

Al Gage Report

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Issue 67

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

**Free Movie Night
Count-1409**

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.

Why do they do that?

The proof is in the pudding!

It frustrates me to see homeowners make the same kinds of mistakes that they have been making for almost 30 years that I have been in the business. Almost every month as I am typing this newsletter, I see comparable sales come up that I know, **I could have achieved a higher price for in the neighborhoods that I work.** This month is no exception as I see a Casa Grande model in Rancho Santa Fe sell for almost the same price as one I sold in the same time frame except the one I sold did not have a pool. The seller probably lost around \$10,000 on that transaction. I also see another Azure model **with a pool** listed in the mid \$180's and get about 20 offers while I sold the same model for \$202,500 and mine did not have a pool.

Here is the major difference. I work this area and have a reputation with appraisers and other agents in these particular areas. I also live in the Rancho Santa Fe area and have a vested interest in maintaining and increasing home values in this area for myself AND for my clients. That is not to say that we never have appraisal issues because that is untrue. I have appraisal issues on a regular basis. **This is because we are always trying to push the envelope as far as market value goes.** I am not trying to recreate the bubble by overinflating values but I feel that our values could stand to increase for most of the rest of this year without significant chance of overinflating home values. I accomplish this by keeping myself up to date on comparable sales and having a **vested interest**, not in making the quick buck by selling a home well below market, but by carefully evaluating my comparable sales and being prepared to logically present my case should an offer or appraisal come in too low. We don't win them all but who does?

It is very easy to look at two models on paper and think that they are virtually the same home and therefore use **them interchangeably as comparable sales, but this is flawed.**

In Crystal Gardens, there is a huge difference between a home that is on the lake and one that is not as far as price.

In Rancho Santa Fe, there is a difference in price between the older sections (that usually have larger lots) and the newer sections and the price is generally not higher in the newer section (although it is not very much) which is contrary to logic.

My favorite war story occurred a few months ago arguing with an appraiser and he was taking off of the sales price on my property because it did not back to a greenbelt and the comparable property did. **The greenbelt the appraiser was referring to was actually the historic cemetery** in Sage Creek. Personally, I do not feel that backing to a cemetery adds value but in the appraisers mind it did. I actually lost that argument.

If you happen to live backing to one of the greenbelts then you are also aware that Saturday morning soccer games start very early and are natural travel paths for the local howling mobs of coyotes and I am not talking about hockey fans.

I also know that one of the biggest selling points used to be that the home was located **"close to schools."** This may be the case but if you live next to Wigwam Creek, Corte Sierra, or Rancho Santa Fe Schools, you know what the traffic is like at dismissal times and the traffic jam at Millennium High School is legendary.

There is also an issue of knowing the school districts. I constantly warn clients buying in the area to **check and double check the school dis-**

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



The Pendulum Swings continued

strict boundaries. The Agua Fria School District and the Litchfield School District in particular have several schools that are constantly at or near capacity while other schools are well under capacity. (I know because I volunteer at the school.) These boundaries change at the very least every couple of years and so someone buying a home to ensure their child can go to XYZ school may find out that the boundaries have changed in the year since they purchased their home.

To be successful in today's market, an agent must be very experienced in pricing homes, negotiating contracts, presenting a logical argument for the contract price to appraisers and most importantly have a track record of fighting for and receiving the highest possible price for a home. This is critical for you as the consumer and also for your neighbors as the price you receive, directly impacts the pricing for your neighbors home as well.

I believe that with a **track record** of having sold over 1000 homes in Avondale and Litchfield Park and recently demonstrated my ability **to get thousands if not tens of thousands of dollars more for a home than the competition**, you should at least have a sit down interview with me before you list your home with another agent. If your sole criteria for selecting an agent is the amount of commission they charge, then please don't call me because I will not be and never have been a discount or partial service agent (but I do not charge more than everyone else either). **If the amount you receive net to you is important** then I suggest that you give us a chance to present our case. We will do our very best to achieve success for you and your neighbors without compromising our ethics, values and reputation. Call or email for an appointment.

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.

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.

Want a current and local Market Update go to:

www.algage.com/January2013MarketUpdates.html

Over 1,000 homes sold in Avondale!



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.



Driggs Title Agency

Featured Homes of the Month

Sold



1) 2540 N. 125th Dr. a Casa Grande model on a cul-de-sac lot in Rancho Santa Fe. Price-\$165,000-Sold by Al Gage.

Sold in 4 days



2) 2404 N. 123rd Dr. -An Azure model in Rancho Santa Fe-Beautiful Property Listed by Al Gage-Sales Price-\$202,500

Sale Pending!



3) 12638 W. Amelia a 1428 model with a pool in Corte Sierra-Listed by Al Gage for \$130,000

New Listing!



4) 12909 W. Monte Vista Dr. A Carmel model with a pool in Rancho Santa Fe- List Price \$150,000

Sold in 4 days



3625 N. 127th Dr. An 1844 model with a 3 car garage in Sage Creek. Sold by Al Gage in 4 days for \$155,000

New Listing!



6) 11442 W. Roanoke Dr. A 2131 model in Crystal Point. Listed by Al Gage for \$160,000

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

- 2202 N. 127th Dr. A Portola model with a pool in Rancho Santa Fe. Sold for \$176,000
- 11145 W. Sheridan St. A 2354 model on the lake in Crystal Gardens Sold for \$196,900
- 2444 N. 123rd Dr. A Brigata model with a pool in Rancho Santa Fe. Sold for \$203,000
- 2441 N. 123rd Dr. A Brigata model with a pool in Rancho Santa Fe, SOLD \$234,500



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Do's and Don'ts in Today's Market!

Don'ts

Don't visit an open house or a new home builder without your agent accompanying you.

Don't allow your home to fall well behind or go into foreclosure without speaking to Al Gage.

Don't list your home based on which agent is the cheapest!

Don't spend money on upgrading your home thinking it will drastically improve its resale value.

Do's

Contact Al Gage before listing your home!

Contact Al Gage before losing your home to foreclosure!

Contact Al Gage before doing major home renovations to estimate the added value.

Go with the agent with most experience, sales, track record, and integrity in Avondale and Litchfield Park.