

# el sueño noticias

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**Q**uestions, more questions.  
Is the property market on the northern Costa Blanca seasonal? Is there a cycle which buyer interest adheres to, or a season in which it is more inactive, a type of high-season like for convertibles in spring, cross-country vehicles at international motor-shows in the autumn, or art auctions prior to Christmas time? Is there a slack season like perhaps in the printing industry? What are the reasons for more, or less buyer interest? On what are these market fluctuations dependent? Such thoughts preoccupy sellers and buyers alike.

### **Our opinion**

Market research is a demanding topic. Indeed, it would require a qualified market research and a resulting study alike to try and answer thoroughly such questions. We want to take up this topic as food for thought in this newsletter and, in our own way, lend a contribution to this important topic.

### **No sign of a quiet period**

In principle, we know of no rule advocating the high-season as a significant period of buyer interest for properties on the northern Costa Blanca. Nothing can fully explain our

view on such a matter. We believe that agents, who work in the summer with a small workforce, because they are of the opinion that those coming their way are merely lookers, are committing the same mistakes as those, who take holidays in the supposedly weak month of November, because they assume a slow moving period will prevail.

### **As it was then**

We should remember that, at the beginning of the 1970s, when we first started here on the coast, more transactions would be concluded in the winter months, than in summer, when people were here, mainly to spend their holidays. Besides, at that time, many were of the opinion that winters on the northern Costa Blanca consisted, merely, of rattling sea-shore stones.

### **Vitality returns in winter**

Not entirely untrue; it was, above all, holiday houses that were in demand at that time; very few were looking for a permanent residence. Those holiday houses were, however, frequently unoccupied in winter. In the summer, without knowing personally what living here in winter would be like, many hesitated when deciding on a house. Consequently, some returned while northern European temperatures were below freezing point again, in order to then decide. That immediately had several advantages.

### **Autumn is the most beautiful season**

Many already knew a little of the northern Costa Blanca region from their summer holidays, and would concentrate on one or two spots accordingly, simplifying considerably their house search. Moreover, it resulted that people could satisfy themselves about climatic preferences and the comforts of life in this area during cooler seasons. Consequently, here on the coast, in winter, a totally different



life prevailed, and still prevails today, in comparison to summer. Certainly, it transpired that we had a lot to do in summer, but in winter more sales would be concluded.

### **At one time, everything was different**

At that time the market was a one-way street. Re-sales were virtually non-existent. Clients looked for a plot on which to have their dream-home built. For many people, in those days, in comparison to today, it seemed like the purchase was child's play. Today, a sale proceeds with similar ease, as in those days, only when we have found a client a property, that is totally suitable and that he would like to have unreservedly.

### **As it is today**

Certainly, everything is different today, but what is truly important has remained the same. Whoever would like to be here in winter, is also well advised in winter in order to make his or her choice. For instance, during this season, not only is the position of the sun different than in the height of summer, but the prevailing winds also blow differently. In addition, a not to be underestimated aspect with regard to the choice of location, is the much discussed air-humidity, which is subject to local conditions and is season-dependent, and can vary greatly.

### **A good choice**

In order that the choice of property can be a well-informed decision, it is essential to view the region during the four seasons. Even the well-intentioned advice of friends, who may have already lived here for several years, is risky because each has their own way of life and particular preferences.

### **Anticipation is the most appealing factor**

Due to the current availability of convenient flights, the frequent visit to the coast has become common practice. Clients, who come to spend a weekend here, in the hope of making a decision, are, however, rarely rewarded. Buyers come now, more often, on inspection tours, and are altogether well-informed, knowing, of course, not always exactly what they want, but in any case, what they do not want. And that is, therefore, good.

### **Considerable confidence**

The brisk, international interest in this coastline, that still predicts considerable growth,



requires lasting attention. The huge boom, occurring in this country, above all, in the investment sector, demonstrates considerable confidence in the future development of the property market.

### **A secure investment**

We know of no investment with which one could take better advantage of the euro price

explosion in the past ten years, than with property in this region. We are also seeing here the growing interest of established investors, on the lookout for capital investments.

