

azarchitecture
Jarson&Jarson REAL ESTATE

ARCHITECTURE IDENTITY & VALUE

Understanding the Market for Architecturally Unique Homes in the Valley of the Sun

Presented by Scott Jarson
azarchitecture / Jarson & Jarson Real Estate



About Scott Jarson

Scott Jarson Owner/Co-Founder
azarchitecture / Jarson & Jarson Real Estate

Since 1990, Scott and Debbie Jarson have championed design and architecture, specializing in the marketing of Architecturally Unique Homes™, the only real estate firm in Arizona to specialize in this mission.

An award winning Realtor®, artist, writer and architectural preservation advocate, Scott was an original member of Phoenix's Mayor's Mid-Century Modern Task Force and was a Board Member of the Frank Lloyd Wright Building Conservancy where he co-chaired the Real Estate Committee. He is the Chair of the Hillside Building Committee for the Town of Paradise Valley.

His honors include the Frank Lloyd Wright Building Conservancy's 2014 Wright Spirit Award, the 2022 Gary Herberger, AIA Award of Distinction, and Ranking Arizona's #1 Real Estate Agent for 2026.



WHY HERE?

Arizona holds a special place in architecture and design

- Why do we have a history of design in our Valley?
- What makes a house worth more than its square footage?

  What makes a Mid Century Design or a charming historic home more appealing.
- And why will they pay more for it?
- **Let's start with some history…**



Arizona and Our Sonoran Desert

Architecture in the Valley begins with uniqueness of place.

- Climate
- Landscape
- Materials
- Culture

Timeline of the Valley's Architectural Evolution

- 1890's-1930's: Regional, territorial and stylistic "revival" traditions
- 1930-1970: Frank Lloyd Wright and Taliesin Architects
- 1934-1970: Postwar expansion - Ranch House - "Mid-Century Mod"
- 1980-2000 Desert Modernism - "Arizona School"
- Today: Contemporary and "Stylistic" Luxury Design

