

# el sueño noticias

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### **S**ervice required?

Clients are becoming exceptionally self-reliant. They act on their own authority and no longer depend on one sole service-provider to do everything for them, alternatively getting their own bearings in the market and deciding independently. Congratulations!

### **A strong sales case**

It was quite different at the beginning of the 1970's when we first started here. In those days, our strongest case for a sale was to offer our clients a comprehensive "after sales

service", ranging from flight-bookings and car-rental reservations to pool and garden maintenance, insurance and anything else the client should wish to indulge in.

### **Wishes fulfilled**

Frequently a client would call a few days prior to his arrival to advise us of his requirements. The list would include the cleaning of the house, turning on the heating, stocking the fridge with drinks, the clearing-up of faults on the complaints lists in respect of new-build properties, and the completion of construction

or renovation-works by the qualifying-date, so consequently the new-build business was extremely stressful at that time and required good nerves, and above all, in order to fulfill every last wish, would sometimes require working into the morning hours. Should the client not come until late at night, would the exterior lights be turned on, so that he would find the still unfamiliar steps to his house?

### **Client satisfaction is our chief goal**

The aim was at that time, just like today, to make clients totally happy and even indulge them a little. In those years this was quite unique here on the coast, because there were virtually no companies offering such a service.



Besides, in those days, people were still comparatively dependent, spoke no Spanish and were very thankful, if one could relieve them of as much as possible. Because they came on holiday and wanted to enjoy themselves from day one.

### **A worry-free ownership**

Today, all this seems to be no longer the case. Flights and car-rental are booked on the internet. There are professional garden-maintenance firms virtually everywhere. Many horticultural firms, meanwhile, offer a good, if not very good service. In addition, there is not much difference when it comes to pool-maintenance, property management and upkeep, as well as property rental.

### **Security is the be-all and end-all**

Brisk competition prevails among the banks to gain you as clients, to finance your purchase and of course, to also offer insurance. Obviously, a good tax consultant in the team would also not go amiss. Furthermore, anyone in doubt as to whether the asking price is realistic, obtains a valuation report from one or perhaps several banks and, if desired, the report of a qualified surveyor, which gives him information about the build-fabric. With the help of a specialist lawyer for Spanish property law, who will give the sales contract his seal of approval, everything should be given some thought.

### **Nothing goes quite right without service**

Anyone not requiring an all-round service, delegates part of the ensuing work, like for example, the pool and garden maintenance. It must be said, however, in this regard, that local nurseries will mow the lawn, cut the hedgerows and also look after the disposal of garden waste, but will not concern themselves with the care of your plants and flowers; equally as little when it comes to your palm-trees, a job for palm-tree cutters with special knowledge and tools.

### **(Let yourself) be helped**

Should you cast an eye over the newspapers and magazines of this coast, you will discover numerous businesses, especially tradesmen, but also service companies, that offer a truly versatile service. We believe there are possibilities there in abundance, and that it is only a case of asking the organization in question, whether they can do the ensuing work themselves or would want to delegate. In any case, the carrying-out of work need worry no-one here. What is more difficult is the question of how to find the right people. Word of mouth is, as always, a popular way of finding things out here, because recommendation of professional tradesmen and reliable service companies is always of value.

### **Good advice**

Accordingly you will help others by passing on truly useful knowledge and experiences, that can be of value to your fellow men. We are all in the same boat. It's true we don't immediately appear to be dependent on each other, but is it not a wonderful feeling to do someone in the neighbourhood a favour? Perhaps he will even return to you one day with a useful piece of advice or a favour. A friendly, neighbourhood contact is invaluable, especially abroad. It is worth thinking about. Countless reasons speak in favour of it.

### **A friendly neighbour**

It is without question that a pleasant, neighbourly relationship constitutes a large part of our wellbeing. We know of many who leave a

house key with a neighbour who lives here permanently, when they go away. After the so-called "gota fria" when it is bucketing down, the friendly neighbour may take a look by, to check that everything is fine. Besides, after fierce storms in autumn, trees have been known to fall down. Is it not reassuring to be



able to call a neighbour and ask if everything is in order? It can be a great help if, in your absence, a tradesman happens to be in your house, and a friendly neighbour looks by now and again. We know of cases in which people have been saved from considerable damage in this way. With such security, it is also reassuring to know that, in your absence, someone is either across the road or next door.