

el sueño noticias

www.hg-hamburg.de

November 2001

You can count on us

We have, for a considerable length of time, observed in great detail the changing economic situation, in order that we can continue advising buyers as well as sellers in a credible, responsible and serious manner, how to avoid the effects of a possible recession. As we all know, not all branches of industry are equally affected. You will already be aware of our situation from the assessment in the October Newsletter. It is important to us that you know how well prepared the Hanseatischen Gesellschaft Hamburg team is, and that as a company, you can strongly count on us.

For the benefit of the client

Our endeavours in exchanging views and experiences with fellow agencies have proved to be very promising, and will be used both in the interest of, and to the benefit of our clients.

Representatives sought

Our efforts to find a representative in England have proved fruitful. In Holland and Switzerland we are still seeking someone to fill a similar position. Pre-requisites for long-lasting success and effective performance in our profession, alongside a sound specialist qualification and good marketing knowledge, are above all, responsible negotiating abilities and enthusiasm for the job.

Progress through T-DSL

Our Hamburg computer network has progressed by way of a link-up to T-DSL, an internet access provider that is twelve times faster than ISDN. Large, picture-illustrated information, such as, for example, our property schedules, "El Sueo Particular", can be transferred at maximum speed. Digital cameras and the appropriate colour-printers produce the desired high standard print quality. Naturally, this development will never detract from the value placed on all our other work, starting with the internet, progressing to brochures and finally P.R/Marketing campaigns. It goes without saying that skilled employee training is extremely important to us.

Strong internet platform

With Property Gate. Com we have at our disposal a quality, up-market internet market place, in which the most noted German property companies are established. The Hanseatischen Gesellschaft Hamburg is represented with more than 60 first-class properties. On this website our clients will find themselves in the best of company, in fact, on a platform offering, in general, the largest range of high quality properties.

A very promising agreement

Meanwhile, our Bellevue activities have been extended to include the "Blur-Free", three-legged tripod, fixed to the floor. Now, not only do we have the print-medium for advertise

ments and P. R. and Bellevue-Online at our disposal, but also Bellevue T. V.

First TV-Appearance

Of the latest support from Bellevue, it must be said that an agreement has been reached between ourselves and Bellevue-TV management, the aim of which is to offer our properties to a large TV audience, within the framework of a high-quality television presentation. In this first report, the Hanseatischen Gesellschaft Hamburg will present, initially, a selection of three properties from the Costa Blanca region. It also aims to illustrate to the television viewer the numerous advantages of the coast. This venture combines a great idea with very promising co-operation. In addition, the Hanseatische Gesellschaft Hamburg team, as with founding of the magazine more than 10 years ago, is again in at the beginning.

An old acquaintance

To Bellevue, we are definitely not only a good advertising customer, putting fine properties at their disposal, but also an old acquaintance, who has long played a part in their success, with photos and editorial contributions to the magazine. To us, Bellevue is an important advertising and P. R. medium, and to our clients, a constantly rich source of diverse information.

Bellevue TV broadcasting times on the N24 news channel:

First transmission:

Sunday 18 November 15-30.

Monday 19 November 14-15.

Tuesday 20 November 18-15.

Saturday 24 November 09-16 and 22-15.

Sunday 25 November 00-15.

We hope you have the opportunity to watch one of the programmes.



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