

Al Gage Report

January 2020

Average is not OK!

How does the old joke go? What do you call the person that graduated last in their class at medical school?... DOCTOR! It's a pretty funny joke, but the reality is that it took a great deal of competitive and cognitive ability just to get into medical school, let alone graduate from it. I just love the AT&T commercial that emphasizes this concept with the doctor that the nurses describe as "ok" and then it goes on to show a total lack of confidence on the part of the patient, nurses and the doctor!



As I was preparing the end of the year statistics for all the homes sold in our neighborhoods, I was shocked that the vast majority of real estate agents had only sold one, or maybe two, homes out of the 10,000 in our neighborhoods. I equate this to being "ok" at being a real estate agent. They probably didn't get sued and nobody probably died, but for most of you the sale of your home represents the largest single financial asset you will ever own. It does beg a few questions:

1. How much money did they leave on the table? Negotiations and skill in this business is hard to come by. I personally have over 34 years in the business and over 1500 transactions under my belt. We

recently had a transaction in negotiations where we had submitted a counteroffer to the buyer cleaning up a few minor details in the buyer's original offer. Before that counteroffer was signed by the buyer, I received an offer that was almost \$5,000 over list price and net to the seller. Inexperienced agents would likely have had to call their broker to find out what to do and that delay could have cost the seller \$5,000 while waiting for their broker to answer.

We immediately withdrew the first counteroffer (with the permission of the seller) and proceeded to accept the latest buyer's offer.

2. How much money did they lose in the appraisal process? Back to the same transaction, we now have an offer on the property that is over \$5,000 over the listing price that was set based on the comparable sales of the property. Another reason to use your neighborhood specialist! When the appraiser reviewed the comparable sales for the property, I'm sure that the fact that two of the three best sales were also **MY** sales greatly contributed to one very simple fact. The appraiser had to

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take in consideration that I had participated in and viewed both of those other properties. The home appraised for the new higher list price!

I am not saying that any of these agents didn't do a good job! But how do you know you're not going to get just an average job? At our team, we listen to our clients and try to guide them through the process based on years and years of practical experience. Bottom line the statistics do not lie! We have sold more homes

in your neighborhood since 2014 than anybody in real estate! This past year, we sold 120% of our next closest competitor and 214% of the average of our top ten closest competitor. For the purposes of this argument, we are discounting the agents that sell to a single client investor or represent one of the iBuyer's as well as new home salespeople. That 214% figure is based on the averages of the top ten closest competitors, because I can't even imagine the number of sales that the average agent sells in the neighborhood, because there is no way to account for the ones that have zero sales.

If you really want to throw your equity away, call an iBuyer. Yes, they make it simple! Yes, they make it convenient! More convenient than I can make it! And their agents are really good, but they do not represent you or have an obligation to look out for your best interest. Is the \$20,000 to \$40,000 you will lose by selling to an iBuyer really worth it for the convenience?

We also are not yes-people. We try to explain to our clients what the realities of selling and buying really mean. We are straight forward on where to price you home! We lose many listings every year to other agents that promise the moon as far as pricing goes, only to watch them whittle the seller down on price to the point where it is at or below what we know we could have obtained for the property!

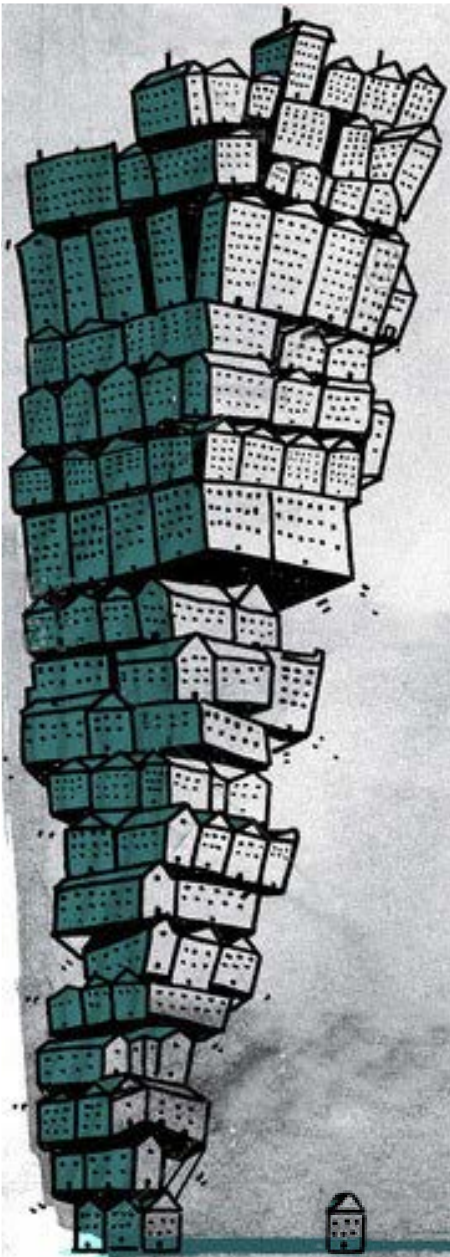
So back to our analogy, there really is only one way to ensure that you have chosen the best practitioner in your neighborhood. Choose the neighborhood expert. You don't want the person doing your surgery or the

