

# el sueño noticias

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## December 2006

**O**ur strong points  
It has been a good year. Perhaps a better one than many others have experienced. Evidently, more than half the completions have been the result of co-operation with collaborating partners. As in previous years, the Hanseatische Gesellschaft has put its properties at the disposal of its partners, and they have reciprocated with their clients. As a result, the strengths of the Hanseatische Gesellschaft can be seen in the following areas:

1. High Class Properties on offer.
2. Acknowledged as one of the best websites of the region.

3. Company profile in the property market.
4. Integrity and correctness to the last detail.
5. A willingness to work together constructively with partners.
6. Trust, which the company enjoys among its partners.
7. The development of a working method to which partners respond.
8. Competence, ethic and fairness.
9. Modern working methods.
10. Multilingualism.

### **A basis for the future**

The development of the company shows it to be an interesting road we find ourselves on.

Not only are sales significant, but also the constantly growing reputation of the business in the market and the action platform, which the company has built up together with its business partners is important; an arrangement of great interest among local estate agents. It is seen by many as a basis on which we can build further in the future.

On the whole, the company appears on the edge of a very promising expansion. What matters crucially now is that we consistently stay on course with our decisions. That means:

1. Our property range will be increased considerably in some price ranges. It will be even more diverse and appealing.
2. The surpassing of prospective buyers high expectations will also remain an important objective in 2007.
3. Customer satisfaction will, as always, take the highest priority.
4. The after-sales service will be further enhanced.
5. The new-build area will see a renaissance.
6. The in-house magazine, El Sueño will be bilingual.
7. The press kit will be given a make-over.
8. The internet will be carefully maintained, and improved wherever possible.
9. We will continue to report on current events in our Newsletter.

### **Best property agent**

We have been named, once again in 2007, "Bellevue Best Property Agent", a distinction that honours and also, admittedly, pleases us. Irrespective of this marvellous recognition, we obviously see this year as a challenge or, in other words, a mission to surpass the previous year and do our job that little bit better. It is a foregone conclusion that such an approach has always accompanied us on our way, and presumably has become what we stand for, and for which the name Hanseatische Gesells-

chaft stands for, these days. To always do a little better than in the year before. In the business it is known as "Progress". Anyone not making headway falls behind and is no longer competitive in the foreseeable future. On reflection, one should always lead the way.



### **Setting standards**

For us, however, the concepts of growth and progress are not only concerned with higher turnover, but also with the safeguarding and advancement of our merits, which we call virtues, integral parts of our work to which the Hanseatische Gesellschaft is closely bound. There is still much to do in this area. We see ourselves as a company that occupies a position of setting an example in this sector, to which others gravitate. Such merits will not appear on the balance sheet, but are crucially important in terms of growth and development. It pleases us to have also set standards in this sphere and to be able to contribute a little to an improvement in relations.

### The state of the market

From our perspective, there is the following to report: The upturn that, above all, English buyers have given us, is clearly limited.



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The German market has, as ever, still not come back to life, while the Spanish market is also quiet at the moment. But don't worry, we have already experienced such cycles frequently in the past. Current demand is fluctuating, in part, due to variable influences. Seasonal influences, politics, the press, mortgage interest rates, as well as, technical market elements and obviously the state of the market in general all play their part. There is no real constancy. We can remember, from previous years, boom periods of buyer interest, from a number of countries, and equally as many slack periods.

Naturally, we are aware that past conditions will not necessarily repeat themselves in the future. We are, nevertheless, able to report from almost 4 decades of experience, that prices and sales have, time and again, after a temporary low, surpassed the preceding high. In the mid to long-term – viewed in chart form – we find ourselves on an upward trend. Let us assume that the market is going to come back to life very soon.

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