

# el sueño noticias

www.hg-hamburg.de



June 2006

**P** **prime location**  
In english this term is generally used to describe the best location. Don't they usually say "location, location, location" when it comes to looking for a property. But what really is the best location nowadays? Is there a rule by which one can measure and reliably judge an absolute top location? Of course not! We have even discovered that opinions differ considerably over this; so much that what may be the embodiment of the dream location for one person, others, in their own words, would not want to be "seen dead" there. Is that not

laughable? But that's exactly what it's like. Tastes are very different. Because it is a matter of opinion, and there are nearly as many "prime locations" as there are people.

### **The choice is yours**

A dream location for one can be a nightmare for someone else, perhaps because you can only get there with a general-purpose vehicle and the nearest town or wherever may be half an hour away. For some, the "beautiful" urbanizations that there are on the northern Costa Blanca represent the long-desired dream,

while for others that would be like living in a small-holding and thirdly, that a graveyard atmosphere would prevail. And yet others say they would feel too supervised in such urbanizations, because there is usually a Junta de



Proprietarios, that conscientiously looks after the interests of proprietors. You can't please all of the people all of the time. If it's right for you, then your well-being in Spain will also work out fine. The decision is yours.

### **One loves the crow, another the nightingale**

It is just like that with the choice of town, which you follow with your choice of location. Noone seems to want to have much to do with the people in other towns, and will even run them down, maintaining that they are overcrowded, noisy and untidy. Towns even compete among themselves, claiming to have many, more beautiful beaches, a newer, much bigger yachting marina and that you will feel more at ease with them during the winter. The

weather in neighbouring towns is also not much better. In summer it is much too hot and dry, and there are no extra parking places there, either. If you really want to spoil the pleasure of your property acquisition, speak to someone from one of the neighbouring towns, someone who "knows what's what".

### **One man's meat is another man's poison**

But even within a town you will take great pleasure in public opinion. People have an astonishing repertoire at their disposal, when it comes to explaining the advantages of their own location in comparison with all others, and, above all, highlighting, to the listener, the drawbacks of all other locations. And that is despite the fact that they know hardly anything about the other places and also have no desire to get to know them. It is a wonder that so many people are lucky to live where they live, and that for them there is nowhere else more beautiful than where they call home.

### **See where everyone else lives**

When owners of houses with many steps speak to you about their properties, it will soon become clear to you that they have regular vascular training, gained through climbing steps, to thank for their robust health. And when there is barely a sunny spot to be found on their plot, they then sing the praises of dream-like summer nights, enjoyed on their terrace and commiserate with the unfortunates that are melting away in the summer heat.

### **There's no accounting for taste**

When there is hardly any daylight, while it is broad daylight outside, in a pitch-dark finca, then that is just how it is, because it is spanish and for a genuine finca quite typical, because the thick walls and small windows which keep out the summer heat, also ensure warmth in the winter without central heating. Anybody not convinced by that, has no idea of life in a

real finca. And anyone not willing to put up with a bit of dampness, should be on a sunny, preferably tree- and shrub-free, southerly slope in the hinterland, where it is really dry even in winter.

### **Criticism hurts**

That sounds like an exaggeration. It is. But do not ever risk criticising the much-loved house you are in to the owner, who may still have a heavy heart about parting with his dream-home. That causes offence which is quite hurtful. That is why there are owners who are reluctant when it comes to viewings of their house, and ask us to report the outcome to them, something we regularly do, in any case.

### **Sensitivity is required**

The same thing concerns the topic of price, which has to be handled extremely sensitively, should one hope to be successful. Many homeowners are, at this point, very sensitive and only with patience and empathy will you sometimes attain your goal. This is because not everybody wants or has to sell immediately. For many, a few more months does'nt matter.

### **A little diplomacy goes down well**

The agents task is to determine a price that is, if not the same as that of the owner, most probably a realistic one, for their property. Here

you have those advantages enjoyed by the owner who places his trust in us. It is not only fairness and credibility that is expected, but also specialist knowledge and the ability to assess the price correctly. At the same time, the agent not only needs accurate knowledge



of the market, but also a realistic evaluation of his potential clientele, and that is not always that simple.