

# el sueño noticias

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## September 2007

### **T**he Fine Difference

The desire of the Hanseatische Gesellschaft, existing from the outset, to stand out from the competition in a satisfying way, has, until today, helped it maintain its high standing. The client must be aware, that he is dealing with a firm that places great value on a first-class execution of all aspects of its work. Today more than ever, the client wants to be convinced of the merits that a firm has to offer him, and to be clear about whether the people are credible and reliable, do they keep their promises and are they professionally qualified. Nowadays, it is the standing of a firm in the market, as well as, its measure of customer

satisfaction, that can be more convincing than formal bank information. As we know, the long-standing existence of a company is also no real guarantee of perfect business practices. Nowadays, it is of interest to clients that they are listened to attentively and their interests looked after unconditionally. Gaining a clients trust, and maintaining it over the course of several years, is one of our most honourable tasks and requires a large measure of attention and willingness, always giving of ones best, and that can only be achieved, when we are ready to understand and take into consideration the interests of the individual and do justice to the constantly growing demands. We always want

to be in the lead by a whisker, and in such a sense, that has already been endorsed for many years by our firms' slogan, *The Fine Difference*, that has always accompanied our Bellevue advertisements.

### **Cooperation instead of competition**

The Hanseatische Gesellschaft, in the meantime, works with a group of approximately thirty regional joint partners, many of them



for a number of years. The concept: The Hanseatische has the properties at its disposal, the partner firms the clients, the result being, that the Hanseatische enjoys an international clientele and the partner firms, a professional supply of suitable properties. In that sense, we, therefore, support and complement one another, with the aim of working efficiently, to be able to serve the clientele in an effective manner. With task-sharing, responsibility will, on the one hand, for the preparation of properties, with a view to a sale, and, on the other, for customer care, be handled completely separately. In this way, not only will a considerable work-load be achieved, but also, the ever

important, future, emergent teamwork will be quite consciously practiced and encouraged. A reasonable, but not too simple a process, as a large measure of mutual trust is required.

### **Valuable contacts**

As such valuable contacts, based on partnership, can only be developed over years of cooperation, the Hanseatische Gesellschaft had, already at the beginning of the 1980's, began to build up and encourage suitable cooperating partners, although, at that time, solely in the interests of our German clientele, who were looking for special properties, to which, however, we could not gain access without additional, outside help, because they were in either Spanish or English ownership, and we had, at that time, barely a reference in this segment of the market.

### **Throughout the changing times**

The picture has changed completely since then. Nowadays, for many regional agents, we are a source of supply of top-quality properties. By way of clarifying that, countless new agents have, for a long time now, been growing like mushrooms, led, predominantly, by dynamic, but lacking in experience, young people, who, like us previously, are looking for suitable properties for their clientele, to which they cannot, themselves, gain access, because they do not have the necessary contacts at their disposal. These young people, in contrast to the veterans of the estate agents fraternity, approach the market quite differently, thanks to the internet. We feel this is a refreshing development, with many promising dynamics, that serve the market well, all-round, not least, many a German owner, who, due to economic reasons, has had to sell, and has found a buyer through our cooperating partners, without having to accept price reductions. As we have grown together, throughout the years, with many of our business acquaintances, into an interesting community, we engage in virtually no direct competition, although, each firm, obviously, has

to attend to its own interests, and to respect that is an integral part of the cooperation. You see: We cooperate more than we compete.



### **Direction is the goal**

So that is why, the Hanseatische almost constantly has clients from all countries, who are looking for top-quality properties. That, obviously, creates interest among many home owners, who are ready and willing to entrust the sale of their house to us – frequently in the form of sole-contracts – especially since they know,

that we also understand how to professionally represent their properties on the Internet and the relevant print media. Furthermore, as the Hanseatische Gesellschaft proceeds consistently on its way, it can be seen, that it will, in fact, be, even more convincingly than before, the leading contact for the finest properties that are for sale on the northern Costa Blanca. Many claim to be it, we are it already. However, to lay claim to occupying a leading position in the market, is not our style, if the assertion is not validated by facts. All the same, we are on our way. In that sense, the maxim – the direction is the goal – holds good for us.

### **A new “el sueño” in the autumn**

The long-awaited fourth edition of our in-house magazine “el sueño” is beginning to take shape. It will be an issue of the standard and style of previous publications, though this time trilingual, in order to bear the English and Spanish market in mind, and, of course, as always, printed in the finest offset quality. This edition will contain a small, but select choice of current properties, on double sides. Two issues per year will be published, each one, always with a selection of the latest offers. Such a medium should motivate home-owners to give us their houses on a sole-contract basis, and urge potential buyers to inform themselves further, on the internet, of the diverse range of properties that the Hanseatische Gesellschaft has to offer.

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