

el sueño noticias

www.hg-hamburg.de



May 2007

Well-maintained properties wanted
What we had already stated in previous Newsletters has occurred. The market has gathered significant momentum at the beginning of the second quarter, and we will proceed on the basis that this vigorous development will continue. Well-maintained properties in good to very good locations at reasonable prices will continue to be in demand. In the meantime, everyone knows that realistic expectations on the part of the seller are the prerequisites for a speedy sale. Many homeowners, above all, those interested in doing business within as short a time as possible, have already revised their opinion accordingly.

That is fortunate for us, inasmuch as, it spares us the drudgery of liberating the homeowner from excessive price expectations.

Aesthetic requirements

It is an interesting realization, that, despite prevailing interest in ongoing price development, price alone is not, by far, the deciding factor when it comes to the sale of a property. It is and remains the phenomenon of the appeal between people and a given property, that fascinates us time and again. So many aspects play their part here, that it seems well-nigh impossible for us to predict which property a client will really be drawn to. Many clients have

aesthetic needs with regard to the attractiveness of a house, the façade, the room distribution or the contours of the walls, stairs, types of windows and doors and the light, above all, the brightness in a house at different times of the day.

Cultured living

People also have quite different ideas about a house by the Mediterranean Sea. For many the garden, for example, and the ambience throughout a house, whether a person feels at home in the various rooms, play just as important a role as the sun position or the sea view. Obviously, the quality of materials give people a feeling of comfort, homeliness and wellbeing, while workmanship and wood and floor colours set the scene to a large extent.

Love at first sight?

It very rarely happens, that someone enters a house and immediately knows that it is just right, and seldom, in fact, are there exceptions. But we do know that such exceptions can occur. Others need years and some never achieve it, not least, because over the years prices will rise beyond their reach, resulting in frustration and, sooner or later, resentment. Perhaps, as always in life, a little luck is also needed. Because it's quite true to say - finding a really great house, in a location that suits you and in which you feel at home, is definitely not easy. There is no patent formula.

Direction is the goal

This is what we advise, time and again, to make the task more of a pleasure. Direction is the goal. Observe. Allow yourself time. Stay relaxed. Try not to put pressure on yourself. It will happen when you least expect it. We can attest to the view that when people see houses that come close to being just "right", they turn them down because they seem too expensive or too old for them, or the interior rooms too dark, or "somehow" something else does not correspond to their own perceptions, and they want to proceed undisturbed with the

next viewing. We can understand that only too well; because bells should ring, when it's the right one, or should they? What we want to say is that, assuming the most important criteria are met, you should allow yourself time to "experience" the house. Some houses only reveal their true worth at the second viewing and many seem to fare likewise, because for some considerable time we have been experiencing multiple viewings. At the second or third viewing you will notice things that you may not have previously.



Ref. 2480

A demanding profession

We also believe it to be of great importance that you set out on the search with the right people. Naturally, that's not to say that it should be us. Obviously, the well-intentioned vendor must also have suitable properties for you, but when the chemistry among people is just right, the vendor concerned will also be in the position to bring quite different issues to bear, he has opinions, and, for my part, inspiration or ideas to win you over with. En route, there are other powers at work, that cannot be explained

in words, and that is helpful, because it sets forces free that will be needed. And there is no ready-made creativity. When enthusiasm and pleasure are shared, the job benefits from an added quality, and that is needed in a demanding profession such as this, because it goes a long way – for all parties concerned.



The client is king

We remember struggling in the early years of the business in Jávea to plan a free day before the arrival of the clients – which was mostly at the weekend – to be fit for them, as a rested partner to engage in dialogue with would be expected. Music was still made by hand then. The clients had to have our total concentration. There were neither mobile phones nor fax machines or e-mails. No sources of irritation. The client was the centre of attention. At that time, more so than today, a consistent organisation prevailed. We were, ultimately, a small company, that has concentrated, conscientiously, on a core-business, and wanted to provide a decent service.

There was, already, always much to do

In order to have a better understanding, it also serves as an indication, that the new-build business at that time was very complex, and could not be readily delegated to a building contractor, without later experiencing a shock. The legal process was also complicated and allied with much responsibility. In addition to that, is the extensive service that the Hanseatische Gesellschaft has, to a large extent, offered clients, and that the clients should rely on us 100%. In those days, we considered that to be a great challenge, which very much continued, as many agents are aware of nowadays.