

Al Gage Report

April 2013

Issue 70

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

Free Movie Night Count-1445

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 our Marketing Plan Works!

Our 11 Point Marketing Plan

1. Your home is featured in this newsletter which reaches approximately 6500 current residents (including homeowners and tenants) in the immediately surrounding community. A surprising number of homeowners have family that want to live in this area. Tenants, who may now be ready and able to purchase a home, generally want to stay in the area they live now.
2. We mail a full color Just Listed postcard specifically to your immediate carrier route (from 800 to 1000 homes). This combined with the presence in the newsletter generate a large pool of potential buyers for your property and increase their awareness of your property significantly.
3. Our Certified Pre-Owned Home Program, new to Welcome Home Realty and provided by One Guard Home Warranties, inspires confidence for potential buyers, which in turn leads to a higher offer price and less headaches and out of pocket dollars for the seller.
4. Our homes are uploaded to all of the major real estate websites including Zillow, Trullia, Realtor.Com as well as listed and marketed on my website.
5. Years of experience within these specific neighborhoods maximizes sales prices for you and your neighbors. I know which floor plans sell easily and which ones struggle to sell. As a homeowner and a dedicated specialist in this small area, my own home values and my business model depend on maintaining values and my reputation within the area.
6. We do not make un-necessary recommendations for condition of a property based on our own preferences and tastes. I have seen many real estate agents recommend tens of thousands of dollars in repairs and upgrades with very little return on those investments.
7. We offer straight forward advice on what to price your home at, allowing access to a home and how to market the property. Some people do not like the straight forward old fashioned approach and would rather wait for the miracle buyer from California to buy their home. This happens, but is a very low probability.
8. With over 25 years of negotiation experience, we will avoid the pitfalls and mistakes commonly made by less experienced agents so that no money is left on the table.
9. We are experts (as much as you can be) at offering comparable sales to an appraiser and if necessary challenging an appraisal. That being said, it is not uncommon for a buyer to pay above appraised value at this time. That is not to say that you can demand any price

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



and get it..

10. We offer high quality photography and if necessary hire a professional photographer to market you home in its best light.
11. Our mailing program usually provides us with a backlog of buyers for the Avondale/Litchfield area. As an example we were the buyers agent for 3 sales of listings in Avondale that will be closing this month.

FHA makes Significant Changes

The Federal Housing Administration has made significant changes to their loan program. These changes raise both the Mortgage Insurance Premium amount and the length of time the premium must be paid. Typical borrowers on a \$150,000 mortgage will see an additional \$12 per month in Mortgage Insurance Premium if originated after April 1st, 2013 and for most borrowers the premium will never go away. For loans greater than 90% LTV (loan to value) the premium will remain in place for the life of the loan whereas under the prior system the premium would go away when the borrower had paid it for 5 years and the LTV reached less than 78%. Borrowers can cut that premium to only 11 years if they put down a minimum of 10%. Credit scoring and debt ratios have also tightened slightly with the requirement of manual underwriting for credit scores less than 620 and debt ratios over 43% of total income. My recom-

mendation, provided you can qualify, is to put 5% down (instead of 3.5%) and obtain a conventional loan which has lower premiums and a shorter lifespan of those premiums.

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/April2013MarketUpdates.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

Sale Pending



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

Sold in 2 days



2) 2517 N. 114th Ave -A 1939 model with many upgrades in Crystal Ridge. Listed by Al Gage-Sold Price-\$139,000

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 Sold by Al Gage \$143,000

Sale Pending



5) 11214 W. Cambridge Ave A Cunningham model (2984 S. F.) in Crystal Gardens on the Lake Listed by Al Gage for \$250,000

Sale Pending



6) 12571 W. Monterey Wy., a 1641 (4 BR/ 2 BA) model in Corte Sierra with a pool. Listed by Al Gage for \$150,000

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

- 12517 W. Holly St. A Cheyenne model with a pool in Rancho Santa Fe. Sale Pending by Al Gage.
- 12867 W. Vernon Ave A Douglas model in Rancho Santa Fe. Sale Pending by Al Gage
- 12918 W. Palm Ln. A Cape Cod model in Rancho Santa Fe. Sold for \$175,000
- 2705 N. 111th Ln. A Prescott model with a pool in Crystal Gardens on the lake. Sold for \$175,000



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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

Certified Pre-Owned Homes Program

We have recently struck a partnership with One Guard Home Warranties to offer our Certified Pre-Owned homes which offers several benefits to you as the seller of the home.

- One Guard offers a 115 point pre-inspection at the time of listing free of charge.
- Repairs performed by the seller dramatically save over repairing the problems at the time of the buyer's inspection
- For no additional cost, the seller receives coverage during the listing period (up to 180 days).
- Buyers will offer higher prices for a home that has been pre-inspected and may waive inspection altogether.
- One Guard provides as marketing material, a sign rider, certificate of compliance and a tent sign to further assist with the marketing of the home.
- The listing coverage includes termite treatment and AC tune-up, the most common items requested.
- Since the buyers typically ask the seller to purchase a home warranty in any case, the seller should also enjoy the listing coverage without charge.
- Warranty coverage is proven to eliminate or mitigate liability for the seller.
- The fee for the plan is only \$399 with a service call fee of \$65 and is not payable until close of escrow.

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