

# AI Gage Report

July 2019

## The Art of (Mis)-Communication

Have you ever sent that text that got autocorrected to say something totally different than what you intended? Or sent an email without an attachment? Or even better, dialed the wrong number by name from your contacts and started talking before you realized it was the wrong Anne that you had dialed?

In today's modern methods of communication, it is very easy to miscommunicate because most of the communication is not oral. Now I won't go into a long diatribe about how communication has developed throughout history from cave art to Facebook Private Messaging but let's just agree that we all communicate better orally than we do by written communication for a few reasons;

**The first is that in written communication, you can't hear the tone and inflection of what is being said.** Secondly, we don't always write what we mean and, even if we do write what we mean, it can be auto-corrected in a text to mean something entirely different.

Let me give you an example, we recently had a client text us and ask us if "we could obtain feedback from a couple of agents that had viewed their property?" We of course always send formal requests to agents on every showing of our properties for feedback, which had already been sent to these agents without reply. Responding very quickly, we replied that "we resent the request for feedback." I'm sure reading

this article very quickly, you got the same interpretation we did. The client responded back "that was kind of rude." We re-read the text and could not figure out why they thought it was rude.

To make a long story short, the client was correctly reading the text as we resent (as in to feel or show indignation as a result of injury or insult) for being asked to request the feedback. Not what we intended at all. We were trying to say that we had re-sent (meaning they were sent again) the requests. Both the clients and us were very upset for a few minutes until we talked on the phone. In oral communication the difference in pronunciation between re-sent and resent quickly cleared up the confusion and we both had a great laugh about it.

**We as realtors also have to be very careful not to speak in acronyms or Realtor-speak too much. Amongst ourselves we throw around terms like Binser, Spuds and Closing pretty easily.** We are very careful to take the time and explain to our client that the Binser is the BINSR, or the Buyer Inspection Notice, and Seller Response is the list of repairs that is generally requested and agree upon by both parties at the conclusion of the inspection. The Spuds or actually the SPDS is the Seller's Property Disclosure Statement. This document



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is a form filled out by the seller, disclosing all of the defects AND work done on a property since they have owned the home. Most disputes occurring in today's markets are either a result of a failure to disclose or improper repairs after an inspection. Both of these documents are very important in limiting the liability and exposure of both the buyer and the seller and must be prepared with care, attention to detail and expertise.

This again is another opportunity for a written miscommunication. Let me give you an example. We recently had a transaction where on the BINSR (here we go again), **the buyer's agent had asked us to "check the underlayment" under the roof tiles on the roof.** We did! Our roofing contractor said a fairly good size portion of it was bad and needed to be replaced. Under the letter of the agreement, all my seller's were required to do was "check it." I sat down with my clients and said we are only obligated to check this, but the right thing to do is to repair it, and

if we only "check" it and they have a roof leak down the road, we likely will find ourselves in litigation. The clients agreed with the spirit of the request, albeit not the actual language, and repaired the roof for a little over \$1,000. This is fine insurance against a future and expensive legal battle.

Of course we have all had the odd mis-dial. Last month, I scrolled through my phone and dialed Anne. I immediately dove into the transaction at hand and after a couple minutes, Anne stopped me and said: "Al this is Anne P., you sold our home three years ago and we moved to Iowa. We still love that you stay in contact with us but, this is not our home!" Embarrassed, of course, I apologized and thanked her and then called the Anne Pr, that actually had their home listed with us. Interestingly enough, they lived in the same neighborhood with the same model of home! I had simply scrolled to Anne P in my contacts, tried to dial Anne Pr in my contacts and hit the wrong button as I was dialing. **As a person with a first name that is likely the first A in**

**people's contact list, I am well accustomed to being pocket dialed, only saved by those people with a friend named Aaron.**

I guess the message that I am trying to convey with this article is that we take great pride and put forth great effort to continuously communicate and service our clients. We, of course, are human and not perfect, but our intent is always good and above board. If you have funny examples of miscommunications via text or email, send them to me so we can use them for a future article.

**If you want the same effort and work ethic to communicate with you throughout the sale of your home, give us a call at 623.536.8200 (I prefer to talk on the phone) but we can also communicate via email at [al@algage.com](mailto:al@algage.com).**



Find us on  
/AIGagePC 

## RITA'S CORNER

### Still a Great Tax Saver!

In spite of the many changes that have been made to what can and cannot be written off as a deduction on your taxes; for most of us the ability to deduct interest paid from our income is a good thing. I say, for most of us, as I am not an accountant. You should check with a tax professional regarding your situation. If the tax professional gives you the green light, call Al Gage and buy an investment property. Then call me for financing.

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](mailto:rita.marie@financeofamerica.com)

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

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## What's My Home Worth?

Email AI 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!*

## 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 **\$220,000**



### 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 **\$289,900**



### 12822 W. Fairmount Ave.

A 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.

Sold by AI Gage for **\$230,000**



### 12688 W. Osborn Rd.

A 1537 S.F., 3 BR, 2 BA with a den and a pool in Corte Sierra.

This one won't last long!

Listed by AI Gage for **\$247,500**



### 11008 W. Almeria Rd.

A 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**

Want a current and local Market Update? Go to [www.algage.com/July2019MarketUpdates.html](http://www.algage.com/July2019MarketUpdates.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!



PRSRT STD  
ECRWSS  
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	June 2019 Sales #s	June 2019 Price/SF	June 2019 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	71	136.47	48.6	8	145.5	29
Cortes Sierra/Sage Creek/Las Palmeras	Multi	37	118.81	54.6	2	119.6	28
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	85	137.72	41.0	6	150.0	30
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	37	115.22	57.0	3	113.0	99
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	45	128.41	54.3	3	142.0	43
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	19	109.64	46.8	0	0	0
Rancho Santa Fe	1	87	139.05	50.4	6	140.5	42
Rancho Santa Fe	Multi	26	117.53	43.1	5	117.7	42
Westwind and Glenarm Farms	1	28	149.87	80.2	4	162.7	46
Westwind and Glenarm Farms	Multi	16	118.10	41.2	3	124.2	27
Wigwam Creek South and Bel Fleur	1	85	135.49	45.4	6	141.4	33
Wigwam Creek South and Bel Fleur	Multi	45	98.78	60.1	5	93.6	41