

Al Gage Report



November 2023

Count the Runs and the Blessings!

As I was pacing a trench in our porcelain floor last night, watching the Diamondbacks in the World Series (yes I know this will be ancient history by the time you get this article), I found myself reflecting back on the life I have been blessed to live. I have a great wife, children, parents, grandchildren, and extended family in the area. We live in the greatest country on earth, built on free enterprise that allows people the freedom to pursue their dreams.

As I watched the game, I drifted back to the last time the Diamondbacks were in the World Series. Terri and I were fortunate enough



to attend Game 7 of the World Series. The Diamondbacks won in dramatic, walk off fashion in the bottom of the ninth inning for the first major championship for the Valley.

I can distinctly remember that after the game was over, nobody left! They all just stood there and cheered. Even the Yankee fans didn't leave. You may think "Well it was one of the best World Series Games Ever!" or "Curt Schilling and Randy Johnson pitching AND a walk off win!" All of those are perfectly accurate. But that is not why they stood and cheered for nearly 2 hours after the game was over!

You see, that game, that series, and even just the existence of baseball represented something more at that time. It represented a return to normal! It symbolized that America and the American way of life would survive! Standing and cheering represented cheering for America!

For those of you that don't remember that World Series was played shortly after 9/11. We were all wondering what the coming war, economy and future would look like. There was a great deal of unknown and uncertainty.

It strikes me as somewhat similar to now. We are on the verge of war, there is a great deal of uncertainty in the economy, and I know a great many people are struggling right now with the purpose and ability to survive financially.



But there is baseball! And its good baseball! Writing this article, I think about what I like about the Diamondbacks as a baseball team... This article really is about real estate and not baseball!

Fundamental Baseball

This team perhaps plays a little old school. They play a game based on the basics. They get on base, bunt, squeeze, steal and otherwise advance runners and then rely on the rest of the team to knock in the runs. They don't always swing for the fences.

At our team, we also play a little old school. Straight forward, if you will! We believe in the basics. We believe in pricing the home right (get on base), marketing the property through a system that has been proven more than 1500 times (advance the runners) and then rely on the expertise and reputation in the market to get the home closed (knock in the runs). My team of lenders, inspectors, escrow officers, tradesman and contractors is second to none. They will work tirelessly and vigilantly until the job is done.

They Hit for a Good Average!

The Diamondbacks have been able to hit for a good average this year. That being said, if I sold houses at a batting average of 300 I wouldn't be long for this business. Our proven system of marketing and pricing has produced a 100% closure rate over the last three years. I am just trying to figure out what kind of baseball contract I could get if I batted 1,000. Not sure, but pretty sure the number would start with a B.



They Play Great Defense!

The Diamondbacks have led the league this year in defensive efficiency. I heard one announcer applauding one of the Dbacks

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Al Gage, P.C.

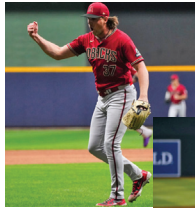
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players because he had committed only 8 errors in the entire season. Along the same lines, I have never had a lawsuit or complaint filed against me, my team, or one of my clients by another unhappy customer. In the grand scheme of things, I have never had an error. If we do make a mistake, we fix it or otherwise make it right, every time!

Good Pitching!

I know we haven't had Randy Johnson and Curt Schilling this year, but the pitching has been good. To equate that to pitching in our industry, there are so many agents that just are not cut out to be salespeople. I have enough experience in my neighborhoods that I do not have to be that phony over-the-top sales person that is so stereotypical. By the same token, I am also not the overcoached, scripted salesperson that will constantly use phrases such as "I am offering decision support" instead of "tell me what you want to do" and "the market is experiencing downward price pressure" instead of the "the market is headed down". Its not that I am unsophisticated, I am just going to talk to you in a conversational manner using the easiest language available.



They are Aggressive!

This World Series Team has striven to create chaos and constantly put pressure on the other team. We will put pressure on the other team to do their jobs, but none of that pressure will ever fall to you. We just don't believe in high pressure tactics with our



clients. We may say the market may take a turn for the worse, because it happens to be true, not as a scare tactic.

They Play Straight Forward!

The Dbacks have played some beautiful fundamental ball, win or lose, in these playoffs. Nothing extra fancy or reinventing the wheel. Just straightforward honest baseball. I have always believed in treating others as I would like to be treated. Just

this week a buyer called and said they wanted to look at a home. They asked if they had to bring their agent. I was straightforward with them and explained that they should honor their relationship with their agent and to have them show them the house. Yes, I probably could have stolen that client, but that is just not my style!

They have fun!

If you have watched any games this year, you can see that they have fun! We do too! We got into this business because we like meeting and serving interesting and diverse people. You will always be greeted with a smile on every encounter and you will be able to hear the smile if it is on a phone or zoom call.



The One Thing We Don't Have

The one thing that the Dbacks have this year is a thing that we don't have and actually don't want! We don't have and don't want a

Rookie of the Year. There are literally hundreds of realtors in the valley that I have mentored or trained over the years and almost all of them are successful.



Dependability and Consistency

While the Series isn't over at this writing, they have been consistent and dependable. Our service and professionalism is as consistent as a ballpark hotdog or 4th of July apple pie. We do what we say and say what we do!



