

Al Gage Report

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newsletter online at:**

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**4 Sets of Free Passes this
month by random drawing.**

**Free Movie Night
Count-1661**

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.

Duty? Loyalty and Obedience

Two of the most important legal obligations of a real estate agent under the law are obedience and loyalty. Our duties also include confidentiality, disclosure of all known facts that may materially affect our clients decision but also a duty to be fair to the other parties of the transaction. These duties are part of our obligation as a fiduciary representative of our client but what do these obligations really mean.

Loyalty, in a legal sense, means that I have to place the clients interests ahead of all other parties including my own. That does not mean that I have to violate my own legal and ethical standards in an effort to facilitate the clients interest but must work tirelessly and diligently to protect and further the clients goals. Although not part of the legal obligation, I also personally subscribe to the literal interpretation of the word.

As a teenager growing up in my parents parts house and garage I learned what loyalty meant on a couple different levels. First of all, I was almost 30 before I realized that there was any other kind of oil other than Valvoline (my father still insists on this from all of us to this day) and AC/Delco spark plugs. Until I reached middle age, I thought this kind of brand loyalty was simply a reflection of their preferences but as the years past, I realized that

they actually made less money on these brands than some of the other s that were available but their loyalty was based on their sincere belief that these were in fact better products for their customers.

The legal definition of obedience is that as a fiduciary agent, I have to do what the clients says, as long as it is legal and ethical. I also learned obedience from my parents in a similar fashion as loyalty. Without going into the gory details, let's just say that obedience was an absolute requirement. More importantly it did not mean just not getting caught doing something wrong but doing it right both morally and ethically, the first time. If I was sent to get a tool (there were 8 full sized tool chests) and I came back with the wrong tool or couldn't find it. That was a punishable offense. If, God forbid, I came back and said it wasn't there (which usually occurred because I did not listen closely enough to the description of where it was) that was an unpardonable sin because it was ALWAYS right where he said it was. In fairness, the punishment I received for these offenses was never as bad as the stories of my parents punishments for the same offenses.

Returning from the nostalgia of my childhood to my obligation of obedience to my client, it is heavily ingrained in my persona to obey instructions but I am sure that most



So here is the deal, if we can get our readership up to around 3500 per month from our current level of just over 1500, 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 3,000 emails currently living in the Phoenix, Avondale, Goodyear, Litchfield Park and Buckeye areas, we will fire movie night back up.

of you do not want an agent that just blindly does what the client says without outlining alternatives. Bottom line, if a buyer and seller were to handle all of the negotiations without agents guidance and expertise, a vast majority would fail in the negotiation phase. If you approached an attorney about a law suit and the attorney knew that your case had no merit or no chance of being successful, wouldn't you want them to be up-front about it and tell you?

I encounter this with both the agents that I am involved with in cross sales and also agents that I train. They take this requirement as a literal requirement. For instance, if we are preparing an offer on a piece of property that appears to be priced at market value and my client says they want to offer 20% under market value. I believe it is my obligation to explain that this has a very low chance of success and likely will sour the negotiations to the point that they may have to pay more for the home than if they had chosen a reasonable starting point. That is not to say that we are not good negotiators but my philosophy has always been to try to put the other party in the position that the offer is too good to turn down or counter and thereby they will agree to more favorable terms for my side than if we had done an extended series of offers and counter offers. We also believe in our marketing process to the point that if negotiations fail, we will be able to re-

produce the effort.

After counseling my client about their options, I will always revert back to my requirement of obedience and loyalty. If the buyer insists on taking actions contrary to my advice, I will do exactly as they say, never disclosing any confidential or strategic information, and then make my best effort to put the transaction together.

I am loyal to my clients forever and always hope that they will, in return, be loyal to me. Having been in this business for what will be 30 years next month, I have never placed my personal interest ahead of my clients interest. If you are looking for an experienced, professional, hardworking, ethical, obedient and loyal agent then our team is the right choice for you in the Avondale area. We consistently outsell our competition and can offer statistics and testimonials to prove it.

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/March2015MarketUpdates.html

The Empty Nest

I always laugh, albeit internally, when a client says to me that this is the last home we are ever going to buy. The statistics used to be that the average homeowner moved every 5-7 years and I am sure that has been extended somewhat by the housing bust that anchored people in homes longer than they wanted or imposed waiting periods to buy a new home after short sale or disclosure. The reason for this is simply that family situations and needs change dramatically over time. The buyer that needs 5 bedrooms may need to downsize when the kids are gone to college. Later they may need to upsize or move to a single story to accommodate parents or siblings or simply aging knees. In any case, the crux of the message is always make purchases of homes based on a 5-7 year plan. If it ends up being your final home then enjoy it but the statistics say differently

Over 1,000
homes sold in
Avondale!



Featured Homes



Sold

13049 W. Avalon Dr. An 1860 model (3Br, 2.5 Ba with a loft) in great condition with a pool in Las Palmeras. Sold by Al Gage for \$178,500



Just Listed

12573 W. Hollyhock Ave. A 2406 model (4BR, 2.5 BA, with a downstairs master) in Corte Sierra. Listed by Al Gage for \$205,000



Sold

12419 W. Edgemont Ave., A fantastic Stetson model(3 BR plus a den and 2.5 car garage) in Rancho Santa Fe. Sold by Al Gage for \$190,000



Price Reduced

2005 N. 110th Ave. A (3BR, 2.5 Bath 2236 sf model) on the lake in Crystal Gardens with many upgrades. Listed by Al Gage for \$215,000



Price Reduced

11175 W. Alvarado Rd. A 5Br, 2.5 Ba, 2412 SF with a 3 car garage in Crystal Point. Listed by Al Gage for \$215,000



Sale Pending

10802 W. Cambridge Ave. A 1493 model (3 BR, 2 BA) with beautiful upgrades and plantation shutters. Listed by Al Gage for \$163,500



Just Listed

1713 N. 127th Ave. A Cape Cod model (2232S.F. 4 BR, 2.5 BA) with a pool in Rancho Santa Fe Listed by Al Gage for \$185,000



Coming Soon

12812 W. Mulberry Dr. A 2496 model (4 BR, 3Bath) with a 3 car garage and a pool in Sage Creek Listed by Al Gage in the \$260's



Back on the Market

12626 W. Windsor Ave. A Payson model (3 BR, 2 BA, 1716 S.F.) with a pool in Rancho Santa Fe. Listed by Al Gage for \$170,000

Call Al Gage = SOLD!



Al Gage Report

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Al Gage, P.C



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Rita's Corner

Buy a home with NO money? ALMOST

There is a program utilizing FHA financing that allows a buyer to purchase a home with as little as a half per cent of the purchase price for a down payment; sales price up to \$275,500.00. Using the right Realtor, like AL Gage who understands the market and financing; he can usually get the seller to contribute to your closings costs, and Voila; you have a new home

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