

# Al Gage Report

March 2023

## Salesmanship Versus Puffing?

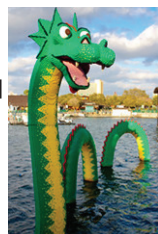
In the past two weeks, I have received not one but three calls or emails questioning something that a goods or services salesman has told a reader about the value of their home. Two of them have been in regard to adding solar to the home. In both cases, the salesman stated that adding solar, in one case purchasing the unit and in the other leasing the unit, would increase the value of the home. This is true to a point, and applies to almost any upgrade that you add to your home.



These upgrades will increase the value of your home or at the very least the salability of the home. The real question is, how much will they increase the value in proportion to what they cost?

The other call was in regard to the addition of some very special (based on the price) windows that they assured the homeowner would increase the value of the home. Let me just say to this point, in my just under 38-year career, I have yet to make an adjustment on a market analysis or experienced an appraiser give any upward adjustment based on the brand name or upgrade of the windows. After this answer to the reader, I don't think she is purchasing the windows!

These salesman are demonstrating what is termed "puffing" in the sales world. It is not really the truth, but it is also not an outright lie. It is more of an exaggeration of the truth. Believe it or not, this is legal in the real estate salesman game. The definition of "puffing" is "conveying an overstated belief about some good or service to a prospective buyer with the goal of making a sale of that good or service."



Many real estate salespeople promote themselves in a slightly "puffed" manner. The age old "Million Dollar Producer!" or "Multi Million Dollar Producer!" is a prime example of this concept. Any real estate agent that is not independently wealthy and wants to survive in this business must do more than two million dollars a year in production if they are to survive. Keep in mind that if an agent lists and sells one home for more than \$500,000 they qualify as a "Million Dollar Producer!"



I have long advocated that I am one of the best real estate agents in the area. I really try not to puff my accomplishments! I would like you, the consumer, to make an informed and educated choice when picking the real estate agent to represent

1 Salesmanship Versus Puffing?

2 Cover Article Continued

Terri's Corner: Planting Tips

3 Subscribers Win

Featured Listings

What's My Home Worth?

4 Sales Statistics



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Continued on page 2

you in the sale or purchase of the largest asset in your life.

**I do have nine years in a row of being the top selling agent in your neighborhoods,** if you

exclude the largest institutional, single investor agents. With all my years of experience, let me share with you two events that happened just in the last month. I offer these experiences as empirical evidence of my superior service and operation that results in more money in your pocket, either as a buyer or seller, at closing.

In the first scenario, we sold a home that admittedly needed a little work, so we priced it aggressively and conceded a little more in negotiations. When we received the appraisal back, it came in \$15,000 under the sales price. The other agent did not have any experience in challenging an appraisal.



When I reviewed the appraisal, I found the appraiser was placing more emphasis on listed homes than sold

homes, adjusting up to \$30,000 for a pool (normal is about \$12-15,000), but, more importantly, they were utilizing comparable sales that were inferior to this home instead of homes that were more similar.

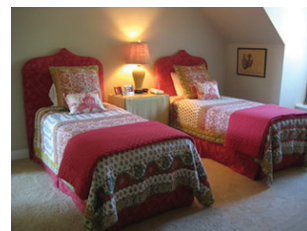
Lets assume that your home was a single level with a three car garage and no pool. It is only logical that you would compare it with another home with similar square footage, a 3 car garage and no pool instead of a much smaller, two story home with a pool that was a less recent sale. This is what the appraiser attempted to do. We filed our challenge to the appraisal, and got the appraisal corrected, enabling the transaction to close escrow. This is not something that an average real estate agent knows how to do or even that it is available.

The second instance of empirical proof of the benefit of using the AI Gage Team is actually a bit of statistical luck. In preparing the sales records for this newsletter, I encountered a pair of identical sales, one of which was my own and one from another agent. These homes were twins which is pretty rare. While I have not been in the other home, they appear identical as to colors, upgrades and overall

condition. The other lister started out at \$499,000 and sold 80 days later for \$425,000, long after it would have been considered stale on the market. My home was listed for \$450,000 and was under contract in three days. Both homes closed within two weeks of each other. **Mine closed for \$450,000 to a cash buyer, netting my seller almost \$25,000 more for EXACTLY the same home.** My listing had a solar lease which in most cases is a negative. The only difference was my lister followed my advice closely throughout the listing and closing process.

