

el sueño noticias

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March 2001

Communication increasingly important

The positive reaction to our January and February Newsletters sent to home owners and business associates, proved once again, the importance of healthy communication and a clearly defined management goal, in an on-going business relationship.

The management goal

These are the fundamental principles of the Hanseatischen Gesellschaft:

1. We want to be an absolutely fair and truly competent partner, as equally in the handling of buying, as in the selling of exclusive properties on the northern Costa Blanca.
2. It goes without saying that responsible and successful completion of a task is imperative to each of us, from the conscientious, on the spot, advising of clients to the care taken with client data by our office staff. The creativity and ability to work independently, of our employees, known no boundaries.
3. The fundamental meaning of success to us is an enthusiastic and accomplished implementation of the task on hand, not to mention the associated customer satisfaction.

8 questions to our older clients

In February, apart from the questionnaire aimed a potential buyers, we also made contact with older clients, that have previously acquired a property through us, by means of an "Infoletter". In an integrated questionnaire, we asked the following:

- have your expectation been met?
- would you make the same decision today?
- do you believe it was a good investment?
- are you interested in the value of your property?
- do you have any intention of making a change or selling?
- would you like to be informed of our current property range?
- do you wish a personal conversation or telephone call?
- Would you like to receive this Infoletter in the future?

Satisfied customers – a source of information

Although the campaign could not yet be fully evaluated, it is already confirmed that all previous clients have answered "Yes" to the first three questions. No question, therefore, that clients of Hanseatischen Gesellschaft are truly satisfied with their choice. Potential buyers can refer to this survey and seek further information and confirmation of any still unanswered questions.

Bellevue-online

As a pilot partner of "Tomorrow Net AG", we are represented at Bellevue-online. This provides US with the opportunity of introducing properties, that we have to offer on a sole contract basis, to an international audience. It is of interest that Bellevue-online could develop into the largest internet property market, in the not too distant future, and will consequently become an important medium in our sales promotion.

Points of Interest

Availability of our "Points of Interest" – advertising could be expanded to quite a number of locations. Our client periodical "El Sueo Especial" is currently displayed in several good restaurants, banks and hotels.

Property fairs

Between the years 1970 and 1990, Hanseatischen Gesellschaft offered its properties to the public, by means of a note worthy stand, at some 100 trade fairs. With the help of a cooperating partner, we are to be represented at property fairs in Utrecht (NL) 16 to 18.03 and Munich 23 to 25.03, on a trial basis. It remains to be seen whether Hanseatischen Gesellschaft will use this way of offering its properties to the market again.



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