- 1890’s-1930’s: Territorial and “Revival traditions

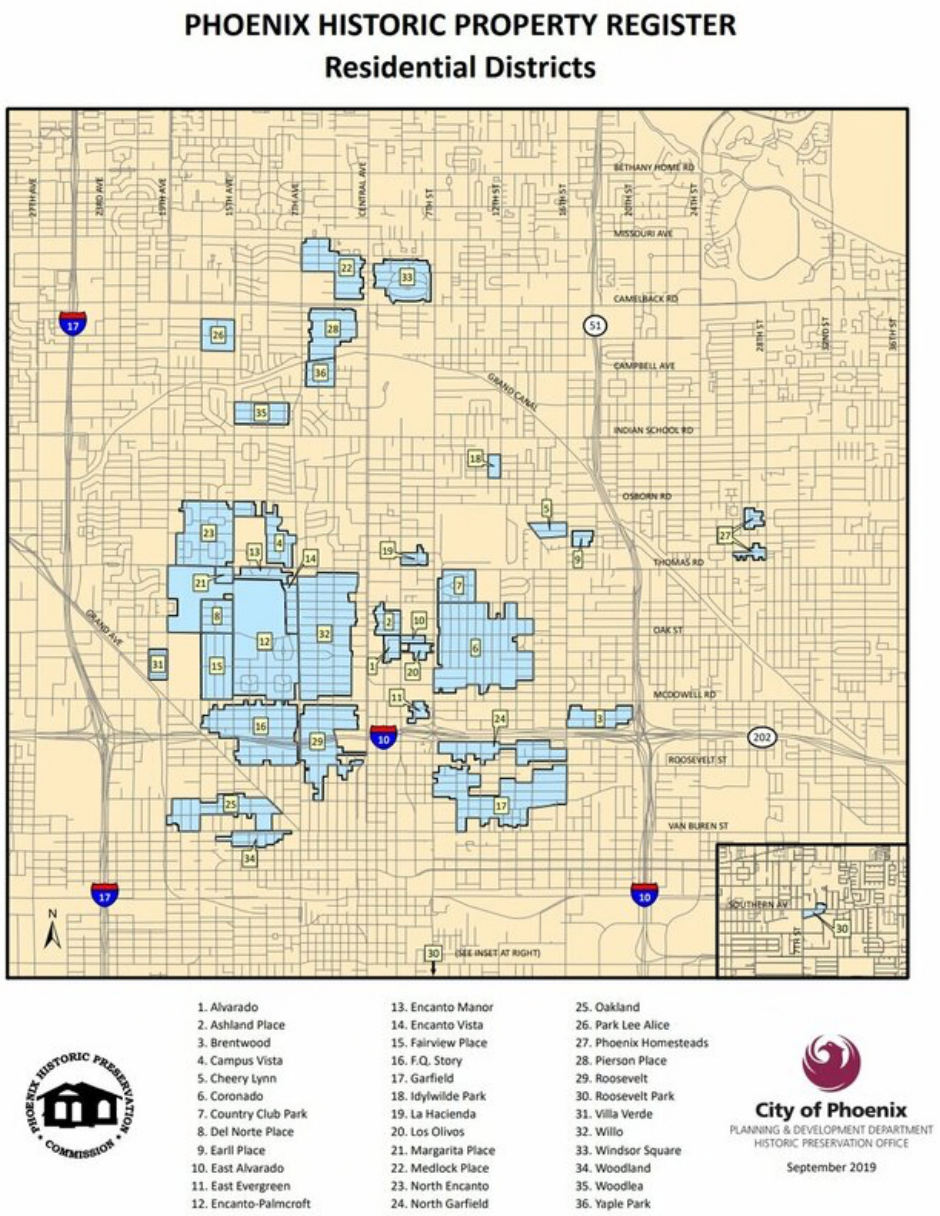







Mission - Spanish Colonial Revival - Pueblo Revival - Tudor

These are our “Historic” Neighborhoods

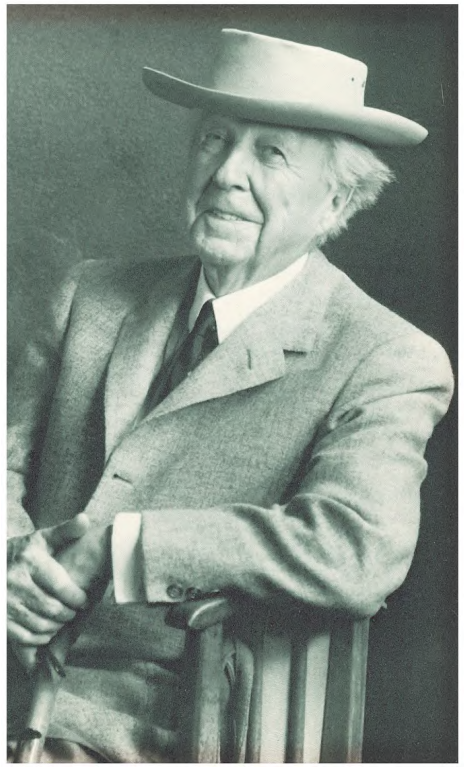


Historic Neighborhoods create identity-

- Encanto-Palmcroft
- Willo
- F.Q. Story
- Coronado
- Windsor Square
- Alvarado
- Del Norte Place
- North Encanto

These neighborhoods are well documented and easy to track

Modern Architecture begins in Arizona with two events…





Frank Lloyd Wright & WWII







Taliesin West - 1937

The Great Desert Experiment!

The Arrival of Wright puts modern architecture in Arizona on the map!

