSCHAFT**

**VERGANGENHEIT**

**HEUTE**

**ZUKUNFT**

**BLICK ZURÜCK NACH VORN**



A middle-aged man with a bald head and glasses, wearing a dark suit jacket over a white shirt, is shown in a three-quarter view, looking towards the left. The background is a blurred outdoor setting with other people. The word "VERGANGENHEIT" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**VERGANGENHEIT**







90er

A wide-angle photograph of a deep blue ocean under a clear, light blue sky. The water is textured with small waves and reflects the sunlight. The text is centered over the image.

**BLUE OCEAN**

**=**

**PARADISES**

A close-up photograph of two people shaking hands in an office environment. The person on the left is wearing a blue and white checkered shirt, and the person on the right is wearing a grey sweater. The background is blurred, showing a wooden desk with a laptop, a water bottle, and some papers. The word "PERSÖNLICHKEIT" is overlaid in large, white, bold, sans-serif capital letters across the center of the handshake.

**PERSÖNLICHKEIT**

A close-up photograph of two people shaking hands in an office environment. The person on the left is wearing a blue and white checkered shirt, and the person on the right is wearing a grey sweater. The background is blurred, showing a wooden desk with a laptop, a water bottle, and some papers. The word "PERSÖNLICHKEIT" is overlaid in large, white, bold, sans-serif capital letters across the center of the handshake.

**PERSÖNLICHKEIT**

A close-up portrait of a middle-aged, bald man with a friendly smile. He is wearing black-rimmed glasses, a white collared shirt, and a dark grey suit jacket. The background is a blurred outdoor setting, possibly a public square or street, with other people and buildings visible in the distance. The word "HEUTE" is superimposed in large, white, bold, sans-serif capital letters across the center of his face.

**HEUTE**

**The Internet is  
just a hype**

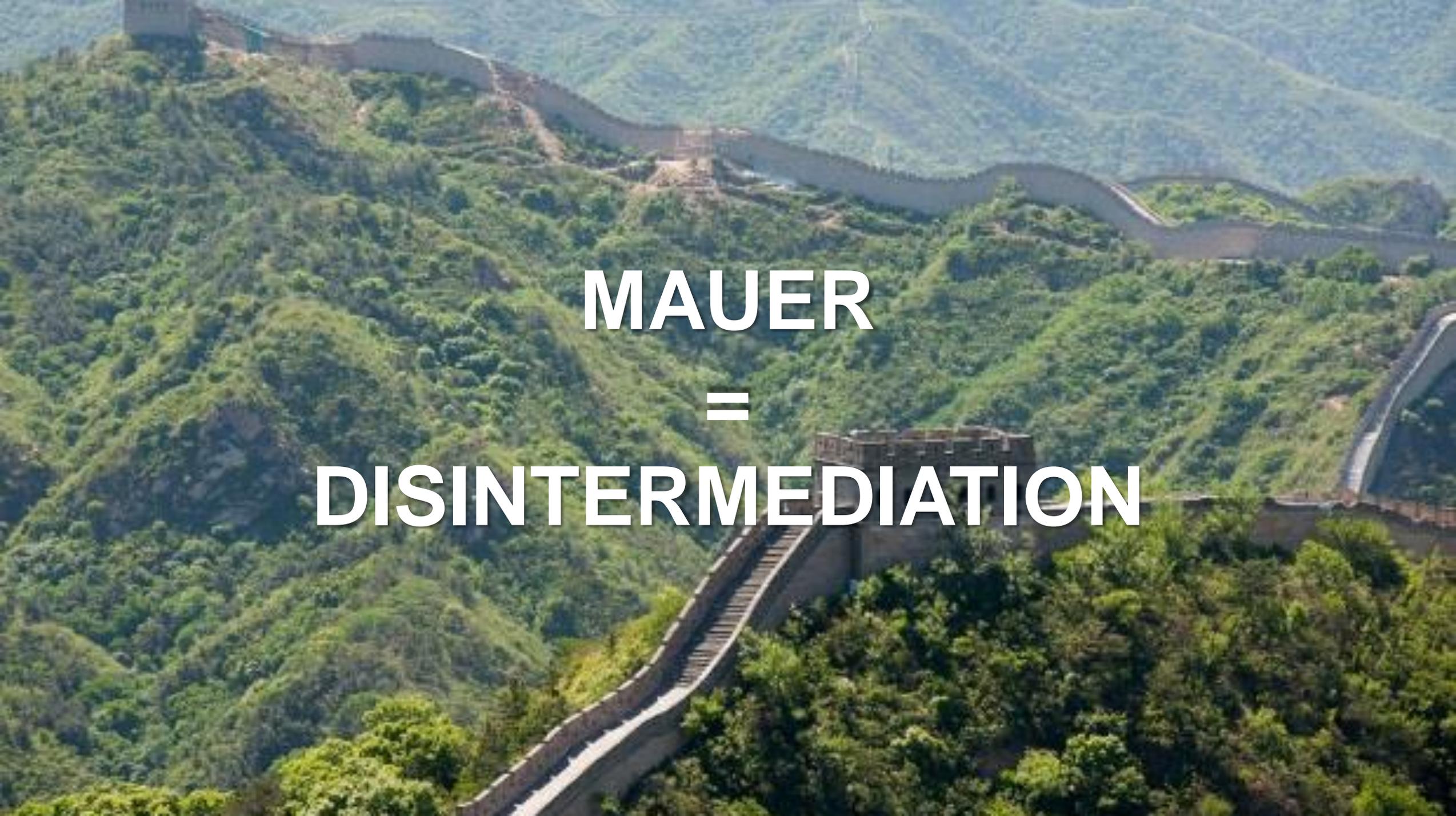
**Bill Gates, 1993**

**immowelt.de**

**IMMOBILIEN**

**SCOUT 24**

**PORTALE IMMER NOCH GUT?**



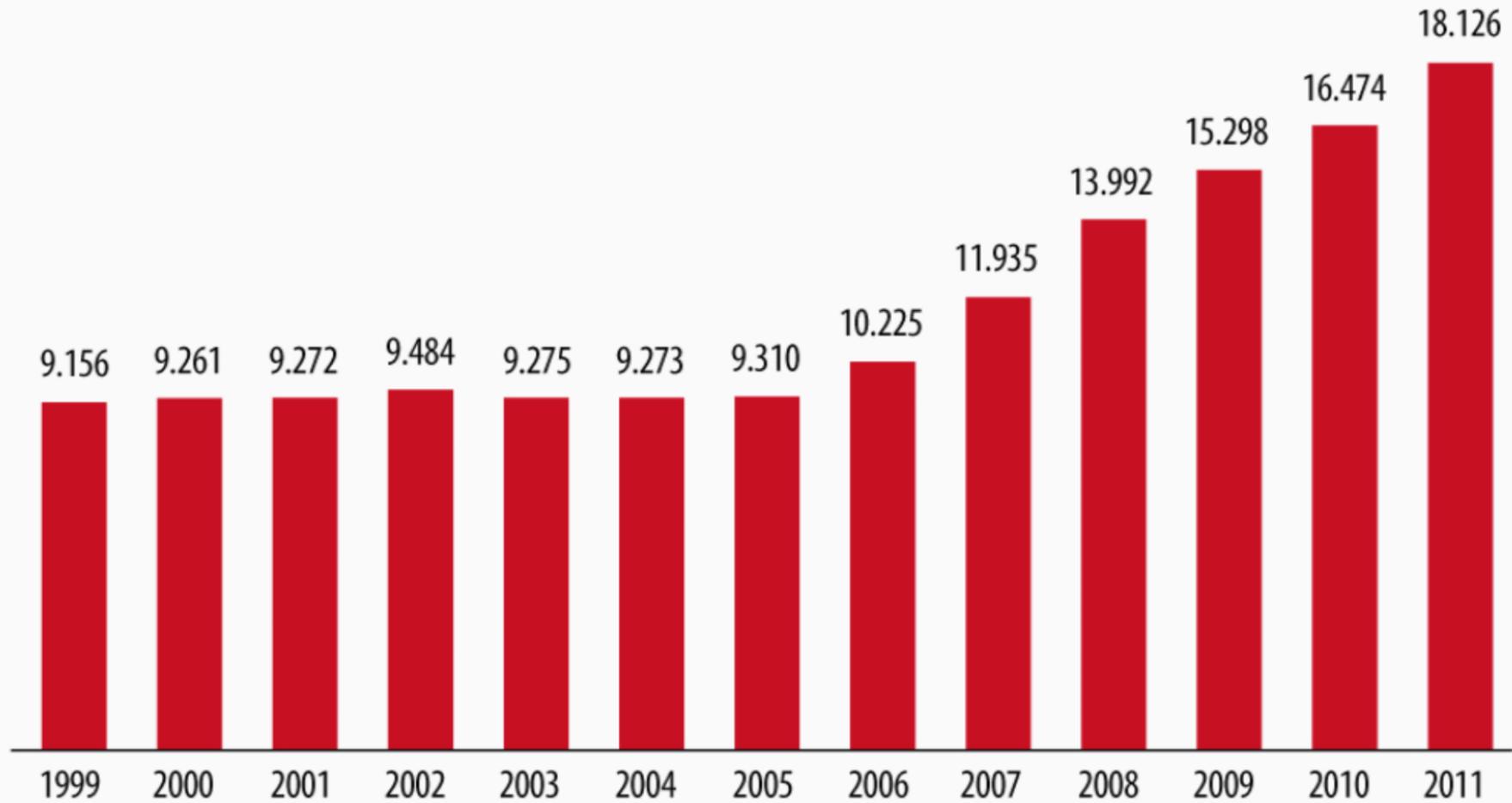
**MAUER**  
**=**  
**DISINTERMEDIATION**



mieten kaufen  
wohnen

## Maklerboom seit Mitte der 2000er-Jahre

Anzahl der sozialversicherungspflichtig beschäftigten Makler und Grundstücksverwalter in Deutschland



Quelle: Bundesagentur für Arbeit



Frankfurter Allgemeine **statista**

2019



**VERDOPPLUNG**

Laut (IVD) rund 35.000 Immobilienmakler.

