

el sueño noticias

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An interesting question: How is business this summer? As opinions appear to differ considerably, it seems that everybody wants to know how we would judge the situation. Have prices fallen, risen further or remained quite stable? Which properties are the most requested? In principle, let it be said, that the various property sectors have progressed quite differently and cannot be assessed indiscriminately. According to reports, properties in the mid-price range, with which, as you know, we deal less and where an oversupply exists, are proving to be problematic. Anyone active solely in this segment of the market is likely to be experi-

encing great difficulty. We hear that, business, in general, is proceeding at a slow pace.

Good prospects

From the perspective of the Hanseatische Gesellschaft, we can report, as usual, on an undiminished interest in high-quality properties. Buyers and sellers alike are, in every respect, confident. Receiving attention, above all, are properties in very good locations, in the best condition, for which, to a certain extent, considerable prices are being paid. A growing demand is evident, increasingly, from a clientele of eastern origin, who want, in part, to avail themselves of the considerable price advan-

tages, in comparison with Mallorca and the Costa del Sol, and recognize the potential of the northern Costa Blanca in terms of future growth. Completions are almost exclusively being carried out with properties that offer the buyer a number of distinct, recognizable advantages, being one-off examples, rarely encountered, that suit the clients to a T.

New clients in sight

Of further interest, is the observation that the new generation of buyers appears to be increasingly younger. They are often about 40 and more decisive than the older clientele, to whom we have become accustomed, who, clearly, have difficulty in making a decision, letting themselves, much too often, become confused by the vast, bewildering range of property on offer, losing valuable time, sometimes even years, during which prices end up running away from them. The blame lies, frequently, with an excessively, extensive study of the market, that takes up a tremendous amount of time, and deprives people of the energy required to make a decision. It is difficult when too many criteria must be just right. Buyers should concentrate on what is most important and follow, also, at times, their inner inspiration. We have noticed that when the house search lasts more than 1-2 years, the project can slide into danger of falling through, and it is only much later that it is tackled once again, if at all. Our advice: when there is a strong will, stick with it. It's in your own interest. But there are, also, exceptions: We know of one client, who knows within the first 10 seconds of entering a house whether it is for him or not. A record!

A remarkable phenomenon

We also find it quite understandable when, for example, a German client, from his view-point, sees price-development rather more sceptically, because in German territory a very much restrained optimism still dominates, while in many other countries, a definite spirit of optimism prevails, and these clients are setting to work very optimistically and are, clearly,

prepared to pay better prices. We have already said this before, in different reports on the state of affairs: when one door closes, another one opens. Just as we are seeing again now, should the German client be absent, the English one will provide the upturn, as one steps out of the flow, another takes the vacant space, and so on. It is not least this phenomenon, which has, in the past decades, made properties on the northern Costa Blanca, into a secure, international, recognized and, not to mention, sought-after capital investment.



Towns in comparison

The towns of Dénia, Jávea and Moraira are turning out quite differently. Jávea, for some time now, appears to be making little headway in terms of development; because the redevelopment of the beach area, the expansion of the Port and golf course, as well as, the construction of a promenade between the Playa Arenal and the Port and much more, are still in the offing. Apparently, Jávea has given priority to a better water supply, a desalination plant, the construction of a sewage plant and an up-to-date infrastructure. Any positive, ongoing progress in Jávea will, undoubtedly, depend on

the future political policy in the town hall. We believe that we should remain confident, and that it is only a matter of time, until things start to improve further, because Jávea cannot afford to fall behind in the competition with neighbouring towns.



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Climatic benefits

Moraira, on the other hand, is already in the fast lane. A town that has expanded in an extremely positive way, although the planned golf course is, unfortunately, not going to come to fruition, at least, not there, where anticipated. Moraira has, compared to Jávea, and, above all, in comparison with Dénia, distinct climatic benefits. In areas such as, El Portet and Pla del Mar, or Cap Blanc and Punta Estrella, two areas already pertaining to Benissa, top prices are be-

ing achieved and there are only a few, available properties on the market. We acknowledge exceptional development opportunities extending along the entire coast line to the south, from Moraira to Les Bassetes. We believe that, in future, many clients will base their buying decisions on replies to the following questions: How is an area expected to develop? What will the town look like in ten or fifteen years? Where, currently, are the most exclusive villas situated? Which areas will achieve the best prices in the future? Which areas are already emerging now? Where money is most favourably invested? Whoever places value on such matters, can inform themselves through us, as we have been familiar with the development of the surrounding towns for decades.

The summer curse

Obviously, the towns appear completely different in the height of summer, than in winter. In August, for example, you can barely reach Dénia town centre by car, at all, let alone find a parking place, because the inner town infrastructure is totally overwhelmed. But also in Jávea, with a comparatively excellent road network, traffic jams are the order of the day in summer. The towns are bursting at the proverbial seams. Although underground garages, that are planned by many towns, some under construction, others already in operation, should provide some relief, it is clear that town centres will become pedestrian zones in the foreseeable future. As the town centre of Moraira consists only of a few streets, there is not such a big problem there. In the summer months, the narrow streets are closed to traffic. You make use of the nearby situated parking places, and proceed a few steps on foot.