

el sueño noticias

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Ref. 2561



August 2008

The summer lull? No way

In the past, the summer months have been known for being “in the doldrums”, a period during which nothing much happened. It was a time in which many holidaymakers had a nose around, combining the pleasant with the useful, namely being on holiday, and passing the time in the afternoons, when it was not so hot, looking at houses. For us agents that was quite arduous, but, viewed in the long-term, a valuable opportunity. No significant amount of business would be transacted, but many an important contact would be established, which could come to fruition in the autumn or winter.

The market is booming

Nowadays, once again, everything is entirely different. We cannot recall any August in which so much was going on. Obviously the international press have caused a great deal of commotion, reporting effusively on collapsing prices in the Spanish property market. That has aroused potential buyer interest! Many are now sensing their opportunity to go for it and are here to look into what buying opportunities the market has to offer. And what, indeed, there is. Not at giveaway prices, but more favourable than a few years ago, when many still believed that trees grew in the sky. It is well-known that the mid-market segment is in decline. This

topic has been reported in detail in the press, especially by the English, and obviously the collapsing construction companies provide food for the journalists. Instead of stirring up fear, the opposite has happened. Many a buyer senses a spirit of optimism, an attitude we can well understand. One can see once again that interest in good properties on this coast remains totally undiminished. We are noticing that many had held back and waited, but now do not want to miss the boat and are on their guard. Too right, we think. The Russians seem to be on the ball with every trend. They buy when they feel it's just right. It has to cost something. All the remaining international countries are on the up, but are proceeding cautiously. We have countless clients, but few deals that signify a waiting game.



Staying close to clients

We think of this phase as being very constructive and consider it now an opportunity to form contacts, in order to be there for clients when the timing is right. Once again pioneering work is being achieved, because top-quality properties do not grow on trees, they can even be very difficult to find. All those who constantly have the market in their sights, in pursuit of the ideal property, know that. In such a situation we understand our job, and that is to be patient and have a great deal of understanding for both parties, namely buyers and sellers alike. We know that our willingness to help and closeness to clients are now extremely important. It's all to do with consideration for the clientele

and a true representation of their interests. Many agents can now show that it is justified to place trust in them.

A good reputation is crucial

The renowned lawyer and author, Werner Steuber, writes in issue 3/2008 of "Grundbesitz International", a membership periodical of the German and Swiss community of registered international land and property owners, which has appeared 8 times a year for decades, that, according to the Spanish press, approximately 2/3 to 3/4 of estate agency offices have closed. Whether a settling down of the market is actually taking place, we have our doubts, because we know from experience, that following every recession, agents have sprung up once again like mushrooms, and will do so again, after a few years, just like before. With more difficult, emerging times and constantly rising demands, however, many are going to find it significantly harder to stand up to the dynamic, growing competition. We believe that whoever wants to stand a chance in the long-term, must position themselves in the new, not to be underestimated market situation. Only those who are ready to learn and adapt to changed circumstances, can have a hope of surviving. In the future, it will be of greater importance, much more than before, in the reputation of a company.

The HG-Hamburg way

As readers of our Newsletter, you will know that for many years, the Hanseatische Gesellschaft has adapted to difficult, emerging times and also conscientiously prepared itself for them. The changed market conditions are not entirely unexpected to us and the majority of our clients! Not least, for this very reason, we recommend always the acquisition of only the finest available properties in the best locations, because they will maintain their value better and be easier to sell again, than the mediocre. By the way, our opinion concurs with that of all of our collaborating partners, that clients who are owners of prime properties on the northern

Costa Blanca, have not been affected by the disaster in the USA. And this is certainly also the opinion of all those, currently on the look out for buying opportunities.



Our recommendation

Today we would like to draw your attention to a landscape-gardening company that deserves a mention of praise in this spot. It concerns

Jardinería Palomar S.L., Javea, a business, that I have known since the beginning of the 70's, also the beginning of our own business activity in Jávea. Angel Palomar sr., whom I regard highly, has built up the company from a small gardening business to a concern that, nowadays, must be among the most prominent in Jávea, despite rising competition. The company stands out due to a high measure of quality awareness. Its reputation is based, above all, on a remarkably aesthetic style of landscape gardening. The trademark is almost instantly recognizable. The quality of the work is exemplary. I can vouch for that because Angel has, after all, taken care of the garden of our finca for almost 30 years. He impressed me from the beginning with his profound knowledge and enthusiasm for his work, as well as, love for and dedication to his profession. Meanwhile, his name has become a byword for high quality, fully-automatic garden watering systems. In the meantime, Angel sr. has handed the business over to his son, Angel jr. and they continue to apply themselves to ever bigger contracts. We congratulate him on his admirable work and wish him much luck in his future undertakings. The Jardinería Palomar S.L. can be reached by telephone on (0034) 965 790 816 and fax (0034) 966 462 508.



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