

Al Gage Report

May 2023

The Best Popcorn!

I remember as a very small child the treat of being able to spend the night at my grandmother's house. She grew up from humble beginnings and lived in the government housing called the Garden Homes where the present day interchange of Dysart and I-10 now exists. They called the complex Garden Homes because every home had room behind the house for a substantial garden. My grandfather was an exceptional gardener and grew blackberries (which routinely got my cousins and I in trouble), okra, peas, beans, tomatoes, watermelons and cantaloupe and also had various high producing fruit trees.

On the days we didn't sneak any blackberries, (actually the days we didn't get caught and blackberries leave a lot of forensic evidence when



you are 5), grandma would make us skillet popcorn. At five years old, this was

the best! A little butter and what she called "grease" in a cast iron skillet with a lid that just didn't quite fit and we were off to the races. Throw in a little popcorn, and the smell would pervade the house. For me, because I was special, she would burn it just a little and also let me pick through all the half popped kernels at the end. At my age, this was absolutely perfection!

This level of perfection was exactly where I was in my real estate career 35 years ago. I was pretty good and served a lot of clients successfully, but I just didn't know what I didn't know.

The next popcorn invention to come around was Jiffy Pop. It was quite a successful

innovation and probably made someone an incredible amount of money. This was long before the era of microwaves and, essentially, it was a disposable aluminum skillet with the oil and popcorn built in. The lid was contained by an expandable foil twisted to lie flat at the beginning and eventually poufing out similar to a bouffant hairdo.



I equate this era of popcorn to the Buyer Beware era of real estate.

If you were not very careful to protect yourself, it was very easy to either burn yourself, a sibling or the actual popcorn to an inedible or painful conclusion. This era, which equates to my experience 30 years ago, required that an ethical and conscientious real estate agent be extremely diligent to ensure that the transaction turned out to be edible. This level of caution, and perhaps even suspicion, is not an unhealthy add on in today's market. Being on the lookout for an unscrupulous agent, buyer or seller is part of our job to protect the client we represent.

The next major innovation in popcorn was the invention of the microwave and, shortly thereafter, the invention of microwave popcorn. Microwave popcorn was pioneered by Orville Redenbacher, who happens to belong to the same fraternity that I do. It was really very good and still is when you are in a hurry and quality isn't the only issue. It also came with its own dangers. If you can honestly tell me that you have never burned yourself on a bag of microwave popcorn, or melted your glasses from the blast of steam coming out of a freshly popped bag, I am going to say I am



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very sorry about your allergy to corn.

While this popcorn remains very popular, I would like to pose a question. Is it popular because it is good or because it is convenient? While I personally believe that the move to convenience is part of what is wrong with society, this is especially true in the real estate market. The great scourge of the current real estate market is the marketing to the public's inherent aversion to inconvenience. I am all for convenience. I use Door Dash, Amazon, and curbside grocery on a regular basis. When you pay that 4 or 5% fee for these services, it doesn't seem like much. When you sell your home, this extra 5% in fees or lost sales price because you didn't hire the neighborhood expert turns into thousands and thousands of dollars. The people offering to buy your home or guarantee a sale must buy it at a price where they can sell it and at least break even.

It wasn't until I got to be about 10 years old that I discovered the true *crème de la crème* of popcorn. This would be Movie Theatre Popcorn! Now you may be challenging my reality by questioning my first experience at movie theatre popcorn being when I was 10 years old, but



let me paint you a picture of what this town looked like back then. The only two theatres within reasonable driving distance were the theatre at Christown Mall and the old Bethany West Theatre. Christown had more of a multi-plex, but Bethany West was gigantic. This 21 mile trip one-way was not facilitated by freeways, but there were also not a lot of stop lights or traffic.

I distinctly remember Christown having the best popcorn ever. It was hot, fresh from the popper, with just the right amount of salt and an unlimited supply of butter. Unfortunately, these days, the butter has been replaced with a butter flavored canola oil. Some of you may have a particular movie theatre that you preferred but everybody loves movie theatre popcorn. You want to know why?

