

el sueño noticias

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Our opinion of current topics

In the face of the serious consequences of the crisis that began with the terror strikes of 11 September, the outcome of which no one is able to predict, the question has to be asked – what effects will the disaster have upon the northern Costa Blanca property market? Mindful of the tragic events and considering that the possibility of an escalation cannot be ruled out, we are taking this moment in time as an opportunity to express our opinion on this topic.

We are optimistic

Let us assume that the acquisition of a property on the northern Costa Blanca will be in the future, as in the past, a secure and stable investment and that the advantages of the mainland, in contrast to the islands, are proven. Furthermore, we are convinced that Spain will remain a favourite travel and holiday destination. For innumerable investors, the uncertain stock markets are a great cause of anxiety and make only too clear the advantages of property ownership in southern Europe. We are confident that the purchase of a property on the northern Costa Blanca is a sensible decision and look to the future with optimism.

Shrewd capital investment

In the current situation, the old pearl of wisdom that shrewd capital investment and balanced distribution go hand in hand, has

proved to be more true than ever. It is very clear to us that this strategy is the correct course of action to follow, under present circumstances. It is beyond doubt that property ownership forms part of a sound financial plan, that should also include long-term consistency and guarantee secure provision in old age, although land costs can also be subject to large fluctuations and neither do trees here reach the sky. The yield, however, is not to be scoffed at. Among other considerations, you will enjoy the good weather, take pleasure in a very special quality of life and last but not least, do your health the power of good.

You will feel safe here

We have had recent detailed conversations with potential purchasers about the uncertainty of this present risky situation, and with regard to demand for what is one of the most secure geographical locations in which to own a home in southern Europe, reached the conclusion that a comparison between countries who may face a potential threat and those of the more easterly situated mediterranean area, including the islands and the southerly situated Costa del Sol, does not stand up to scrutiny.

Secure geographical location

We believe that this point of view regarding the geographical location of the northern Costa Blanca – where we are sure we are safe from terror – will be clear to many. Having

made this statement, we still feel, however, that it is sensible to hold off making any forecast in view of expected demand for properties and associated price trends arising from it. We will observe further developments very carefully and keep you fully informed in our monthly Newsletter.

Intensive mailing campaign

At the beginning of October, 2.500 copies of our in-house magazine "El Sueo Nr. 3" went out to a selection of potential clients, house owners and business associates. You will automatically receive your copy from the distributors mailing-list. This issue, now available at more than 50 points of interest/outlets, from Dnia to Altea, in banks, good hotels, restaurants, car rental companies, boutiques, doctors and lawyers office, has met with a very favourable response.

Newly-designed advertisements

Furthermore, as our "Se Vende Schilder" (for sale signs) are proving to be of great benefit, it is our intention, in agreement with our clients, to place them at some houses that still remain for sale. Our new "Bellevue" advertisements are also meeting with approval, replacing older ones that were removed some considerable time ago. The corporate identity portrayed is well suited to the range of high-quality properties on offer. In order to create a more exciting style of advertisement, will be change the slogans and photos at regular intervals. In issue 4/01 October-December of "Casa-Deco", an international interior design magazine, we can be seen on Page 2.



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