2009 waren es noch 15.298



# MAKLER-BASHING

A woman with shoulder-length brown hair, wearing a white blazer over a blue and white patterned top, is speaking at a podium. She has her hands raised in a gesture of emphasis. The background is a blurred brick building with several windows. In the foreground, there are strands of barbed wire. The word "REGULARIEN" is overlaid in large white capital letters across the center of the image.

# REGULARIEN

A woman with shoulder-length brown hair, wearing a white blazer over a blue and white patterned top, is speaking at a podium. She has her hands raised in a gesture of emphasis. The background features a brick building and several strands of barbed wire in the foreground, creating a somber and restrictive atmosphere. The word "REGULARIEN" is overlaid in large white capital letters across the center of the image.

**REGULARIEN**

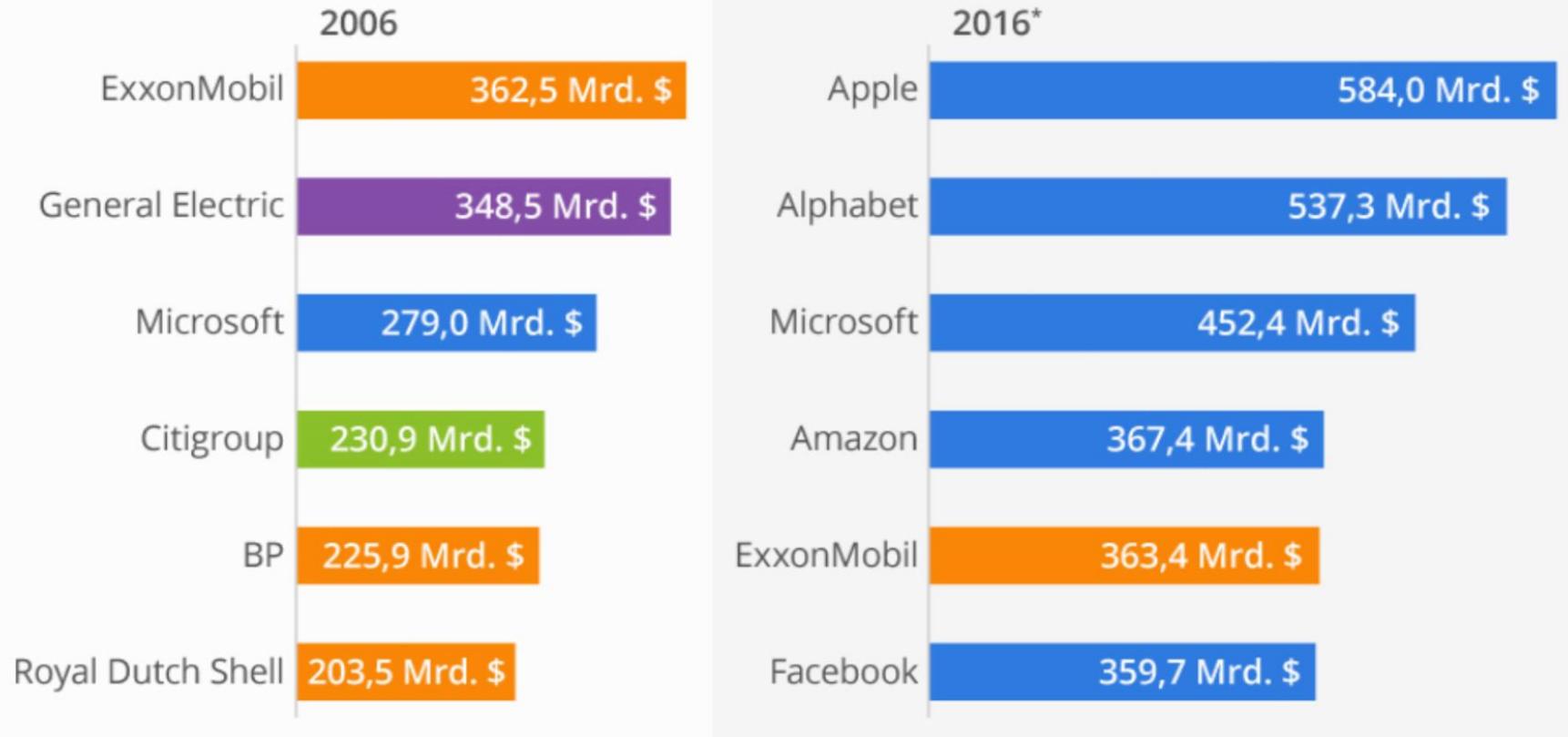


**DATEN SIND DAS NEUE ÖL!**

# Öl? Internet!

Marktkapitalisierung der wertvollsten börsennotierten Unternehmen der Welt

■ Digitalwirtschaft ■ Mineralöl/Energie ■ Finanzdienstleistungen ■ Mischkonzern



# Vermietung und Verkauf

# Maklervermittlung und -bewertung

# Smart Building/IoT

tado°

RealPD AIRTEAM 21st

Maklaro Die effizienteste Art Immobilien zu verkaufen IMMQBASE

MIETRADAR devepo.

