

el sueño noticias

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We should do better
Recently we received a call from a home owner whose house we have been trying to sell for a long time. The friendly gentleman asked us to present the text in the brochure in a more positive light, in order to find his house a buyer as soon as possible. Obviously we understand the families concern and have, as a result, carefully checked the accuracy of the text once again, with the result that the description was fully in accordance with the truth and could, therefore, not be improved upon.

Integrity must be maintained

We have explained to clients that the credibility of a Hanseatische Gesellschaft description, whether in text or photos, is a sound component of our work, and is, for that reason, sacrosanct. We consider any exaggeration or untruth tantamount to deceit or a falsehood. Although it is customary in advertising to boast endlessly, we won't stand for any nonsense, in this respect. A firm that wants to be taken seriously, should not irritate its clients with dishonest superlatives. What we mean is that any carelessness in dealing with

brochure descriptions always goes wrong sooner or later, that is to say, when people no longer believe anything else, that you may still have to say to them afterwards descriptions always goes wrong sooner or later, that is to say, when people no longer believe anything else, that you may still have to say to them afterwards.

The correct criterion

The client respects our need for integrity, when we express our opinion responsibly, within the framework of a catalogue, on location, structural condition etc., avoiding any exaggeration. Because a potential buyer expects the right to a professional assessment of the property on offer. Behind any of our descriptions stands the companies reputation and not just the requirements of a private individual who wants to dispose of his property.

Nothing works without some emotion

You may, nevertheless, find us caught up among the crowds, that is to say, when we ourselves are enamoured by the location, the fittings, the build-quality or whatever. Perhaps that is only human, because admittedly, there are properties that also grip us with enthusiasm. This should, of course, not be the rule, staying cool and realistic is what is required. The clients can feel enthusiastic, not us. Nevertheless, showing little emotion does not always seem to work that well. Whoever loves his profession and is right in the middle of it on a daily basis, and not just involved "on the fringes", can allow himself a certain amount of enthusiasm.

Impatience, an old weakness

For many house owners the sale of their property cannot take place quickly enough. In this respect we must stress that the German clientele is still holding back, but there is a glimpse on the horizon that suggests things are

looking up. Once again, we believe that there are, currently, good to very good buying opportunities, due to the still weak German market. Further observation would reveal that the up-market English clientele, after an initial period of euphoria, are currently proceeding



in an extremely selective and level-headed manner. The point we would like to reiterate once more is that in general, a possible collapse of the market is out of the question, widespread, unrealistic price-expectations of some sellers are more likely. Better and more well-founded advice than any guide-book could ever give, is that the market will regulate prices, and eventually be the criterion for everything.

No clear trend

Contradictory reports in the relevant media in relation to price-trends of properties in Spain, have shown that no one really knows anymore where it is all going to end. That is indicative of the situation in which we currently find ourselves. It appears certain that interest in



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An insider's tip for the discriminating client

The impression has emerged that the Hanseatische Gesellschaft provides an insider's tip for prospective buyers looking for something special. This is because the company is active in a market segment that is not too susceptible to economic fluctuations and is, therefore, quite safe from the known risks.

A great job

Of further interest is the recognition received from many potential buyers and sellers, who report to us unanimously that the Hanseatische Gesellschaft has by far the best property range, within the upper segment, at its disposal, and that the internet presentation is also outstanding. The background to such repute would be the commitment of the Hanseatische Gesellschaft team, in cooperation with our closely located collaborating partners, to achieving something special at the highest level, and establishing itself as market leader for prime properties in this region. There is still, however, much to do to secure such prominence.

properties of the upper level remains as undiminished as ever, and that serious, comprehensible prices will be paid without hesitation. One should bear in mind that for comparable locations on the Balearic Islands and the Costa del Sol, markedly more has to be paid.

A treasure trove for the expert

As observed, one may conclude that the northern Costa Blanca remains a treasure trove with extremely good future prospects for the discerning client. Because scenically, infra-structurally and not to mention, culturally, this coastline is equal, for the most part, to the above-mentioned, significantly more expensive regions. Jávea is, for example, a true, rarely surpassed oasis, that many doctors recommend to their patients for recuperation.

It is interesting to know

We are frequently observing that buyers already owned properties in less favourable locations in Spain, before finding us and deciding to settle here on the northern Costa Blanca. We believe that it is not only current rising demand, that is causing people to make a change, but also the desire to make the step from holiday home to "real home", and everything that entails. The second or third house will finally be as it truly should be. It doesn't always turn out successfully at the first attempt.



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