

# el sueño noticias

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## **W**e offer specialist knowledge

The background to this theme is the fact that advertising in specialist print media and corresponding PR activities is not only extremely expensive, but also requires specialist knowledge, that an estate agent, normally, does not have, very much aside from the new technology of the internet, that only a computer literate person has mastered. Whoever lacks this knowledge, must fall back on online agencies, who are usually only set up to deal with larger sales/marketing companies.

## **Teamwork is better**

The accomplished agent who has an excellent job over many years, does not falter under changeable, future market conditions, but sees the race through and inevitably stays the distance. The Hanseatischen Gesellschaft is ready to face the challenge of long overdue collaboration with fellow companies. The attitude to competition among agents is undergoing change. Even confirmed fighters for independence are coming to the realization, that to be part of a team works better.

## **International sales platform**

This line of thought, that in future, an international sales platform will be available at Hanseatischen Gesellschaft, is of great value to house owners and potential buyers alike.

## **Success proves us right**

A large part of our business will be conducted this way, ensuring satisfaction for all those involved.

## **Effects of the Euro**

The uncertainty of the effects of the Euro on the continued development of the Spanish property market is understandable. After all, it is the first time that 12 European countries have joined together in a currency alliance, in order to exist in the face of world wide competition. From the perspective of property sales the following picture is emerging:

## **From 1.1.2002 payments to be in Euros**

That aside, that from 1.1.2002 all payments must be made in Euros, we do not anticipate much change.

## **Good prospects**

In the long-term, a property on the mainland of the Spanish Mediterranean Sea Coast, in a climate that counts among the best of the world, in the middle of the landscape without equal, will remain sought after internationally.

## **The English are coming**

Additionally, it is of great interest to us that owing to the strength of their currency, Spanish properties are being viewed as medium-term considerations by prosperous English people.

### **Uncertain stock markets**

Reinvestments, for example due to the, at present, uncertain stock markets, make the security of property ownership an interesting prospect for many people.

### **Great buyer potential**

Swiss clients and the influx of business people into Europe from the U.S.-Dollar-region, not forgetting expected demand from South Africa, as well as advancing inheritance generation, represent enormous buyer potential.

### **Lovers of Majorca are discovering the Costa Blanca**

Furthermore, it is interesting that those with a prior preference for Majorca are increasingly deciding on the favourable northern Costa Blanca. Not only are the beneficial financial conditions helpful, but the client also feels contentment, that thanks to new technology, he does not have to be in London, cape town or Zrich, to take part in a business life.



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