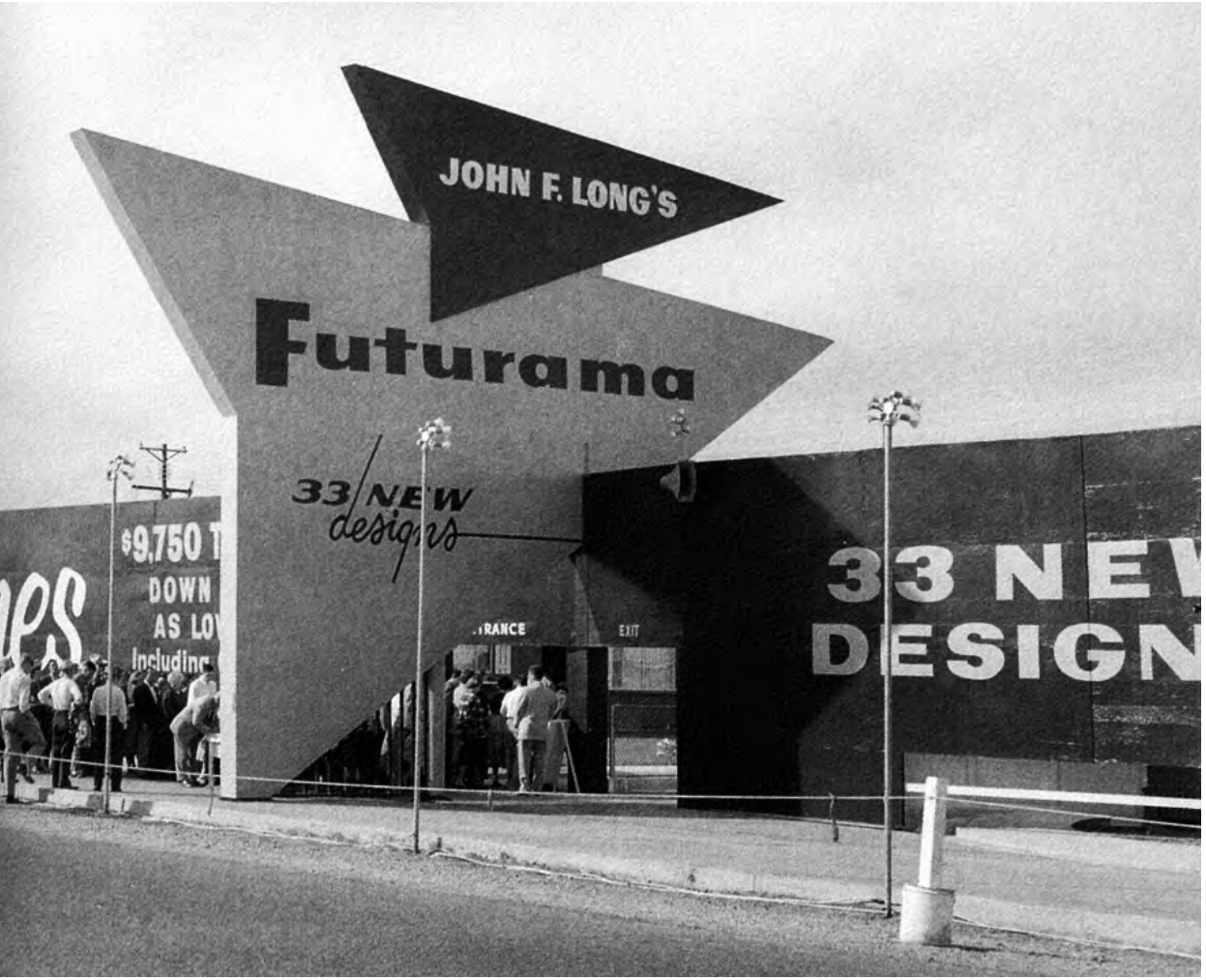
ARIZONA & WWII







- WWII Training brought thousands to experience Arizona for the first time…





1950-1960's

- With a solid job base and the GI Bill, Phoenix and our Valley experience huge and rapid growth



1945-1970
The Valley reinvents itself.

- The ranch house.
- The automobile.
- Indoor-outdoor living.
- Modern design for a growing city.

Our post war boom brings talent…



1945-On Names You Should Know

Post-War Architects who helped define the Valley

- **Frank Lloyd Wright**

  Wright Protégé's:

  - Blaine Drake
  - William Wesley Peters
  - Charles Montooth

Post War Modern leaders:

- Ralph Haver
- Al Beadle
- Paul Christian Yaeger
- Bennie Gonzales

"Arizona School" Architects:

- Will Bruder
- Eddie Jones
- Wendell Burnette



Ralph Haver

- Modern architecture for everyday Phoenix-
- Architect and Developer-
- Introduced SoCal Modern design here-

Notable Subdivisions:

- Marlen Grove
- Windemere
- Starlite Vista
- Mayfair Manor
- Northwood
- Town & Country

Easily the most recognized “Mid-Century” Builder in Phoenix

Mid-Century but very much Arizona house:

