

el sueño noticias

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The coast is on the upturn

The northern Costa Blanca is well on its way upwards. It is becoming increasingly clear to us that potential buyers from the most diverse countries are favouring this region. It is almost like a rediscovery, and the reasons appear to be numerous. Above all, we would mention the favoured Mediterranean climate and the impressive scenic surroundings, combined with properties in locations only seldom found elsewhere, and, if so, at significantly higher prices. But we are also seeing that the diversity of this coastline is being protected to an increasing extent. One place does

not resemble another. Each one has its own advantage and individual charme. It is different from the beginning of the 70's - when we first came here - nowadays the coast is alive and living all year round. For the target-group of discerning people, who intend being here in all seasons, it is an extremely important factor, closely connected to their quality of life requirements. Also in this respect, the northern Costa Blanca which stretches from Dénia in the north and Altea in the south, has in the course of the decades, comfortably earned an attraction and esteem. And the trend is set to continue.

On the look out for investors

The importance of investors confidence in this region should also not be underestimated. An investment climate of a quite special kind is prevalent here. We are still in a position to fulfil the wish of almost every client, but a time will come in which we will speak of the “golden years”, because opulent properties in prime locations, at current prices, will then hardly ever be offered on the market. At some time or other such properties will remain in safe hands, and the range on offer will be inevitably smaller, because distinctive locations cannot be repeated at will. We



have to view the present, disproportionately high fluctuation, as well as the relatively frequent changes of ownership as, to a certain extent, an underestimated, but interesting development and an opportunity to acquire a dream home in the future. This is where the **Hanseatische Gesellschaft** comes into the picture, because it is capable of fulfilling the most demanding client requirements.

A good investment climate

An interesting realization, besides, is that the northern Costa Blanca has, in the meantime, come to the attention of international investors and is on the way

to becoming one of the most sought-after regions in the constantly developing new Europe, far beyond the western European borders. This trend, already evident for some considerable time, is set to continue further. It is clear: the geographical location and development potential of a region, together with the choice of property locations, play a decisive role. In order to not put off a discerning clientele, a change of image has, for some time, been taking place: “away from mass tourism towards a more upscale, individual tourism”, a clever, far-sighted strategy, because new, cheap countries are emerging. However, it seems that there is still not really a true alternative to Spain.

Favourable reports

The “collapsing prices”, frequently quoted in the press, have, as expected, not really happened in the upper segment of the property market on the northern Costa Blanca. Apart from a certain willingness to negotiate in the case of an immediately impending sale conclusion, homeowners are, almost without exception, clinging on to their expectations. No urgent sales, no panic, no hue and cry. It is clear that, until now, a sale will only proceed unhurriedly, however - it is reassuring for all of us to know - that it will go ahead! For weeks now we have been out almost daily with potential buyers - only a few Germans among them, though - who are toying with the idea of acquiring one of our properties. To this topic, we should add, though, not too uncritically, that some owners are, in fact, living in an absolute dreamworld. Although sometimes it is also not so easy for us, we can help when it comes to price appraisal, in order that buyer and seller alike may agree upon a sale price that is fair to both parties. To continue from that, as this crisis is one of the most severe the world has, until now, experienced, we believe we are in a position to confirm that

property prices in the prime class have, so far, proven to be crisis-immune, and have, therefore, on average, remained stable. We are thankful for these conditions - as stated - the gratifying fact that the northern Costa Blanca is integrated into an international market.

Russian buyers are dominant

Currently, market events are characterized by massive Russian interest, above all for front line positions, by the sea. Provided there is a certain willingness to negotiate, completions will be effected virtually immediately. Many come here to definitely acquire a property, not to carry out an academic investigation. The houses must always be in faultless condition and impeccably maintained. As we are discovering, suitable finance for Russian non-residents with corresponding income, is just as unproblematic as the transfer of the sale price from Russia. Furthermore, it is helpful for an uninterrupted sale completion that Russians, when they own property in Spain, do not always require a new visa. Good reasons, therefore, to decide on a sale, if the property is to their liking and the price seems just right. Besides, we are also under the impression that Russian buyers are more inclined to pay a better price than the extremely hesitant northern Europeans. Many a Russian buyer has even snatched a property from under the nose of another bidder. Apart from this re-

alization, we would hazard a guess that within a reasonable space of time many of the best locations could find themselves in Russian ownership. In principle, potential Russian buyers only place their trust in Russian agents, so that inevitably several agents accompany clients at the time of sale. The seldom uncomplicated buying process must be organized in every detail in order to proceed entirely smoothly. Any lack of preciseness is forbidden, as it can result in a clients interest quite suddenly turning negative. As we know, the mentality of a Russian is quite different to that of a western European. Intricate contracts must be clearly explained long before the sale completion and comprehensibly interpreted for the client, therefore, a professional and competent translation is essential. The buyers are not so easy to put at ease and at the beginning of negotiations tend to be critical, but when matters are clarified and everything else is just right, they are refreshingly resolute.

Thoughts to end with

It is not sufficient to have genial ideas and concepts at ones disposal. They go hand in hand with discipline and perseverance. Do not be discouraged at the first apparent set-back. Everything needs time, that is a law of nature. Lastly, it concerns things to do that sustain your vitality, so that you can achieve your goals in life with satisfaction. (Kurt Tepperwein)



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