

# el sueño noticias

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Ref. 2666

## June 2009

### **Easing the crisis effectively**

Readers of our monthly Newsletter will know that the Hanseatische Gesellschaft has been well prepared for the crisis. The range of property offered by the company has been clearly defined for many years. The distinctive advertising has been further improved and repeated consistently. Meanwhile, the business concern well-known on the Costa Blanca under the brand name "HG-Hamburg" is integrated within an international network of highly competitive, collaborating business partners. It is the declared objective of all the companies in this alliance to emerge from

the crisis strengthened. The Hanseatische Gesellschaft stands by this ambitious, mutual plan of intent and believes it is important, alongside its own progress, to support the business community to the best of its ability and to offer partners friendly help in difficult times. We view this collaboration as an opportunity to significantly resist the crisis and also, as long as it continues, to ease it. The rapid growth of the working group demonstrates that the necessity for close cooperation among qualified partners, both aspiring and complementary to each other is a timely development. The Hanseatische Gesellschaft is

a powerful partner within this community, because it has an impressive property potential at its disposal – a growing, virtually inexhaustible source of fine properties, to which partners in the group – within the framework of the proffered collaboration – have access.

### **HG–Hamburg & Friends**

Obviously the cooperation is not selfless. In the end, we are all, as a matter of priority, striving for our own success. But with the ever-complex and increasingly emerging, demanding work, it is high time we complemented each other with expe-



rienced partners. For a number of years, we have been operating extremely successfully, within the framework of a community of interests, as a group of professional, working business acquaintances, which we call “HG–Hamburg & Friends”. The practice proves to us, unequivocally, that working “together instead of against each other” will be increasingly more important. We have already commented extensively on this topic in earlier editions of our Newsletter and do not wish to repeat ourselves here. It is important to us, to report to you, at this juncture, that we remain on course and are working tirelessly on procuring the best properties that are

available on the market on the northern Costa Blanca, for ourselves and our partners. With a market-presence of almost 40 years and endowed with our renowned abilities in the marketing of top-quality properties, we are succeeding more and more. In plain English: It remains our highest objective, all things ventured, that potential buyers of top-quality properties, in the long-term, quite definitely, no longer pass the Hanseatische Gesellschaft by.

### **We can learn from nature**

We must be content, though, because in the crisis a radical improvement is quite unlikely and recovery cannot be forced. We know that we are on the correct path and are now doing our best to stay patient. As is well-known, a flower also does not grow any quicker when merely nurtured; to flourish it needs manure, sun and water. However, we can also drown a plant in water, just as we can ruin a business, if we overreach ourselves with a reckless, excessive course of action. There are currently numerous examples of this. The much cited “right size” has increasingly gained importance. We cannot force the expansion of events. The more pressure we exert the less we will succeed. What we can do, though, is take steps by means of which we intend to attain the desired effect. That is what we are doing. You are aware of our strategy.

### **Hope prevails**

Once again, in fact, this month, hardly a day has gone by when we have not been out showing potential clients of diverse nationalities one or another of our properties. Often the warnings in the international press show the effect of impending, long-term inflation. Although property ownership offers evident protection against the depreciation of our money, investors are – exceptions apart – still hesitant. That could, however, no doubt

change in the very near future, because the crisis presents highly interesting, not to be overlooked investment opportunities. In principle, we can confirm that your money would be well and securely invested in one of our top-quality properties. Very much better than in antiques or jewellery, and also, we would maintain, significantly better than gold or shares. We mistrust the recently rising share indexes and believe that we are still to experience some turbulence. Fortunately, in our business, unlike previous months, there is, currently, scope for some promising sales completions, which will, hopefully, reach a successful conclusion. We are seeing, however, that not only buyers, but also owners are not always really happy with the negotiated price. To the owners it seems too low and to buyers not low enough for contentment to prevail. However, should there be no noticeable enthusiasm between contracting parties, we ourselves, nevertheless, live in hope that the situation will improve in the not too distant future.

### **Our Recommendation**

The first edition of Bellevue appeared 19 years ago, and has, since then, grown into Europe's foremost property magazine. It was then, around the fourth or fifth edition, that we discovered the magazine, and since that time have continuously placed full-page advertisements, and for a few years, even impressive double-page spreads. We impress reading of this magazine in particular on the German readers of our Newsletter, as it is, with professional editing, well-researched reports, practical

tips on property purchase and, obviously, countless property offers from all over the world, exciting to read and informative at the same time. It is also nowadays – perhaps even more so than before – a helpful medium for discerning clients searching for a property. Bellevue now presents a welcoming, newly-revised image and fresh graphic design with large-format photos, surrounded by extensive white space. Every month the reader will find an expert, editorial mix of articles, news, market reports, interviews and much more. What follows is the heart of the magazine: abundant property offers, clearly arranged according to country and region.

### **Bellevue Online**

Bellevue is also taking a different approach online. For example, visitors to the website will find the E-magazine: selected articles and all property offers from the current edition can be comfortably browsed through on the computer, free of charge and without the need for any additional software. Also to be found as part of this function is Bellevue's excellent "Best Property Agents", the best, international agent and building contractor, to which obviously the Hanseatische Gesellschaft also belongs. In addition, the homepage has been completely revised. Alongside legal tips for property buyers in the most prominent international markets, the reader will also find there, what the magazine is chiefly about, namely the most beautiful properties from throughout the whole of Europe and the rest of the world. Have a look for yourselves at: [www.bellevue.de](http://www.bellevue.de).



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