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West USA Realty
2920 N Litchfield Rd, Suite 100
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Hello.

Interesting And Helpful
Real Estate Info
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Over 1400 Homes Sold in Avondale and Litchfield Park!

Subdivisions	Home Levels	2018 Sales #s	2018 Price/SF	2018 Days on Market	Sept. 2019 Sales #s	Sept. 2019 Price/SF	Sept. 2019 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	71	136.47	48.6	5	149.4	24
Cortes Sierra/Sage Creek/Las Palmeras	Multi	37	118.81	54.6	6	125.9	58
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	85	137.72	41.0	7	157.5	45
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	37	115.22	57.0	1	113.8	67
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	45	128.41	54.3	2	144.5	49
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	19	109.64	46.8	2	113.2	4
Rancho Santa Fe	1	87	139.05	50.4	10	152.5	37
Rancho Santa Fe	Multi	26	117.53	43.1	5	118.3	39
Westwind and Glenarm Farms	1	28	149.87	80.2	1	128.2	28
Westwind and Glenarm Farms	Multi	16	118.10	41.2	0	0	0
Wigwam Creek South and Bel Fleur	1	85	135.49	45.4	8	131.8	33
Wigwam Creek South and Bel Fleur	Multi	45	98.78	60.1	2	85.9	4

Al Gage Report

ISSUE 148

October 2019

The Do's and Don'ts of Negotiating in a Tight Market!

People, whether buying something at a yard sale, car dealership or purchasing a home, cannot stand the perception of themselves as poor negotiators. In other words, almost all people THINK they are great negotiators. I don't know if it is because they tried a strategy once and it worked, thereby re-enforcing the strategy, or because they read or heard about a strategy that someone else employed that worked. Most of the time, the story you heard about someone purchasing a home 20% under asking price was untrue to begin with and simply an embellishment of their negotiating prowess in any case.

Here is a list of Negotiating Do's and Don'ts that are especially helpful in our current very tight market!

Don't write lowball offers on a home you want to buy! I have heard over and over across my career that "All they can do is say No!" This simply isn't true! When you write a significantly low offer it has a tendency to hurt your negotiating position. We recently had a person give a verbal offer on a property that was less than 70% of asking price. The seller will likely not sell to that person even if they give them their asking price!

Don't negotiate verbally or via email! In addition to the above mistake, this person made the offer verbally. No seller is going to take an offer seriously that is low or delivered

verbally or via email (not meaning emailing a purchase offer), because it is not binding. Even if the parties agree, neither is technically obligated. Furthermore, with all of the complexities of modern real estate, it is impossible to cover all of the issues, such as inspection, closing costs and HOA issues, in a verbal or email offer. I think most courts would agree that no meeting of the minds actually occurred even if they came to an agreement.

Do write a competitive offer from the beginning! I have long been a proponent of the school of thought that your initial offer is the place to buy a home at the best price. Rather than submitting an offer that you know or feel they will counter, make your first offer good enough that the seller can't take the chance of either rejecting it or countering it. If you doubt whether the seller will take your initial offer, you are probably right! Improve it!

I am not saying to offer over what the home will appraise. Using a great agent can help you with that determination before you spend money on an appraisal or inspection. In this very tight market, your offer must be competitive, especially with the possibility of multiple offers.

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Do write a personal letter to the seller! In this age of impersonal emails and many government regulations dictating what we, as agents, can and cannot disclose about a buyer, a personal touch allowing the seller to get to know the buyer often goes a long way in the negotiating process. In multiple offer situations, it is even more important! I have witnessed situations where the letter alone won the day. The seller said, "We have 4 offers, all about the same, but I feel a connection to this one." I don't recommend sending pictures of your family with the letter because you never know what biases and stereotypes that may evoke from a seller.

Don't get hung up on personal property or minor expenses! Whether the seller is going to exclude the drapes or include the 15 year old washer and dryer should be irrelevant. In the grand scheme of things, they just aren't that important. You may say well then I have to go buy those things! If they are willing to leave them, you may have to very



shortly purchase new ones anyways! What is the significance of a \$450 home warranty on a \$300,000 transaction?

Do try to meet in the middle. It is an age old negotiating tactic, but it works! Most of the time if the two parties are \$10,000 apart and the counter comes back \$5,000 apart, both parties will agree. If it is slanted either way, the odds of coming to an agreement go down drastically.

Don't let your emotions get in the way of effective negotiating! Easier said than done! Buying or selling a home is an emotional transaction. The buyer feels like the seller is trying to take advantage of them at every turn and the seller feels like he is giving away the farm with every dollar they discount the property. Starving agents will often pressure a buyer or seller into executing a contract as soon as possible. I

believe that sometimes sleeping on it over night pays off, contrary to every sales manual ever written. With pressure, emotions are amplified, which can lead to poor decision making!

Do negotiate with a knowledgeable, well respected agent! You usually cannot choose the agent, and certainly not the buyer or seller, on the other side of the transaction, so it is very important that you have a pro on your side. Your agent's reputation and skill in the eyes of their counter part may well lead to the success or failure of the negotiations. I recently had an agent send a cancellation intent. In two questions, I saved the transaction and we proceeded to close without any further concession by my seller!

If you want a pro on your side negotiating on your behalf, give the AI Gage Team a call at 623.694.9004 or email us at al@algage.com



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featured listings



12817 W. Clarendon Ave.

Listed and SOLD in 1 Day for Full Price!

A 2011 S.F., 3 BR, 2 BA with a great room and living room, lots of tile, plus a pool and a 3 car garage in Sage Creek.

SOLD by AI Gage for \$278,000



12405 W. Lewis

A Beautiful Regatta Model in Alta Mira featuring 4 BR, 3 BA, 2963 S.F. plus a den, fireplace, HUGE green back yard and a spa. Original owners have cared for this property well!

Listed by AI Gage for \$350,000

What's My Home Worth?

Email AI at 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/October2019MarketUpdates.html

In 2018, AI Gage successfully represented 50% more clients than the closest competitor and 217% more than the average of the Top Ten Agents in your neighborhood! #1 in your neighborhood five years in a row!

RITA'S CORNER

Reverse Mortgages

This loan is intended for homeowners who are at least the age of 62. It is designed for homeowners who have a lot of equity in their homes and who could use some extra monthly income. There are a lot of myths about reverse mortgages. The worst one is that you end up losing your home: NOT TRUE. It is true, that if you are receiving monthly payments, there can be a time when there is no equity left, so the monthly payments would stop. BUT, the borrowers would not have a house payment, ever. The maximum loan available depends on home value and the actual age of the youngest borrower. All parties who sign the final loan docs must be at least 62. The older the borrower, the higher the loan to value can be. Call me and I can help with any additional questions.

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mortgage corporation

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Call me for information about this and other available programs. We have a large variety of programs!