

el sueño noticias

www.hg-hamburg.de



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Web photos in large format

Our website is currently undergoing an interesting innovation. From now on, complementing our well-known “exposes” and the, for many clients, extremely useful floor-plans, as well as panoramic videos, which form the basic foundation for each of our properties on the internet, is a supporting, top-quality photo-gallery for every property on offer, with many additional images, which can, in three quick steps, be fully enlarged on your computer screen. The high-resolution, vivid in detail motif, taken from the most varied angles, should help you with further information and convey the most comprehensive picture pos-

sible of the superiority of the properties on offer. We are convinced that, with this step, we are not only making our clients and business acquaintances happy, but also that this innovation will be welcomed just as much by our homeowners, who have entrusted the sale of their valuable properties to us. As our property range is directed at a very critical target-group, houses of this category require presentations with more enhanced criteria than those of the middle-class. For the Hanseatische Gesellschaft, which has evolved by numerous small steps over the course of decades into the leading provider of such properties on the northern Costa Blanca, this innovation is a further logical

step in a direction, which, to our knowledge, has never been as consistently maintained nor further developed by anybody else in this region. High-calibre advertising and a first-class property-range are, indeed, important factors, but merely two of countless prerequisites, which must be just right, when it concerns the long-lasting success and the long-standing existence of a company. We believe beyond all doubt that whoever wants to make commendable headway at this time will require the capability of vision and the courtesy of advising his clients honestly. Such honesty will be an important requirement in the future, and besides,



we consider ourselves well-informed agents if, increasingly in the future, we look after our clients by conveying a detailed clarification to them in the preliminary stage of the transaction, because an unshakeable trust between an agent and his clients is indispensable and a prerequisite for every business transaction.

The market is alive

Though we still cannot really generalize about an improvement in the market, what we can say is that – as always – there is a definite active

interest in properties in prime locations. Traditionally buyers and sellers are always in disagreement over price; on the one hand they are afraid of having paid too much, while on the other there are those who fear they received too low a price. The prudent agent, however, who listens attentively, understands this and how to tempt a client, on occasion, with an irresistible range of property, so that he can, to the advantage of all concerned, even in difficult times such as these, bring one or another considerable transaction to a satisfactory conclusion. At the present time the presence of mind of an experienced agent proves itself to be especially valuable, particularly when it concerns negotiations needed to reach a compromise. We know of homeowners who deeply regret not having agreed to what seemed to them too low an offer, although we had advised them to accept. We advise our clients to avail themselves of a serious, professional consultation, which will be offered by ourselves free of charge, and also to pay heed to it, whenever possible. We know that that is easier said than done, as the “pros” are also unable to predict developments with any certainty. In this instance it is a large measure of fairness on the part of the agent, in the interest of the client, that plays a decisive role and must be considered and taken into account. The aim must be to find an approach and a compromise. There is no doubt about it, a feel for what is feasible and a measure of negotiating skill, but also a sense of tact and diplomacy are what is necessary here.

What to do if the sale is urgent

We have been noticing that many homeowners are becoming increasingly frustrated at the somewhat sluggish process involved in the sale of their property. In this case we would definitely advise staying calm and collected. The time will come when a client will fall in love with your house and be ready to pay you a fair and current price. We respect the patience of many owners in a period of transformation and change, in which only a small and dwindling part of the numerous agencies that once ex-

isted has survived, and a rock bottom position is still not in sight. We will do whatever we can within the realms of possibility to support each and every one of you to the best of our ability. You will be aware that we collaborate in confidence with an alliance of international agents, in which competent collaborating partners are equally interested in making progress. Our advertising is exemplary, the very image of the Hanseatische Gesellschaft, and our ability, even in difficult times, to find potential buyers and serve with success, is not lacking, even though sales conclusions may be some-



what less than desired. You, yourselves, can also play your part as much as possible. We know that the majority of you keep your houses in an impeccable state. Think over, too, your price expectations and help us, through your cooperation and trust in our mutual efforts, to progress effectively. And stay undeterred and, above all, optimistic, we are doing the same.

Should you ever wish a discussion, we are there for you! A call will suffice.

It's still exciting

We believe it conceivable that in the foreseeable period only a handful of experienced agents will be in the position to adequately cover the market and some will even control the whole region. With such an anticipated development we see an exciting challenge ahead to specialize further and in a more sustained manner in the field of top-quality properties on the northern Costa Blanca. Of further great interest to us is the emerging dynamic growth of our internationally-operating agent-network together with the extremely professional partners all along the coast. This will be welcomed not only by us and our collaborating partners, but also, ultimately, by our clients and hence homeowners. The background of this development is our already considerable choice of high-quality properties and our technical expertise, as well as the correspondingly high-calibre of our partners, both on the internet and in print. We are, therefore, evolving rapidly into a leading provider of exclusive properties with a team of associated sales agents at our disposal, and we know that this collaboration runs smoothly on all levels. The concept of division of labour is an advantage of this system that should not be underestimated. Currently we have potential buyers, above all, from Eastern European countries whose language and mentality are a mystery to us; our partners, however, understand them and we have properties suitable to those clients at our disposal which quite possibly would remain a mystery to our partners.



**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