

el sueño noticias

www.hg-hamburg.de

April 2002

Newsletter as a quarterly report

We have, in the past year, reported the activities of Hanseatische Gesellschaft Hamburg to you monthly, with, in all, 12 newsletters. Today, however, we would like to keep to the promise made in our last newsletter, of informing you regularly, in future, of the results of our work and events of interest, in quarterly intervals.

Good business results

The beginning of the year saw an initial decline in new potential buyer interest, only to show improvement in the course of time. The reasons for this development and the cause of peoples uncertainty, were, undoubtedly, the psychological effects of slowly progressing economic upturns, allied to continuously decreasing stockmarkets and of course, the on-going global crisis. In spite of the serious economic situation, Hanseatische Gesellschaft Hamburg has been able to conclude the years 1st. Quarter with excellent results. We attribute this to the following factors.

Slow down effects on secure investment

To begin with, our prognosis made in October, that first class properties in this region of the Costa Blanca – excellent advice assumed – are still, even in times of crisis, a safe, secure investment, has proved to be true. Obviously, however, we could not completely avoid such serious events.

Hard work is essential

We have made an interesting observation, though, that a development is beginning to emerge, confirming our view, namely, that in ever more difficult times, with an increasingly demanding clientele and intensified competition, the hard work of the past and the honesty of customers, should be appreciated. We have always held this intention close to our hearts, and to it, attribute our current, virtually problem-free situation, and give credit for leading us through this depression.

The Euro has not disappointed us

As expected, our prediction that the switch from the Mark to the Euro would have little effect on business, has been confirmed.

Responsibility is asked of us

A consequence was, however, that our advisory function, with regard to pricing, has been intensified. This represents a great responsibility, one that we have already recognized and taken very seriously, and for which, both buyers and sellers are equally thankful to us.

H.G.H. website now also in English

Apart from our core business as sales negotiators of high-quality properties, in which we constantly strive to improve, we have also made further, rapid developments in additional fields of expertise. With regard to the internet, expansion is evident in the addition of the important English speaking section and inte-

gration of our well-known, top-quality ground plans. The entire kaleidoscope of our property range is, therefore, available to our English speaking clientele, together with the option of being able to print out ground plans and Exposés in English.

The Internet is the future

It is clear, however, that with the aid of our currently under construction databank, we will be able to improve our internet site once again, resulting in a lay-out of great ease for potential buyers. In this context, our el sueo actual, introduced to you as part of our June 2001 newsletter, has also experienced a remarkable innovation. It is our intention, through a major mailing campaign of issues 3

and 4, to offer a series of top-quality properties to many current potential buyers, who after entering a Ref.-Nr., will have direct access to each of our properties offered on the internet. At this time, an advance notice visitors book will also have been opened on the internet, and a " Login " for collaborating partners made available. Our next newsletter, appearing at the beginning of July, will bring you further information and results of the above-mentioned campaign.

We remain in hope that international efforts will succeed in bringing an end to the escalation of events in the Middle East, and that soon there is a cease-fire, that will perhaps even lead to a compromise for peace.



Office address:
Sierichstrasse 126
D-22299 Hamburg

Postal address:
Postfach 605 330
D-22248 Hamburg

Telefon + 49 40 460 72 660
Telefax + 49 40 460 72 661
Jávea + 34 96 646 84 02
Jávea Fax + 34 96 647 06 34

Internet: www.hg-hamburg.de
e-mail: info@hg-hamburg.de
