

Al Gage Report

June 2021

A Jack Of All Trades

But a master of none. That is how the old saying goes and it somewhat applies to what the expertise of a great real estate agent entails. So let me first start with the things that a successful real estate agent has to be a master of in order to represent their client.



1. **Negotiation** - This is not just a matter of relaying information from the other agent to your client. In some ways, this is an inherent skill that is difficult to teach. You may think, "How important is negotiation in this obvious seller's market?" In this market, having the wrong or an inept negotiator can cost you even more money. In honor of Father's Day, I will freely confess that I learned some of my negotiating skills from watching my father, who was a

businessman here in Avondale for over 65 years, and recognized in 2003 by the City of Avondale for over 50 years in business. He finally retired in 2013. He was a tough, fair, ethical, but mostly a patient



negotiator. I pride myself with not ever getting so emotionally involved in a negotiation that I make a mistake or an unintentional move. I have witnessed many transactions, or potential transactions, fail because one of the agents took offense or offended the other party. It simply is not that hard to be polite and courteous to your fellow agents or their clients. Being a veteran agent, and not living paycheck to paycheck, I can accept doing things on my clients preferred timeline without having to push to satisfy some of my own needs. Being patient, both with the timing of a negotiation as well as the parties involved, is one of the strengths of my negotiating skillset. I have heard through the grapevine that other agents perceive me in the same way and that it is simply a waste of time to try to steal a listing represented by Al Gage.



2. **Technical Expertise** - I am not talking about being able to write your own HTML or being an expert graphic designer. I am talking about knowing the nuances of the contract and having an in-depth working knowledge of what the provisions mean. Little things like even though the Inspection Notice Requires the repair to be done by a contractor, the repair can be performed by a handyman or the homeowner **AS LONG AS IT IS DONE IN A WORKMAN LIKE MANNER.**

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2 Cover Article Continued

Terri's Gardening Tips: Don't throw away coffee grounds

3 Subscribers Win

Featured Listings

What's My Home Worth?

4 Sales Statistics



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I always clarify if this is the route to take, but knowing that this is possible is technical expertise. Additionally, there is rarely a situation that occurs in a transaction that I have not personally experienced in over 36 years in the business. Appraisal coming in low, death of a borrower, tax liens, solar transfer issues, repair issues are not just theories in a book. I have actually lived and survived each of those scenarios. It is very rare for us to simply throw in the towel on a transaction. I have had the escrow survive mentally incompetent parties, jailed or imprisoned parties, drug and alcohol dependent parties, and of course just plain jerks on all sides of a transaction. The psychology of how to deal with each of these scenarios is also part of our technical expertise.

3. **Experience** - There is no substitute for experience. If you are going to challenge an appraisal, you have to speak appraisal at least a little. If you are going to question a contractor, you have to know a little about construction. One of our requirements as real estate agents is to point out red flags. I have been through over 1,500 escrows and remember the red flags for most of them. A red flag is a condition or



technical problem that should have led the agent and their client to the discovery of an even bigger problem. When the floor of a two story home creaks on a step, that is likely a nail that is loose. When it creaks and drops two inches, that is a red flag. It is our job as agents to protect the client even to the detriment of our own position and we take that charge very seriously.

Now I will give you a short list of all the things that we are not absolute technical or legal experts at, but know enough about, to help you in the transaction or can guide you to an expert in the field.

