

el sueño noticias

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The cheap sector is under pressure

The press reports of the price-wars currently taking place in the property sector within the area of cheaper bungalows and apartments could not have failed to escape your notice. Banks and, above all, savings banks, who are sitting on a huge stock of such properties which belong, predominantly, to clients who could no longer service their loans or mortgages, are now dumping them on the market, in a big way, at specially-reduced prices. As you are no doubt aware, in the course of the past year and a half, approximately half the property companies in Spain have already fallen by the wayside with more definitely still to follow.

From the developer's point of view, the talk is of a trend in which the market is dominated by banks and savings banks, as already observed in the crisis of 1992, when credit institutions turned into large property concerns. The same thing is now assumed to be happening again. We have taken a look around and can emphasize, undoubtedly, that none of these special offers are worth considering for our clientele.

Don't lose courage now

In the up-market segment, which accounts for approximately 20% of the entire property market in Spain and with which, as you know, we are exclusively occupied, a quite lively inter-

est prevails, though completions are, as ever, slow and achieved only with great effort. At present, we are applying ourselves strictly to the day-to-day business; because it is clear to us that, in the mid to long-term, only those businesses who do their homework, on a daily basis, now will withstand the extreme conditions and proceed undeterred on their way. If Winston Churchill were still alive today, he would definitely appreciate our courageous actions and the way in which we carry out our work; because courage, as he once said, is for him the most important of all human attributes, because all others depend on it. We find an Indian proverb extremely endearing and also comforting that advises us not to doubt the blue of the sky, when dark clouds hover above our roofs.



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Throughout the changing times

20 years ago we were a reference point for a German clientele and a few local agents only. Today it is quite different. For many years now we have been renowned on the northern Costa Blanca for our excellent advertising. Our lively presence on the coast, as well as our success, have, in the meantime, led us to be a respected firm on the important international market. Many of our collaborating partners, who know their way around the diverse markets, regard

our carefully maintained and regularly updated, over the years, property range highly. We believe that, from year to year and especially now in the crisis, with our varied and constantly growing prime-offers, we are opening up an important gap in the market.

Excellent opportunities

This is an extremely exciting time for us and following various crises in the past, this is, after all, just another, albeit by far the most severe we have endured. We are also in training and believe we have a good chance of overcoming all this and of serving our estate agent friends and their clients well along the way. We feel that time is on our side again; because we believe we are at the beginning of a long, continuous development, within the field of prime properties, such as ours, because they do not exist in great numbers. We already said so on a previous occasion: the time will soon arrive when potential buyers cannot be attended to because good properties will be in private ownership. That may still be a long way off, but the end is in sight. We, therefore, advise our clientele not to miss this chance and to take a look around right now; because the opportunities are excellent. We are convinced that, especially in the crisis, the point in time has arrived for many to find their dream property, and, moreover, at a price which later will seem a bargain to them.

We do what we can

Our viewings with potential buyers, which take place on an almost daily basis, after which, incidentally, every owner receives a written report following each visit, have resulted in us being deemed capable of finding the desired buyers. This impression of competence has, in the long run, led to us constantly acquiring further properties in the up-market range. As you can imagine, our photographer is fully-booked. Why are we telling you all this? Because we want you to know that the current, still-prevailing pessimism is just one side of the coin. We see, especially now in the cri-

sis, good opportunities to progress with, which are not only in our own interests, but also in those of homeowners, who have entrusted the sale of their properties to us, and to our estate agent friends, as well as their clients. Our work makes sense, because it is helpful for many people and provides a good service.



We keep our promises

The eagerly-anticipated new issue of "el sueno No. 7" is out now. It is also important to us to spread a little pleasure and optimism with this magazine, in these difficult times. We hope to

succeed. But, of course, we also wish to demonstrate market-presence once again and show our clients, estate agent friends and homeowners that we, with our already traditionally superb property range, remain consistently strong in the market and looking to the future with optimism. The magazine will be going out by mail within the next few days to a small circle of clients and business acquaintances by pre-order. You will also find it distributed soon among various points of interest in Jávea and surrounding areas. Please call us should you wish to have a copy delivered.

A word of advice to end on

It strikes us time and again that an impeccably-maintained property will receive much greater attention than one displaying obvious faults. Many clients react negatively to a property in bad condition. They dread escalating renovation costs, are uncertain and decline. That should not be the case. We, therefore, advise sellers to ensure that their properties are offered in absolute tip-top condition. Please take into consideration that we find ourselves in a buyers market. The amount on offer is considerable and the clientele demanding. Even with serious interest, or if the location and floor-plan etc. are just right, a neglected condition will mean that you will have to consider large price-reductions or be faced with the whole sale falling through.

We wish you a merry Christmas and all the best for the New Year!



**Hanseatische
Gesellschaft
Hamburg**

Costa Blanca
Immobilien-Vermittlung
Walter Arp mbH

Head office

Sierichstrasse 126
D-22299 Hamburg

Postal address

Postfach 605 330
D-22248 Hamburg

Telefon +49 40 46072 660
Telefax +49 40 46072 661
Jávea Telefon +34 96 646 84 02
Jávea Fax +34 96 647 06 34

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