### **The Germans will return**

In contrast to the rise witnessed over the past decade, Germans still find difficulty getting to grips with the problems in their own country. Many have become separated from the joy of their properties, like many an Englishman, and some were annoyed at having sold too cheaply, as prices subsequently rose again. If the German economy increases within a reasonable space of time, regaining trust and self-confidence, demand from Germans will increase again and it will affect prices. The fondness for Spain continues, therefore, unbroken.

### **Market slow-down in sight**

Irrespective of the ever increasing price demands of some owners, more realistic considerations have, for some time, started to prevail, which should lead to some form of reassurance in the market, because not only the English, but also, first and foremost the Spanish, who are appearing increasingly as buyers, know how to put a realistic value on the idea of utopia. Prices regulate themselves fully automatically. The slow-down period follows the overheating of the market. Likewise, at the stock exchange, a trend-reversal does not ring true. We know of many who have missed the connection. Instead of falling as many believed the prices rose sharply. We recommend a long period of viewing. It is not only stress-free, but also the right thing to do.

### **For a better understanding**

Currently you will find 112 properties on our website, of which 40 are in Javea, 29 in Moraira and 23 in Denia. These 3 locations represent 82% of our internet - exhibited properties. The remaining 18% are divided

among the localities of Altea, Benissa, Calpe and Jaln. You will recognize by these figures, which locations the Hanseatische Gesellschaft is predominantly active in.

### **Small towns also have their charm**

That is, by no means, to say, that you will not find your dream-property in Benissa or Jaln, through ourselves. What is important for you to know, is that, our representation of properties is stronger in Jvea than, for example, Altea, and that in Moraira we are significantly more resourceful than in Calpe. It should be noted, that properties located in smaller towns like Pedramala, Benimarco or such like, are, on account of database technical reasons, assigned to the nearest large municipality.

### **The following are some properties that we would like to bring to your attention:**

**Moraira:** This villa is located in an unspoilt south-easterly sloping position, with a far-reaching view of the sea, which reaches from Moraira to the Peon de Ifach and Calpe. It is barely 10 years old, and in perfect condition. Of course, due to the sloping location, the new owner will have to accept a few steps, but will be more than compensated with a truly attractive purchase price. You will get, not only a lot of house for your money, but also, an absolutely beautiful villa, that could be, for many, the essence of their place in the sun. More at Ref. 2330

**Jávea:** This villa can be found in a particularly sought-after area. On offer here, in a situation high above the sea and virtually front-line, is a superb view of the picturesque coast. The location is totally accessible and absolutely unspoilt. The villa was entirely modernised in 1997 and is presented in an impeccable condition. Whoever decides to make this property their own, will, due to the sheltered, sout



herly location, and despite the proximity to the sea, be able to live here all year round. More at Ref. 2338

**Dénia:** A pretty, villa, as good as new, on a flat, sunny plot with an impressive sea-panorama. The picture-book view and the beautifully laid-out garden will delight the visitor. The location is totally open, unspoilt and peaceful. An opportunity for Dnia admirers, looking for a well-maintained holiday home, who place value on a superior location, that is sunny in winter, with spots sheltered from the wind. More at Ref. 2373

**Calpe:** Anyone seeking a virtually new, extremely typical residence in a privileged area of this town, could find favour with this modern, radiant, bright villa. Equipped with all the frills, it is located on a gently inclined southerly slope, with an extensive, unspoilt panoramic view, and of the Calpe skyline. A noteworthy villa in a commendable location. More at Ref. 2346

**Moraira:** This villa counts, not undeservedly, among the jewels of our property range. What makes this villa something very special, in addition to the exceptional beauty, is the skilful room distribution, the quality of workmanship to the smallest detail, the choice of materials and the mood set by the lighting in the rooms. The plot is completely flat and horti-

cultural, and planned in a style appropriate to the house. The beautiful sea view and the pro-



ximity to the town, should make it of interest to people with the intention of living here all year round. More at Ref. 2325

**Jalón:** Whoever favours the countryside, will find, on our website, an idyllically situated countryhouse in a finca style, in a westerly location with the most beautiful sunsets the Jaln valley has to offer. The romantic countryhouse harmonizes with the impressive view, while the location is unspoilt and peaceful, the garden, to a large extent, nature-blessed. The surrounding landscape exceeds the boundaries of this famous wine-producing region, and you will find yourself at the gateway to the Costa Blanca hinterland most favoured by residents. A place for romantics, just like the book tells you. More at Ref. 2353

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