realbest ASSETPROFILER Housy

zoomsquare VERMIET BUTLER

coozzy WunderAgent MOVIN

domiando immomio RENTONDO

MYREALID VERMIETFABRIK faceyourbase

McMakler Vermietet.de

EXPORO ZINSLAND iFunded

ReaCapital FunderNation RENDITE FOKUS

COMPANISTO BERGFÜRST GroupEstate

ImmoROCKS zinsbaustein.de

ImmoApply

Housy

VERMIET BUTLER

MOVIN

RENTONDO

faceyourbase

VERMIETFABRIK

HOME ROCKET

iFunded

GroupEstate

zinsbaustein.de

123makler Makler Check

HAUSGOLD immoverkauf24

HOMEDAY Makler Suchen

Desk.immo

7

26

16

1

HOME ROCKET

ZINSLAND

MEZZANY

BERGFÜRST

GroupEstate

zinsbaustein.de

baseCON ZUHAUSE plattform

MeteoViva alphaEOS smar3

ecoZY nello Slock.it

bg BuddyGuard XIWI Opening Doors noon

Homey

14

45

22

24

interfaceMA

SIMPLIFA

begehungen

inREAL VUFRAME

LookAround FREEFORMA

Q-KIE IMMOMENTO IMMERSIVE

ARCHECK ALLVR

show it 3D CLIPNOW

WIMDU

beterspace

HomeFox

Slock.it

naon

map

VERMIETET.DE

reamis

pixolus

timum

geomap

DefectRadar

Innoactive

eywalk

viality

immoviewer

ARCHECK

show it 3D

WIMDU

lifelife

Hobitalix

IWA PRO

FAIR FLEET

BAUDETAIL

Allthings

IMMOSIST

MINEKO

Sonstige

ANIMUS

Almondia

DEVTAGO

LEVERTON

immolyze

etg24

DOOZER

LIRECO

3D/VR/AR

155 PropTechs  
März 2017  
erstellt von: Proptech.de

# Crowdfunding

# Accelerator

# Temporäre Vermietung

airbnb

YOLOCO

TEMPO FLAT

blackprint

WUNDERFLATS

wg-suche.de

ACOMODEO

Setting

9flats.com

BRICKSPACES

WG-WOHNUMMUNG

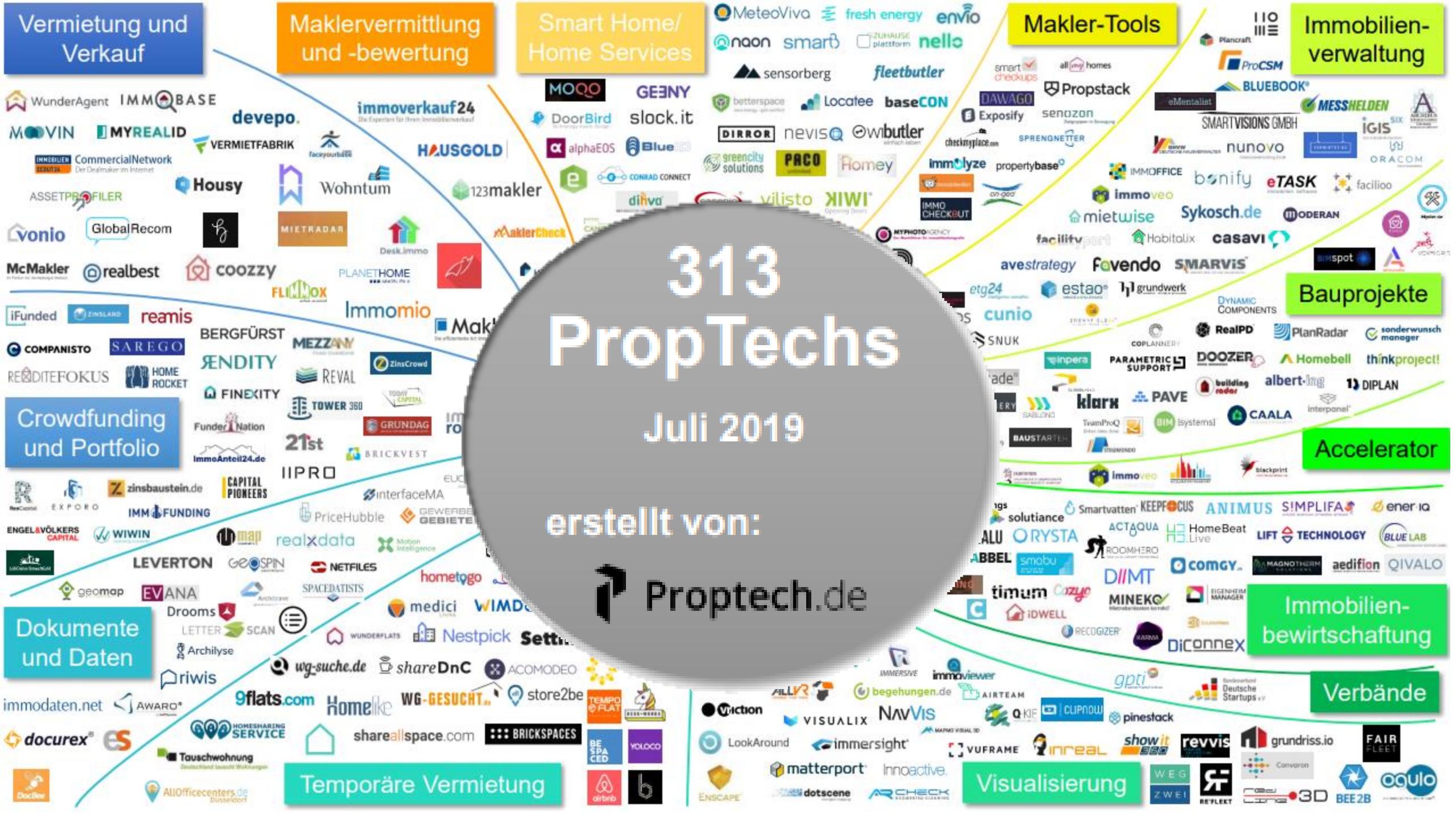
NAVVIS

OGULO

WIMDU

Nestpick

shareallspace.com



### Vermietung und Verkauf

### Maklervermittlung und -bewertung

### Smart Home/Home Services

### Makler-Tools

### Immobilienverwaltung

### Crowdfunding und Portfolio

### Dokumente und Daten

### Temporäre Vermietung

313  
PropTechs  
Juli 2019

erstellt von:

Proptech.de

### Bauprojekte

### Accelerator

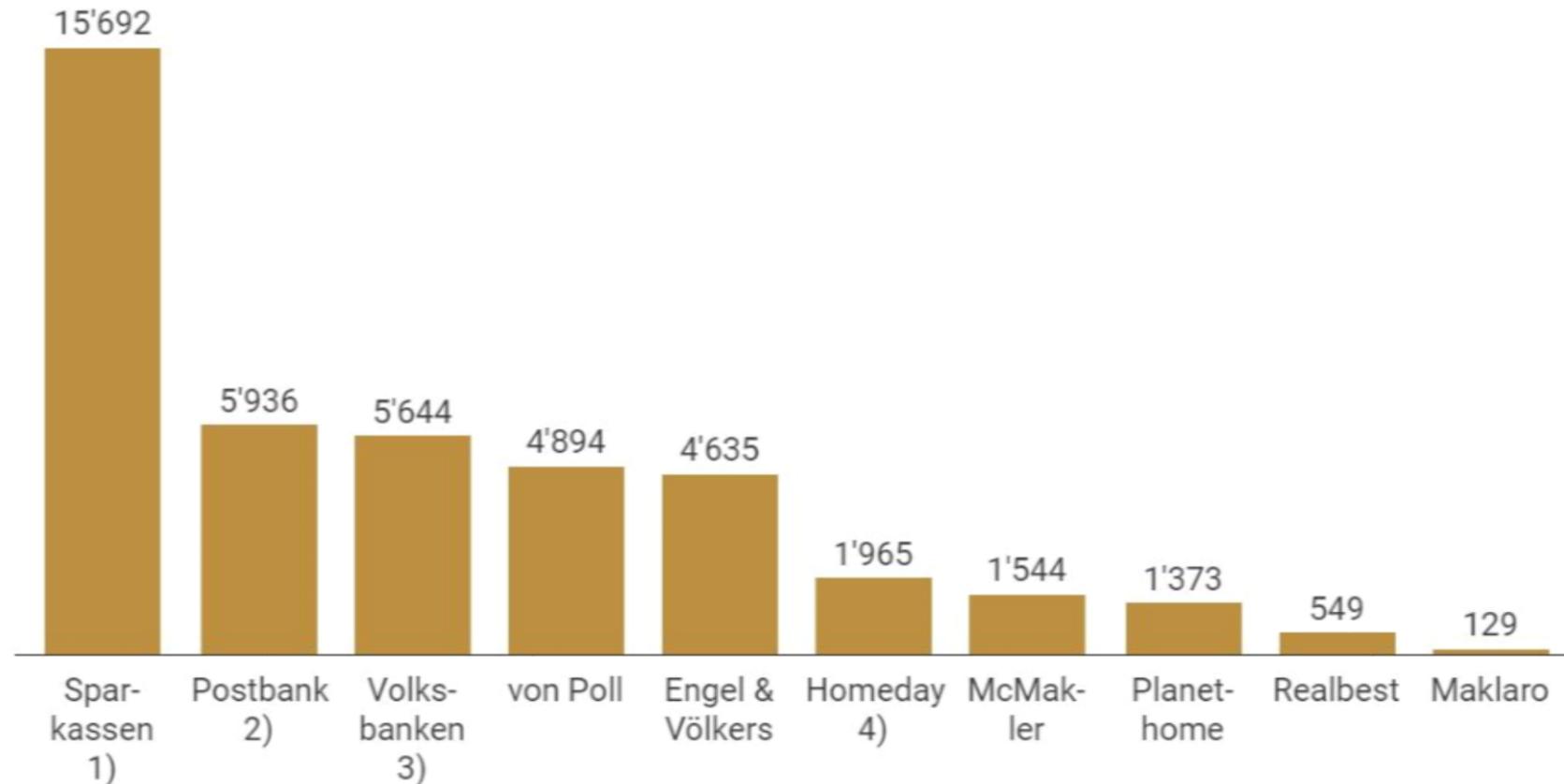
### Immobilienbewirtschaftung

### Verbände

### Visualisierung

# Angriff der Newcomer

Zahl der Verkaufsangebote auf den Websites ausgewählter Maklerunternehmen



1) inkl. S-Immo und LBS 2) Immobilien 3) Volksbanken Raiffeisenbanken 4) Homeday und Homeday-Partner

Source: iib Dr. Hettenbach Institut, eigene Recherchen Stand 10.9.2018 • [Get the data](#) • [Created with Datawrapper](#)



