

# Al Gage Report

January 2022

## Diamonds Are Forever!

By diamonds, I mean relationships and by relationships, I mean both personal and professional. I am going to take some of you down memory lane just a bit, but hopefully it will also show you how much we care about our clients at the Al Gage team.

I write this with a heavy heart having just lost my first cousin that was part of the fab five growing up, my daughter's mother in-law who we were close with, and my sister in law that was also in real estate and in that sense we came up together here in the Avondale/Goodyear market. The memory of those relationships is tough to remember right now, so I want to move on.

I can remember the smell of my grandma's apron when I buried my face in it after being picked on by the cousins, as plain as day. I was quite small as child and the cousin who just passed was usually the one picking on me, although we became close as we got older. **He was the oldest and ruled the roost except for, of course, parents or grandparents or his younger sister who was my age. The pecking order was well established by age except for the deviation from the sister who was just tougher than any of us boys.** The only thing more comforting than the smell of grandma's apron (which she almost always wore) was the smell of her peanut butter cookies.



Grandma's are special and of course I was sure I was her favorite (because she said so). Grandma led a semi-impooverished life, but ALWAYS exhibited a strong, almost inhuman work ethic and instilled that on her daughter, my mom, who passed at least some of it on to me. I am pretty sure, not many of today's generation could handle the hard labor that both of them did at the time.

Relationships with family are natural and instilled based on the family. **Relationships with clients are harder to cultivate and harder to maintain.** Most of the time people have need of a real estate agent and then don't need them again for 4-7 years.

Let me tell you about my oldest and one of my two favorite clients. By oldest, she certainly is not very old, but has been my client for the longest period of time. I am going to refer to her as Patty T. **I first sold her home for her in 1994 which is almost 30 years ago. Since then, we have done 5 total transactions together and the level of trust we have built is off the charts.** This has led to some cheerful banter between Patty, her husband Dave and myself that is just refreshing and fun and makes the transactions go smoother for all parties. I texted her for information for this article and she responded that she would

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be retiring later this year and will be ready to sell another one soon. I take that as a badge of honor that the client trusts me enough to disclose that information to me and knows they will not be hounded by my team from now until they are ready.

My sister-in-law and I were rivals on a very small scale in the early days of our real estate careers. She worked for the biggest brokerage in town and I worked for one of the smallest. When I say rivals, that is very tongue and cheek. We always shared info, stories, and frustrations with each other even though we were at different companies. About 10 years into her career, she moved away with my brother's job where she became a rock star in the Green Valley Retirement Community real estate market south of Tucson. Health eventually caused her to retire. **This relationship, with just a little competitive edge, kept us both going for many of the first trying years in real estate.**

The next client I want to talk about is also one of my oldest and favorite

clients. I was sort of down in the dumps based on all of the happenings over the holidays. She called me yesterday (January 1, 2022) from a new Texas phone number and said "Do you know who this is?" **I immediately recognized here voice, although we probably haven't talked since she moved to Texas almost 5 years ago. She said this is Laura P.** I immediately had an ear to ear grin on my face. She said she was moving back to Arizona and could we help her find a new build. My answer was "of course we can." Many of the builders are not offering any or very little compensation now for selling their new builds. We will still take this client to any of those homes, regardless of compensation, and put her in the best home for her. I am excited to see her again but not nearly excited as my wife was to here that she was buying a home and moving back to the Phoenix area. We have sold her and her family close to 10 different homes over the past 25 years, but my wife has always been close to her because they share decorating ideas.

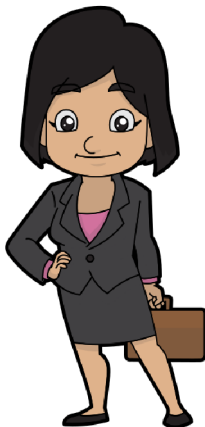
**Between the reduced compensation from the new home builders and the extra money spent at home for interior design, we likely will not make a profit on this transaction. That is just how life works sometimes.** This is what happens when you become a client for life of the AI Gage team. Some of you may not desire that close of a relationship and that is fine as well.

As I look back on the anniversary of what will be the 37th year in real estate, I can remember almost all of the clients that we have represented. Some have been a delight to represent, while others have been shall we say "challenging". Many of my early clients have passed on and I have sold their homes for their children or grandchildren showing that some of that relationship building passed on to the family as well.

**If you want to build a life long relationship with a realtor, we are ready, willing and able to accept your relationship. Call the AI Gage Team at 623-536-8200 or email [al@algage.com](mailto:al@algage.com).**

Find us on  
/AIGagePC 

## Terri's Tips: Fun Facts For January!



January was named for the Roman god Janus, known as the protector of gates and doorways who symbolize beginnings and endings. Janus is depicted with two faces, one looking into the past, the other with the ability to see into the future. What a fitting symbol for this first day of the year; this month is our door into the new year.

Have a wonderful January and a fantastic start of 2022!

Terri







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Go to [www.al@algage.com/SubscribeToENewsletter.html](http://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 gift cards! 2 gift cards will be given out this month! Please share this opportunity with family, friends, and neighbors.

## 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 Al Gage for \$345,000**



**13816 W. Cheery Lynn Rd.**

A 2216 S.F., 4 BR, 2 BA, 3 car garage, huge suite with shower & jet tub, granite counters & lots of tile in Fulton Estates!

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



**1805 N. 114th Ave.**

A spectacular home featuring over 3200 S.F., 4 BR, 3.5 BA, two owner's suites, two pergolas, sauna, spa and 3 car garage in Donatela Phase 1!

**Listed by Al Gage for \$570,000**

## What's My Home Worth?

Email Al 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/January2022MarketUpdates.html](http://www.algage.com/January2022MarketUpdates.html)

In 2021, Al Gage successfully represented **133%** more clients than the closest competitor and **216%** more than the average of the Top Ten Agents in your neighborhood! #1 in your neighborhood eight years in a row!



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U.S. POSTAGE  
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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	2020 Sales #s	2020 Price/SF	2020 Days on Market	2021 Sales #s	2021 Price/SF	2021 Days on Market	% Change In Price per SF	Dec 2021 Sales #s	Dec 2021 Price/SF	Dec 2021 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	61	167.3	23	66	211.0	21	26.12%	4	221.9	25
Cortes Sierra/Sage Creek/Las Palmeras	Multi	31	138.7	36	49	174.7	24	25.95%	3	194.9	39
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	99	162.1	35	84	212.7	16	31.21%	1	241.1	2
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	32	135.3	37	34	180.1	22	33.11%	0	0	0
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	29	156.3	27	37	221.6	20	34.77%	5	252.5	32
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	17	120.5	30	15	162.4	30	41.77%	2	196.8	50
Rancho Santa Fe	1	68	160.2	29	85	213.9	17	33.52%	5	229.3	20
Rancho Santa Fe	Multi	36	136.0	28	39	184.5	25	35.66%	3	206.3	24
Westwind and Glenarm Farms	1	15	168.3	44	17	218.3	15	29.70%	1	229.4	5
Westwind and Glenarm Farms	Multi	12	128.2	44	12	198.1	27	54.52%	0	0	0
Wigwam Creek South and Bel Fleur	1	76	159.2	22	52	215.9	21	35.61%	2	225.5	24
Wigwam Creek South and Bel Fleur	Multi	37	116.0	35	29	148.6	21	28.10%	1	201.2	6