

# el sueño noticias

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## **T**raditions prevail

It is true that agents are coming closer together. Lone contenders are becoming scarce. That's a good thing. In the interests of clients, it is better that they cooperate, and help and support each other, rather than working against one another, as was almost exclusively the case previously. Nevertheless, the old habits can still be found in many places, and it will be a long time before agents can draw, at least regionally, on a common property pool. Much to the disappointment of buyers and sellers, agents still lack a tightly-knit cohesion.

## **Bear in mind**

Not every agent has all properties for sale on an unconditionally exclusive basis. Many feel overtaxed with sole instructions, for example, because the property may not be ideally placed with them, and they consider it in the best interests of the owner, that it is in several hands. There should certainly not be any deceitful form of interest or even incompetence displayed under these circumstances. It may also be that an agent has received the property on hand from a colleague and the sole contract is at a nearby agency.

### **Nothing works without cooperation**

It has been a widely held belief for a long time that price consistency is the uppermost requirement when a greater number of properties are offered for sale. And, obviously, agencies employees cannot know every property that they offer for sale inside out. In the case of the extensive range offered by some firms, that is just not feasible. You may notice that some negotiators conduct viewings accompanied by someone who knows the property. That could be a friendly neighbour, who has a key and helps out, when the owners are away. Sometimes, though, it may also be the colleague of an allied agency that shows you around the house, because he knows where to find it and can answer difficult questions.

### **Not so bad at all**

It can certainly seem like the same properties tend to appear in the window displays of several agents. That is not to say that they are in intense competition with each other, but that as sellers of a given property, they are most probably working together and mutually supporting one another. Hostilities among agents has become quite rare. It also hardly ever occurs to find anyone speaking badly of anyone else.

### **We are dependent on each other**

Although every agent treads his own path, one should know that, they are, nevertheless, interested in learning from one another, especially the younger ones among them. They meet in lawyers or architects offices, and want to talk and be able to work together. Often they have the same clients, and the same interests. It is worth emphasizing that a laudable change has taken place in this area. Everyone is all too aware that to underestimate the benefits of reciprocal cooperation makes no sense, but instead should be in agreement about its mutual advantages. The knowledge



that one needs has won through. A big step forward, we believe, because, in any case, competition still gives agents great pleasure. It goes without saying that it is in the best interests of clients.

### **A radical change is underway**

It seems to us that we are finding ourselves in the middle of continuous radical change. By that, we do not just mean the agents way of doing business with each other, but the entire estate agency profession, which has become a lot more demanding and requires a great deal more knowledge than 35 years ago, when we first started. More ethical, well-ordered conditions are taking the place of the ludicrous escalation of past decades.

### **Hope remains**

There does, therefore, remain definite hope for the future. It is true that estate agents are their own people. They won't lay their cards on the table and are mistrustful, but the new genera-

tion of younger, more creative individuals is flexible and treads new, unconventional paths, seeking collaboration with forward-looking, capable associates, in order to develop and complement themselves.



### **Tread carefully**

Several trends are emerging. The specialization of the estate agent seems to be the most conspicuous. Because today, one no longer succeeds with a vendors tray. When you watch the market carefully, it will strike you that ever more agents are turning their backs on their previous, rather broad property range and are offering, above all, those properties that appeal to them and for which they have a good name. Exceptions may be those concerns that have already had a good reputation for decades and with whom one can still strike it lucky on a more extensive level.

### **Properties for aesthetes**

You will understand all too well our own situation. The Hanseatische Gesellschaft Hamburg is their CI, the so-called Corporate Identity, that has remained true until this very day. We are well-known for our prime properties in the Jávea and Moraira area. Our range embraces only the finest properties. "El sueño" has become the by-word for top-quality "one-offs". And shall remain so.



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