Play Ball!

I know many of you are not baseball fans or possibly root for another team. The Phoenix Metro area is, after all, composed almost entirely of transplants from other place and even if you are from here, the was no baseball team here when I was young. The analogy is still quite valid but in addition to playing old school baseball, we also provide all of the latest innovations and marketing strategies that are proven to work.



While in the end we didn't win the fall classic, they left me extremely excited for the coming season and proud of the effort they put forth!

If you intend to list, sell, or buy a home, trust the largest asset in most peoples lives to the team you can trust! **Call Al Gage at 623-536-8200 or email us at al@algage.com**



Terri's Corner

Classic Apple Crisp

If you are like me, and hate to make pie crusts, this Classic Apple Crisp a great alternative for apple pie for the holidays!

INGREDIENTS:

FILLING:

- 3 lbs apples (makes 2 lbs peeled, cored, and sliced apples) about 9 cups
- ¼ cup apple cider, apple juice or water
- ¼ cup (to ¾ cup depending on the sweetness of your apples) light brown sugar or dark brown sugar

- 2 Tbsp butter, melted
- 1½ tsp Apple Pie Spice or 1 tsp cinnamon + ¼ tsp nutmeg + ¼ tsp ginger
- 3 Tbsp flour
- ¼ tsp table salt



TOPPING:

- ¾ cup all-purpose flour
- ½ cup quick-cooking oats
- ¼ tsp (heaping) table salt
- ⅔ cup light brown sugar or dark brown sugar, packed.
- 1 tsp cinnamon
- ¾ tsp baking powder
- 8 Tbsp unsalted butter, cold; cut in pats



INSTRUCTIONS:

1. Preheat your oven to 350°F. Grease a 9" square pan, or similar-size casserole pan.
2. Slice the apples about 1/4" thick. Toss them with the remaining filling ingredients and spread them evenly in the pan.

3. To make the topping, whisk together the flour, oats, salt, sugar, cinnamon, and baking powder.
4. Add the cold butter, working it in to make an unevenly crumbly mixture. Spread the topping over the apples in the pan.
5. Set the pan on a parchment- or foil-lined baking sheet to catch any potential drips.
6. Bake the apple crisp for about 60 minutes, until it's bubbling, and the top is golden brown.
7. Remove the apple crisp from the oven and allow it to cool for at least 20 minutes before serving. If you serve the apple crisp hot/warm, it may be quite soft. If you wait till it's completely cool, it'll firm up nicely. A good compromise is to wait for it to cool completely, then reheat individual portions briefly in the microwave.

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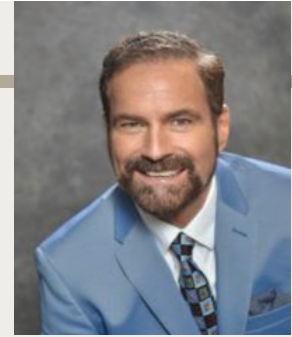
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featured listings



12321 W. Virginia Ave.

This lovely 4 BR, 2 BA, 2276 S.F. with a 3 car garage on a corner lot in Rancho Santa Fe.

Listed by Al Gage for \$TBD



1937 N. 107th Dr.

This lovely 3 BR, 2 BA, 1240 S.F. with a pool and on the lake in Crystal Gardens.

Listed by Al Gage for \$360,000

What's My Home Worth?

Email Al at al@gage.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.al@gage.com/November2023MarketUpdates.html]

In 2022, Al Gage successfully represented 133% more clients than the closest competitor and 250% more than the average of the Top Ten Agents in your neighborhood! #1 in your neighborhood NINE years in a row!



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Subdivisions	Home Levels	2021 Sales #s	2021 Price/SF	2021 Days on Market	2022 Sales #s	2022 Price/SF	2022 Days on Market	% Change In Price per SF	Sept 2023 Sales #s	Sept 2023 Price/SF	Sept 2023 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	66	211.0	21	31	257.0	26	21.80%	2	233.9	34
Cortes Sierra/Sage Creek/Las Palmeras	Multi	49	174.7	24	29	214.9	35	23.01%	0	0	0
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	84	212.7	16	53	258.6	32	21.58%	2	263.1	36
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	34	180.1	22	25	215.3	36	19.54%	1	194.4	49
Garden Park, Palm Meadows, Palm Gardens and Donatela Phase 2	1	37	221.6	20	21	251.6	27	13.53%	0	0	0
Garden Park, Palm Meadows, Palm Gardens and Donatela Phase 2	Multi	15	162.4	30	7	203.1	29	25.06%	1	203.7	3
Rancho Santa Fe	1	85	213.9	17	71	257.7	24	20.48%	4	234.7	25
Rancho Santa Fe	Multi	39	184.5	25	16	218.1	23	18.21%	0	0	0
Westwind and Glenarm Farms	1	17	218.3	15	12	271.3	23	24.28%	2	277.8	137
Westwind and Glenarm Farms	Multi	12	198.1	27	14	216.4	31	9.23%	1	193.7	3
Wigwam Creek South and Bel Fleur	1	52	215.9	21	45	252.4	28	16.91%	1	251.9	9
Wigwam Creek South and Bel Fleur	Multi	29	148.6	21	28	178.3	47	19.99%	0	0	0