

Al Gage Report

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Issue 71

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

Free Movie Night Count-1454

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.

Taking Yourself Too Seriously?

After having been in the business for approaching 30 years and my wife having to put up with me being in the business for what will be 25 years this summer (she is a very patient woman most of the time), I thought I would share some of my funniest moments over the past 3 decades.

Like a lot of realtors, I have all the standard stories about drunken clients asking me to let them in their home at 1:00 a.m. (lockboxes don't work at that time in case your wondering) and a long time ago, I used to have a little old lady who would ask me to show her homes every month around the first of the month. I would pick her up and we would look at one home and she would ask to stop and pick up a few things at the store on our way home. She never did buy a house and I still can't figure out what I did wrong.

I remember calling to make an appointment to show a home with an owner, who was very sweet, and she said please don't let my baby "Muffy" out when you use the lockbox. So I trotted to the door with the key to the lockbox on the first day it was available to be viewed and turned the key in the lock. I heard a barely audible, rumbling sound coming from the other side of the door which promptly made the hair stand up on the back of my neck. I cracked the door every so slightly to see

one very shiny canine tooth of about a 160 lb, very unhappy Rottweiler I presume named "Muffy".

My wife of almost 25 years has an especially good trick to keep me in line when I "occasionally" become irascible, sulky, or peevish (I had to look those up because I could not print the words she suggested). After a long day of showing homes, I always empty my pants pockets and wallet the next morning. She has on occasion pulled a key from our dead key file and placed it in my pants pockets so that I freak out the next morning trying to figure out from which house I have stolen a key. She does it in fun (I think) and usually puts me out of my misery with a wry smile but I know I have stepped out of line at that point.

I have also witnessed some pretty funny things in negotiations with clients. Once, a buyer and his entourage asked me how much earnest money he should put down on a house. I gave a fairly normal answer of "the more you put down, the stronger your offer will look". The buyer calmly nodded to his son who went out to the car and brought in a briefcase with \$50,000 in cash and asked if that would be enough. I said, "A thousand will do." and asked him to get a money order.

Another time, I had a home listed for \$160,000 and the buyer's initial offer was for

So here is the deal, if we can get our readership up to around 3,500 per month from our current level of just over 1,000, 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



\$100,000. My seller was very insulted and said "Fine, we will counter at \$160,100" which we did. The buyer accepted in about 15 minutes and we proceeded to close escrow right on time. Now I don't recommend that approach to negotiating but it certainly reinforces my philosophy of offering a good price right off the bat but some people psychologically require that their first offer not be accepted.

The best one was a long time client who had submitted an offer on a short sale just last year. The house was listed for \$105,000 and had multiple offers on it at the time we looked at it but it was a pig sty. This being in a tough sellers market, my client decided to offer \$116,500 and as it would turn out we were the winning offer. Of course a short sale takes some time to complete negotiating with the bank. Finally, we received the approval letter and it said the approved sales price was \$70,000 \$46,500 less than what we had agreed to pay. I verified with the bank and tried to point out their error and they would not hear of it. They insisted that we close the home for the lower price. When I called my long time client, he thought I was playing a joke on him. In fact, he did not believe it was real until I had him wire in the correct amount of money.

My most embarrassing episode was transposing two addresses and walking into a home on lockbox in west Phoe-

nix bright and early one Saturday. Lets just leave this one at I was in the wrong house and THEY WERE NOT PREPARED TO SHOW THEIR HOME!

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/May2013MarketUpdates.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) 2814 N. 112th Dr. a Cape Cod model in Crystal Gardens (4BR w loft) on a large lot and pool. Sold by Al Gage for \$186,500

Sold



2) 12517 W. Holly St. -A Cheyenne model with a pool in Rancho Santa Fe Sold by Al Gage-Sales Price-\$163,000

Sold



3) 12867 W. Vernon Ave., A Douglas model in Rancho Santa Fe Sold by Al Gage for \$150,000

Sold



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

- 12744 W. Roanoke Ave An Azure model in Rancho Santa Fe. Sold for \$215,000
- 12318 W. Wilshire Dr. A Portola model with a pool in Rancho Santa Fe. Sales Price \$186,000
- 3379 N. 130th Ave. A 2832 model in Sage Creek with a pool Sold for \$248,900
- 12683 W. Mulberry Dr. A 2139 model with a pool in Corte Sierra. Sold for \$196,900



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New Market Updates Specific to your Subdivision

In the past one of the primary attractions to our newsletter was a complete listing of all of the homes that have listed, went sale pending, and sold in a particular subdivision. We are again offering this listing but only on-line due to space conservation. If you go to www.algage.com/AvondaleMarketUpdates save it in your favorites, and then each month you can go to the site around the 1st of each month and look up the past 60 days of closed and pending sales specific to your area. The areas are broken up into the following areas

Rancho Santa Fe

Corte Sierra, Sage Creek and Las Palmeras

Wigwam Creek South and Bel Fleur

Crystal Gardens, Crystal Ridge, Crystal Point, Crystal Park Estates, Donatela Phase One and Upland Park

Garden Park, Palm Meadows, Palm Gardens and Donatela Phase 2

When you click on the Avondale Market Updates link it will take you to a menu for market updates, choose May 2013 and then the sub menu for which subdivision you want information about. If that is too cumbersome simply give us a call or drop us an email and we will try to answer your questions. **Better yet, subscribe to the newsletter** and it will contain links directly to the most recent updates available as well as a copy of the printed newsletter and the statistical market report.

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