

Al Gage Report

January 2014

Issue 78

**Subscribe to our
newsletter online at:**

[www.algage.com/
SubscribeToENewsletter.html](http://www.algage.com/SubscribeToENewsletter.html)

**4 Sets of Free Passes This
month by random drawing.**

**Free Movie Night
Count-1548**

From 1999 to 2007 we hosted a free movie night for all of the homeowners in Rancho Santa Fe, Corte Sierra, Sage Creek, and Crystal Gardens, Las Palmeras and Wigwam Creek as well as our past clients. We would love to offer this little payback to our community again but with the price of mail going up and the cost of printing, the only way we can do that is with your help to promote the E-newsletter to the same level of readership as the mailings touched in the past.

What we don't have!

As I work with clients on a regular basis, it is very easy to get caught up in the crisis of the moment but a couple of experiences I have had recently put most of it in perspective. We as Americans, have viewed the recent economy as a major obstacle in our lives. Many of us, including me, have lost hundreds of thousands of dollars and pushed our retirement well into the future. Despite this, I think it is a good idea to put these obstacles into historical perspective. How many of you remember the stories of our parents about how hard they had things and probably downplayed it in our minds. They were right! Despite the recent financial difficulties experienced by this generation, most of us really have not had it that hard (even though it seems hopeless when you lose a job or take a pay cut), I will share just a few of the hardships my parents survived. My father survived the Great Depression and was severely injured in World War II. Once he healed, I don't think he missed more than 10 days of work from 1947 to now more than 66 years. My mom picked cotton in the west and east valley and was living in a tent in South Avondale (formerly Coldwater) when the river flooded the entire area near Dysart and Buckeye Rd.

They both felt the trials and benefits of emerging medicine. My mom lost her sister to diphtheria (unheard of now) to a kill

or cure inoculation while my dad survived his injuries primarily due to the introduction of penicillin.

From all that trepidation, they kept trying, kept pursuing the American dream. It is very easy to lose sight of that American dream when the economy is poor, the housing market is fluctuating all over the place, jobs are hard or impossible to find and the news is littered with violence and depravity but that dream is still very much alive. Hard work and perseverance still payoff in our society and it is important not to take our society as rough as it may be for granted.

I spent a week recently living on a ranch in Mexico where is was 60 miles of dirt road to gas, medical attention, and a refrigerator where power was only available for 4 hours a day. Meat was preserved by making jerky out of it on a clothes line and the dogs sole function was to work cows and most travel was accomplished by horseback. This may seem like an extraordinarily hard life but the cowboys were happy and cheerful and greeted each day with a positive outlook. Not the life most Americans would design but although they lacked many modern conveniences, they didn't dwell on how hard their life was.

The second recent experience that helped put things in perspective was the reaction the audience had to the movie "Lone Survivor".

So here is the deal, if we can get our readership up to around 3500 per month from our current level of just over 1000, the savings in mailing and preparation cost will allow us to once again rent the entire movie theatre for our neighbors and clients. To accomplish this we will need each of you to forward the email or website to friends and have them opt in for market updates and eventually the free movie passes. We will keep a running count of the opt ins and when we reach 3,500 emails currently living in the Phoenix, Avondale, Goodyear, Litchfield Park and Buckeye areas, we will fire movie night back up



Now you may or may not agree with our presence in this war or the reasons and politics behind it, but at the conclusion of the movie, a very unique thing happened in the audience when during the credits, biographies of the fallen were displayed along with actual pictures of them and their families. First the audience did not leave during the credits and then slowly but surely applause began to grow for the fallen members of military. Now, after thinking about this phenomenon, it may be because the people that choose to go see that movie tend to be more supportive of that cause and the military in general but not a single person left the theatre until all of the bios of the fallen had been displayed. This was very inspiring (more than the movie) and demonstrates that the American Way of hard work, sacrifice and service to others is still very much alive and well.. It truly was an unexpected result of the movie.

