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We remain optimistic

Readers of our Newsletter will know of our steadfast will to not only emerge unscathed from the crisis, which for many a company in this country is a highly-coveted goal, but also to move forwards in our development, evolving the responsibilities that are presented to us. Much to the pleasure of our clients and collaborating partners, we are able to report, once again, that we have been able to acquire some interesting properties. Furthermore, we view this as confirmation of our theory that if we have the “right” properties in our portfolio, we may proceed confidently on our way. Bringing together such an extensive range of

fine properties has, fundamentally, arisen in a fluid, almost effortless manner, because we have been at home in this sector for decades, and many home owners believe us capable of finding buyers for their properties, even in difficult times. That honours and motivates us in equal measure, to believe undiminished in our cause and to continuously advertise at a high level, accepting, of course, responsibility for our own actions, at the same time. Despite an optimistic view of things, we must, however, by no means underestimate the reality of the current situation, because we still find ourselves in the midst of the most severe crisis that has ever afflicted the Spanish property

market, even if top-level properties are not as badly affected as the mid-range or indeed the apartment sector.

Clients on the treasure hunt

We are observing, not without good reason, an increasing number of potential buyers on the treasure hunt; because our supply of first-class properties, not to mention the opportunity to come by one at an attractive price, is becoming increasingly greater. We, therefore, advise clients to be on their guard, because it can be worth it. Although it is widely known that, in this country, as far as negotiation is concerned, middle-eastern conditions prevail, we are sometimes amazed at the price a buyer can achieve at the end of the day. Should a



buyer fall in love with a property, however, it can be advantageous for the seller, because it will be negotiated less or sometimes even not at all. We are also aware, however, that many a buyer is not prepared to give up on their dream property, or to allow the purchase to fall through on the basis of price alone.

Sitting out the crisis

We know of owners who are firmly convinced of the value of their properties and are deliberately sitting out the crisis. We have recently sold one such property which achieved a relatively high price under current market conditions. In this case it concerns a flat, secluded plot in one of the most sought-after areas of Jávea, on the front line facing the sea and in a south-west facing location, for which, from the buyers' point of view, there was no viable alternative. For the owner, this is conclusive proof that it can definitely be worthwhile remaining patient. Such an example demonstrates further that in a crisis like this, good to very good locations, even if the houses are in need of renovation, can achieve top prices. For buyers it is interesting to learn that such a property, although, or perhaps because the house must be gutted and completely renovated, will, in all likelihood, experience a significant appreciation.

To the state of the market

Although a turn for the better is still not really in sight, we can, however, report that since our last newsletter, 3 months ago, the picture has brightened significantly. Attractive, well-maintained properties in good locations are favoured by the clientele and numerous viewings with an international clientele show a flourishing amount of interest. It appears that confidence is coming back again, albeit very slowly. As we are living in extremely uncertain times and the world finds itself in the middle of an intense radical change on many fronts, with, to a certain extent, immense upheaval, it could be very likely that we will experience a renaissance in top-quality properties much sooner than expected, which were always a strong component in financial planning and the protection of acquired capital and prosperity, and will also remain so in the future.

It is your choice

Clients searching for the perfect location on the Northern Costa Blanca repeatedly ask for

our advice. Because there are countless reasons why buyers show preference for different locations at the time of choosing a property; here follows a few words on this topic. Quite frequently, it may be that families have often



spent their holidays in the location of their choice, their parents owned a house there at one time or friends have a holiday home here. But there are also the children who will, not infrequently, have wishes and expectations that should not be overlooked. The majority of clients want to be not too far from civilization and events on the coast. For others, on the other hand, it is not so much location that is crucial, but many other factors, such as the

immediate neighbourhood, the infrastructure, transport links, peace and quiet and the assurance that no one can spoil the view. Very often, the preference has been for extremely large plots of several thousand square metres, combined with the desire for seclusion and a private atmosphere. Not infrequently, clients also want to be guaranteed that they will be able to feel at ease throughout all four seasons in their new home. Many also wish to satisfy themselves personally of the much-cited healthy climate of this coast – especially in the winter months – and to be shown properties in such locations. In this context we must stress that the surroundings of Jávea consist of a multitude of different climatic areas. To go into details here would be beyond the scope of this Newsletter. Our readers will be aware that we have already commented on this topic in detail on previous occasions. A further example: An influential Russian client, who had been looking for the perfect spot on the Spanish Mediterranean Coast, even renting a house beforehand, in order to be sure that he and his wife would feel at home here, has become so enthused by this region, that he now wants to encourage his friends in Russia to settle in this area as well. As you can see, clients tend to set their own unique, quite different priorities. We advise you to have a clear picture of your own personal priorities and to not compromise when it comes to the most important points.



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