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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	July 2019 Sales #s	July 2019 Price/SF	July 2019 Days on Market
Cortes Sierra/Sage Creek/Las Palmeras	1	71	136.47	48.6	1	129.3	66
Cortes Sierra/Sage Creek/Las Palmeras	Multi	37	118.81	54.6	2	120.7	67
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	1	85	137.72	41.0	9	145.5	24
Crystal Gardens, Crystal Ridge, Crystal Point, Upland Park and Donatella I	Multi	37	115.22	57.0	6	135.3	25
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	1	45	128.41	54.3	7	142.9	34
Garden Park, Palm Meadows, Palm Gardens and Donatella Phase 2	Multi	19	109.64	46.8	2	99	43
Rancho Santa Fe	1	87	139.05	50.4	6	135.6	57
Rancho Santa Fe	Multi	26	117.53	43.1	3	124.7	9
Westwind and Glenarm Farms	1	28	149.87	80.2	1	127.3	2
Westwind and Glenarm Farms	Multi	16	118.10	41.2	4	144.2	73
Wigwam Creek South and Bel Fleur	1	85	135.49	45.4	4	147.5	34
Wigwam Creek South and Bel Fleur	Multi	45	98.78	60.1	6	102.3	89

Al Gage Report

September 2019

Real Estate Articles?

As I read through countless real estate articles, aimed mainly at the process of choosing a real estate agent, a common theme emerges. Almost all of them advise you to ask a friend for a referral. Admittedly, we get a great deal of our business from referrals from past clients, but let's analyze whether this is truly the best way for you to evaluate a potential agent? First of all, the odds are that the agent your friend or family is referring to you has only one complete transaction with that agent. If that agent is an average agent, they have done less than 10 transactions in a year. Now they may be a great agent and they may have done a great job for your friend or family member, but the statistics just don't back this up as being a good way to choose an agent.

We just completed a transaction with a client of ours that regularly refers clients to us. This is his 7th transaction with us going back to 1994. This is the third time we have sold that particular home. Another of our clients has successfully completed 8 transactions with us going back to 1989. If this is the kind of referral you are getting from your friends and family, by all means use that agent.

We are not saying to disregard referral from friends and family just to include us in the agents that you interview. Here are some good reasons to use the Al Gage Team:

1. Our team has spent more than \$305,000 marketing homes JUST IN YOUR NEIGHBORHOOD, IN THE LAST 7.5 YEARS.

We spend more than \$3750 per month in marketing of the homes that we have listed. This results in higher exposure and, therefore, higher prices for your homes. The old saying is that it takes money to make money and that means it takes money to market your home!



2. Our team has been the Number One Team in TOTAL Sales in your neighborhood since 2013! That's correct. No other agent has sold more homes in your neighborhoods during that time, not even 50% of the same number of sales. We accomplish this because our marketing plan works and we have satisfied clients at the end of the process.

3. We have sold over 1500 homes in Avondale, Goodyear and Litchfield Park! I know this sounds like a big number, but don't you think it is in your best interest to interview us and find out how we are able to accomplish this number.

- 1 Real Estate Articles?
- 2 Cover Article Continued
The BEST Loan?
- 3 Subscribers Win
Featured Listings
What's My Home Worth?
- 4 Sales Statistics



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4. We are committed to, and reside in, your neighborhood! Many other agents have attempted to become the "Neighborhood Specialist" in your area. We have LIVED and SOLD here almost exclusively since 1999. Having spent more than \$300,000 to market to your neighborhood, we are not going anywhere anytime soon!

5. We have longevity in the business and a stellar reputation! All of the other real estate agents know that we work in your area. I recently submitted and offer on a home listed with another agent in the area and as I called them to tell them that I was sending the offer, he replied "Of course it's YOU!" I was caught off guard. He said "I know that area is your turf and was surprised that I got the listing in there."

I have over 35 years in the business, the last 25 almost exclusively in Avondale, Goodyear and Litchfield Park.

6. Our negotiating skills, marketing, reputation and experience result in better offers and a better net to YOU on the sale of your home! We have more experience negotiating with other agents than anybody on this side of town. We are also skilled at backing up our case to an appraiser and making sure that if it does sell for more money we can actually get it to appraise and close at that price. Our marketing maximizes your exposure on-line, through Facebook, via email and traditional tracks. Our reputation generates better offers from other agents. Bottom line, our experience almost always results in a better net to you as the seller.

7. We have an undeniable work ethic, answer the phone and leave no stone unturned to get your home sold! If this wasn't true, how could we lead in all of these statistical categories?

If you want the best possible service to get your home sold for the most money in the shortest time, give us a call at 623.536.8200 or email us at al@algage.com



RITA'S CORNER

The BEST Loan?

There are so many options for real estate loans available, it would be difficult to pick the BEST one. It's truly a matter of opinion. Let this mortgage professional tell you my opinion and the reasons why. FHA recently increased their maximum loan amount to \$314,827 in Maricopa County. The down payment required is a mere 3.5% of the sales price. The seller is allowed to contribute 6% of the sales price for buyer's closing costs. (The costs are generally closer to 3% than 6%.) The down payment is allowed to be a gift from a relative, and can even be borrowed against an asset that the buyer owns. The relatively low credit score of 640 allows the buyer the best available interest rate. The one less than desirable feature is that a few years ago the President made the mortgage insurance be in effect for the life of the loan. This is in the process of being changed, the sooner the better!



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



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featured listings



2401 N. 109th Ave.

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

SOLD by AI Gage for \$220,000



12909 W. Monte Vista Rd.

A 1611 S.F., 3 BR, 2 BA with a loft and a pool in great shape in Rancho Santa Fe!

SOLD by AI Gage for \$236,000



12817 W. Clarendon Ave.

A 2011 S.F., 3 BR, 2 BA with a great room and living room, lots of tile, plus a pool and a 3 car garage in Sage Creek.

Listed by AI Gage for \$289,500



12405 W. Lewis

A Beautiful Regatta Model in Alta Mira featuring 4 BR, 3 BA, 2963 S.F. plus a den, fireplace and a spa.

Listed by AI Gage for \$365,000



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!

Want a current and local Market Update? Go to www.algage.com/September2019MarketUpdates.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!