

# AI Gage Report

May 2018

## It's Simple - Do it Better than Everyone Else!

That is what it said on the key card of the rather famous hotel in Florida where I stayed this past week. It pretty much says it all as far as business goes, especially the real estate business, and it is a philosophy that I have embraced since learning this concept from my father.

When we actually analyze what "doing it better than everyone else" entails, it becomes a different question and more difficult to evaluate.

Here are some important factors in how we "do it better than everyone else".



**Knowledge** - We recently had a client talk to us about listing their investment homes for sale. At the end of that conversation, I recommended that they do a 1031 Tax Deferred Exchange which, if successful, would save them about \$50,000 in tax liability. I didn't have to look up the rules of a 1031 or call her back with the information, I KNEW IT. Being able to offer that kind of advice only comes with time in service. We are not trying to say that we know everything about real estate off the top of our heads, but there are very view situations which we have not encountered in the past.



**Experience** - At the current time, less experienced agents are also very susceptible to finding themselves on the bandwagon as far as pricing homes. It is real easy to fall into the trend that the market is really hot and that you can price a home any way you want and it will sell. Experience tells us that this might lead to an offer for this inflated price only to lead to ultimate disappointment when the home subsequently fails to appraise for the purchase price. We have had great success at pushing the market with small increases that we can obtain an appraisal for the purchase price, rather than making great "grasping at straws" leaps of value.



**Proven Track Record** - We have been working in your subdivision since it was built! Period! For the past four years, no other agent has sold more homes in these subdivisions than the AI Gage Team. It often baffles us why more

- 1 It's Simple - Do it Better than Everyone Else!
- 2 Cover Article Continued
- 3 VA Loan Updates
- Subscribers Win
- Featured Homes
- What's My Home Worth?
- 2017 Sales Statistics
- 4 Recent Listings



Al Gage, P.C

Phone: 623-536-8200  
 Mobile: 623-694-9004  
 Fax: 623-536-8222  
 Email: al@algage.com

[www.algage.com](http://www.algage.com)

Continued from page 1

people don't at least interview us to see what we have to offer. It's free and without obligation so even if you are going to list with your boyfriend's cousin's mother why would you not at least consult with the local expert.

**Statistics are Statistics** - There are agents out there that have huge teams of underlings or claim to be the area experts in your subdivisions, no agent has sold more than the AI Gage team in the past 4 years by an overwhelming almost 3 to 1 margin. That statement is important. Claiming to be the area expert is all that is required to hang it on your sign, but at the AI Gage Team we have statistics to back it up.



**Personal Integrity** - We recently had a transaction with an elderly gentleman, and due to a miscommunication



between the person performing the appraisal and the handyman performing the repairs, the water was accidentally left turned off. The appraisal has a requirement that all utilities were to be on and no one had informed us the utilities were off. This would have caused some party to the transaction to incur a \$175 re-inspection fee by the appraiser. It really wasn't anyone's fault, but it certainly wasn't the buyer or seller's fault. Rather than point fingers, we simply paid the fee at closing. My father used to say, "If it's nobody's fault and you are in charge, it's your fault". We try to take extreme personal responsibility in our lives but also in our business practices and this is just an example of that philosophy.

**Honesty** - My grandmother, when I was a little child tried to teach me that I didn't have to tattle on myself. I would volunteer everything I had done wrong for the day to my parents at the first



look from them. This has grown into a business ethic that I think is exceedingly rare in today's business climate. I will do what is the ethically and morally right thing to do regardless of what is at stake for me personally. I know the 'Golden Rule' is very old fashioned these days, but is still the moral code that I live and practice in business.

