



Al Gage Report

November/December 2013

Issue 77

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4 Sets of Free Passes This month by random drawing.

Free Movie Night Count-1527

From 1999 to 2007 we hosted a free movie night for all of the homeowners in Rancho Santa Fe, Corte Sierra, Sage Creek, and Crystal Gardens, Las Palmeras and Wigwam Creek as well as our past clients. We would love to offer this little payback to our community again but with the price of mail going up and the cost of printing, the only way we can do that is with your help to promote the E-newsletter to the same level of readership as the mailings touched in the past.

Thankful and Humble!

As we conclude the best year we have had since the crash, I take inventory of the successes and failures we have had over the year. We have enjoyed a prosperous year, good health, extreme success in our community service work and close to a 97% closing rate on our transactions. You might ask, "What else could we possibly wish for?" Here is a short list!

1. Continued health for my family and I. My father is approaching 93, an original signor of the Avondale Charter and continues to go to work in his shop every day. Although his productivity may have slipped a bit, I am still very proud of his work ethic and persistence which were heavily ingrained in me. My wife, who has had some severe health problems in the past, continues to work diligently behind the scenes, somewhat, to add to our customer service and client success. A recent quote from her is, "I'm so busy, I don't know whether I found a rope or lost a horse." Bless her for all of her hard work.
2. The continued support of the rest of my team. Rita from Pinnacle Capital and Patty from Driggs Title are always instrumental in closing the transactions that they have directly from me but also never hesitate to offer advice and

assistance on those few items that are not their files but help me offer expertise and knowledge to my clients. I have close to 30 years experience in real estate sales and am considered by many to be an expert in real estate, financing and title issues. That being said, with the continuously changing nature of title and finance in todays market, it is also very helpful to be able to draw on the experiences of these two professionals, who also each have more than 20 years experience.

3. A stable and consistent economy and real estate market. We are starting to enjoy some stability and consistency in the real estate market and I hope it continues. In spite of this statement, I recently went on a listing appointment with three model matches for comparable sales, one at \$155,000, one at \$185,000 and one at \$205,000. This is impossible to reconcile and demonstrates the lingering volatility of the market. Market times are growing, multiple offers are gone, and sales price to list price ratios are dropping slightly, but that will just get us back to a normal market. Despite a rather slow October across the entire Multiple Listing System, we are on pace for our best December since 2002.



So here is the deal, if we can get our readership up to around 3500 per month from our current level of just over 1000, the savings in mailing and preparation cost will allow us to once again rent the entire movie theatre for our neighbors and clients. To accomplish this we will need each of you to forward the email or website to friends and have them opt in for market updates and eventually the free movie passes. We will keep a running count of the opt ins and when we reach 3,500 emails currently living in the Phoenix, Avondale, Goodyear, Litchfield Park and Buckeye areas, we will fire movie night back up

4. Continued success with our community service work. One of the greatest loves of my life is coaching as a volunteer for the parliamentary procedure (similar to debate) team with Millennium FFA. We enjoyed extraordinary success this year, winning the State Championship for the second year in a row and 4th time since 2008. This gave the team a chance to compete at the National FFA Convention in Louisville Kentucky. Our team consisted of 5 juniors and one senior (an individual can only compete once at nationals) against 42 other state champion teams most of which consisted of recently graduated seniors. They placed SECOND in the nation, second on the test, and were awarded Best Chairman and Best Secretary of the entire contest. Seeing this team progress from very nervous freshman to polished and well spoken young adults in less than two years will probably keep me coaching them as long as I am able. If your child is interested in the agriculture or FFA program, please contact me for details

While our closing rate remains very high, I would also wish for the continued professionalism of my fellow realtors and lenders. There have been more changes in the real estate and lending industries in the past 4 years than occurred in the previous 20 years. It is very difficult to

stay up to date and so now more than ever we depend on our fellow agents and lenders to properly evaluate their clients and do their jobs effectively. While this is not always the case and we have many challenging escrows, for the most part the level of honesty and professionalism in our industry is better than every, primarily because the "bad seeds" have all been weeded out!

We need your home to sell!!
Our goal is:
To get the most money for your home, in the shortest amount of time with the fewest amount of problems.

Free Movie Passes Given Away

We assigned everyone that has signed up for the electronic newsletter a random number and then selected these random numbers until we select the number of people corresponding with the number of passes we are giving away this month. We have sent emails to the lucky winners and mailed their passes to them with the exception of one lucky winner who did not give us their address. As our readership increases we will give more and more passes away until we can start FREE MOVIE NIGHT again.

Want a current and local Market Update go to:

www.algage.com/NovemberDecember2013MarketUpdates.html



With over 1,000 homes sold just in the Avondale area since 1997, we are positioned to have several advantages over other real estate agents. We did not sell 1,000 homes by getting some big bank contract or HUD contract, we sold them one customer at time. This leaves us with a large data-base of customer exclusively in the Avondale, Goodyear, Litchfield Park area to better sell your

existing home at the highest possible price. We are experienced in short sales and regular sales and have a vested interest in keeping and maintaining the values in our neighborhood.

Especially important in this market is the fact that we are experienced in the area to effectively challenge any low appraisals we may receive.

Over 1,000
homes sold in
Avondale!



Driggs Title
Agency

Featured Homes of the Month



Sold in 4 days



Sale Pending



Sale Pending

1) 10745 W. Granada a 1548 model in Crystal Gardens on the lake. **SOLD** by Al Gage for \$165,000

2) 11592 W. Hubbell St. a 1673 S.F. model in Palm Gardens with lots of upgrades in very nice condition. Listed by Al Gage for \$150,000

3) 10951 W. Mountain View A 1854 model (4 BR., 3BA with a pool on the lake in Sanctuary **Sale Pending** by Al Gage for \$167,500



Sale Pending



Just Listed



Sale Pending

4) 12738 W. Palm Ln.. A Cottonwood model (1290 S. F.) with a Spa in Rancho Santa Fe **Listed** by Al Gage List Price \$146,000

5) 12854 W. Alvarado Rd. A 1313 model (4BR, 2 BA) in Rancho Santa Fe **LISTED** by Al Gage for \$135,000.

6) 11167 W. Edgemont, a Carefree model (4 BR/ 2 BA, 1957 s.f.) in Crystal Gardens on the Lake. List Price \$205,000

Other Notable Sales of Non Short Sale-Non REO Properties in Avondale

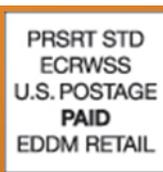
- 10950 W. Sheridan St A 2390 Model with a pool in Crystal Gardens **SOLD** for \$252,500
- 2409 N. 123rd Ave. A Brigata model (4BR/2BA) with a pool in Rancho Santa Fe **SOLD** for \$242,000
- 12726 W. Virginia Ave. A Portola model (4BR/2BA) with a pool in Rancho Santa Fe **SOLD** for \$227,500
- 4913 N. 127th Dr. A 2537 model (4 BR/2BA, triple Garage) with a pool in Wigwam Creek. Sold for \$193,000



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Welcome Home Realty
2920 N. Litchfield Rd. Ste. 100
Goodyear, AZ 85395

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



Al Gage, P.C



Local Postal Customer



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From my family to yours
Wishing you Happy Holidays
and a Prosperous New Year!!!