

el sueño noticias

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Good prospects

The year has got off to a good start. The quiet year end has been replaced by new and continued interest in properties on this beautiful coast.

Newsletter

At the same time as our January Newsletter to all home owners, whose properties we have for sale, two circulars went out to approximately 500 potential buyers, who have still not been able to decide on the purchase of a property, some of whom have already visited us once and become well-acquainted with the coast and our property range, and several more, whose visit is still awaited.

Questionnaires provide answers

In a questionnaire to potential buyers we requested answers to the following:

- were you satisfied with the service of our Hamburg office?
- did you find the on-the-spot advice friendly, serious and competent?
- did you wish a telephone inquiry, in the meantime?
- does the purchase of a property on the Costa Blanca still feature in your plans?
- would you still like to receive our sales and information material?
- If yes, please state your wishes.

Contacts improved – criticism welcomed

With this campaign, we want to maintain contact with our potential buyers. We welcome constructive criticism. It is of interest to us to learn, what impression clients have of our firm and what we can do better in the future.

Service – a high priority

Although the analysis is still not concluded, we are already aware that some clients would be happy to receive a telephone call once in a while, and that buying decisions, even after some years have lapsed, still remain on the agenda. An important realization has been the expectation of clients, after their initial visit, to continue having their best interests looked after. Having viewed diverse properties, frequently over a period of several days, the client assumes that we appreciate his wishes and ideas, and will keep him informed of any appropriate opportunities that may arise.

Client orientated thoughts

An electronic data base has been set up to help us evaluate client wishes and expectations; the team strongly embodies client orientated thoughts and concerns, and accords them the highest priority.

Price – main focus of attention

Feedback has shown that above all, the main concerns of home owners who wish to sell their properties through us, are that we demonstrate a conscientious approach where

price is concerned and show courage in imparting realistic advice. Such an expectation is justified, especially when one considers that is of no advantage to the homeowner, if properties remain unsold over a long period of time, due to excessive pricing.

The purchase price must be right

Buyers are also demanding detailed pricing, where plot, building, fabric (of the building), condition, outer areas etc. are concerned – IE – separate clarification of each and every aspect, in order to be convinced that they are paying a fair price for the property.

We take responsibility on-board

Furthermore, clients take it for granted that a firm such as ours will undertake thorough research with regard to pricing, the end result being that we are well-known as trust worthy and responsible. On this point we are clear in our policy accepting total responsibility.

Service and advice – increasingly important

Positive feedback has shown us that our clientele have been quite satisfied with the service

of our Hamburg office, some highly impressed, and have also felt that the one-the-spot advice received was reliable and competent. Many clients expressed appreciation of the fact that we offer the majority of our properties on a sole contract basis and not simultaneously with several other firms.

Certainty is a prerequisite

Our transparent manner of proceeding, from the framing of the contract as far as the assurances offered during the conducting of a purchase, by means of a security or notary client account is highly regarded.

Specialist expert opinion welcome

As a further helpful measure we know have a German speaking architect and building engineer on our team, to deal with questions regarding extensions or alterations to a property. In addition, we are not present, trying out a notable German, independent building expert, who is putting sound specialist advice at the disposal of our clients, as well as, objective information about possible building flaws and what remedy would be on offer.



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