**HOMEDAY**

**McMakler**



**Maklaro**

Die effizienteste Art Immobilien zu verkaufen

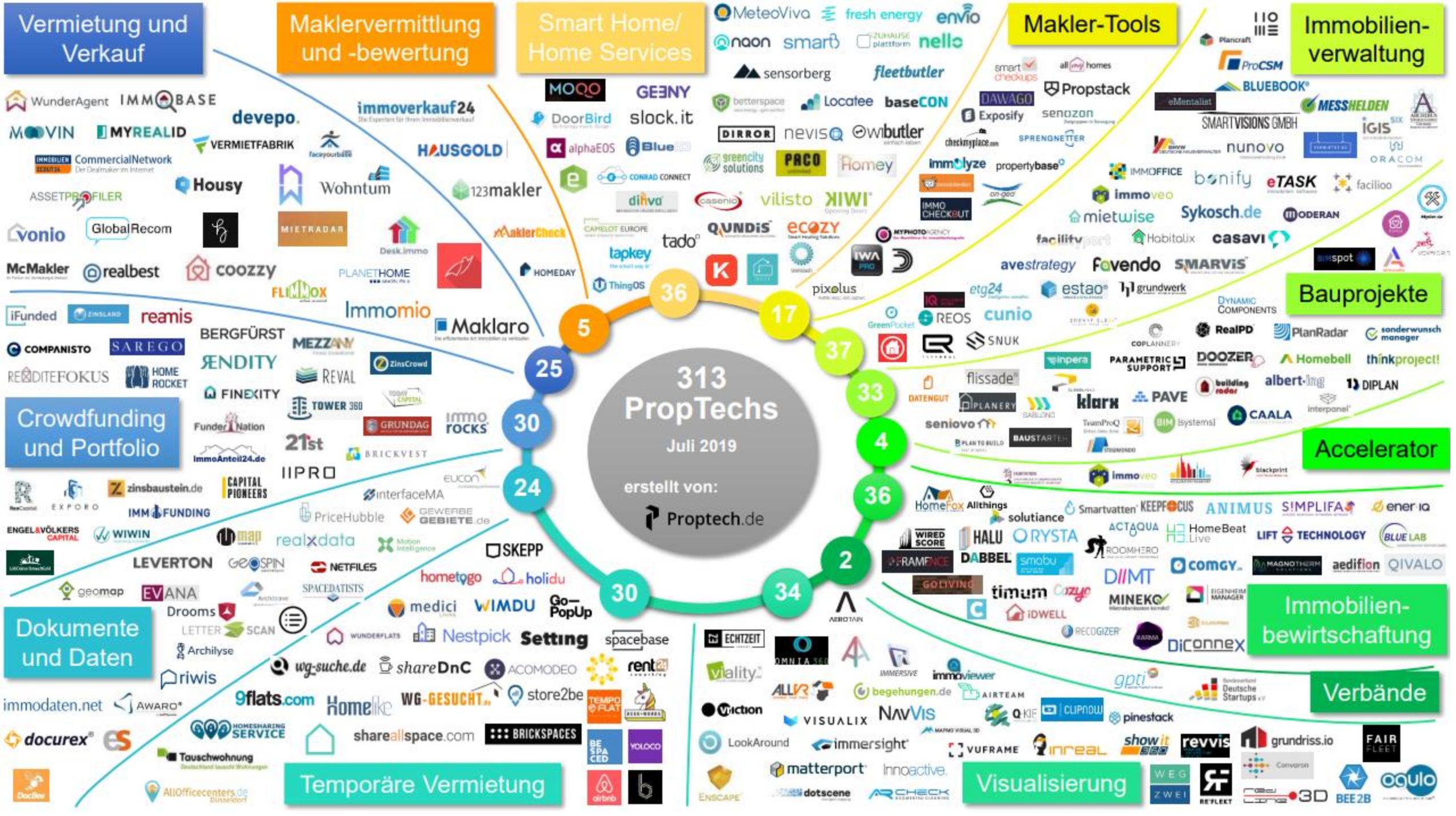


**realbest**





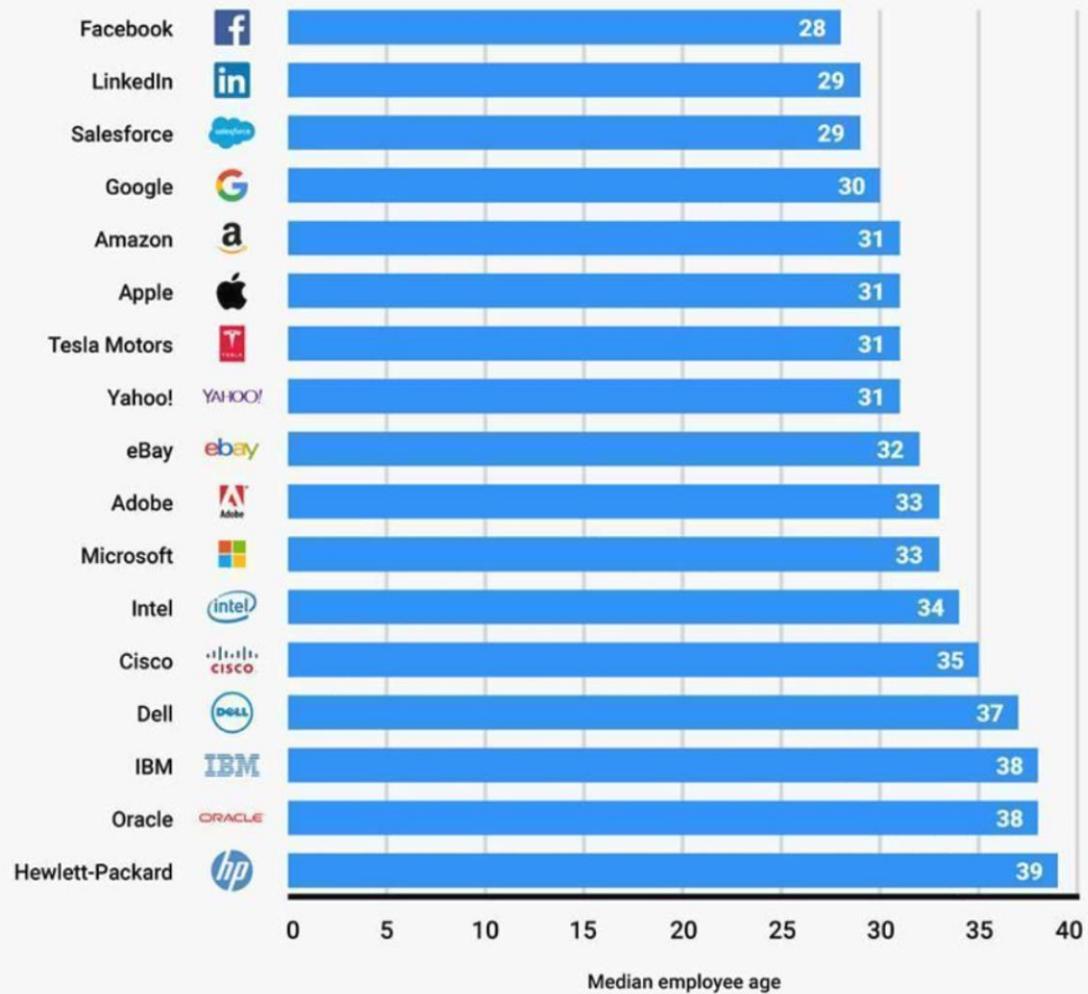
**2. MAUER**  
**=**  
**DISINTERMEDIATION**



A silhouette of a person is captured mid-jump, leaping across a wide gap between two dark, jagged rock formations. The scene is set against a vibrant sunset sky, with the sun low on the horizon, casting a bright glow and long rays of light. The overall atmosphere is one of triumph and overcoming challenges. The word "MUT" is superimposed in white, bold, sans-serif capital letters over the person's mid-air position.

