

el sueño noticias

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Credit where credit is due.
At the end of February 2006 we received, from BELLEVUE, Europes largest property magazine, a letter with the following contents:

"Highly revered - Best Property Agent"

You were recently informed in writing by our editor in chief Mr Peter Haller, that your company should, in future, bear the title "Best Property Agent". This distinction has been awarded by Bellevue, for the first time, to the

best estate agents and building contractors worldwide. For that we congratulate you! Your distinction will reach you soon in the form of a certificate. From the May issue onwards Bellevue will be reporting on the campaign and name award-winners in the magazine. In addition, brief details of the award-winning companies will also be announced at www.bellevue.de with a link to their homepage.

Furthermore, Bellevue will be offering all award-winners the opportunity to display

themselves and their companies extensively, on a double-page in colour, in a unique year-book entitled "Best Property Agents". The year-book "Best Property Agent" will be promoted in Business Week, the Trade Journal and the Internet, and will be available on the market, at property fairs and directly from the publishers. Please let us know as soon as possible which of your www-addresses we should use for a cost-free link and if you would like to use them for publication in a reserved place in the year-book.

With best wishes
Your BELLEVUE Team.

Obviously this distinction does us credit. However, we know only too well that such a commendation has to be seen in relation to



the fact that we have, in part, since one of the first issues of Bellevue, a number of years ago, made our contribution to the great success of this magazine, as a constant ally, with prominent, double-page advertisements. Editorially, we have also, on occasion, made an effort, as best as possible, to be a helpful cooperative partner to the Bellevue team. However, there has also been quite a few magazine covers that have been adorned with a photo from our archive, of a particularly beautiful villa that we had for sale. Obviously, there was never any bias on the part of the editor in chief, on the contrary, it was always just as long as the

house was a dream, and the photo, well, that goes without saying, of course. As a result, a valuable alliance has gradually evolved over many years. We find that great, because it is certainly not an everyday occurrence.

English interest on the ascent again

For some time now on the Costa Blanca, an impressive, english-language lifestyle magazine, under the title "Costa Blanca Life" has been produced. The first few issues are extremely vivid due to professional editing, clear layout, fine photography and an exceptionally good print quality. It is a medium that, above all, appeals to discerning people. Monthly, by means of a good distributor, 20,000 copies, of which 15,000 are destined for the Costa Blanca and 5,000 for England, should find their readers. The magazine is available by subscription, and at the airport, property fairs and in hotels, at 300 locations altogether. A very promising, ambitious project that, to begin with, we will support with full-page advertisements and regular PR-campaigns, in the coming year. In view of the welcome, growing and future interest of the English clientele, it is our intention to bring our range of properties to the attention of the substantial English readership with a presence in this fine magazine.

www.primelocation.com

In the search for the best possible internet platform for our property range in the English sphere, we came across [primelocation.com](http://www.primelocation.com), the most important English websight for quality, upmarket, international properties. Founded in 2001 by 200 leading estate agents, it already provides today a platform on which over 1,800 English agents, inclusive of many well-known, prime addresses, can offer their services. More than 1.25 million prospective clients visit this website every month. Meanwhile, over 50,000 international proper-

ties in the mid to upper price-range, from more than 40 countries, will be offered on this portal. In England alone, 50% of all available properties are represented here. These statistics and the modern, clear structure of the website, as well as, the rapid region-locator, in which a prospective client can search for his choice of property, convinced us. Since February 2006, we have been represented on this website by more than 120 of our available properties, ensuring, therefore, that we will no longer be over-looked by any Englishman.

Replenishing the soul

On the northern Costa Blanca, we find ourselves on one of the most scenically beautiful coastlines of the Spanish, Mediterranean Sea region, surrounded by lush vegetation and in the midst an unrivalled climate. Our first brochure, that was printed in 1973, bore the beautiful title: "At The Spanish Sunrise". What that signified was Jávea, the most easterly point of the Spanish mainland, south of Barcelona. The sunrise on the sea, the magni-

ficence of the blossoming almond trees in winter, the dark green orange trees with golden yellow, shining fruits and the mountain scenery of the Montgó, had already, at that time, fascinated people - not to mention, the snow-white, sometimes glisteningly bright sunlight and the splendid colours of the region, the brilliant blue of the sky and the intensity of the constantly changing colour of the sea.

Time after time, pleasure can be gained from the soul of the treestock, the lush blossom-splendour of the bougainvillea and the frequently captivating beauty of the Mediterranean garden. People are thankful for the occasional rain that blesses us with much greenery, and which makes this region stand out pleasantly from the, in part, desert-like regions of more southern provinces. For several years, experts have also been appreciative of a good quality of water again, that earlier was not always the case.



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