



West USA Realty  
2920 N Litchfield Rd, Suite 100  
Goodyear, AZ 85395

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**Hello.**

Interesting And Helpful  
Real Estate Info  
**Just For You**

Local Postal Customer

**Over 1300 Homes Sold in Avondale and Litchfield Park!**

## Recent listings



**11042 W. Sheridan St.**

A Jerome Model  
1450 S.F., 3 BR, 2 BA/den  
on the lake in Crystal Gardens  
**Sold by Al Gage for \$205,000**



**12837 W. Indianola Ave.**

An 1844 Model  
3 BR, 1.75 BA with a den, 3 car Garage  
and lots of upgrades in Sage Creek  
**Listed by Al Gage for \$239,900**



**12817 W. Clarendon St.**

A 2011 model 3BR. 2 BA with a den in  
Sage Creek with many upgrades in  
perfect condition  
**Listed by Al Gage for \$2—,000**

See inside for this month's **featured listings**

# Al Gage Report

November 2017

## What's There to be Thankful For?

In this age of information overload and severe political divisiveness, it is easy to overlook the things we have to be thankful for especially in the real estate world. Here is my take on some of the things we have to be thankful for:

**A stable economy and real estate market!** Let us remember back to 2008-2013 when as many as 9 out of 10 sales were short sales. You had to be especially careful of where you bought on the volatility curve or six months after you bought you could be completely underwater with the equity in your home. Our market has now essentially been stable for almost 5 years. We have shown spurts of rapid appreciation and have fluctuated from a buyer's market to a heavily seller's market and essentially back to close to a neutral market in those times! Appreciation in the 3-7% range has been the average. This is all considered to be normal!

We still do a few short sales but most of those are either leftovers from the big crash or unique financial situations on the part of those borrowers. I here less and less every year, "When is the real estate bubble going to burst again?" This growing consumer confidence has greatly improved the stability of our market in many ways. Buyers are purchasing with confidence that if they stay in the home for a few years, they will have equity. Appraisals are coming in within reasonable

estimates of value, much less of a guessing game. List price to sale price ratios are in the upper 90 percentiles (of course ours far exceed the average) All in all, this all points to stability. Since our current level of demand is not based on wild speculation like it was in the late 2000's, the bubble may not even exist!

**Access to information:** With all of the information available out there on the various websites, it is easy to come to the conclusion that a traditional real estate agent is simply not needed. This simply isn't true. It may shorten the time that it takes you to locate a home that suits your needs and it may save you and I from having to look at as many homes before choosing one. These are all processes that a professional and experienced agent could accomplish before this information dissemination by reading between the lines. We spend hours every week with inquiries from potential buyers from these websites on homes that already have a contract on them or carry over information from two or three listings ago. Your best source of information still comes from the traditional real estate agent themselves. Even with the assistance of this information, you still need the professional and fiduciary advocacy of your real estate agent. Those websites cannot guide you with what to offer, what to accept or what is wrong with the property you are

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Al Gage, P.C

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

**www.algage.com**

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trying to sell. Also please remember that the agent that works for the new home builder or liquidity real estate buyout program, does not work for you! They work for their client and represent their interests.

### Fair Housing and Lending: I

am not naïve enough to think that there are not still fair housing issues across the country. I can only speak to how commonly, I potentially run into this type of issue. When I first started in this business over 30 years ago, it was not uncommon for a seller or buyer to inquire about the racial or country of origin makeup of a neighborhood. Of course, I had to recuse myself from working for these people as a result but although not prevalent, it would happen once or twice a year. The fair housing infringement that I do see regularly is the question "Are there any children in the neighborhood?" This appears to be an innocent question but is still a question I have to refuse to answer because it could represent discrimination based on familial status.

**Salesmanship:** The level of

salesmanship has improved greatly over the years but for many agents is still a lost art! Many, many agents see their role as simply processing the steps in a transaction. At our team, we realize that this salesmanship is truly what you hired us to do. I equate it to calling in wild turkeys or fly fishing. Some times you make a single sound or throw any fly and the turkey or fish make a beeline to you or the fly. Sometimes the fish or turkeys are extremely wily and you have to be very subtle about your calling or fly presentation. You have to get in the right position, say the right things and never make a mistake in order to be successful. Sometimes on turkeys that means just sitting still and scratching in the leaves when suddenly the wise old tom (buyer) appears. You can't know all of these tricks or be able to accurately read the situation unfolding in front of you without years and years of experience. At our team, we literally have all the turkey calls and thousands of flies in order to be able to attract your buyer and we know how to use them! I'm just saying that we are serving wild turkey (the bird not the whiskey) at

our house for Thanksgiving!



**Happy Thanksgiving  
and Give us a Call if  
you have want to sell  
your home or buy  
another one or both!**

**623.536.8200**

**al@algage.com**

## RITA'S CORNER

### Does it Seem Silly to You?

There is a long list of items I need from a borrower when they are trying to prequalify for a home loan. Some of the items appear redundant, like tax returns and W-2's when part of what I have to do is get a copy of the actual tax returns and W-2's directly from the IRS. So, why must that be a rule?

The answer to that is the government's response to the rampant fraud that pervaded our industry. Better safe than sorry. One of the main items that borrowers have trouble obtaining is copies of their W-2's. Most employers have copies readily available and if you ask nicely, they will get them for you, even a previous employer.

I wish you all a very Happy Thanksgiving!

Call me for information about all loan programs. I pride myself on keeping up to date with the ever changing mortgage market.

**PINNACLE CAPITAL**  
mortgage corporation

**RITA MARIE** NMLS ID #186758  
**623-935-4664**

Mortgage Advisor  
Please leave me a "LOAN"  
**rmarie@pcmlan.com**  
Pinnacle Capital Mortgage LLC. #1071  
6006 N. 83rd Ave., Ste. 205  
Glendale, AZ 85303

*Call me for information about this and other programs. I pride myself on keeping up to date with the ever changing mortgage market.*

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Stay up to date with the current news, right in your inbox. Subscribers are placed in a drawing to win a set of FREE movie passes! 4 sets of passes will be given out this month! Please share this opportunity

## Featured listings



**12405 W. Virginia Ave**

An Azure Model

2277 S.F., 4 BR, 2 BA 3 Car Garage  
and much more in Rancho Santa Fe!

**Listed by Al Gage for \$\$\$,\$\$\$**



**2732 N. 127th Dr.**

A Brigata Model (2335 S.F)

4 BR, 2 BA with a pool, 3 car garage and  
many upgrades in Rancho Santa Fe

**Listed by Al Gage for \$320,000**



**1908 N. 127th Dr.**

A Sedona Model

3 BR, 2 BA (1516 S.F.) great room in  
Rancho Santa Fe

**Listed by Al Gage for \$215,000**



**10672 W. Willow Ln.**

A 1600 S. F. 2 BR, 2 Bath with a den,  
many upgrades and perfect landscaping  
in Westwind

**Listed by Al Gage for \$195,000**

## What's My Home Worth?

Email Al 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!*

*Want a current and local Market Update go to [www.algage.com/November2017MarketUpdates.html](http://www.algage.com/November2017MarketUpdates.html)*

*In 2016, Al Gage successfully represented 36% more clients than the closest competitor and 214% more than the average of the Top Ten Agents in your neighborhood! #1 in your neighborhood three years in a row!*