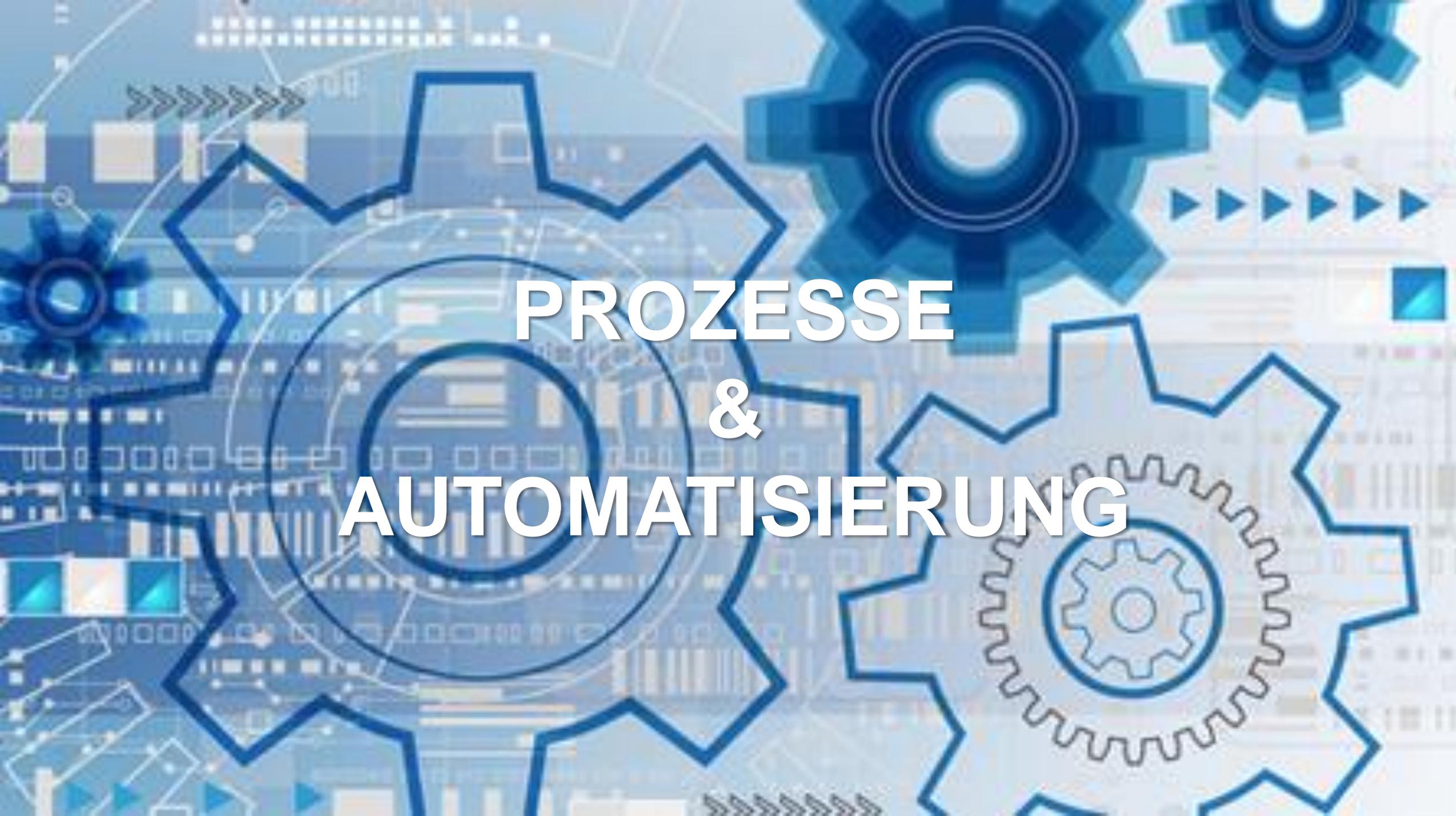
**MUT**

# HOW OLD ARE THE EMPLOYEES AT TOP TECH COMPANIES



A man with grey hair, wearing a dark suit, white shirt, and red tie, stands in an office. Behind him are several white rocket models on a display stand. The office has wood paneling and a window with curtains. The text "RAKETENFORSCHUNG?" is overlaid in white, bold, sans-serif font across the center of the image.

**RAKETENFORSCHUNG?**



# PROZESSE & AUTOMATISIERUNG

A man with a bald head, glasses, and a goatee is wearing a headset. He has a shocked expression with wide eyes and an open mouth. He is holding his hands to his face. The background shows a call center environment with green and white walls and framed certificates.

**WAS SOLL ICH MACHEN?**



**DU MUST SEO MACHEN!  
DU MUST LANDINGPAGES MACHEN!**

**MACH DIES, MACH DAS!**















**tinder**

An aerial photograph of a vast expanse of water with a deep, vibrant red hue. The water's surface is textured with small, rhythmic ripples and waves, catching the light and creating a shimmering effect. The color is uniform across the entire frame, suggesting a significant environmental or biological phenomenon. Centered over this background is the text 'RED OCEAN = HÖLLE' in a clean, white, sans-serif font.

**RED OCEAN**

**=**

**HÖLLE**



**RED OCEAN  
=  
HÖLLE**



WAS SOLLEN WIR MACHEN?



WAS SOLLEN WIR MACHEN?



MÖGLICHKEITEN?



**MINDSET**





**BLICKWINKEL**

**ZUKUNFT**



**BLICKWINKEL**

**ZUKUNFT**

A middle-aged man with a bald head, wearing black-rimmed glasses, a white button-down shirt, and a dark grey suit jacket. He is smiling broadly, showing his teeth. The background is a blurred outdoor setting with a building and some people. The text "STATUS QUO" is overlaid in the center of the image in a bold, white, sans-serif font.

**STATUS QUO**

immobilienmakler köln

**Citak Immobilien e.K.**  
 4,9 ★★★★★ (57) · Immobilienagentur  
 Yorckstraße 12 · 0221 29887120  
 Geschlossen · Öffnet um 09:00 Mo

**FALC Immobilien Köln**  
 4,9 ★★★★★ (30) · Immobilienagentur  
 Aachener Str. 457 · 0221 29497744  
 Geschlossen · Öffnet um 10:00 Mo

**QIU immobilien GmbH**  
 Keine Rezensionen · Immobilienagentur  
 Hansaring 17 · 0221 888777111

Mehr Orte

**Die 10 besten Immobilienmakler in Köln 2019 – wer kennt den ...**  
<https://www.werkenntdenbesten.de> › ... › Immobilienmakler in Köln  
 Gute Immobilienmakler in Köln - 19.145 Bewertungen für 394 Immobilienmakler in Köln..  
 TOP Immobilienmakler auf: wer kennt den BESTEN.

**Reimann Immobilien | Ihr Immobilienmakler im Kölner Westen**  
<https://www.reimann-immobilien.de>  
 Mit unseren Services und Dienstleistungen gehen wir als Immobilienmakler in Köln innovative Wege in der Immobilienvermittlung und schaffen Verbindungen ...  
 Zimmer: 1 · Stadtteil: Sürth  
 Köln - Weiden · Wohnung mieten · Wohnung kaufen · Haus kaufen

**Immobilienmakler Köln | CITAK IMMOBILIEN IN KÖLN NORD**  
<https://www.citak-immobilien.de>  
 Immobilienmakler Köln Nord | Citak Immobilien | Verkauf und Vermietung von Immobilien durch den mehrfach ausgezeichneten TOP Makler im Kölner Norden.

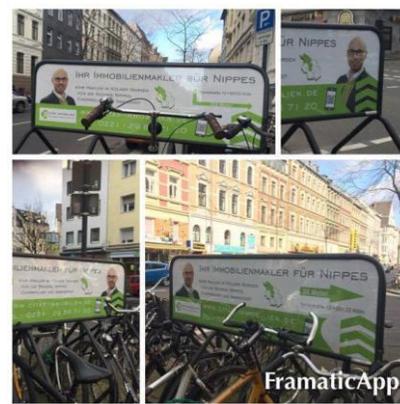
**PLATZ 1**

**DOMAINSTÄRKE**

**2019 | KW45**

**MaklerCharts**  
 powered by **immoXL**

**KÖLN**





**SIE HABEN EIN ZIEL?**

Bei uns treffen Sie immer den richtigen Makler

Köln-West  
**RHEINGOLD IMMOBILIEN**  
0221 / 99 51 99 01

Köln-Nord  
**CITAK IMMOBILIEN**  
0221 / 29 88 71 20

Köln-Ost  
**IMMOBILIEN ERNST**  
0221 / 16 99 07 00

**[www.maklertrio.de](http://www.maklertrio.de)**

A portrait of a middle-aged man with a shaved head and glasses, wearing a dark suit jacket over a white collared shirt. He is looking slightly to his right with a subtle smile. The background is a blurred outdoor setting with other people and buildings. The word "ZUKUNFT" is overlaid in large, white, bold, sans-serif capital letters across the center of his face.

**ZUKUNFT**

**Ich will ja nix sagen Leute,  
aber heute in 132 Jahren  
bricht die USS Enterprise auf  
und alles, was wir bisher dafür  
erfunden haben ist dieses  
Bluetooth-Headset von Uhura.**



**Ich will ja nix sagen Leute,  
aber heute in 132 Jahren  
bricht die USS Enterprise auf  
und alles, was wir bisher dafür  
erfunden haben ist dieses  
Bluetooth-Headset von Uhura.**

