

# AI Gage Report

December 2021

## New and Improved is Sometimes Neither!

I want to share with you some of my memories of the Avondale area and also talk to you a bit about the assault on traditional real estate. When I was a child, Avondale, Goodyear and Litchfield Park were cities in close proximity to each other and more or less one community. They were separated significantly from Phoenix, Peoria and Glendale in those days.

My father, who passed away in 2017, would be 101 this month. I miss him terribly, but also miss his sage advice on business, which he always performed in a very traditional, handshake fashion. He rarely asked for deposits and always honored his or his employees' work at the mechanic shop or in the machine shop in his later years. (He quit working at about 93.) Rare customer complaints were dealt with handily and in a straight forward manner. He was well respected as a leader in the community and even signed the Charter for the City of Avondale. In the auto industry, he was always skeptical of new technology such as electronic ignition and discounted parts. Although they are accepted and highly functional now, in the beginning, they were prone to failure. He also didn't like it because it turned a skilled mechanic into a robot that simply replaced modules and other parts instead of repairing them. These new technologies may be successful now, but this is after 30 years of vetting.



To relate that experience to what is going on in today's real estate market, you are constantly being bombarded by high dollar marketing budgets promoting the "New and Improved" way of selling homes.

They promote themselves as giving you a quick sale in 3 or 4 days for XXXX dollars more. They are spending a ton of money to promote their new and improved method of selling a home, but very little to market the homes they are selling. Maybe they are right! I just want you to be a little skeptical when you listen to their advertising. **My statistics, using a traditional real estate approach, produce a better list price to sales price ratio and in a shorter time per sale.** And I can prove it! That is not the direction I want to go with this newsletter.

My traditional approach to real estate is not based on nostalgia or longing for the good ole days. It is based on the fact that it works! By works, I mean it gets the most money for the client in the shortest amount of time with the least amount of hassle. Remember, most i-Buyers never represent the seller of a home so they never accept this obligation. Remember the old saying, "You can have it fast, correct or cheap, but you can only pick two!" The one bad outcome there is fast and cheap excludes correct. Our traditional method of real estate has some real pluses.

**Single Point of Contact.** You dial one phone number and either myself or my wife Terri WILL answer the phone if it is humanly possible. There won't be any hold times or talking to underlings that either are not authorized or incapable of giving you the advice you seek or the decision you need. By providing the single point of contact, you can always rely that the advice given will be backed by us as agents both personally and professionally.



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Al Gage, P.C

Phone: 623-536-8200  
Mobile: 623-694-9004  
Fax: 623-536-8222  
Email: al@algage.com

[www.algage.com](http://www.algage.com)

**Years of Experience.** I have almost 37 years of experience in real estate and Terri has 14 years of real estate experience, 3 years of escrow experience, and more than 40 years of customer service experience. In that time, I have completed more than 1500 real estate transactions without a single formal complaint. Does that mean every transaction was smooth and perfect? Of course not! If and when an issue arises, we address the problem in a straightforward and open way. If it is our mistake, we will fix it. If it is someone else's mistake we will pursue them as far as we need to. Bottom line, we have lived almost every real estate experience possible.



**Integrity.** My father was a very big believer in knowing his limitations. He was such an expert mechanic that he didn't have many mechanical limitations. His word was his bond and, if he said he

could fix it, nothing would stop him from keeping his word. I have inherited this tradition and strive to live up to it every day. If I could have my way, we would go back to the old handshake method of doing business, but that just is not possible any more. In today's world of financial checks and balances, a lack of integrity is very short lived and cannot survive in today's era of electronic reporting and social media.

**Proven Track Record.** We have sold more homes in these areas of Avondale and Litchfield Park than any other agent for the past 7 years. It may seem overly traditional to be an expert in a certain areas of homes. Clients are often shocked when they first describe their homes and I tell them the square footage or the model name from the description. They are also shocked, when I describe the progression of termite infestation into Rancho Santa Fe after Cortes Sierra and Sage Creek were built (and the ground treated). It was almost perfectly timed at the expiration of the treatments of homes in Rancho Santa Fe and you could track the

infestation as it moved south. Some of this information may save you from a legal action and knowing the area intimately certainly works in your favor.

