

el sueño noticias

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El Sueo a mark of quality

Our in-house magazine title El Sueo is fast becoming the definition of a dream residence on the northern Costa Blanca. The name signifies for many people the presentation of properties of the highest level in the best locations and refined surroundings, supplied by a firm, that offers its clientele only the most superior properties. There is no question that "El Sueo" is well on the way to becoming a known product-name or by-world for the finest properties that are available to buy on the northern Costa Blanca.

From magazine title to product names

The name was originally thought of simply as the title for our home-magazine, in the meantime, however, the client periodical "El Sueo Especial" and our popular Exposs "El Sueo Particular" have come along.

"El Sueo Actual" helps to inform

A short time ago, the range was extended to include the leaflet "El Sueo Actual", that portrays in clear terms, 8 different properties currently available, in abbreviated form. It updates our catalogue, in which many properties are already shown to be "sold", and is useful as a supplement to our client periodical, available at many Costa Blanca "Points of Interest".

Superior properties

The first course of action taken with the first two issues of this new version of "El Sueo", what that in mid May they were despatched to over 600 potential buyers, with a covering letter and questionnaire. We want to remind clients in this way of our varied property range and to invite them to make contact with us.

Topical news in demand

Lively campaigns are proof that the majority of clients express a preference for information in this non-committal way. It is our intention to bring out of series of issue of this small but high quality publication with the future aim of keeping our clients even better and more quickly informed of the current position of our property range.

Website soon to be also in English

It will not be too long before our website appears in English. 60 current properties on offer will then also be accessible in Exposs form to our English speaking clientele. Furthermore, we are working on special ground layout plans for the internet, so that gradually, ground-plans can be printed out for all properties that we have on the net.

360 panoramic photographs an virtual tours

Innovative panoramic photographs, that we already have of some properties on the net, will gradually be available of more and more, and virtual tours of houses and plots will also

become possible. It is certainly going to be exciting on the Hanseatischen Gesellschaft website.

The internet-essential source of information We want to take these measures in accordance with the wishes of our clientele who now, compared to even a few years ago, view the internet as an essential source of information, alongside traditional catalogues.

World-wide contacts

Our internet site, at the moment, is being visited by ca. 4.000 clients per month and more than 23.000 pages will be transmitted from it. Alongside our property range, special interest has also been shown in our legal adviser. Clients are from all over the world, the main focus coming from Europe with 2.400, as well as the U.S.A with 1.100 contacts. Germany is the most strongly represented with 1.620 visitors, followed by Holland with 543 and Switzerland with 84.

Valuable information about the coast

As well as current properties, you will also find a large amount of information about the Costa Blanca, as well as legal points with regard to property acquisition.

Property of the month

Our best properties will be chosen as "Property of the month", on a rotation Basis, together with an appraisal of the property we consider to be top-class. We reward the owner of a well-cared for home, offered at a good price, who has commissioned us on a sole instruction basis, by introducing their property to our clientele under the title "Property of the month". Such a course of action is intended as a mark of recognition for the client who shows the necessary confidence in us to put their home on the market on an exclusive basis.

Good business

Continuously good business confirms the accuracy of our, previously set out to you, business policy. International demand from, first and foremost, the English, has increased considerable, in comparison to the Germans. Well maintained properties in good locations will always be the centre of attention and attract the most interest.



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