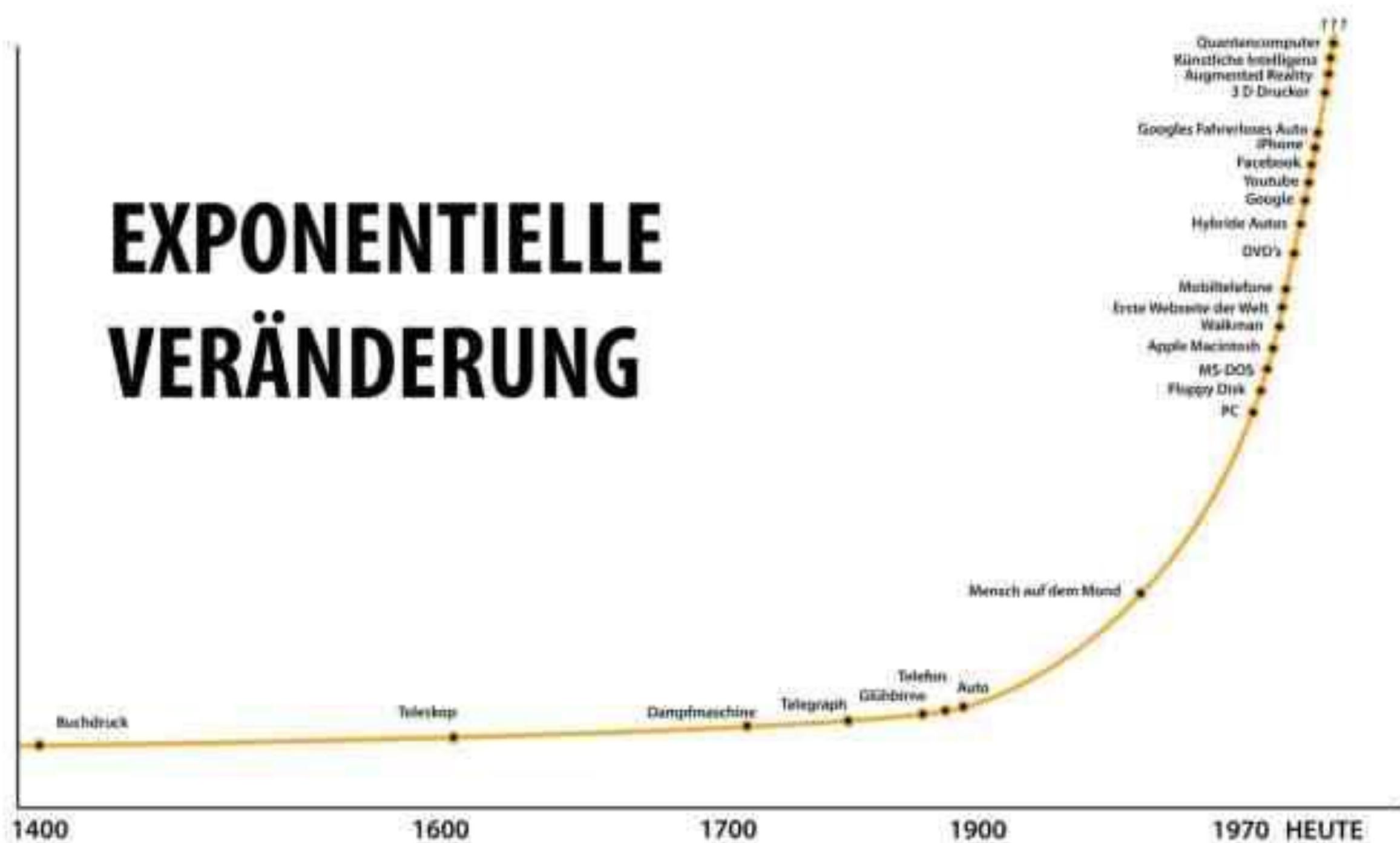




**WIR LEBEN BEREITS  
IN DER**

**ZUKUNFT**

# EXPONENTIELLE VERÄNDERUNG





**GEGENWART**

**ZUKUNFT**

**VERGANGENHEIT**



**GEGENWART**

**ZUKUNFT**

**VERGANGENHEIT**



**GEGENWART**

**ZUKUNFT**

**VERGANGENHEIT**



**GEGENWART**

**ZUKUNFT**

**VERGANGENHEIT**



**GEGENWART**

**ZUKUNFT**

**VERGANGENHEIT**



**GEGENWART**

**ZUKUNFT**

**VERGANGENHEIT**



**MEGATRENDS  
DER  
ZUKUNFT**

**MOBILITÄT**

**INTELLIGISIERUNG**

**ANTIZIPIERUNG**

**TRANSHUMANISMUS**

**DIGITALISIERUNG**

**TRANSFORMATION**

**AUTOMATISIERUNG**

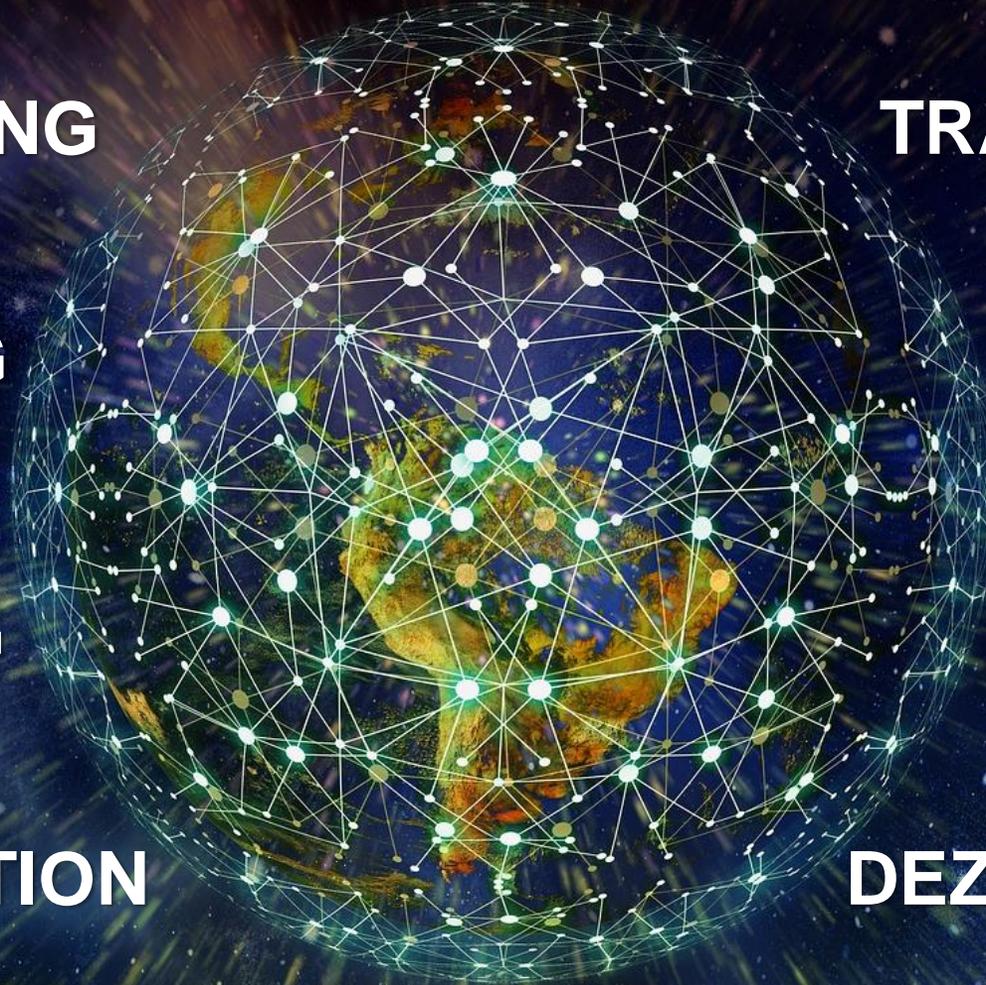
**VIRTUALISIERUNG**

**DISINTERMEDIATION**

**DEZENTRALISIERUNG**

**BILDSCHIRMTECHNOLOGIE**

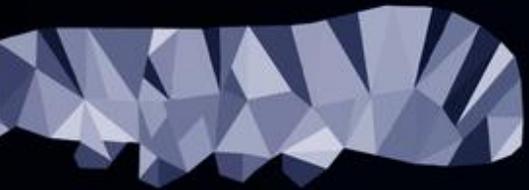
**ROBOTERISIERUNG**



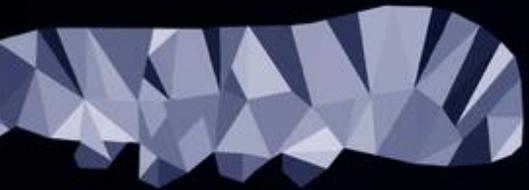


**IoT**

# TRANSFORMATION



# TRANSFORMATION

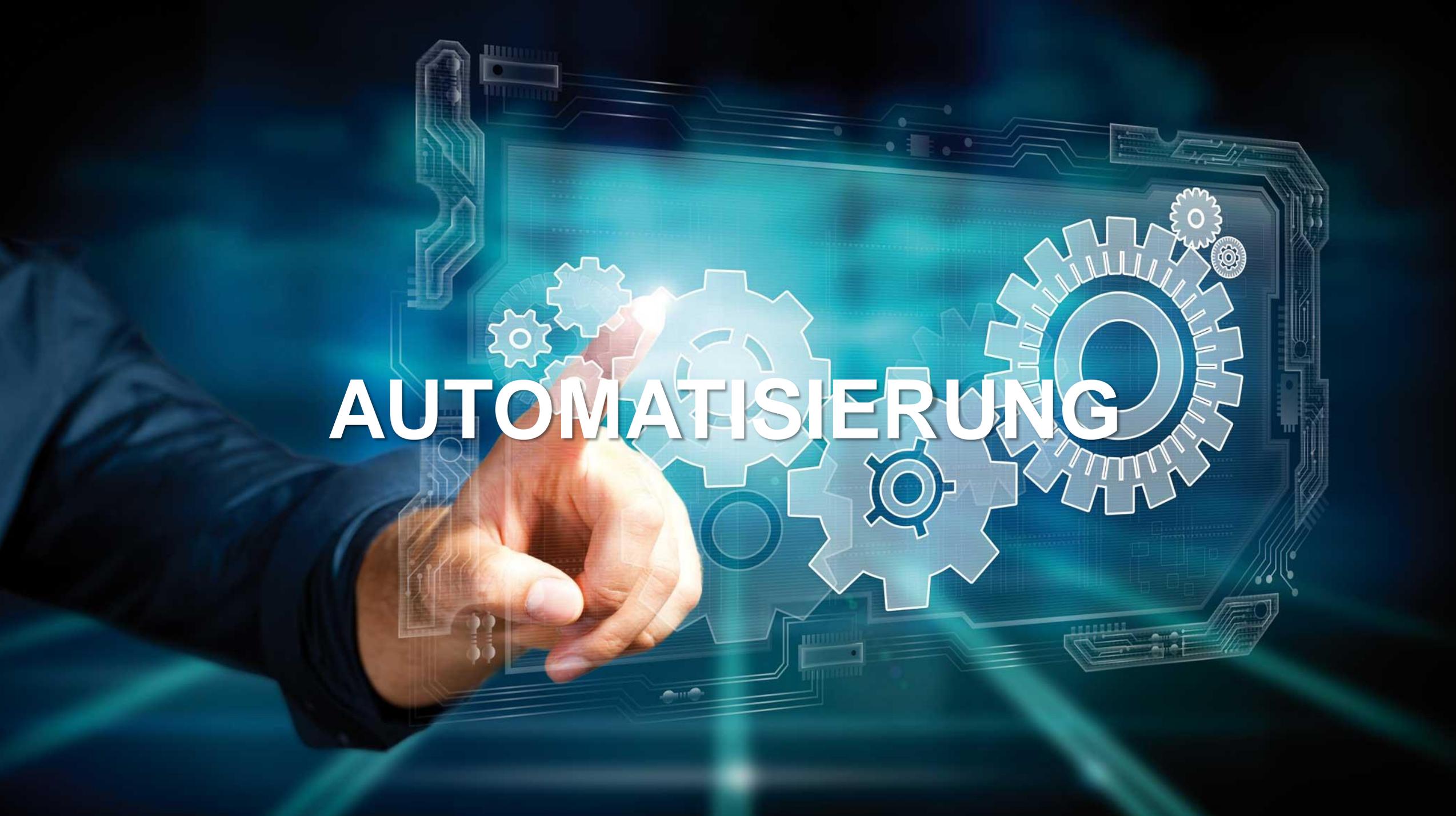










