

el sueño noticias

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Business is alive and well

There is active interest in top-quality properties, even though the development of completed sales is, as ever, rather slow-moving. In principle, though, we can report that we are looking to the future with guarded-optimism. There is not quite as much confidence evident in other fringe areas, however, which are closely entwined with the property business. The print medium, whose advertising business has seen a noticeable decline, and whose circulations, in the meantime, have reached dramatic lows, not to mention, advertising agencies, whose advertising clients have,

in light of the crisis, set themselves a strict budget, would be prime examples. Creative solutions are also necessary in these fields, because they are exposed to the merciless competition from the internet and find themselves facing a hugely testing period. Almost everybody is worried if there is going to be light at the end of the tunnel. We view the situation as previously stated, with confidence, but would say regarding this topic, that whoever wants to survive, must not only rethink, but also find the strength to adapt. Now, in this crisis, is the ideal opportunity for a business to show what they are made of. It is clear

to us that confidence is required, and a positive, imaginative course of action has to be worked on, allowing for no fostering of latent fear, because a very serious and growing problem is that a prevalent pessimistic attitude can spread, and we consider such an occurrence to be highly-risky.

A secure investment

In the crisis, property is, for many people, the only secure capital investment, bargain hunters dream of adventurous times, others, on the other hand, are petrified with helplessness. And then there is still the eternal doubting of interested parties unable to make up their minds because they



are afraid of making a mistake. We agree with the quotation on the front cover of the current December issue of BELLEVUE, which pronounces: "Invest in property now! Your money is safe in the best locations throughout the world.

Effective advertising

On the whole, we can confirm that the business is picking up speed once again. We have many prospective clients, who, through ourselves, have come across an

extensive range of top-quality properties. And, we remain consistent in our advertising, both on the coast, in the excellent magazine "CASAS & VILLAS", as well as, in "BELLEVUE", Europe's largest, German-speaking property magazine. In addition to that, the beginning of December 2008 will see the appearance of the sixth edition of our company magazine "el sueño", with a choice of fine properties that will be available at many points of interest, primarily in Jávea. It remains our commitment to publish, twice-yearly, a new magazine with the most beautiful properties that are available to buy on the northern Costa Blanca. Naturally, our floor-plans and renowned photography will continue, which, as ever, are unsurpassed on the Costa Blanca.

Hard work brings its rewards

We cannot let the feeling go, that this crisis in all its aspects, will also bring rewards. It will bring about a long-overdue change, but also alter the way of thinking in the world. Companies who ride out the storm are prepared for the future, both mentally and structurally. There is an immense adjustment process underway and some businesses, due to a sudden end, will be spared a long life of suffering. We believe that things of fundamental importance, have not only been neglected, but also totally underestimated and ignored, and such problems are now coming to the table with urgency and striking dominance. The world has never been in such a hurry to put its house in order. Why? Because this single, global occurrence has taken it completely by surprise, although all the indicators were there to see for years! We, at least, have courageously come to an understanding with the market. This is required from the whole of mankind. In our own interest and that of our clients, 100% of the capabilities of all partners must now be called upon.

The crisis as an opportunity

There has been a dissatisfaction felt in the property trade, but we feel it will be newly invigorated by people, who will give the business a new and better aspect. We believe the world has earned this fiasco in the positive and negative sense. Everybody gets what he deserves, and we are all to blame to a certain extent. Every one of us can change for the better, professionally, in private and as a whole. We maintain our opinion: This crisis is one of the greatest opportunities for positive change. It is, in the truest sense, an extremely exciting issue. We even believe that the law of nature is at work here and a period of reflection is taking place, which could not be averted, though no one saw it coming with such force. We have talked a little too much about the crisis in this Newsletter, don't you think? That's right! But isn't it of topical interest for anyone involved in the property business?

Our recommendation

We would like to introduce to you a property agent, who, among the most established in Jávea, should be considered a genuine classic in our business. The agent in question is Bartolomé Bas Buigues. We have known Bartolomé and his brother Manolo for many years and have also, over the course of time, jointly carried out a number of sales. Frequently it would be the case that the Hanseatische Gesellschaft had clients and Bartolomé suitable properties. Nowadays, Bartolomé may

look for an appropriate property for a special client and advise us. We can, therefore, say with complete authority that we are business associates, even though we each have our own interests to attend to; because we are not partners.



Bartolomé is a pro

Bartolomé has the best reputation an agent can have. He is fair, responsible, professional, reliable and highly-respectable. A rather impressive list of qualities! Although, as stated, we are not business partners, we recommend this "rival" with the best conscience. It is quite unusual for an agent to recommend another, without involving their own interests, don't you think? That's right! But we believe that many a homeowner, on the lookout for a Spanish buyer, could not be better advised than to consult Bartolomé. It makes sense to us, the decision to recommend Bartolomé in our Newsletter, because it serves well for buyers and sellers alike.



**Hanseatische
Gesellschaft
Hamburg**

Costa Blanca
Immobilien-Vermittlung
Walter Arp mbH

Head Office
Sierichstrasse 126
D-22299 Hamburg

Postadresse
PO Box 605 330
D-22248 Hamburg

Telephone +49 40 46072 660
Fax +49 40 46072 661
Jávea Phone +34 96 646 84 02
Jávea Fax +34 96 647 06 34

Internet: www.hg-hamburg.de
e-mail: info@hg-hamburg.de