

Al Gage Report

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Issue 69

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

Free Movie Night Count-1421

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.

How to make your house not sell!

What is rumor and what is truth!

The title of this article would suggest that we are offering poor advice, but in reality, what we want to do is illuminate some of the pitfalls of selling a home and a few things you can do to enhance the value of your home.

Now that homes values are on the rise, many people are thinking about selling their homes in the near future. We get quite a few questions from sellers asking what types of improvements they should make in order to bring more value to their home and what items they should skip. We thought we would put together a list of do's and don'ts to better coach future sellers so that they may get the most for their homes when it is time to sell. These pointers only apply to people who are looking to gain an extra \$5000-\$10,000 or more for their homes. For sellers who are offering a discount due to the house being classified as a "fix-up", then these rules do not apply. Simple corrections guarantee a higher net for the seller.

First impressions: (Exterior)

Rule #1 - Poor street appeal will lower the value of your home and prevent people from wanting to look at it. Examples of items that cause poor street appeal are as follows:

- Clutter on the porch (ie: statues, pots with dead flowers and yard ornaments).
- Dead or dying trees, overgrown trees and bushes
- Oil stained driveway

- Un-swept porch, dirty paint and cobwebs hanging from the porch ceiling
- Dirty front door with faded paint or stain and/or scratch marks on the bottom from a pet
- Rusty or outdated door hardware
- Torn screen on the security door
- Dented garage door
- Poor exterior paint (meaning old and also poor color)

Simple corrections:

Power wash the driveway to remove any stains; clean the front door and ceilings to remove the dirt, dust and cobwebs; remove excess yard clutter; bring in more rock; clean and trim the landscaping.

First impressions - Interior:

Once buyers enter the front door, they have to feel comfortable in the house and they have to know that the house is in move-in ready condition. Issues that can cause a buyer to be turned off are as follows:

- Bad Smell – cigarette smoke, pet smell, strong smell from last night's dinner, etc.
- Dirty wall paint and baseboards
- Loud or eccentric colored paint and worse, a poorly done loud or eccentric colored paint job
- Furniture or excess clutter blocking or crowding a smooth pathway into the rest of the house
- Excessive amount of pictures or decorations on the walls

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



Real Estate as an investment continued

Rule #2: Remove all excess clutter from the entire house.

Rule #3: Thoroughly clean all baseboards and walls.

Rule #4: Remove items that you wish to keep such as drapes and ceiling fans before the home is ready to show.

Rule #5: Ensure that the house smells fresh.

Rule #6: If you have pets and you are listing your home for sale, you have to make it look like no pets live there

Simple corrections: Make sure there is no pet smell and make their evidence such as dishes, toys, bones and droppings as unobtrusive as possible.

Rule #7: Do-it-yourself jobs may save money initially, but end up costing more in the end when future buyers see an unprofessional job that needs to be redone. We recommend that all improvements be done by a qualified professional.

Rule #8: Backyards and side yards should be landscaped, even if it is simple landscaping.

Rule #9 : No above ground pools. They do not add value.

Rule #10: The house must be as clean and ready to show as possible at all times.

The cost to correct most of these issues is far less than being forced to sell the house under market value to make up for the lack of buyer appeal. The house must appeal to 80% of the buyer pool in order to sell for market value or above.

If you are thinking about selling your home and need some pro-

fessional advise to prepare for the listing, please contact us so we can visit your home and give you the feedback you need to help maximize your selling potential.

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/March2013MarketUpdates.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.



Featured Homes of the Month



Just Listed

1) 2814 N. 112th Dr. an Cape Cod model in Crystal Gardens (4BR w loft) on a large lot and pool. Listed by Al Gage for \$194,500



Sale Pending in only 2 days

2) 2517 N. 114th Ave -A 1939 model with many upgrades in Crystal Ridge. Listed by Al Gage-List Price-\$140,000



Sale Pending

3) 11442 W. Roanoke Dr. A 2131 model in Crystal Point. Listed by Al Gage for \$160,000



Sale Pending

4) 12909 W. Monte Vista Dr. A Carmel model with a pool in Rancho Santa Fe- Listed and



Place your home here and get it sold quickly!



Sold

6) 12955 W. Catalina Dr. an 1860 model in Las Palmeras in need of some repairs. Sold by Al Gage for \$180,000

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

- 12414 W. Vernon Ave A Brigata model on a large lot in Rancho Santa Fe. Sold for \$218,000
- 1805 N. 127th Dr. A Carefree model in Rancho Santa Fe. Sold for \$175,000
- 11018 W. Alvarado Rd. A 2769 model with a pool and spa in Crystal Gardens. Sold for \$243,300
- 12838 W. Clarendon Ave A 1844 model with a pool in Sage Creek, SOLD \$175,000



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Negotiating in a Brisk Market

I am often asked, "Why do I need to read a real estate newsletter when I am not planning on selling any time soon?" The answer is quite simple. You never know when a sudden illness or job transfer is going to force you to sell your home unexpectedly. You should be as educated as you can be about ALL of your investments including the real estate market. The stats you hear on local or national news rarely hold up to scrutiny and are usually lagged in time by about 6-8 months. I provide information about what is happening in our market for the PREVIOUS MONTH!

I want to relate a group of scenarios that happened in early March. I wrote offers for three different buyers on three different homes all in our area. All three homes had multiple offers and we were fortunate enough to be the successful offer on all three. Without disclosing specifics, we did not bid way over asking price but all three buyers were successful because they A) had their financing in place B) gave at or above full asking price with no concessions or raised the price to compensate for their concessions and C) DID NOT HESITATE TO SUBMIT THEIR OFFERS AND FINANCIAL CRITERIA.

I would love to say that it was all based on the massive negotiating skills that I possess but the buyers were aware of current market conditions and knew that submitting a low offer or an offer with huge concessions would end up with them not getting the home. Negotiating has a lot more to do with being knowledgeable about the current levels of supply and demand than it does with how hard nosed of a negotiator you are. I consider these offers huge successes because we obtained the homes in a short supply situation rather than getting a home slightly under market after having to write 100 offers for a client.

For a regular sale at the highest price, an effective short sale, new home representation or an investment home, Please give the **AL GAGE** team a call or email. (623)-536-8200 al@algage.com