It is made by a professional! Yes that professional may be young and inexperienced in other areas of life, but not popcorn. This person has made more popcorn in their career than you ever will. This person is also set up with the best tools available to make great popcorn. They have an industrial style popcorn popper, the best popcorn you can buy, perfect popcorn salt and fabulous canola synthetic butter. They also have a method of maintaining and delivering this popcorn fresh and hot!

At the AI Gage team, we have the ability to serve our popcorn H.O.T. This stands

for Honest, Open and Trustworthy. We have built our entire career working in these small neighborhoods. We make a great team! If we were not all of these things, you would have heard about it from our neighbors. I am the salt for your popcorn and Terri is the butter. We have the tools, the skill the experience and the desire to do a great job for you in selling your home.



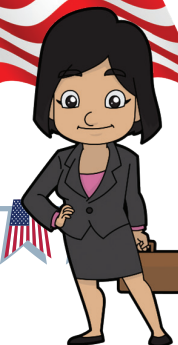
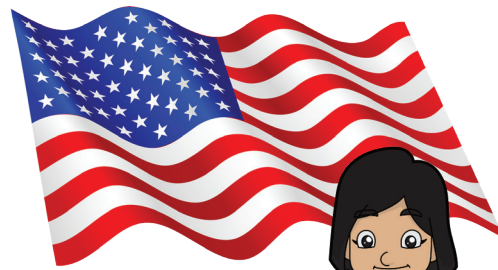
There are many other types of popcorn out there, and while I am going to mention the types of popcorn, I will leave it to you to associate these types of popcorn with their corresponding types of agents. Please don't fall victim to the Cheesy Popcorn, the Greasy Popcorn, the Salt and Vinegar Popcorn (these agents know who they are), the undercooked or burnt out popcorn, but most importantly don't fall victim to popcorn that wants to promise to buy or sell your home the "new way."

If you want your popcorn done just perfect with the right amount of salt and butter, give the AI Gage Team a call at 623-536-8200 or email us at al@algage.com

Find us on  /AIGagePC

Terri's Corner Memorial Day Trivia

1. Memorial Day was originally known as what?
2. Arlington National Cemetery used to be a plantation belonging to whom?
3. How should American flags mark Memorial Day?
4. Memorial Day initially only honored the fallen from which war?
5. What act moved Memorial Day from May 30 to the last Monday in May each year?



Answers: 1. Decoration Day 2. Robert E. Lee 3. At half-staff until noon, then at full staff until sundown 4. The American Civil War 5. The Uniform Monday Holiday Act



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featured listings



12639 W. Roanoke Ave.

Spectacular Sedona model by Continental Homes with 3 BR, 2 completely remodeled baths, newer AC, plantation shutters and all the right touches!

Listed by Al Gage for \$400,000



12733 W. Monte Vista Dr.

A beautiful 4 BD, 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!

SOLD by Al Gage for \$415,000



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!

SOLD By Al Gage for \$405,110



2330 N. 112th Ln.

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

SOLD By Al Gage for \$450,000

What's My Home Worth?

Email Al 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/May2023MarketUpdates.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
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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	April 2023 Sales #s	April 2023 Price/SF	April 2023 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	66	211.0	21	31	257.0	26	21.80%	1	234.8	80
Cortes Sierra/Sage Creek/Las Palmeras	Multi	49	174.7	24	29	214.9	35	23.01%	2	204.4	20
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	84	212.7	16	53	258.6	32	21.58%	3	270.8	64
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	34	180.1	22	25	215.3	36	19.54%	1	178.7	37
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	37	221.6	20	21	251.6	27	13.53%	3	209.6	89
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	15	162.4	30	7	203.1	29	25.06%	1	160.2	32
Rancho Santa Fe	1	85	213.9	17	71	257.7	24	20.48%	7	232.1	72
Rancho Santa Fe	Multi	39	184.5	25	16	218.1	23	18.21%	3	175.0	39
Westwind and Glenarm Farms	1	17	218.3	15	12	271.3	23	24.28%	1	194.3	18
Westwind and Glenarm Farms	Multi	12	198.1	27	14	216.4	31	9.23%	2	200.5	134
Wigwam Creek South and Bel Fleur	1	52	215.9	21	45	252.4	28	16.91%	1	256.1	4
Wigwam Creek South and Bel Fleur	Multi	29	148.6	21	28	178.3	47	19.99%	0	0	0