

el sueño noticias

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Security takes precedence

In view of the turbulence on the stock markets, top-class properties will receive increasingly more attention in the future, especially if the problems and associated risks of the world's stock exchanges take hold again and continue over a long period of time. Of course, property acquisition on the Northern Costa Blanca is also not entirely without risk and must, in the context of a careful, professional consultation, offer clarification and give the investor qualified answers to unsolved questions; because security will always take precedence. In this Newsletter we would like to pass on information and insight, which should act as a market

report and, at the same time, convey to readers our opinion of the current situation. Because from our own standpoint, it is quite rightly expected that we conduct ourselves in a responsible and loyal, not to mention exemplary manner with regard to our clientele - the many home owners who have entrusted the sale of their properties to us, the potential buyers who are looking for a quality home and our many collaborating partners on the coast and world-wide. It also concerns the value of trust that has existed for many years, not only among our client circle, but also among our business associates and which needs to be safeguarded in difficult times.

Protection from declining currency values

In the upper sector of the properties we offer, we have been observing a very diverse course of action on the part of the buyer, particularly concerning the choice of town and location. Emotional aspects aside, of which there is an entire range to be noted, it is not only such wishes and desires as, for example, a sea view,



or the price that play a part, but also, by increasing degree, the locality, the surrounding area and infrastructure. In the region around Dénia, Jávea, Moraira and Benissa, in which our activities are mainly concentrated, we have been detecting a very different development. To give you an example of this: In Dénia potential Russian buyers are almost without exception, refusing to be opposite anyone else, only being interested in front-line beach locations. In Moraira, a town which we had described until just recently as a spot in the „fast lane“, only extremely good locations such as, by the golf-course with a south-facing view towards the sea and the Peñon de Ifach, or first or second line positions, as long as they are not overlooked, are selling. In Benissa, also, we have splendid properties, looking for someone to fall in love with them, but here matters are also only progressing at a slow pace, although prices are, in the meantime, reasonable. It's quite different in Jávea. Here many investors recognize it as a town with long-term potential, although much remains to be done; from the expansion of the yachting marina, the golf course, the development of

the promenade which links the Parador Hotel and the Port, even the redevelopment of the beach area, to name just a few potential projects, which would make the town much more attractive to investors. The clientele who buy in Jávea realize it. Nevertheless, although there is no lack of potential buyers or of those people who are fascinated by the extremely good locations that we have to offer, only seldom are properties snapped up quickly. All the same, sales will come sooner or later, because potential buyers cannot get the properties out of their heads. Here, in addition, the scenic surroundings of Jávea quite definitely prove themselves to be, alongside the real criteria of the properties and their locations, an advantage. Obviously, investors also have, over and above their emotional wishes and ideas, high expectations with regard to the probable value-retention of their investment. Jávea can definitely do justice to such expectations. Many clients realize very quickly and intuitively where there is long-term security and growth-potential for their capital investment and where not. Of course, each investor will eventually reach his own, quite individual choice; because a certain risk-



factor regarding price fluctuations, even with properties in the best locations, cannot, obviously, be completely ruled out. In any case, at the Hanseatische Gesellschaft he or she will find the necessary variety. Remember to take a look at our advertising and cast your eye over our website, or simply call us and arrange a consultation appointment.

A current offer

Anyone who follows our magazine advertising on the Costa Blanca, which always makes a good impression, will have noticed that we have been drawing attention, in the July and August editions of "Casa & Villas", alongside our usual well-known advertising, to a new-build project in Jávea, with an additional double-page spread. Meanwhile, the September/October edition of Bellevue, Europe's most prominent property magazine, has also just come out, in which the double-page advertisement has, likewise, met with welcome approval.



al. As befits the economic crisis, this up-to-date offer is finding great interest, above all with discerning investors, looking for the ideal capital-investment in the property sector. In Bellevue the wording reads: „Villa Miralbo“ Jávea. This price opportunity is unbeatable! Embedded in the best infrastructure, to be found amid a residential area on the northern Costa Blanca, emerge new-build properties of the most

unusual design and remarkable quality.“ With reference to the large-format panoramic image, we state: “We endorse this villa to investors. A plot of 1.020 square metres, covered area of 395 square metres, with 4 bedrooms, 4 bathrooms, 2 sitting rooms, a dining room, kitchen, under-floor heating, pre-installed air-conditioning, a garage, 10x5m pool, landscaped garden and a sea view.” Our “Expose” describes it in greater detail: “This architecturally striking new-build villa project, with a superior infrastructure amid scenic, picturesque surroundings, emerges in an elevated position, with an exceptional view of the neighbouring landscape. Nowhere else is the diversity of the coast expressed as well as it is here. The modern villa, displaying an almost cubist style of architecture, is accessible at ground-level, and has been built on a virtually flat plot. It comprises a basement level with garage, an upper-floor where the bedrooms are located and the principal dwelling-level with the swimming pool situated in front of it. Vast window facades allow for much light and open-plan rooms give the innovative floor-plan a feeling of additional space. Superior build-quality and contemporary fittings, as well as the impressive location make this project a modern oasis of well-being. The price is € 595.000 .” Further details can be found on our website www.hg-hamburg.de under reference number 2800. Of further interest to note is that double-plots may also be acquired. In total we have 50 fully-developed plots available, with the option for an additional 50. And, naturally, you will get a house built entirely to your own specifications, so that none of your wishes remain unfulfilled. Completion estimated at 8-10 months from the commencement of construction.



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