

el sueño noticias

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Successful throughout the crisis

We are proceeding unflustered on our way and remain true to the conviction that sound properties - provided qualified advice is sought at the time of purchase - are, in the long-term, a value-stable and crisis-proof investment option, and will remain so. Our maxim continues unchanged: Stay calm and relaxed and proceed consistently with perseverance, which has proven to be a recipe for success and, above all, remains true to the principles of our Hanseatischen business practices. Developments lead one to assume that we have ploughed the depths of the valley. The interest, that cannot be overlooked, from, above all, prospective

Eastern European clients, is stirring up hope of a recovery among many homeowners. Nevertheless, caution is necessary. As ever, we find ourselves in a buyers market and bargain hunters are constantly on the prowl, and whoever sells now does not always achieve the price hoped-for. Indeed, no one can truly say where the journey will lead, but it proceeds nonetheless, and that indicates business activity. We have known for some time now that it is not always price alone that is the focal point of a buying decision, but also the property itself and, above all, the location must be just right. With such requirements, the Hanseatische Gesellschaft, who have a constantly growing, temp-

ting and diverse range of fine properties on offer, which many a client cannot resist, come into the picture, at a later stage. Nonetheless, purchase completions are, as ever, few and far between. On the positive side, it is evident that, alongside the Eastern European clientele, an increasing German clientele and, recently, even the occasional English buyer, have also become visible once again. It seems that many investors are no longer prepared to delay the acquisition for an indefinite period of time.

The market is in motion

We believe that a similar, looming impatience, on the part of many homeowners, is also apparent, who, having endured the misfortune



of waiting years for a possible sale, now seem prepared to rethink their original price-expectations and shorten the process, namely to sell, should the opportunity present itself. We feel that interesting opportunities are arising here for investors who are alert and resolute. In this phase, the market reflects the still incessant stagnation, as well as a certain restlessness and tension. We even sense that the fierce determination of many a buyer, as well as the sel-

ler is finally getting a look-in, and that is an exciting development; because it follows that people can escape from the prevailing frustration and want to make headway. However, as this process is, initially, recognizable as a starting-point and will drag on for a long period of time, it also requires a lot of patience on our part, especially with many sellers who find it hard to give up on their seemingly illusory price-expectations. In this respect, clear advice is, in our opinion, essential, but often problematic, because it almost always involves an extremely personal decision, upon which we have very little influence. Although we believe we enjoy a certain level of trust with our clientele, and our advice undoubtedly also carries some weight, we are only partially successful in this field. We assume that this stimulating topic will occupy us for quite a while to come. For our business partners, who expect professionalism from us, it is, in any case, important to know that we are always working on the topic of up-to-date price-restructuring.

A look back

40 years ago we were still in competition with our competitors, now we are working together increasingly with more agents on a trusted level, although a well-known slogan proclaims that competition stimulates business. A topsy-turvy world? We remember that earlier, from time to time, we would require a fine photograph in order to truly portray ourselves in the best way; and now? From today's point of view it appears short-sighted to want to go it all alone and more sensible to cooperate with the competition, although initially, we were afraid of diminishing our distinctive company image, because our properties, by use of our photos, texts and floor-plans, are being offered by quite a number of agents on the coast, not least - and not entirely selflessly - to enhance the value of their websites. Although that may happen with our approval, there is no reference from our partners of the source, and prospective clients would have no idea how

the agent came to have such exceptional properties in his portfolio, until the client has finally been personally introduced to us within the context of a viewing. These varied buyers have undoubtedly found their own, individual way to the considerable sales-network that the Hanseatische Gesellschaft has at its disposal nowadays. Behind this concept, which incidentally also brings with it the benefits of division of labour, stands a not to be undere-



stimated, mutual trust, built up over the years. Meanwhile, we possess one of the most diverse marketing platforms on the coast and our clients enjoy the privilege of having the choice

of recommending either their own or our properties to their clients. Accordingly, our readers may comprehend how it transpires that we are out and about on an almost daily basis with a well-to-do, international clientele in a still crisis-afflicted time such as this. Freedom and trust are the cornerstones on which our collaboration is built and a statement of how so many competitors have become business associates and allies over the course of the decades. Sometimes the collaboration prevails only during the negotiation of one single property, but frequently a lasting trust is built up, so that a sustained, worthwhile cooperation emerges, according to the rule „share and win“, which for everyone, not least the clients, who in the end pay not one cent more for a property, proves to be rewarding. There is no question that everything works well only because we have the same interests and it is clear to us that we are all in the same boat. And as we are dependent on an intact, trustful cooperation, and we all have something to lose, complicated, reciprocal contracts are also unnecessary. An example to end with. We have become friendly with several, previously, very successful builders, who have had difficulties during the crisis and now, thanks to successful collaboration, not least also with us, have become successful agents. In this instance, the long-standing pearl of wisdom comes to mind: „Whoever shuts himself away, sometime or other, will no longer play a part“.



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