

AI Gage Report

January 2019

It's The Little Things!

In real estate, it's the little things that make the difference! We are all a product of our experiences and we haven't all experienced the same things. There are little tricks of the trade that separate the great real estate agents from the mediocre or down right bad agents.

Let me give you a non-real estate example.

Have your ever fought

with a roll of aluminum foil? Pulling out too much or too little, the roll flopping out of the box, down the kitchen counter and onto the floor. How many of you knew that the end of the box has little tabs that you can punch into the end of the roll which will hold it in the box and prevent this from happening! I know I had to run and look when I first heard about this and I will pause for two minutes while those of you who have never heard of this go and look! Now that we have verified that they are there, let me give you some other examples both within and outside of real estate!

One of the tricks that we have mastered is the number of pictures required to get optimum placement on many of the real estate websites. **Too few, too many, or redundant pictures and you move down in your placement.** I would love to share the number with you, but then I would lose the advantage. I will just tell you that I



obtained the information, on accident, from a tech with one of the biggest real estate websites.

How many of you have ever had your garage door opener malfunction because the eyes on the anti reverse are misaligned. Pro tip!

You can override that by simply holding down the button while the door is closing. Not a long term solution, but it will let you close the garage door for the night and you can fix it tomorrow!



Did you know that you can take the chill out of the house and use less energy in the winter time by reversing your ceiling fans? There is a little switch on most fans that will



make them run in reverse, which is clockwise, which pushes all the warm air back down to where you live and off the vaulted ceilings.

In sales, it's the little things. **Like answering your phone and returning phone calls.** Whether its another agent or a client, we try to respond to all of our calls within an hour, and most of the time we actually answer the phone when you call. This may sound odd to you but you would be surprised by how many agents are "Just to Busy" to answer their phones. **We sold 217%**

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of the average of our top ten competitors in 2018 but we still find the time to answer the phone.



Over the years, one of the common problems we encounter on a home inspection is the dishwasher will

not start after the home has sat vacant or the dishwasher hasn't been used. There is usually nothing wrong with the dishwasher. The motor is just stuck because of our hard water. If you take the lower cover off and spin that motor it will work 9 times out of 10.

One of the best tricks that we use isn't really even a trick. When an agent calls and says they might be writing an offer on one of our properties, **we don't give away the farm.** We thank them and generally welcome their offer. We don't gush with excitement about the fact they are writing an offer. This non-verbally conveys to them that they may have to write a little better offer to get it

accepted. **Selling homes is a lot like playing poker.** Many, many agents give away information or tells to their fellow agents without even realizing they are doing it.

Every industry has these same kinds of little tricks. I remember a plumber laughing so hard, while he was apologizing to me for charging me, that it kind of hurt. I had installed my own brand new garbage disposal and was proud of my work but the dishwasher just would not drain. Who knew there was a seal in there for the disposal to be used without a dishwasher, that had to be knocked out before the drain line was attached.



One of our best tricks is not leaving our homes in active status trying to get back up offers. Back up offers sound good in principle, but they rarely materialize. Your days on the market continue to add up making the home prematurely stale if

you should have to put it back on the market.

If you want an agent that barely knows the ropes, or is possibly not a good poker player, then call someone you googled on line. **I have been working, and been the most successful agent in your area, for almost 20 years;** since these homes were built. You need a savvy, honest and straightforward agent!



**Call Al Gage at
623.536.8200 or
email us at al@algage.com**

Find us on 
/AlGagePC

RITA'S CORNER

Changes—Some For The Better?

FHA, which is by far the easiest loan to obtain, has increased the maximum loan amount in Maricopa County to \$314,817 up from \$294,515.00. I say it is the easiest, as the borrower is allowed to have the entire down payment as a gift, or even a secured loan against something they own. The interest rates are equal as long as the credit score is at least 640. For a conventional, you have to have 5% of your own money into a transaction before you can use gift funds. Plus, there is a great disparity between a credit score of 640 versus 720.

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

PINNACLE CAPITAL
mortgage corporation

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Go to www.ai@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



12906 W. Monte Vista Rd.

A beautiful 3 BR, 2 BA, 1119 S.F.
with a great room
in Rancho Santa Fe

Sold by AI Gage for \$195,500



11453 W. Virginia Ave.

A beautiful 3 BR, 2 BA, 1107 S.F.
with a great room that backs to a
greenbelt in Crystal Ridge

Listed by AI Gage for \$198,000



12458 W. Holly St.

A beautiful Stetson Model (1899 S.F.)
3 BR, 2 BA with a den, family room, pool
and granite counter tops, plus
a 2.5 car garage in Rancho Santa Fe.

Sold by AI Gage for \$270,000



3134 N. 127th Ave.

A 1849 S.F., 4 BR, 2 BA with a pool,
den that could be another bedroom and
a downstairs master, plus a huge patio
in Corte Sierra.

Listed by AI Gage for \$260,000

What's My Home Worth?

Email AI at ai@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/January2019MarketUpdates.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!



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EDDM RETAIL

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Hello.

Interesting And Helpful
Real Estate Info
Just For You

Local Postal Customer

Over 1400 Homes Sold in Avondale and Litchfield Park!

Subdivisions	Home Levels	Sales #s 2017/2018	2017 Price/SF	2018 Price/SF	Appreciation	2017 Days on Market	2018 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	69/71	128.74	136.47	+6%	42.5	48.6
Cortes Sierra/Sage Creek/Las Palmeras	Multi	39/37	107.42	118.81	+10.6%	55.5	54.6
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	88/ 85	126.89	137.72	+8.5%	40.6	41.0
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	34/37	111.77	115.22	3.1%	44.9	57.0
Garden Park, Palm Meadows, Palm Gardens and Donatela Phase 2	1	41/45	124.79	128.41	+2.9%	33.2	54.3
Garden Park, Palm Meadows, Palm Gardens and Donatela Phase 2	Multi	15/19	92.80	109.64	+18.15%	69.7	46.8
Rancho Santa Fe	1	86/87	129.33	139.05	+7.5%	35.5	50.4
Rancho Santa Fe	Multi	34/26	105.10	117.53	+11.8%	59.6	43.1
Westwind and Glenarm Farms	1	29/28	136.61	149.87	+9.7%	67.1	80.2
Westwind and Glenarm Farms	Multi	16/16	115.70	118.10	+2.1	46.9	41.2
Wigwam Creek South and Bel Fleur	1	71/85	126.37	135.49	+7.2%	50.3	45.4
Wigwam Creek South and Bel Fleur	Multi	44/45	93.10	98.78	+6.1%	96.8	60.1