

# el sueño noticias

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## December 2011

### Good news

This year has been marked by a welcome development, one which was neither planned nor expected. In addition to our classic, premium-class property range at the Northern Costa Blanca, we are now being acclaimed as providers of top-quality, modern new-builds, which are regarded as unmatched in terms of price and quality. Because of this, the spectrum of our property range has not only expanded considerably, but has also become significantly more interesting, in a nutshell, crisis proof! This has come about because a notable, developed urbanization in Jávea fell into a financially distressed position, and an invest-

ment group has secured itself a large number of building-plots from the ownership of a major bank. The group, together with a builder from the Alicante region, accompanied by a very well known architect, and in search of a suitable sales partner for this unique project, soon encountered the Hanseatische Gesellschaft, who has now been active for quite some time, on an exclusive basis, to the satisfaction of the group and our clientele. Readers of Bellevue may have noticed the full-page report documenting this topic by editor-chief Peter Haller in the November/December 2011 edition. Attached you will find a PDF of this article for your information.

### **A unique offer**

As our readers may imagine, we are placing a considerable amount of hope in this project, because the Spanish property crisis is, as ever, wholly present. And for this very reason we are pleased that our collaborating partner and the clientele are equally enthusiastic; because price and quality-wise there is nothing com-



parable on the market in Jávea. A modern design, superior materials, an impeccable finish, exemplary infrastructure, a sea view from all plots and an extremely good location, not far from Jávea, are all unmistakable advantages. And that's not all. A truly creative architect is more than convincing with appealing plans, and no house will resemble another. Each one will be established individually on the plot. We feel confident in the assumption that an attractive urbanization will result here, nothing like the many uninviting overblown structures to be found in many places. Moreover, a range of houses from € 500.000 up to well over €1.000.000 will be available. It will, therefore, be no colony-like, house from a catalogue type development. Local building contractors are in mutual agreement with us that we have an unbeatable offer at our disposal, which they have nothing to set against quality and price-wise.

### **Design and quality count**

It is quite possible that, in the middle of the property crisis, a sea change is taking place and we have stumbled upon a gap in the market. New, modern houses of high-quality and

first-class design are now sought-after more than ever. And if, on top of that, the location and sea view are just right, it is quite possible that a development is imminent, and that's good for all of us. Meanwhile, although we are still only at the beginning, three houses have been sold, 2 of them virtually off-plan.

### **We are in good spirits**

We are in good spirits, because in the €500.000 to €800.000 sphere, an important price range in the crisis, we find ourselves almost empty-handed. Nevertheless we are not gushing with optimism, and, in the future, we will also remain fully dedicated to our classic property range in the upper-segment of the market. We view the new-build business as a welcome and new addition with a very promising start and a future rich in opportunities, which we want to actively encourage in the interest of our partners and their clients, but also for the benefit of our own clientele.

### **A new line of business**

To us this new line of business also means a certain risk diversification, because the new-build business is entirely unemotional in comparison with the business relating to second-hand properties and the dealings with homeowners



who frequently do not want to part with their properties at prices in line with market conditions. It is important to us that the new-build area and the classic property range offered by the Hanseatische Gesellschaft complement

each other meaningfully and are beneficial to the standing of the company in the market.

### **Our classic range**

We will also make it clear in our future advertising that the classic property range, as offered by the Hanseatische Gesellschaft, will continue to be our number one priority, and will remain completely independent from the involvement of the new-build area. Of course, the mostly fascinating locations to be found in



our classic segment are extremely appealing, and are often described as unique. The diverse Jávea surroundings, in which the most discerning buyers find their refuge, have, meanwhile, become the trademark of the town.

### **A glimmer of hope or a mirage?**

From our viewpoint, the market has been in a phase of stagflation for quite some time, therefore, in stagnation at the upper price level, with the fear of escalating currency depreciation. We are also observing one of many reasons why many a homeowner, when it comes to price, will only part with their properties below a certain threshold, and with great dif-

ficulty, which leads to price levels in the upper segment still being perceived as high, which the stock exchange would describe with the term "fixed trend". Properties are known as an asset investment. They enjoy the reputation of offering protection from increasingly declining currency values. However, we also know that gold, as a classic asset investment, in comparison to property, is exposed to extreme price fluctuations and is seen as highly speculative. At the end of the day, however, everybody, buyers and sellers alike, must be clear that valuable properties do not come onto the market at giveaway prices. Meanwhile, when one takes into consideration that we have been in the middle of the most severe financial and economic crisis of global proportions for 3 years now, with no end in sight, top-class properties – provided a serious consultation has taken place – have done outstandingly well. Although it is true that property prices, in general, are strong under pressure, one must also make the distinction that top-class properties in correspondingly prime locations have hardly been affected. Even in the middle class segment modest price reductions have been agreed to proportionally, should location and condition be just right. We come to the conclusion that good properties have, until now, proven themselves to be thoroughly price-stable and we would, therefore, advise you again at this point to keep a lookout for a gem of your own; because it is quite possible that we have something special for you, perhaps an irresistibly beautiful new-build on the plot of your dreams, as a capital investment, with which you can maintain the value of your money on a long-term basis. No short-term speculation but sound wealth-protection. Talk to us, we will gladly advise you.

We wish our readers a Merry Christmas and all the best for the New Year!



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# BELLEVUE

EUROPAS GRÖSSTES IMMOBILIEN-MAGAZIN

SPAIN | COSTA BLANCA



485.000 EURO. New-build villa in Jávea on the Costa Blanca. 1.000 sqm. plot, 350 sqm. built. Pool, sea and mountain views

## The price is hot!

New villas are being offered on the Costa Blanca at a square metre price of 800 Euro.

Spain's incessant property crisis is finally beginning to show its good side. The first building contractors are starting to wake up from the lethargy of the last few years and have realized that you simply have to make the customer a good offer. Then they will start to come back.

A perfect example is a new urbanization in Jávea on the Northern Costa Blanca. 100 plots have been designated in a location with views to the sea and the Montgó Mountain, with sewage system, roads, cycle paths, street lighting and mains gas supply installed and approved to the development. The town, yachting marina, golf course and the beach are reachable in a few minutes by car.

New villas, in a modern architectural style, are now appearing here, and at prices at least 50% lower than five years ago. On deducting the cost of the plot, development and the pool, as well as exterior areas with palm and cypress trees, from the purchase price, the cost per square metre of the new-build amounts to € 800 Euro exactly. Among the fittings supplied as standard are under floor heating, a natural gas boiler and hot water with solar spring, automatic garage and entrance gate with remote control, a fully-fitted kitchen with cooking island and Bosch appliances, terraces with non slip floor coverings and aluminium exterior doors and windows.

The marketing of this new urbanization has been secured on an exclusive basis by Walter Arp and the team of Hanseatische



595.000 EURO. New-build villa in modern architectural style. 1.020 sqm. plot, 350 sqm. built. Pool, garage and sea view.

Gesellschaft. A native of Hamburg, Walter Arp - he was recently admitted to the highly esteemed "Honourable Society of Hamburg Merchants" - has been active in the property business on the Northern Costa Blanca for over 40 years, and knows the market like no other. Arp appears full of optimism: "Here everything is just right - Location, quality, fittings. At this price and value for money we are offering an unbeatable product". **PH ■**

### CONTACT

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PHOTOS: Hanseatische Gesellschaft Hamburg (4)