

# el sueño noticias

www.hg-hamburg.de

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### **F**loor-plans en vogue

Along with our renowned, first-class photography and almost poetic texts, it is the floor-plans that play a special role, within our classic trio of property presentation. That is because, more than with images and much more than texts, plans are extremely factual, and allow no scope for persuasive picture reconstruction, nor possibilities to convey whether a certain ambience prevails in or around the house. In other words, no feelings, emotions or opinions, just pure facts. Now, readers and observers must draw their own conclusions from all this information. But

does that really work ? Obviously not. We expect so all the same. Not only us, the car manufacturers also. Everybody does it. You can really only experience the sum of the whole, once you have driven the car or spent a period of time in the house. Otherwise not. What we are able to do in the preliminary stages is to arouse your curiosity, and that is extremely significant, because all the initial passion for a property can just as easily disappear, should the client not be happy. None of our clients wants a house off the peg. Each and everyone of them, in a certain way, wants to find something quite special and get a

bargain. And that doesn't just mean the price. Everything has to be just right, last but not least, room distribution.

### **Quality assured**

Our technical draughtsman, Claudio Pellegrino, has worked for us for quite a few years with tireless constancy and ever-lasting enthusiasm. His willingness to always give his best, pleases us time and again. For the reader of these pages, it is interesting to know that hardly a single floor-plan, that we receive from owners,



even approaches being correct. Especially with older houses, plans must be entirely remeasured and redrawn. It is a very costly and, as we also know, an undervalued job. Nevertheless, we will continue to tread this path courageously, because we are of the belief that true to scale floor-plans, prepared in great detail with reliable square metre particulars, serve as better information and belong to a property just as much as the technical data does to a car. On our website [www.hg-hamburg.de](http://www.hg-hamburg.de) you will find these small masterpieces, with the inner and exterior square metre dimensions of diverse properties, in the finest and most precise, high resolution quality. And obviously, a north-pointing arrow is also provided, in order that you may clarify, in the initial stage, whether the prevailing light and sun conditions in the house and on the plot conform to

your own ideas. As, due to the fast-moving format on the internet, no fixed scale is possible, as with regular printed plans, which obviously we have too, Claudio has added to each plan, as a valuable aid, a taskbar that guarantees exact dimensions, also with plans, that you may print from our website.

### **It's good to be exclusive**

We know of not one single provider of Spanish properties, at least not from those of good reputation, neither on the mainland nor on the islands, who offers something similar with regard to secondhand properties. But why not? Because the production costs are extremely work-intensive and expensive and they are of the opinion that such expenditure is not economically viable and that a textual clarification of the room distribution suffices. We believe, however, that the frequent, wide-angled depiction of rooms in photos confuses the onlooker and a true-to-scale floor-plan creates clarity. The majority of clients want to know how big the livingroom is and many are also interested in rooms such as the bedrooms or the bathroom. You may learn that and much more from our floor-plans, because the interior dimensions of each room are stated. Besides, we think that many an energy-sapping viewing of a property, due to unsuitable rooms, can be avoided. Incidentally, current square metre details are essential for a correct land registry entry. In addition, a precise, professional floor-plan helps when a bank valuation is necessary, for example, with a mortgage application or ascertaining the current market value of a property.

### **A word of warning**

With many providers square metre details will be stated, that will falsely declare the enclosed area or covered surface inclusive of walls, built-in cupboards, sometimes even including the garage or cellar area, as "living-space". It is the interior dimen-

sions, however, that should be thought of as the living-space. It is correct, though, that in Escrituras the covered area will, in principle, be registered. The northern Europeans are less interested in such dimensions. They want to know what the living-space is, with which they are more familiar and which is, on average, 30% less than the exterior dimensions. A house with 200sqm of covered surface area will,



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therefore, correspond to a living-space of about 140sqm. Furthermore, it is quite remarkable the amount of houses that are registered too small in Escrituras, resulting in a so-called "ampliación de obra" being required, which has to be arranged by and also paid for by the seller. It is a question of a notarial document that confirms, determined by an architect, the correct size of the house with a certified certificate. Obviously, we can help in this regard.

### Our advertising

Our lasting and friendly liaison with BELLEVUE has remained undiminished for over 25 years. What we would like to say is that, to my knowledge, we have never let a single issue of this great, european property magazine pass without, at least, placing a full-page advertisement. The constancy of advertising in good, as in bad times, is the secret of the Hanseatische Gesellschaft's success, and we have many more such projects in the pipeline.

### A welcome development

Following an initial, sounding-out period of collaboration, we have found an advertising agency in Jávea, with whom we are increasingly satisfied. The firm in question is Tela Marinera S.L. What links us are our similar ideas with regard to value and quality, distinct specialist competence, as well as, the willingness to cooperate. In this trial period lasting just 2 years, issues Nr. 4 and 5 of our company magazine, el sueño, have been produced in a new and modern style. Both can be seen, online, on our website [www.hg-hamburg.de](http://www.hg-hamburg.de). In addition, a double-page advertisement appears regularly in CASAS & VILLAS, alongside quite a few front pages with our properties, many PR pages and, last but not least, an extremely striking, unmissable advertisement, bringing up the rear on the backcover. It has a monthly circulation of 15,000 and is available at many points of interest on the northern Costa Blanca. Feedback: very positive.



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