*So very*  
**THANKFUL**

**Thankfulness.** I want to thank all of my past clients, potential clients, loyal readers, friends and family for the almost 37 years of real estate and the more than 25 years specializing in Avondale, Goodyear and Litchfield Park. Many of my closest friends are now real estate agents that I have trained or worked with and many still call asking for my expertise. I am thankful to know all of them and those of you I have yet to meet. Mostly I am thankful for the quality upbringing that made me who I am today.



**If you not afraid to do things in a traditional way, give the Al Gage Team a call at 623.536.8200 or email us at [al@algage.com](mailto:al@algage.com)**

**Happy Holidays from all of us to all of you!**

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## Terri's Tips: *Holiday* **TRIVIA**

1. In the classic Christmas movie, *How The Grinch Stole Christmas*, the Grinch was described with three words. What are they?
2. Which country did eggnog come from?
3. How many ghosts show up in *A Christmas Carol*?
4. The movie *Miracle on 34th Street* is based on a real-life department store. What is it?
5. Which popular Christmas beverage is also called "milk punch"?
6. What are the two other most popular names for Santa Claus?
7. What do people traditionally put on top of a Christmas tree?
8. In *Home Alone*, where are the McCallisters going on vacation when they leave Kevin behind?
9. In the movie *It's A Wonderful Life*, what happened every time a bell rang?
10. In which modern-day country was St. Nicholas born?

*Wishing each of you the merriest Christmas and the happiest New Year!*





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## featured listings



### 1936 N. 128th Dr.

A fabulous Jerome Model featuring 3 BR, 2 BA, great room, lots of tile, RV gate and two storage sheds in Rancho Santa Fe!

Listed by **AI Gage** for **\$345,000**



### 13816 W. Cheery Lynn Rd.

A 2216 S.F., 4 BR, 2 BA, 3 car tandem garage, huge owner's suite with a separate shower and jet tub, granite counters and lots of tile in Fulton Estates

Listed by **AI Gage** for **\$470,000**



### Terri's Holiday Trivia ANSWERS

1. Stink, Stank, Stunk
2. England
3. 4
4. Macy's
5. Eggnog
6. St. Nick, Kris Kringle
7. Angel
8. Paris
9. An angel gets their wings
10. Turkey

## What's My Home Worth?

Email AI at [al@algage.com](mailto: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/December2021MarketUpdates.html](http://www.algage.com/December2021MarketUpdates.html)

In 2020, AI Gage successfully represented **125%** more clients than the closest competitor and **283%** 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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PRSR STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

West USA Realty  
2920 N Litchfield Rd, Suite 100  
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	2019 Sales #s	2019 Price/SF	2019 Days on Market	2020 Sales #s	2020 Price/SF	2020 Days on Market	% Change In Price per SF	Nov 2021 Sales #s	Nov 2021 Price/SF	Nov 2021 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	68	144.9	36	61	167.3	23	15.45%	5	220.9	23
Cortes Sierra/Sage Creek/Las Palmeras	Multi	33	125.3	39	31	138.7	36	10.69%	8	185.0	17
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	103	146.7	42	99	162.1	35	10.50%	8	237.4	14
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	26	119.1	66	32	135.3	37	13.60%	5	197.2	30
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	48	141.8	34	29	156.3	27	10.23%	6	252.0	37
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	20	107.0	61	17	120.5	30	12.62%	4	190.8	36
Rancho Santa Fe	1	83	145.3	50	68	160.2	29	10.25%	3	224.3	5
Rancho Santa Fe	Multi	36	126.2	41	36	136.0	28	7.77%	3	217.7	6
Westwind and Glenarm Farms	1	24	165.6	47	15	168.3	44	1.63%	1	208.9	27
Westwind and Glenarm Farms	Multi	21	136.4	41	12	128.2	44	-6.40%	1	202.7	40
Wigwam Creek South and Bel Fleur	1	65	139.8	43	76	159.2	22	13.88%	6	239.2	37
Wigwam Creek South and Bel Fleur	Multi	45	101.3	73	37	116.0	35	14.51%	1	163.0	20