person fixing the brakes on your car to be a beginner, family friend, neighbor or friend of a friend. You want them to have proven results that you can verify!

Next time you go to the dentists or the mechanic or to your investment banker, ask them if you can have a no-obligation guarantee. Ours reads like this: **"If you are not happy with our service you can cancel this listing contract without obligation until you have accepted an offer."**

Obviously, I cannot release you from the listing once you have accepted an offer because you are now obligated to a third party.

So if you are looking for a pilot that can land the plane, a surgeon that can guarantee a full recovery, a mechanic that can ensure that your car will run, or a quarterback that can complete the pass despite enormous pressure – Give the Al Gage Team a call!



**For Exemplary Service,
Professional Representation
on a New or Resale Home
AND to get the most money,
net for your existing home,**

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

Find us on  **/AlGagePC**



Subscribe Online & Get Your Subdivision Report!

Go to 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



12575 W. Osborn Rd.

Beautiful and Move-In Ready!

A 2155 S.F., 3 BR, 2 BA with a great room, lots of tile, cabinets and granite counters, den/office, a pool, 2 car garage and an RV gate in Corte Sierra.

Listed by AI Gage for \$285,000



12446 W. Monte Vista Dr.

A Beautiful Montclair Model

in Alta Mira, part of Rancho Santa Fe. 4 BR, 2 BA, 2494 S.F. with a pool in great shape on a corner lot.

SOLD by AI Gage for \$349,000



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.

Listed by AI Gage for \$350,000



10555 W. Crimson Ln.

A Beautiful home featuring 3 BR, 2.5 BA, 1949 S.F. plus a loft, pool, green belt for a back neighbor.

Listed by AI Gage for \$255,000

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/January2020MarketUpdates.html

In 2019, AI Gage successfully represented **20%** more clients than the closest competitor and **214%** more than the average of the Top Ten Agents in your neighborhood! #1 in your neighborhood five years in a row!



West USA Realty
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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!

Subdivisions	Home Levels	2018 Sales #s	2018 Price/SF	2018 Days on Market	2019 Sales #s	2019 Price/SF	2019 Days on Market	% Change In Price per SF	Dec. 2019 Sales #s	Dec. 2019 Price/SF	Dec. 2019 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	71	136.47	48.6	68	144.9	36	6.17%	2	167.8	21
Cortes Sierra/Sage Creek/Las Palmeras	Multi	37	118.81	54.6	33	125.3	39	5.46%	0	0	0
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	85	137.72	41.0	103	146.7	42	6.52%	14	151.4	41
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	37	115.22	57.0	26	119.1	66	3.37%	1	101.4	88
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	45	128.41	54.3	48	141.8	34	10.43%	5	134.7	34
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	19	109.64	46.8	20	107	61	-3.41%	3	108.3	50
Rancho Santa Fe	1	87	139.05	50.4	83	145.3	50	4.49%	11	151.5	44
Rancho Santa Fe	Multi	26	117.53	43.1	36	126.2	41	7.38%	2	146.5	4
Westwind and Glenarm Farms	1	28	149.87	80.2	24	165.6	47	10.50%	1	190.2	21
Westwind and Glenarm Farms	Multi	16	118.10	41.2	21	136.4	41	15.50%	2	153	20
Wigwam Creek South and Bel Fleur	1	85	135.49	45.4	65	139.8	43	3.18%	3	141.6	18
Wigwam Creek South and Bel Fleur	Multi	45	98.78	60.1	45	101.3	73	2.55%	5	107.4	31