

# el sueño noticias

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Ref. 2167



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### **D**emanding target-group

The Hanseatische Gesellschaft is an active concern, which differs from the majority of real estate agents in business on the coast. Reflecting on the development of the company over a long period of time, it is noticeable that it is almost exclusively high-quality properties for discerning buyers that we are noted for, and anyone looking for relatively normal properties has a fruitless search. For that reason, we are better qualified to comment on the desires of that target-group, who are on the lookout for a home with cha-

racter lending itself to permanent residence, than those who are primarily looking for a holiday-home.

### **A coastline with a growing appeal**

On seeking to explain why the northern Costa Blanca is proving such a strong attraction to many people, one comes across a multitude of motives, which to account for, would exceed the scope of this newsletter. In principle, we can, however, say, that with regard to this growing appeal, it is not only the surrounding landscape, and geographical location combi-

ned with a healthy climate, that are determining factors, but also that, people who feel drawn here, obviously have much in common.

### **The Costa Blanca is unrivalled**

We know from our own experience that people who have fallen in love with this coastline, are not inclined to move around the world and settle anywhere else; not in Majorca, not on the Costa del Sol and most definitely not in Florida. Such a conclusion aside, it is interesting to note how clearly people differentiate within the region between Dénia and Altea, in terms of location-choice. It, thereby, prevails that different locations have very different characteristics, and that is one of the many interesting criteria that enable us to predict a great future for this coast.

### **An attractive coast with many facets**

It is increasingly apparent to us, that, to a certain extent, this is one reason for the appeal of this coast to many people. For example, if you compare the closely neighbouring towns of



Jávea and Dénia, you will realize that, not only are they distinctly different towns, but also that people have different priorities with regard to choice of location.

### **Locations with different characteristics**

We can comment accurately on this, because we have been actively involved in many

areas, both large and small, over a distance of almost 100km, for a number of years. The Hanseatische Gesellschaft is also, in this respect, an exception to the rule; because the majority of local agents, for business and organizational reasons, contain themselves to one location, often only to an area within a locality.

### **Nothing works without trust**

Anyone viewing a property with us, has the benefit of an unbiased comparison of a particular habitat, and all its assets and drawbacks. For those unfamiliar with the region, territory-bound agents can be a worry, because, for obvious reasons, they are inclined to argue for "their" locality and are frequently disparaging with regard to other areas. This unsettles the buyer and is of little help in establishing mutual trust with the agent.

### **A compromise is advisable**

The question of the ideal location for their clients can obviously be a strain for many agents; because, what may be an absolutely perfect spot for one person, can be totally unacceptable for someone else. For that reason, a conscientious intermediary will, in the first instance, listen to you patiently and try to understand, what your wishes and ideas are, and how he can adequately attend to them. The secret of success is to find the best possible compromise, because there is no property, that truly unites all assets.

### **Define your priorities**

It is evident that an agents prime task should consist of being aware of what your priorities are, and that they take precedence over anything else, in order that, those sacrosanct requirements, are, under all circumstances, fulfilled. As far as possible, the realistic expectations of a client and the agents capability, within the scope of properties at his disposal,

to do the best for his client, are important prerequisites in reaching a satisfactory outcome. Getting the balance right is the main concern. Anyone with unrealistic demands will not make any headway.

### **The internet is a blessing**

The prior-knowledge gained by clients from the internet is proving to be very helpful. But, as we have already said in our previous newsletter, an internet presentation cannot take the place of an on-the-spot viewing, as photos and text, as realistic as they may be, rarely correspond to reality. It may be a big disappointment, because one imagined everything quite differently, or that the photos present the property to its disadvantage, resulting in it simply being overlooked and undervalued.

### **Flexibility is desirable**

A less stressful way to achieve a promising outcome is to not commit yourself from the outset to the smallest detail, conceding more latitude to the agent, allowing yourself, therefore, to be pleasantly surprised. You will, perhaps, chance upon opportunities that, on the whole, you would not have considered.

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

**Dénia:** This most northerly Costa Blanca town has, for many people, extraordinary appeal. In winter there is more going on here than in other places, and in summer it is the kilometres of fine sandy beaches that prove to be the attraction for many. It should be of no concern that winters here are one or two degrees cooler than in some more southerly regions, because sooner or later the landscape around here is defined by almond tree blossoms and orange crops, and that speaks for a mild climate. What is important is that this villa is not

situated on the shady northerly slope of the Montgó, and that is guaranteed. More at Ref. 2188



**Moraira:** To go on a bargain hunt in Spain is a laborious and risky venture, because quite frequently problems arise. The pitfalls and the potential to make serious mistakes are great and should, therefore, not be underestimated. This property is, of course, no bargain in the traditional sense, but a tempting buying proposition, nonetheless, because it has the qualities, like any of our tried and tested properties, to be an assured purchase for the client. The villa is situated on a south-easterly slope, with a truly outstanding sea-view, and convinces, otherwise, by means of an excellent build-quality and impeccable condition. More at Ref. 2055

**Jávea:** For many clients, a superb panoramic view from their own plot, is the absolute dream, and means, an effortless resale, should the situation arise. It is true to say that, whoever lives close to the sea, would also appreciate a sea-view from his terrace, and for some this is an absolute "must". With this villa, we can grant you this wish, with a plot that offers a panoramic view over the entire Bay of Jávea, and, although almost 10 years old, an excellent standard of condition. An ambience of well-being par excellence pre-vailes throughout this house. More at Ref. 2233

**Jávea:** This unusual finca was the subject of an editorial report of more than 8 pages, DIN A4, in an issue of Bellevue, the significance being that we had no influence at all, upon it. A dreamhome seeking its equal, and a historic building that was authentically restored 7 years ago, is it a treat for the connoisseur or a collector's piece as well? A peaceful place, that we would also suggest as a marvellous venue for training courses or such like, where the distance to daily events is overcome. A renowned 18 hole golf course can be found a few minutes car-drive away. More at Ref. 2198

**Moraira:** This exceptional property is also still seeking an admirer. This quite beautiful villa, which nevertheless, graces the front-page of the current September issue of Bellevue, enjoys a southerly orientation, in an unspoiled elevated location, with a view of the sea and across the most beautiful region of the northern Costa Blanca. Here, you will find yourself more or less exactly in the middle, between Dénia in the north and Altea in the south. The exceedingly beautiful garden and totally flat plot present, in unison with the well-cared for villa, an opportunity of a very special kind. More at Ref. 2167

**Jávea:** Many houses on the southerly slope of the Montgó are occupied in winter, because this time of year allows for a very special way of life. This differs from the shaded northerly slope, where, as a rule, it is cooler and damper, and a microclimate prevails, giving rise to a wintry comfort. Apart from the climatic qua-



lities of the location, it is also the solid build-fabric of the house, which is embedded in a secluded, virtually flat plot and the favourable price, that should make this real estate of interest to investors. More at Ref. 1940