

el sueño noticias

www.hg-hamburg.de

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Holiday months also not bad

The summer months are known among many agents as one of the lowest turnover periods. We know of some who close their offices or fill them only with temporary staff. Naturally, the winter months and the early and late seasons are more popular for house viewings, than the hot and chaotic summer months, but we would ask you to consider that many a potential buyer also takes advantage of the high season to thoroughly look around the area. After all, this coast is going to be your place of residence.

Houses can also, always be sold in summer

We have always maintained a policy of having our top personnel available to our clients in high season and at weekends to our knowledge, there is no declared rule stating no houses will be sold in summer. One must only realize, that at this time of the year, when viewing, you are likely to come across renting holiday-makers, guests or family members, at times, already in the house.

We are well prepared

We use the quieter seasons to evaluate any reform policies that we, the company, had prescribed, and consider whether anything can be further improved on. Old habits are put to rest, new goals set and some long held wishes and desires put into action, in order that we can be even better prepared for the future.

Internet presence to be expanded

There is also much to catch up with. For example, we want to present the sixty properties already displayed on our own website www.hg-hamburg.de, to even greater effect on other prominent sites on the internet, namely www.bellevue.de and www.property-gate.de. Until now our range of properties has only been partly seen.

New buyer potential

Recently, it has become noticeable to us that we are, ever more frequently, meeting house owners who wish us to handle the sale of their house, yet at the same time ask us to find them another. Such a way of doing business is, admittedly, not entirely unknown to us, but in this form, still new.

The third edition of El Sueo due soon

The third edition of our in-house magazine El Sueo is currently in production. In a fine, new style of design it will again be a high-quality issue. This time the content extends to 40 pages, not as weighty as the previous edition, but certainly just as beautiful. It will clearly portray 25 fine homes to potential buyers. A colourful kaleidoscope of properties, all very different, put together for the benefit of those discriminating clients, seeking something special.

Our own centre of creativity takes shape

Thanks to the specialist knowledge and versatile talent of Oliver Koch, concept and layout are well accomplished. The excellent photography of our long-standing photographer Karl Rutins, the exquisite text of Niko Jahn, a knowledgeable journalist and the variedness of the range of properties on offer, are the corner-stone of this issue. The layout is dominated by much white space and careful pictorial editing. Excellent picture arrangement and detailed work in the preliminary printing stage guarantee the well-known high standard of the brochure, that shall be with clients, hot off the press, at the beginning of September.

Extensive information available from us

Clients can request a separate Expos of all properties in this issue, and also detailed and correct ground-plan of most of them. Of the 8.600 contacts currently held in our database, approximately 3.000 will receive this edition free of charge. In addition, it will be displayed at many "Points of Interest" such as banks, restaurants, hotels and car-rental companies etc.

El Sueo to appear twice a year in future

In the future, El Sueo is to appear twice a year in a print-run of 15.000 copies and can be

requested, free of charge, by every potential client.

Only the tip of the iceberg

Obviously, only comparatively few properties can appear in this issue, and by far not all that we have to offer as sole agents. Publication depends on whether the property adequately qualifies by way of certain qualities. In this instance, location, view, infrastructure, condition and price range play a crucial role.

Revised marketing

With a creative centre and revised marketing strategy in the process of completion, the Hanseatische Gesellschaft has grown to be market leader in the small, but up-market segment of outstanding properties on the northern Costa Blanca.

More advantages for clients

The plan as intended is that sellers and buyers, in future, can gain more benefits from the services of Hanseatischen Gesellschaft. To a large extent, buyers shall be spared the necessity of contacting numerous agents to find their property. In co-operation with highly reputed agents in the area, clients will be offered greater service from one source.



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