

el sueño noticias

www.hg-hamburg.de



June 2007

On one's own account
Having introduced our charming new colleague Wendy Kools to you in the November 2006 issue of the Newsletter, and our star photographer José Maria Hortelano being the topic for the month of March 2007, today the focus for discussion shall be Ute Grunwald, one of our most valued colleagues, that some readers will already be acquainted with, as she first came to us seven and a half years ago, and has, in the meantime, developed an indisputable talent for organization. Ute's abilities are impressive. From over 120 properties registered on our website, she retains virtually all relevant details in her

head. Beginning with the reference number and relevant advertising name of a particular property, (on which she still works, of course) not to mention, the square meterage of the plot and house, as well as, current prices, she can, almost always, recall from memory, extensive information, accurately and at lightning speed. What is even more remarkable is that, alongside simple details, such as, for example, the number of bedrooms, the type of heating, the sun-position and seclusion of a plot, she can also remember tricky things, like the construction year of a house, and details of any extras, from air-conditioning to alarm systems, and can quickly deduce whether the floor-plan of

a property is in tune with a clients wishes. No data bank in the world – and we stress it just once – could, with all their search functions, replace the combined talents of Ute.



Information requested

In order that she may fully display her abilities, and, therefore, work in the way she does best, she would like instructions from a potential buyer, regarding wishes and requirements associated with his or her future home, to be as clear and detailed as possible. It is important for her to know if the house is to be occupied only as a holiday home or as an all year-round residence, which architectural style the client has in mind, if he prefers a flat plot or was thinking of a sloping position, which, as is known, are often associated with steps, both in the house, and in the garden. Naturally, she would also like to know whether a sea view is important or if an expansive landscape view, perhaps towards the south-west, with superb sunsets, could be a more desirable idea. The wish list can extend as the client pleases. It is important to Ute, that everything is fully com-

municated; because she cannot, as she says, guess what is truly in an individual's heart. Anyway, as we all know, the outcome can often be quite different to what one previously expected. And, of course, compromise always plays a part, because, as you know, you cannot have everything in life.

Lead into temptation

Obviously, Ms Grunwald knows, that it requires not only her ability alone in quickly recalling technical data from memory to seriously interest a client in having a good look at a property, but depends rather on extreme individual tastes. What strikes you, here, is a further, valuable ability of Ute Grunwald, namely, her interest in putting herself in the client's position and discovering their point of view. Because she knows that the success of the company depends crucially on whether we can tempt clients into acquiring one of our properties. We have often experienced that when we show a client a, for him, irresistible property, he sets everything in motion to get it. In exceptional cases, it can even go so far that a property captivates him so much, that although it may not have, contrary to his wishes, a sea view, and is more expensive than thought, he is delighted to acquire it.

Conscientiousness is important

It was different 20 or 30 years ago when there was still no property financing available through Spanish banks for non-residents. Woe betide, had we shown a client a property which he had fallen in love with, but which subsequently lay beyond his reach, as that would have been a serious and sometimes unamendable error, because everything else would then be compared with this one property, and the bad luck could no longer be reversed. For many today, a few hundred thousand euros is not that deadly, when it comes to the acquisition of a property, because mortgage interest rates are, although no longer quite as favourable as a few years ago, still attractive, and cherished properties are, therefore, financeable.

Just don't fall in love

Nowadays, we have to be on our guard against a not quite dissimilar, but equally serious problem, namely, to show the client his dream property and to then be able to – owing to any unexpectedly arising inheritance disputes or similar complications - conclude the sales



contract within not too short a time frame. No other property can be as superb or charming or even worth considering when love is involved. It's interesting, isn't it? But for a client it is anything but amusing, and we, likewise, must experience it.

Love hurts

The situation is not that different to a case in which a client is head over heels in love with a property, but due to some or other doubt, cannot, over the course of several weeks, come to a decision about whether to proceed with the purchase or not, and to then be desperately unhappy when the day comes that we have to confess to him that, unfortunately, the house, in the meantime, has been sold. This is very sad for the clients, and also, for us, an unpleasant but unavoidable occurrence, for which we cannot make amends, as subsequently, no other house may be to his taste; we would then, therefore, strive to find him something similar. The experience has taught us that, though not quite to the extreme of us humans, who have to endure an element of painful love sickness, houses also have to be unique and, therefore, beyond compare in order to have considerable appeal to people.