A hand in a dark blue jacket points towards a futuristic digital interface. The interface features glowing blue circuitry, gears, and a central screen displaying the word 'AUTOMATISIERUNG'. The background is dark blue with glowing light effects.

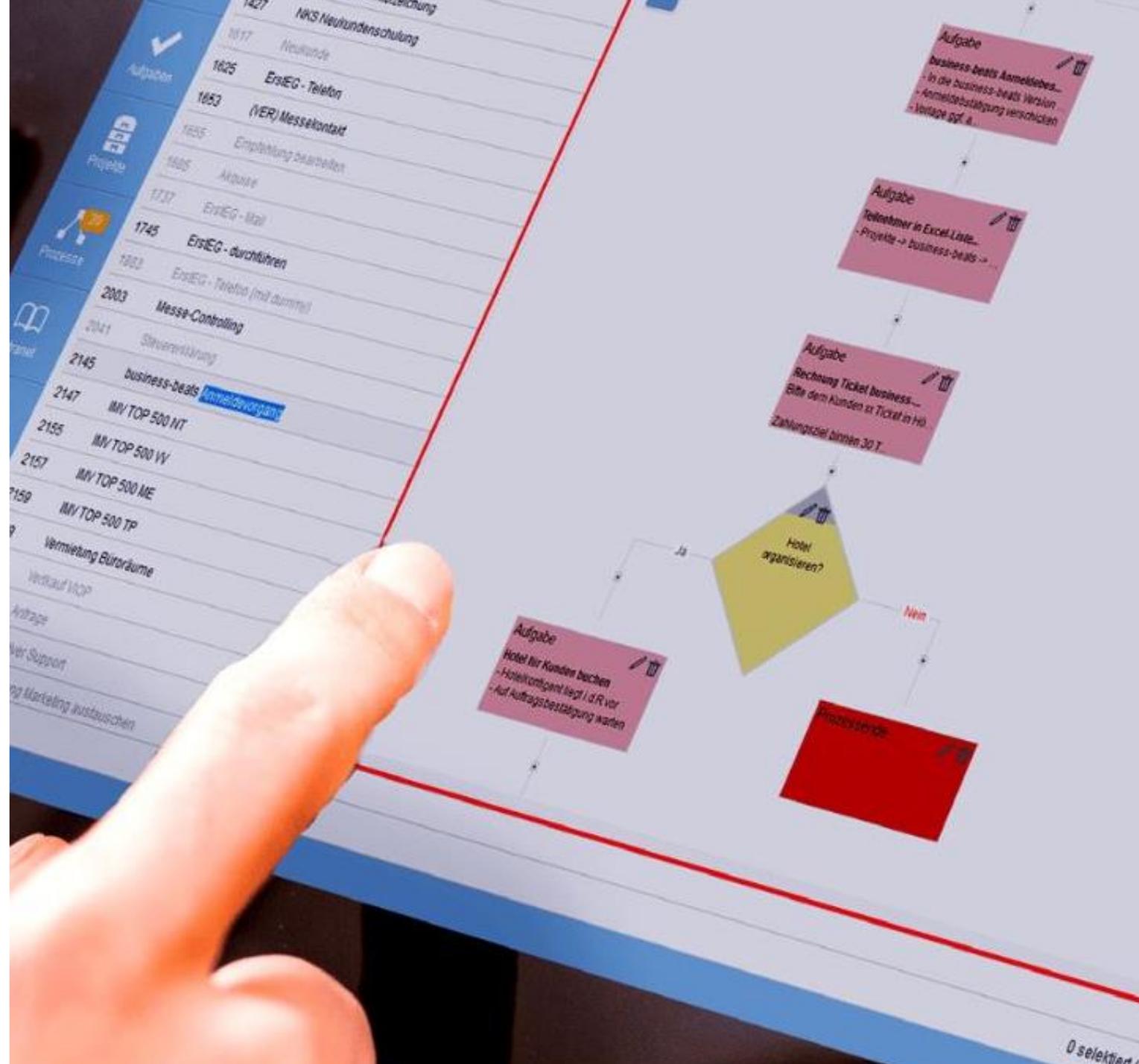
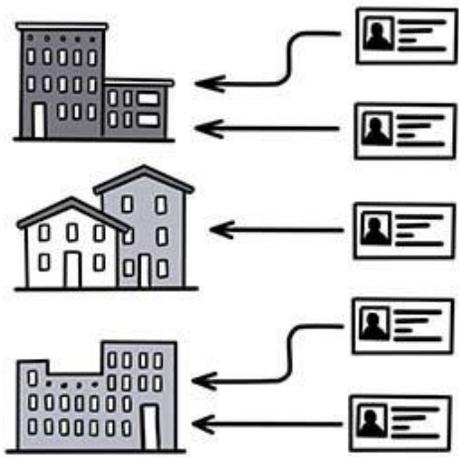
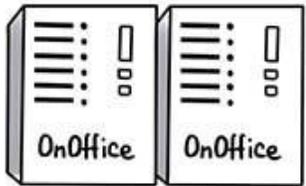
**AUTOMATISIERUNG**

A hand in a dark blue jacket points towards a futuristic digital interface. The interface is composed of glowing blue lines and patterns, resembling a circuit board or data stream. Several white gears of various sizes are overlaid on the interface, some appearing to be in motion. The overall aesthetic is high-tech and digital.

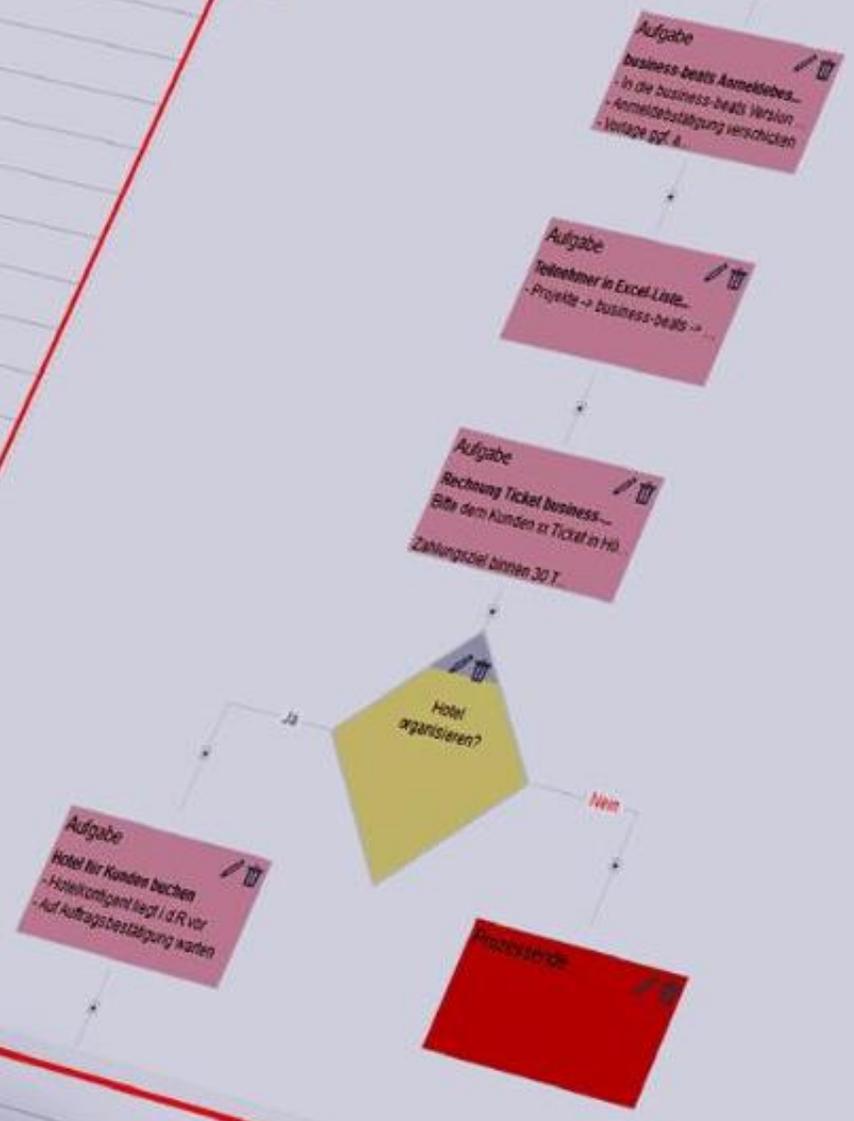
**AUTOMATISIERUNG**

		EGW	AGW	LEB	MGM	FHG	MKT	FIN
Strategien	4	●	●	●	●	●	●	●
Prozesse	3	●	●	●	●	●	●	●
Tools / Vorlagen	2	●	●	●	●	●	●	●
Kennziffern	1	●	●	●	●	●	●	●
Definitionen	0	●	●	●	●	●	●	●

