

el sueño noticias

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Everything works better together

Our working-method, already practiced over a number of years in international cooperation with qualified agents on the coast, is evolving in an increasingly positive way. Almost every business functions in collaboration with partners. Firmly integrated in the group, above all, are companies with whom we are well-complemented, who have similar quality requirements as us and also want to make rapid progress. Meanwhile, the Hanseatische Gesellschaft has become the most interesting and dependable source of top-quality properties on the northern Costa Blanca. The range of property on offer is extensive and has got even

better. Our strength lies increasingly in our properties, that of our partners in the potential of their international clientele. Together we want to be an attractive team for our clients, by which we do not just mean the purchasing side of things, but also the interests of homeowners, who entrust the sale of their properties to us.

A business model with a secure future

Many ambitious agents and increasingly more homeowners of top-quality properties all along the coast have recognized the advantages of this business model and have been putting their money on an alliance with us. As the Hanseatische Gesellschaft has always

been in a position to present its properties in a better and more effective way than any other provider on the coast, it occurred very early on that some agents would, openly and obviously completely unauthorized, take our presentations for use on their own websites. Although it may have been advantageous at that time to have our properties experience a multiplicity of interest, in comparison to that of the competition, we viewed the issue extremely critically, not least because our homeowners were, by no means, in agreement with such dishonest practices, representative of the period. All efforts, however, to put an end to this trend proved to be in vain. There was no stopping it. We could not sue every agent – and there were many – who had, without authorization, made use of our photos for his own publicity purposes.



Trust counts

Meanwhile a new marketing system is emerging from the one-time strategy which was getting completely out of hand. Today there are established agents from Valencia in the north to Alicante in the south, among them many with whom we are on friendly terms, who advertise our properties on their websites and find buyers for our houses. For all of them, not only is the access to our properties important, but also being aware of the security that, with us, they have a partner on their side, who reliably looks after technical and legal matters, as

well as land registry concerns, therefore ensuring that properties offered by the Hanseatische Gesellschaft are truly and fundamentally problem-free. Each and every one who is entrusted with the material knows that such a guarantee is not always given with many of the properties offered on the market.

Still no “all-clear” signal

Meanwhile the sales network of the Hanseatische Gesellschaft is so diverse and widely spread that progress remains unaffected, if a partner were to drop out, perhaps only on a temporary basis. This point of view is important in order that our business can develop further in the interests of all concerned. Here is a current example in which we have made high-quality digital photos and a DVD presentation of our properties available to a partner for the stands at property fairs in Moscow and St.Petersburg; it is, of course, a matter of priority to us to advertise our properties, but also to actively support our business acquaintances in their work. Because we are all in the same boat and all of us must make ourselves aware that we still find ourselves in the middle of the most severe financial and economic crisis of post-war times, from which no one can know with any certainty how and when it will end and what consequences it will bring for all individuals concerned. There is still no light to be seen at the end of the tunnel, and such a fact must, by no means, be underestimated. For our part, anyhow, we are, as ever, highly-focused on the matter in hand and continue to observe market developments extremely carefully.

Frontline especially favoured

Unfortunately an improvement, recovery or even revival is still not the talk of the business. Measured buying still appears to be very slow-moving. In the upper price bracket we are being asked for only prime locations, predominantly in the first or second line to the sea. And with every sale massive price negotiations were involved. However, there are wealthy buyers in the market who are prepared to strike, without

a moment's hesitation, if something feels just right. It is with some relief that we are detecting a discernible change to a clientele that is not dependent on finance. That is good news in times when the banks, even with clients of the best financial standing, are mistrustful. It remains unchanged that emotional reasons seem to play a major part in the buying deci-



sion. But even when you succeed in tempting a client to fall in love with a property, there are still a whole range of practical and rational facts with which to fully convince him.

There has to be advertising

In conclusion we present two guiding principles of our current advertising, which we do not want to keep from you. In BELLEVUE we suggest to its many readers the certainly useful and understandable motivation: "Indulge in what you need to get pleasure from it" to which we add the comment: "When you indulge in a dream home on the northern Costa Blanca with us, you will derive constant pleasure from your sunny home in the south. Besides, your money is well-invested in one of our properties". In CASAS & VILLAS we propose the pearl of wisdom: "The secret of getting ahead is getting started" which Agatha Christie passed on to us, together with the comment: "If you want to get ahead in finding your dream property somewhere in the northern Costa Blanca region, get started now". In this sense we have also been active, in that we have started work on the new issue of our company magazine el sueño 7, which will appear, once again, in 4 languages. It will include 16 fine properties in the northern Costa Blanca region, embellished by the 36 page magazine. As in past years, it will be delivered in time for Christmas, once again by means of a postal mailing campaign to a small, but select client circle in Spain and Germany, and distributed, as before, from the beginning of December at noted "points of interests" in Jávea and surrounding areas. Whoever would like to receive it by post, please register with us.



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