You may ask yourself, "What does this have to do with buying and selling real estate?" I believe that a very important part of the decision to own a home is the belief in the American Dream. Some of our society's confidence in that Dream have been eroded by the financial disasters of recent years. I believe we are on the path to a continued rebound in our market but right now, the market is in flux. It is a great time to sell a home or buy a home. Those two

time rarely coincide with each other. Markets are way up from even a year ago but not so out of sight that a first time or repeat buyer cannot afford to purchase. Although, my short term prediction is that the market is undecided, the long term prediction is a return to normal and steady appreciation in perfect alignment with the
American Dream!

**We need your home to sell!!
Our goal is:
To get the most money for your home, in the shortest amount of time with the fewest amount of problems.**

Want a current and local Market Update go to:

www.algage.com/JanuaryMarketUpdates.html



With over 1,000 homes sold just in the Avondale area since 1997, we are positioned to have several advantages over other real estate agents. We did not sell 1,000 homes by getting some big bank contract or HUD contract, we sold them one customer at time. This leaves us with a large data-base of customer exclusively in the Avondale, Goodyear, Litchfield Park area to better sell your

existing home at the highest possible price. We are experienced in short sales and regular sales and have a vested interest in keeping and maintaining the values in our neighborhood.

Especially important in this market is the fact that we are experienced in the area to effectively challenge any low appraisals we may receive.

**Over 1,000
homes sold in
Avondale!**



**Driggs Title
Agency**

Featured Homes of the Month

Your Home Should be Here!

Sale Pending



SOLD



2) 11592 W. Hubbell St. a 1673 S.F. model in Palm Gardens with lots of upgrades in very nice condition. Listed by Al Gage for \$150,000

3) 10951 W. Mountain View A 1854 model (4 BR., 3BA with a pool) in Sanctuary Sold by Al Gage for \$167,500

SOLD

SOLD

SOLD



4) 12738 W. Palm Ln.. A Cottonwood model (1290 S. F.) with a Spa in Rancho Santa Fe **SOLD** by Al Gage for \$148,000



5) 12854 W. Alvarado Rd. A 1313 model (4BR, 2 BA) in Rancho Santa Fe **SOLD** by Al Gage for \$116,300.



6) 11167 W. Edgemont, a Carefree model (4 BR/ 2 BA, 1957 s.f.) in Crystal Gardens on the Lake. **SOLD** by AL Gage for \$200,000

Other Notable Sales of Non Short Sale-Non REO Properties in Avondale

- 10950 W. Sheridan St A 2390 Model with a pool in Crystal Gardens **SOLD** for \$252,500
- 2409 N. 123rd Ave. A Brigata model (4BR/2BA) with a pool in Rancho Santa Fe **SOLD** for \$242,000
- 12726 W. Virginia Ave. A Portola model (4BR/2BA) with a pool in Rancho Santa Fe **SOLD** for \$227,500
- 4913 N. 127th Dr. A 2537 model (4 BR/2BA, triple Garage) with a pool in Wigwam Creek. Sold for \$193,000



Al Gage Report

Welcome Home Realty
2920 N. Litchfield Rd. Ste. 100
Goodyear, AZ 85395

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



PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL



Al Gage, P.C



Local Postal Customer



IMPORTANT NOTICE: WELCOME HOME REALTY AND AL GAGE P.C. IS NOT ASSOCIATED WITH THE GOVERNMENT AND OUR COMPLIMENTARY SHORT-SALE NEGOTIATION, IF NEEDED, IS NOT APPROVED BY THE GOVERNMENT OR YOUR LENDER. EVEN IF YOU ACCEPT THIS OFFER AND USE OUR COMPLIMENTARY SERVICE, YOUR LENDER MAY NOT AGREE TO CHANGE YOUR LOAN. IF YOU STOP MAKING PAYMENTS ON YOUR MORTGAGE, YOU COULD LOSE YOUR HOME AND DAMAGE YOUR CREDIT RATING

The world according to GRACIE!



Free Movie Passes Given Away

We assigned everyone that has signed up for the electronic newsletter a random number and then selected these random numbers until we select the number of people corresponding with the number of passes we are giving away this month. We have sent emails to the lucky winners and mailed their passes to them with the exception of one lucky winner who did not give us their address. As our readership increases we will give more and more passes away until we can start FREE MOVIE NIGHT again.



Call Al Gage at 623.536.8200 or email al@algage.com