Ebene	Nr.	Inhalt	
Strategie >	4	Die Strategie jedes Unternehmensbereichs	<b>Das Ziel</b>
Prozesse >	3	Die Wege zur Zielerreichung	<b>Die Taktik</b>
Tools/Vorlagen >	2	Unterlagen, Vorlagen und Tools	<b>Die Werkzeuge</b>
Indikatoren >	1	Erfolg messen und kontrollieren	<b>Kennzahlen</b>
Definitionen >	0	Die wesentlichen Begriffe im System Makeln21	<b>Definition</b>



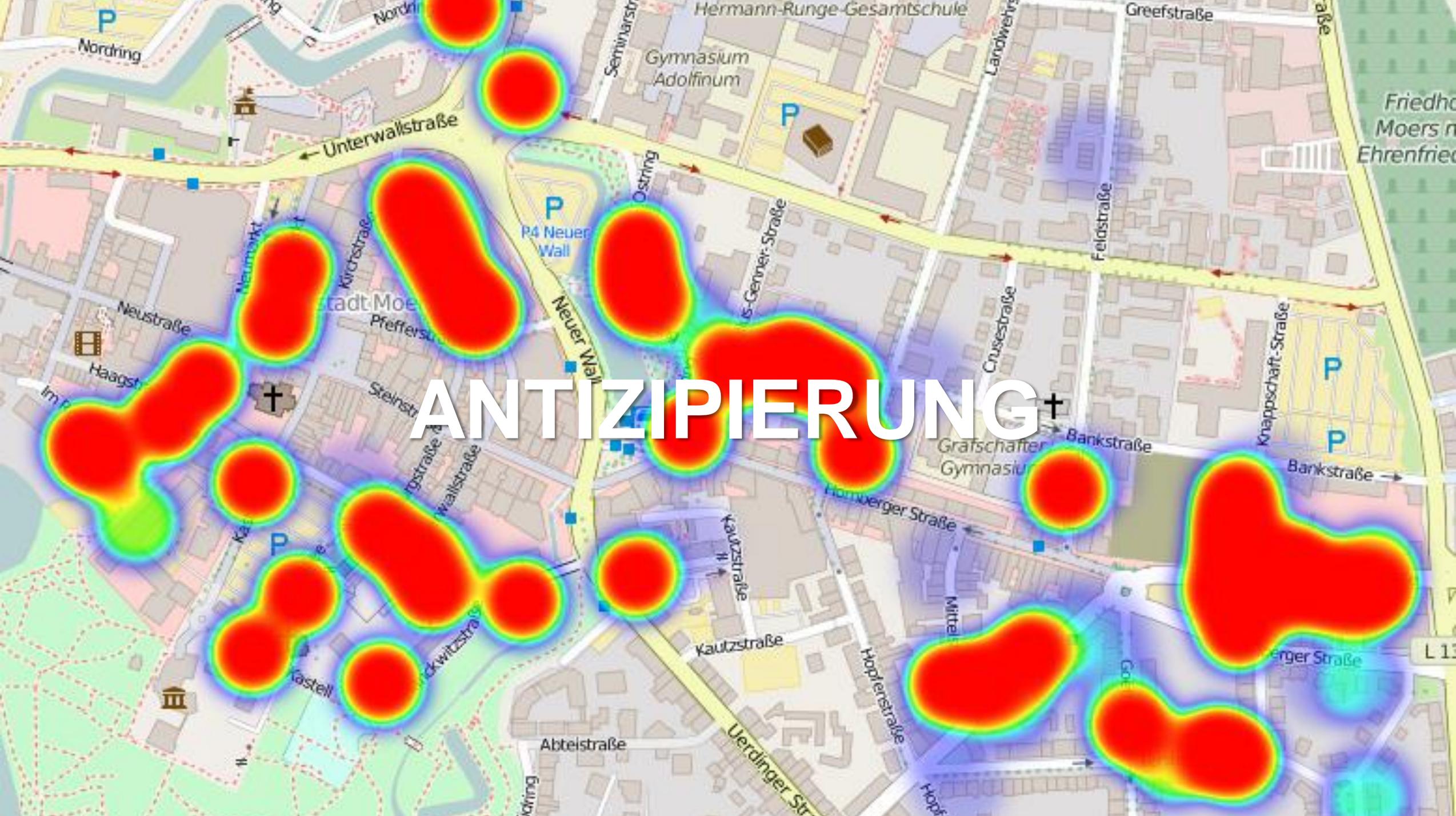
- 1427 NAS Neutundenschulung
- 1625 ErsEG - Telefon
- 1653 (NER) Messekontakt
- 1655 Empfehlung bearbeiten
- 1685 Akquise
- 1737 ErsEG - Mail
- 1745 ErsEG - durchführen
- 1983 ErsEG - Telefon (mit dummel)
- 2003 Messe-Controlling
- 2041 Silverstarung
- 2145 business-beats Anmeldevorgang
- 2147 IMV TOP 500 NT
- 2155 IMV TOP 500 WV
- 2157 IMV TOP 500 ME
- 2159 IMV TOP 500 TP
- Vermietung Büroräume
- Verkauf IACP
- Anfrage
- Ver Support
- ng Marketing austauschen

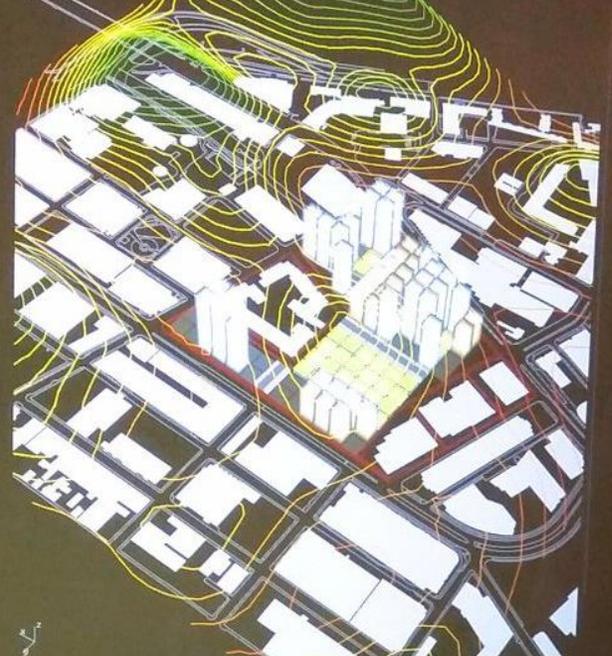
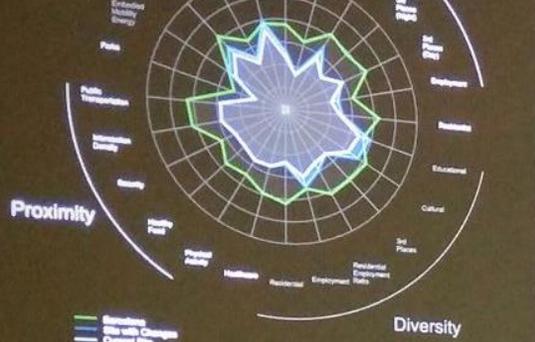


A vibrant night scene of a modern city with illuminated skyscrapers and light trails from traffic on a multi-lane highway. Overlaid on the image is a network diagram consisting of several circular nodes connected by thin white lines, suggesting a digital or data network. The word 'ANTIZIPIERUNG' is written in large, white, bold, sans-serif capital letters across the center of the image.

# ANTIZIPIERUNG

# ANTIZIPIERUNG





# ANTIZIPIERUNG









**MEGATRENDS  
DER  
ZUKUNFT**



**MEGATRENDS  
DER  
ZUKUNFT**

A globe of the Earth is centered in the image, overlaid with a complex network of white lines and dots, representing a digital or interconnected world. The background is a dark blue space with streaks of light and stars.

**MINDSET**

**MUT**

**PERSÖNLICHKEIT**

**LEIDENSCHAFT**

A globe of the Earth is centered in the image, overlaid with a complex network of white lines and dots, representing a digital or interconnected world. The background is a dark blue space with streaks of light and stars.

**MINDSET**

**MUT**

**PERSÖNLICHKEIT**

**LEIDENSCHAFT**