If you want it done "better than everyone else" give us a call or shoot us an email at 623.536.8200 or [al@algage.com](mailto:al@algage.com)

Find us on  /AIGagePC

## RITA'S CORNER

### VA Loan Updates

Many times, sellers are reluctant to accept an offer that includes VA loan financing. This is because there were many fees that were not allowed to be paid by the buyer, and became the responsibility of the seller. Depending on the price of the home, these could be as much as \$2,500.00. That is no longer the case, as there are no longer any fees that the Veteran is precluded from paying. The Veteran is still not required to have a down payment.

Another interesting change to VA is the veteran may now have two VA loans as long as they don't exceed their eligibility amounts.

Call me for information about all loan programs. I pride myself on keeping up to date with the ever changing mortgage market.

**PINNACLE CAPITAL**  
mortgage corporation

**RITA MARIE** NMLS ID #186758  
**623-935-4664**

Mortgage Advisor  
Please leave me a "LOAN"  
[rmarie@pcmlloan.com](mailto:rmarie@pcmlloan.com)  
Pinnacle Capital Mortgage LLC. #1071  
6006 N. 83rd Avenue Ste #205  
Glendale, AZ 85303



## Subscribe Online & Get Your Subdivision Report!

Go to [www.al@algage.com/SubscribeToENewsletter.html](http://www.al@algage.com/SubscribeToENewsletter.html) or just send us an email with your address and subdivision. We now offer individual subdivision reports. Stay up to date with the current news, right in your inbox. Subscribers are placed in a drawing to win a set of FREE movie passes! 4 sets of passes will be given out this month! Please share this opportunity with family, friends, and neighbors.

## featured listings



### 13010 W. Flower St.

A 2832 S.F. Model,  
5 BR, 3 BA on a cul-de-sac lot  
in great shape in Sage Creek.  
**Listed by Al Gage for \$300,000**



### 12912 W. Earll Dr.

A 2113 S.F.  
4 BR, 2 BA split floorplan  
in Las Palmeras.  
**Listed by Al Gage for \$230,000**



### 12905 W. Monterey Way

An 1889 S.F. Model  
3 BR, 2 BA plus a Den and  
water feature in Las Palmeras.  
**Sold by Al Gage for \$225,000**



### 2562 N. 124th Dr.

A Stetson Model, 1899 S.F. 4 BR, 2 BA  
with RV parking and a pool  
on a huge lot in Rancho Santa Fe.  
**Listed by Al Gage for \$310,000**



## What's My Home Worth?

Email Al at [al@algage.com](mailto:al@algage.com) with the address, a list of upgrades, the current condition of the property rated < from 1 being terrible condition and 5 being model perfect > and he will personally prepare a professional market analysis of your home free of charge. Use "What's my home worth?" in the subject line and also include the purpose of the evaluation in the email.

*No automated valuations here!*

Want a current and local Market Update go to [www.algage.com/May2018MarketUpdates.html](http://www.algage.com/May2018MarketUpdates.html)

In 2017, Al Gage successfully represented 72% more clients than the closest competitor and 328% more than the average of the Top Ten Agents in your neighborhood! #1 in your neighborhood four years in a row!



PSRST STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

West USA Realty  
2920 N Litchfield Rd, Suite 100  
Goodyear, AZ 85395

# Hello.

Interesting And Helpful  
Real Estate Info  
**Just For You**

Local Postal Customer

**Over 1400 Homes Sold in Avondale and Litchfield Park!**

## recent listings



**1043 E. Segovia Dr.**

A beautiful 3 BR, 2 BA, 1697 S.F. and completely remodeled with lots of upgrades in Old Litchfield Park.

**Listed by Al Gage for \$312,500**



**10609 W. Windsor Ave.**

A stunning 3 BR, 2 BA, 2155 S.F. with laminate flooring and ceramic tile in perfect condition in Garden Trails.

**Listed by Al Gage for \$250,000**



**12349 W. Virginia Ave.**

A Brigata Model (2335 S.F., 4 BR, 2 BA) with tons of upgrades and a pool in Rancho Santa Fe.

**Listed by Al Gage for \$325,000**

See inside for this month's **featured listings**