

# el sueño noticias

www.hg-hamburg.de

July 2002

---

## **A** clear business policy

The past months have been characterized by the continuation of the strategy outlined in our previous newsletter. Proven working methods have been improved, like, for example, in the area of digital photography, now in the hands of Jose Maria Hortelano – a true master. His splendid work does not only play a part in our internet site, but is also of great benefit to the range of el sueño publications. His creative work is complemented by the texts of Renate Arp, who continues to write in an extremely engaging style. Oliver Koch, as with much else, is responsible for coordination, and adding the finishing touches to such work.

## **New paths bring greater flexibility**

Our internet site is, at present, experiencing on-going innovation and highly interesting news is in store in the field of ultra-modern "print on demand" technology, that will give our marketing important stimulus. At this point, however, we do not intend entering into too much detail, regarding this topic, as it would infringe on the context of this report, only to go as far as saying that, with the support of this technology, we will be able to bring our properties to the market even quicker in future.

## **Concentration on the core business**

The core business, namely the selling of high-quality properties, will be led by Mr. Walter

Arp, in close cooperation with the team, headed first and foremost by Mr. Oliver Koch. Whoever is aware of us, will appreciate the enthusiasm and sound Know-how that we put at the disposal of our customers, on a daily basis. We will be competently supported in our work by Ute Grunwald, who, among other things, ensures smooth communication between clientele and the team.

## **Financing during times of economic crisis**

Strong stockmarket turbulence, combined with a dramatic slump in share prices, and the increasingly poor German property market, is blocking the path of many customers, who wish to free capital in order to reinvest in the purchase of a property in southern Europe. Consequently, we are observing the trend, that some buyers are taking advantage of favourable mortgage interest rates and unbureaucratic procedures of Spanish banks, to finance their dream homes.

## **Meaningful success**

For many customers, the Hanseatische Gesellschaft Hamburg stands for integrity and fair pricing, as well as, an extensive after-sales service. Such criteria are important, not only for buyers, but also for suppliers of properties, at home and abroad. Furthermore, an increasing number of collaborating partners are showing interest in joint ventures with us, in which our lavish advertising should also play a role.

### **Exciting responsibilities and perspectives**

From the content of our last newsletter, you would have been able to gather that, at present, an exciting, but also work-intensive development, with regard to the internet, is taking place at Hanseatische Gesellschaft Hamburg. Some parts of this ever continual

change are concluded, others await their completion. All that remains to be said on this topic, is that the constant renewals and change represent, as in life itself, a flowing, apparently never ending concern. Perhaps that is what makes it so exciting.



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](http://www.hg-hamburg.de)  
e-mail: [info@hg-hamburg.de](mailto:info@hg-hamburg.de)

---