Investment property

1031 Tax Fee Exchanges

Property Management

Estate Planning

Probates and Wills

Lending

Escrow and Title

Short Sales and Negotiated Settlements

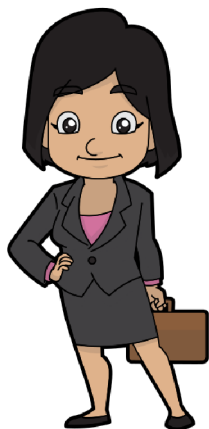
There are many others. Let me give you an example. I had a seller that said he wanted to do a 1031 exchange on his primary residence. I am no accountant or tax advisor, but I do know that in order for a 1031 to be practical there are some considerations such as how much tax he would owe on the sale of his home. You have to put the proceeds into another home without reducing debt or lowering the price of the real estate (of course the investment has to be like kind, meaning real property). In this instance, since it was a primary residence, the seller would not have owed any taxes, because their net profit was less than \$250,000, so I told him that I didn't think a 1031 was in his best interest, BUT I put him with an expert anyway. Come to find out, he would owe recapture, because he had depreciated the home as part of his vending business. It still worked out better to pay the taxes on the depreciation than doing a 1031, because he didn't want the same level of property and debt.

For this kind of expertise,
call Al Gage at 623.536.8200 or
email us at al@algage.com

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Terri's Gardening Tips:

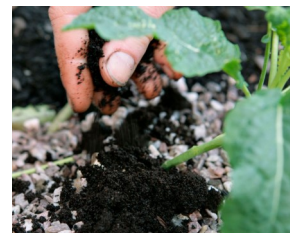
Don't throw away your coffee grounds after you have enjoyed your morning cup of coffee!



Coffee grounds add nitrogen to the soil and nitrogen-rich soil is perfect for growing tomatoes, corn and even flowers like roses and azaleas. Do not worry about coffee being too acidic. Used grounds are neutral, making them a good choice for plants.

Add 1 Tablespoon to the soil once a week, lightly working it in with your fingers. The grounds also aerate the soil which improves drainage. It also encourages the growth of healthy microorganisms that live in soil which is also beneficial to plant growth.

Terri handles all of the paperwork for the Al Gage Team!





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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 gift cards! 2 gift cards will be given out this month! Please share this opportunity with family, friends, and neighbors.

featured listings



12344 W. Virginia

A fabulous Brigata model with a pool, lots of upgrades, 2335 S.F. 4BR, 2 BA in Rancho Santa Fe.

Listed by Al Gage for \$465,000



2420 N. 126th Dr.

This beautiful **Cottonwood Model** features a 3BR, 2 BA, 1290 S.F. on a large cul-de-sac lot in Rancho Santa Fe!

Listed by Al Gage for \$305,000



12613 W. Verde Ln.

This 1550 S.F., 3 BR, 2 BA great room concept with 2 car garage, sparkling pool, solar, remodeled kitchen with granite counters in Corte Sierra!

Listed by Al Gage for \$335,000



10555 W. Crimson Ln.

A beautiful home featuring 3 BR, 2.5 BA, 1949 S.F. plus a loft, pool, green belt for a back neighbor in Westwind!

Listed by Al Gage for \$255,000

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/June2021MarketUpdates.html

In 2020, Al 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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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	May 2021 Sales #s	May 2021 Price/SF	May 2021 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	68	144.9	36	61	167.3	23	15.45%	9	199.6	26
Cortes Sierra/Sage Creek/Las Palmeras	Multi	33	125.3	39	31	138.7	36	10.69%	4	173.2	22
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	103	146.7	42	99	162.1	35	10.50%	8	197.9	11
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	26	119.1	66	32	135.3	37	13.60%	4	177.0	17
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	48	141.8	34	29	156.3	27	10.23%	2	181.8	7
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	20	107.0	61	17	120.5	30	12.62%	0	0	0
Rancho Santa Fe	1	83	145.3	50	68	160.2	29	10.25%	5	213.8	10
Rancho Santa Fe	Multi	36	126.2	41	36	136.0	28	7.77%	1	198.5	13
Westwind and Glenarm Farms	1	24	165.6	47	15	168.3	44	1.63%	1	273.1	4
Westwind and Glenarm Farms	Multi	21	136.4	41	12	128.2	44	-6.40%	0	0	0
Wigwam Creek South and Bel Fleur	1	65	139.8	43	76	159.2	22	13.88%	4	197.1	24
Wigwam Creek South and Bel Fleur	Multi	45	101.3	73	37	116.0	35	14.51%	2	150.7	10