



Gainey Ranch Specialists

Credit Report Review Available for Free

Most real estate transactions involve some kind of financing. There are many factors involved in arranging a good financing package. One of the most important of those factors is your **credit rating**. A recent federal law makes it possible for you to obtain a **free** copy of your credit report once every year. This law requires the three national credit reporting agencies – Equifax, TransUnion, and Experian – to provide consumers with one free copy of their credit report every year. This service is now available in all the western states, including Arizona, and will be available nationwide by September 1. Here's how to get your report.

First, get on the internet and go to the website www.annualcreditreport.com. There you will be asked to select your state of residence and then to choose one of the three credit reporting agencies to provide your report. From there the process varies slightly depending upon the agency chosen, but all three will ask you to verify that you are who you say you are by asking several fairly tricky questions about your current finances. It's a good idea to have the details of any outstanding loans or credit lines close at hand. I happened to choose Equifax who asked me who held the mortgage on my home and what was the monthly payment. Later I tried TransUnion whose questions were easier – what was the street number and zip code of your previous address, and what was the name of your previous employer?

From this point the process is clear sailing. A couple of clicks of the mouse and you'll be looking at your credit report. Don't be alarmed if you find mistakes. In fact, if you don't find

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Gainey Website Launched By Two Russ Lyon Agents

Gerry Murdock and Frank Ellis of Russ Lyon Realty Company have launched their new website devoted to properties in Gainey Ranch. Frank Ellis, a Gainey Ranch resident, said, "It's about time there was a website devoted exclusively to Gainey Ranch. Scottsdale has been waiting for this website, and now the wait is over." The new website is up and running at www.GaineyRanchProperties.com. Here you will find a detailed, up-to-the-minute description of all the subdivisions within Gainey Ranch, along with tools that allow you to search for available real estate in the Ranch as a whole, or subdivision by subdivision.

This is a single purpose website, devoted only to Gainey Ranch. It doesn't give Gainey the "scratch-the-surface" treatment that so many other websites do—simply acknowledging it as one of a whole range of golfing communities within the Phoenix metropolitan area. And it doesn't treat Gainey as if it were just one large development, skipping the fact that there are 19 unique subdivisions within the Gainey Ranch boundaries. This website allows you, the user, to easily explore real estate in detail in any one of the 19 subdivisions. You will find complete descriptions of each subdivision along with all those properties that are currently **active** on the market.

Here are the key features of the website.

Home—Get a quick overview of the Gainey Ranch development as a whole.

Gainey Ranch Map—See all 19 individual subdivisions and click on any one of them to get details on

those properties that are **ACTIVE** on the market. If you see something that interests you, this page allows you to request even more in-depth information on that property from Gerry Murdock or Frank Ellis of Russ Lyon Realty.

Search The MLS—Don't find what you're looking for in Gainey, or want to compare something in Gainey to another Phoenix metro property, this page allows you to easily search the Multiple Listing Service (MLS) properties to get your answer. Input your own search criteria and then see what's available right now.

Gainey Property Owners—Curious to see the recent sales activity for Gainey Ranch properties? Just click on this page and you'll see details of all recent Gainey Ranch sales laid out in an easy to use chronological order. This information is updated regularly and draws its accuracy from the Arizona MLS system, the same system used by all **Realtors®** in the state of Arizona.

Useful Links—Check out other websites offering complimentary real estate information, such as the Russ Lyon Realty Company's website.

About Us—Get the scoop on the Gainey Ranch Specialists that built and maintain this website, Gerry Murdock and Frank Ellis of Russ Lyon Realty.

We hope you enjoy using this new website and we invite you to contact us with your thoughts or suggestions on ways to make it even more useful for current and prospective Gainey Ranch property owners.

Free Credit Review

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mistakes you'll be among the very small minority. My report had the wrong current address and several loan balances were slightly off—nothing major. If you do find something major, you'll thank your lucky stars that you took the time to review the report because now you can remedy the situation before it does you any harm on that next real estate transaction.

By the way, as you work your way through the process of getting your report, all three agencies will ask you if you would also like to see your **credit score**. This is the FICO score used by most lending institutions when they are making a decision about extending credit. This FICO score is not a free service, but all three agencies charge only a nominal sum (Equifax charged \$7). If you do opt to include your credit score, keep in mind that the FICO score range runs from 300 to 850. A score below 500 is considered **poor**, 500 to 650 is **fair**, 650 to 770 is **good**, and above 770 is **excellent**.

Get Your Newsletter By E-mail not USPS

You can receive your Gainey Ranch Specialists by e-mail rather than through the U. S. Postal Service. There are two ways to arrange that. The first is to go to www.GaineyRanchProperties.com and request the newsletter by e-mail. Be sure to include your mailing address so we can remove your name from the mail list. The other way is to contact Frank or Gerry by phone or e-mail and request the change.

Frank: 602-448-7793
frank@GaineyRanchProperties.com

Gerry: 480-889-4881
gerry@GaineyRanchProperties.com

Accurate Listing Price Reduces Time on the Market

One of the fundamental tenants of real estate is that market price is that price at which a buyer is willing to buy and a seller is willing to sell. Assuming that there are no distress sales, a closed contract represents a market price. It seems logical that properties listed at or near the market price would sell in a short time and that those priced well above market price would move slowly.

