

el sueño noticias

www.hg-hamburg.de

January 2001

High aims

The Hanseatischen Gesellschaft have much planned for 2001, a summary of which, we would like to share with you by way of the following information.

Advertising even more relevant

The high standard of our advertising will be further improved and intensified. Complete page advertisements in diverse print media, will shortly appear in a new, revised design.

New hot-line 0034 / 626 31 0568

Our new hot-line enables potential buyers to reach us in Spain, 7 days a week from 0-800 – 20-00. As a result of this, it is guaranteed that we are at the disposal of our clients, practically all the time, with moral and practical support.

Good service – modern technology

From now on, our modern technical equipment enables a friendly employee to replace the telephone answering machine, which takes over the telephone service out of office hours, through a personal ISDN link-up system.

PR – important advertising medium

Bearing in mind our discriminating clientele, who wish to acquire an exclusive property in Spain, we make use of well-directed and diverse PR-campaigns, that have, in past years, already helped us achieve the image of

a competent partner in the northern Costa Blanca, high-quality property market. The print media in which we have been presenting our properties, with advertisements and PR-pictorial images, for many years, will remain important advertising and image media, in the future.

Revised marketing

In view of the exclusivity of properties offered by us, and in accordance with the associated tasks and responsibilities there of, a reform of Hanseatischen Gesellschaft marketing has been planned, which involves a presence in up-market lifestyle media and joint ventures with internationally active estate agents.

Internet soon also in English

Our internet presence which has already set a standard in the Spanish property market, will soon appear in English, enabling us to reach the interesting English market, as well as, the Middle East and South Africa.

Flexible and quick

In the past year, with the development of digital photography and continuing work with images on the P.C., we have achieved the long awaited quantum leap, in speed, with the transferring of our photo work, without detracting from our high-quality demands. The new digital printing techniques and fast data transference via the internet, are the breakthroughs to acknowledge, that enable us

to print high-quality colour Exposs in-house, and make them available to our potential buyers at short notice.

An ambitious team

The Hanseatischen Gesellschaft has an ambitious team of committed employees and constant investment in a new technology to thank for this progress.

We have turned 30

In November 2000, the Hanseatischen Gesellschaft had its 30th birthday.

Strong sales management

With the aim of improving our property sales, we have been fortunate to add Joost Janssens, a highly-qualified sales manager to the team, who will be supported in this interesting and exciting challenge, by our own Mrs. Ute Grunwald, in her capacity as head secretary.



Office address:
Sierichstrasse 126
D-22299 Hamburg

Postal address:
Postfach 605 330
D-22248 Hamburg

Telefon + 49 40 460 72 660
Telefax + 49 40 460 72 661
Jávea + 34 96 646 84 02
Jávea Fax + 34 96 647 06 34

Internet: www.hg-hamburg.de
e-mail: info@hg-hamburg.de