In one example, I saved my seller over \$10,000 and in the other almost \$25,000 just based on my years of experience. As always, if you insist on listing with your brother's ex's cousin's mother you have that right, but you should consider choosing experience and professionalism.

**Call the AI Gage Team at 623-536-8200 or email at [al@algage.com](mailto:al@algage.com)**



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## Terri's Corner

**Tired of the extended winter season? Here are some planting tips to get us ready for summer harvest!**

Planting vegetables and herbs from seeds is a fantastic way to save money on your grocery bill. Plus, it's just so satisfying watching a tiny seed turn into a massive, food-producing plant in just a matter of weeks. Follow the guide below for vegetable and herbs seeds to plant in March, as well as the estimated time until they will harvest.

Basil	60-75 days	Green Onions	90-100 days
Oregano	45 days	Cantaloupe	80-120 days
Carrots	60-100 days	Corn	70-90 days
Radishes	35-60 days	Cucumbers	60-90 days
Summer Squash	60-90 days	Thyme	70-80 days







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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



### 2015 N. 123rd Dr.

A fantastically priced home in Alta Mira at Rancho Santa Fe with \$10,000 in incentive - needs a little updating but for this price this 4 BR, 2 BA, 2494 S.F. with a 3 car Garage.

**SOLD by Al Gage for \$425,000**



### 12733 W. Monte Vista Dr.

A beautiful 4 BR, 2 BA, 2494 S.F. home in great shape with a pool, above ground spa and huge main bedroom suite on a cul-de-sac lot in Rancho Santa Fe!

**Listed by Al Gage for \$415,000**

## 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!*



### 2709 N. 115th Dr.

Spectacular 4 BR or 5 BR with a den. 2155 S.F. with a sparkling pool, shutters, solar, beautiful laminate flooring and granite counters in Garden Trails.

**SOLD by Al Gage for \$450,000**



### 2330 N 112th Ln.

Spectacular 4 BR or 5 BR with many upgrades including beautiful laminate flooring and Corian counters in Crystal Gardens.

**Listed by Al Gage for \$450,000**



### 2555 N 123rd Dr.

Spectacular 3 BR or potentially 4 BR with many upgrades including beautiful laminate flooring and a pool in Rancho Santa Fe!

**Listed by Al Gage for \$415,000**

*Want a current and local Market Update? Go to [www.algage.com/March2023MarketUpdates.html](http://www.algage.com/March2023MarketUpdates.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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# Hello.

Interesting And Helpful  
Real Estate Info  
Just For You

Local Postal Customer

## Over 1500 Homes Sold in Avondale and Litchfield Park!

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	Feb 2023 Sales #s	Feb 2023 Price/SF	Feb 2023 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	66	211.0	21	31	257.0	26	21.80%	2	251.9	634
Cortes Sierra/Sage Creek/Las Palmeras	Multi	49	174.7	24	29	214.9	35	23.01%	4	182.8	62
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	84	212.7	16	53	258.6	32	21.58%	5	253.0	109
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	34	180.1	22	25	215.3	36	19.54%	0	0	0
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	37	221.6	20	21	251.6	27	13.53%	2	203.0	42
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	15	162.4	30	7	203.1	29	25.06%	0	0	0
Rancho Santa Fe	1	85	213.9	17	71	257.7	24	20.48%	3	223.7	114
Rancho Santa Fe	Multi	39	184.5	25	16	218.1	23	18.21%	1	165.8	111
Westwind and Glenarm Farms	1	17	218.3	15	12	271.3	23	24.28%	1	244.3	125
Westwind and Glenarm Farms	Multi	12	198.1	27	14	216.4	31	9.23%	1	219.0	40
Wigwam Creek South and Bel Fleur	1	52	215.9	21	45	252.4	28	16.91%	3	225.3	100
Wigwam Creek South and Bel Fleur	Multi	29	148.6	21	28	178.3	47	19.99%	2	178.4	56