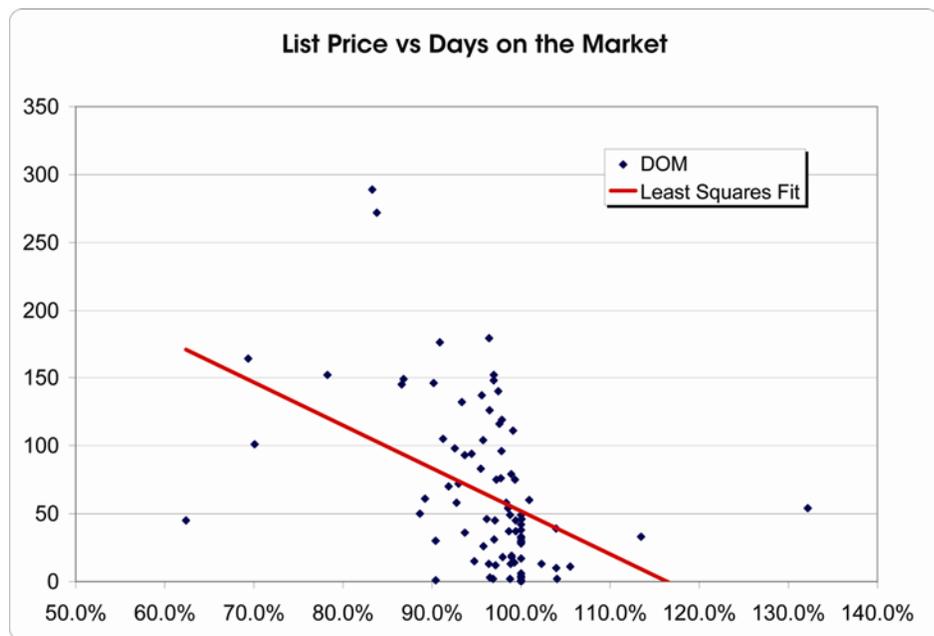
Analysis of the data from the past year in Gainey Ranch supports that concept. There were 88 transactions in Gainey Ranch during this time period. They are plotted below with the horizontal axis representing the final selling price as a percentage of the listing price.

The plots that are clustered around 100% sold for close to the original listing price. Those to the left of that line were listed at prices higher than their selling

price. Those to the right of that line actually sold at prices higher than the list price.

While there is a fair amount of scatter in the data, the least squares fit (a mathematical approach to fitting a straight line to scattered data) clearly shows that overpricing houses at the time of listing keeps them on the market for a longer time while accurate pricing (or even slight under pricing) results in a shorter time on the market.

How you price your house when it is listed depends on your goals. If one of your goals is to sell the house expeditiously then it is very important to price it right. It is the business of Realtors® to know market values. If you are listing your home for sale, by all means call for a no-strings-attached assessment of the market value for your home. Call Gerry or Frank at 480-889-4881 or 602-448-7793.



How to Search the MLS

The Search MLS feature on the website allows users to look for properties anywhere in the MLS service area. Here are some tips on how best to utilize that feature if you are looking for property outside Gainey Ranch.

- Enter you geographic area of interest (ZIP Code, City or both)
- Specify you price range
- Indicate the type of dwelling you want (Townhouse, Patio Home, etc.) You may select up to 3 types in a single search.
- Select the range of numbers of bedrooms and bath rooms.
- Complete the remaining selections on the form if they are important to you. You may limit the search by school district, type of property (gated, horse property or not, golf community, adult community, etc.)

It is not necessary to make a choice in every category. If you have any difficulty just call Frank or Gerry for assistance at 602-448-7793 or 490-889-4881.



Active Listings

MLSNUM	Address	Beds	Baths	Sq. Ft.	List Price
2335207	7700 E Gainey Ranch Rd	2	2	1104	\$310,000
2341040	7710 E Gainey Ranch Rd	2	2	954	\$324,900
2320898	7700 N Gainey Ranch Rd	2	2	1104	\$339,000
2328523	8989 N Gainey Center Dr	2	3	2214	\$695,000
2332675	7525 E Gainey Ranch Rd	2	3	2408	\$699,000
2335071	7425 E Gainey Ranch Rd	3	3.5	4222	\$1,550,000
2284940	7811 E Vaquero Dr	5	5.5	6512	\$2,595,000
2240060	7825 E Vaquero Dr	6	5.5	6596	\$2,600,000
2218372	7670 E Vaquero Dr	6	6	7438	\$3,150,000

Recent Sales

MLS	Close Date	List Price	Sale Price	Address
2313417	6/14/05	\$450,000	\$450,000	7272 E Gainey Ranch Rd
2313422	6/13/05	\$389,000	\$389,000	7272 E Gainey Ranch Rd
2276638	6/8/05	\$1,595,000	\$1,495,000	7425 E Gainey Ranch Rd
2295494	6/7/05	\$425,000	\$420,000	7222 E Gainey Ranch Rd
2271970	6/3/05	\$1,600,000	\$1,600,000	9905 N 78th Pl
2181134	5/23/05	\$699,000	\$670,000	7525 E Gainey Ranch Rd
2254328	5/12/05	\$485,000	\$479,000	7525 E Gainey Ranch Rd
2280948	5/10/05	\$659,000	\$685,000	7760 E Gainey Ranch Rd
2288913	5/5/05	\$649,900	\$645,000	7525 E Gainey Ranch Rd

Listings, may or may not be listed by the Broker or Agent that permitted you access to this data.
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GAINEY RANCH SPECIALISTS
 RUSS LYON REALTY COMPANY
 Since 1947 - Our name is synonymous with fine properties

Gerry Murdock Frank Ellis

www.GaineyRanchProperties.com