



Find us on
/AlGagePC



PRSRT STD
ECRWS
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	2018 Sales #s	2018 Price/SF	2018 Days on Market	May 2019 Sales #s	May 2019 Price/SF	May 2019 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	71	136.47	48.6	9	152.5	66
Cortes Sierra/Sage Creek/Las Palmeras	Multi	37	118.81	54.6	3	119.3	65
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	85	137.72	41.0	16	146.3	41
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	37	115.22	57.0	2	115.5	14
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	45	128.41	54.3	3	147.4	23
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	19	109.64	46.8	4	106.4	73
Rancho Santa Fe	1	87	139.05	50.4	9	140.6	59
Rancho Santa Fe	Multi	26	117.53	43.1	6	130.3	30
Westwind and Glenarm Farms	1	28	149.87	80.2	0	0	0
Westwind and Glenarm Farms	Multi	16	118.10	41.2	1	148.2	62
Wigwam Creek South and Bel Fleur	1	85	135.49	45.4	10	142.9	11
Wigwam Creek South and Bel Fleur	Multi	45	98.78	60.1	4	101.4	21

Al Gage Report

ISSUE 144

June 2019

A Recipe For Selling Your Home!

All the marketing classes say I should include a recipe in my marketing material so here you go!

Getting Ready: The first thing I would recommend is using non-stick utensils and pans. In the modern era of cooking, it is very important that you remove or repair any of the items that might make your transaction stick to the pan. In other words, it is important to fix all of the major things wrong with your home before you put it on the market. Please note that I said all of the major things. It is fine line between the things that will prevent a home from selling and extraneous effort. We often experience seller's going to either extreme. They either try to fix every little thing and it delays the home from the market and wastes money or they don't fix enough and either the inspection or the condition prevent it from selling.

All of these issues can be prevented by a preview from us of the condition of the property before you start making **ANY** repairs.



Gather all of the ingredients: Nothing will deter a chef faster than not having an ingredient. I understand that

sometimes you can substitute one ingredient for another, but it often isn't the same. In the real estate business this means two things. The first is the selection of your real estate agent. Here is a brief recipe for that part of the equation:



35 years of experience.

**#1 in your neighborhood
4 years in a row.**

1400 homes sold in Avondale and Litchfield Park.

Dash of Humor

Huge Dollop of Patience

1 full cup of Professionalism

1 full cup of Negotiating Skill

2 full cups of Area Specialization

1 full cup of Personal Integrity

1 full cup of Honesty

Blend all of the above ingredients together and let them rise to the occasion. The result should be choosing Al Gage as your realtor.

The second step is to fold in an additional team of specialists to assist with the transactions. This includes Patty Miller from Driggs Title, Rita Marie from Finance of America and Eric Villaverde from Doubletree Home Inspections and you should have the

Continued on page 2

- 1 A Recipe For Selling Your Home!
- 2 Cover Article Continued
- 3 Best Credit Score
Subscribers Win
Featured Listings
What's My Home Worth?
- 4 Sales Statistics



Al Gage, P.C

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

www.algagem.com

Continued from page 1

most stellar team of professionals ready to go into the oven.

Select the Starting Temperature:

This maybe the most important part of the transaction. At what temperature do you start? If you start it to hot (too low of a price), you may actually burn some of your equity by not getting every last dollar out of the transaction. It is easy to see when it's too hot, because you have massive traffic and multiple offers in just a few days. This error usually self regulates because it gets bid up over the list price in very short order.



If you start out at too low of a temperature (priced to high) you run a very real risk that the bread will

become stale before you ever put it in the oven. It is very important that the initial reaction to the price is not too high or too low, as either one can adversely effect the transaction.

Baking: Once you have pre-heated the oven to 350 degrees by placing the home in this newsletter, let it bake for about 3 weeks at the current temperature. You can test it with toothpicks and once you receive an acceptable offer, you can remove it from the oven for about 4-6 weeks and allow it to cool (I mean close). During this cooling period, all of the specialists will become involved to prepare the icing, ice the cake and either decorate it or simply add some sprinkles. All of these processes sound very simple but, in fact, they require years of expertise and constant attention. I have thoroughly vetted all of the people on that list and can generally also recommend contractors as needed.

Serving the Cake: Once the cake has fully cooled and all of the slices of the cake have been divided up, it is time for you to serve the

remainder. It still remains your responsibility for the utility transfers, signing documents and directing where you want all of your slices of the cake to go. It is also your responsibility that we don't have any candle fires as a result of the cake so make sure you don't cancel your insurance too soon.



If you need help baking your cake or finding out what you need to do to get your home ready to sell

Give the AI Gage Team a call at 623.536.8200 or email us at al@algage.com

Find us on  /AIGagePC

Subscribe Online & Get Your Subdivision Report!

Go to 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 movie passes! 4 sets of passes will be given out this month! Please share this opportunity with family, friends, and neighbors.

featured listings



2401 N. 109th Ave.

A beautiful 3 BR, 2 BA 1290 S.F. Cottonwood Model with many upgrades in Crystal Gardens.

Listed by AI Gage for \$215,000



11601 W. Palm Brook Rd.

A beautiful 3 BR, 2 BA, 2009 S.F. with too many upgrades to mention including a pool and a den in Garden Lakes!

Listed by AI Gage for \$290,000



12822 W. Fairmount Ave.

An 2011 S.F., 3 BR, 2 BA with a den that could be another bedroom, lots of tile and a 3 car garage in Sage Creek.

Listed by AI Gage for \$245,000



12883 W. Sheridan St.

An 1313 S.F., 3 BR, 2 BA with a den. In great shape in Rancho Santa Fe. This one won't last long!

Listed by AI Gage for \$209,000



11008 W. Almeria Rd.

An 1870 S.F., 3 BR, 2 BA with a den and a pool in great shape in Crystal Gardens!

Listed by AI Gage for \$275,000

What's My Home Worth?

Email AI 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!

RITA'S CORNER

Best Credit Score

What gives you the best credit score? Have no more than three revolving accounts, like Visa or Master Card. Keep the balance that you owe less than one-third of your limit. Pay on time, which should go without saying. Have two installment accounts, like a car payment, house payment, or a closed end signature loan. On conventional financing, the difference in available interest rate is major between a credit score in the 600 range vs the 700 range. There is a company called Credit Karma that is pretty close to the scores I see. It is free and allows you to monitor scores, without lowering your score by running your credit report.

Call me for information about this and other available programs. We have a large variety of programs!

PINNACLE CAPITAL
mortgage corporation

RITA MARIE NMLS ID #186758
623-935-4664

Mortgage Advisor
Please leave me a "LOAN"
rita.marie@financeofamerica.com

Pinnacle Capital Mortgage LLC #1071
Finance of America LLC #1071
1595 Mohave Drive, Suite 3,
Bullhead City, AZ 86442

Want a current and local Market Update? Go to www.algage.com/June2019MarketUpdates.html

In 2018, AI Gage successfully represented 50% more clients than the closest competitor and 217% more than the average of the Top Ten Agents in your neighborhood! #1 in your neighborhood five years in a row!