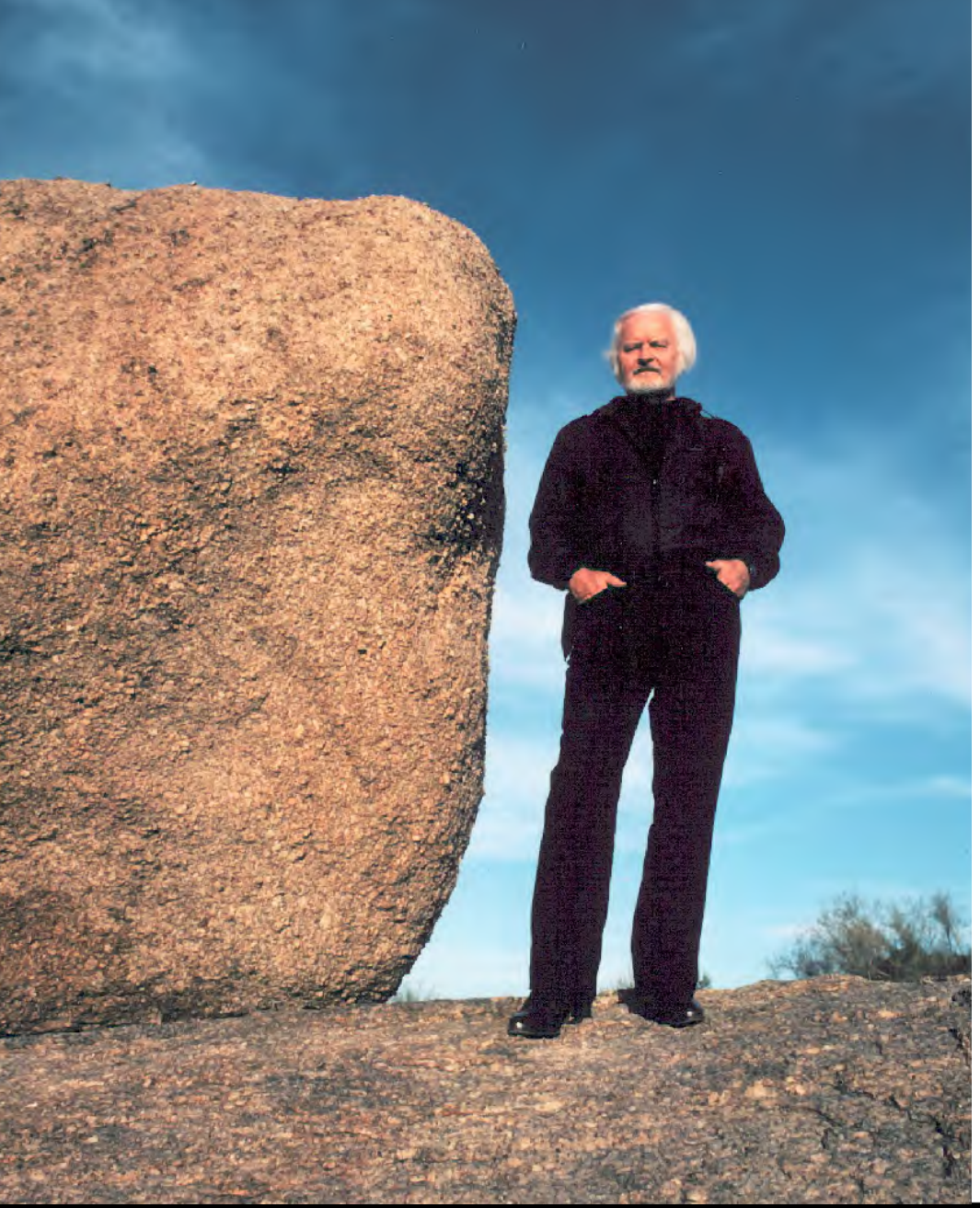
built in old citrus groves, deep overhands, designed for evaporative cooling.

The Arizona version of “Eichler” in California









Alfred Newman Beadle

Modernism beyond the single-family home.

- Custom Residences
- Apartments
- Condominiums
- High-Rise
- Townhomes
- SF Subdivisions
- Commercial Architecture



- Beadle Left a lasting legacy.
- Highly desired today.
- His own brand of Modernism.
- Superb custom homes.

The “Arizona School” 1970’s-2000

Innovative use of materials - Strong sense of place - Desert Modern Architecture - World wide recognition



William P. Bruder FAIA



Eddie Jones FAIA



Wendell Burnette FAIA



Paradise Valley

Architecture and landscape and Luxury

Paradise Valley has always been a place of architectural expression

- Topography
- Views
- Privacy
- Orientation
- Custom design
- Solid Resale Values
- Decades of “Named” Architects

What's Next: "The Star-chitect"



What is a "Star-chitect"?

- Local and National Recognition
- Reputation for Cutting Edge Design
- Desirability on a National or Global Scale

But is there a measurable premium?

- Materials and Construction costs
- exceed "custom home" pricing
- Fee can add 20% to the cost of a project
- Often Irreplaceable
- A Luxury Collectable
- Bragging Rights for Owners



Understanding Architectural Buyers-

They hold a different set of values….

Architecture attracts a different buyer. What's important to them?

- Authorship
- Originality
- Scarcity
- Design integrity
- Notoriety
- Lifestyle



Design Buyer Mindset

- The Architect Matters
- Originality Matters
- Size May Not Matter
- Design Integrity/Condition Adds Value
- Location - Sometimes Flexible
- Often Well Educated on Design Values
- Influenced by sales in Other States
- Often come from other markets





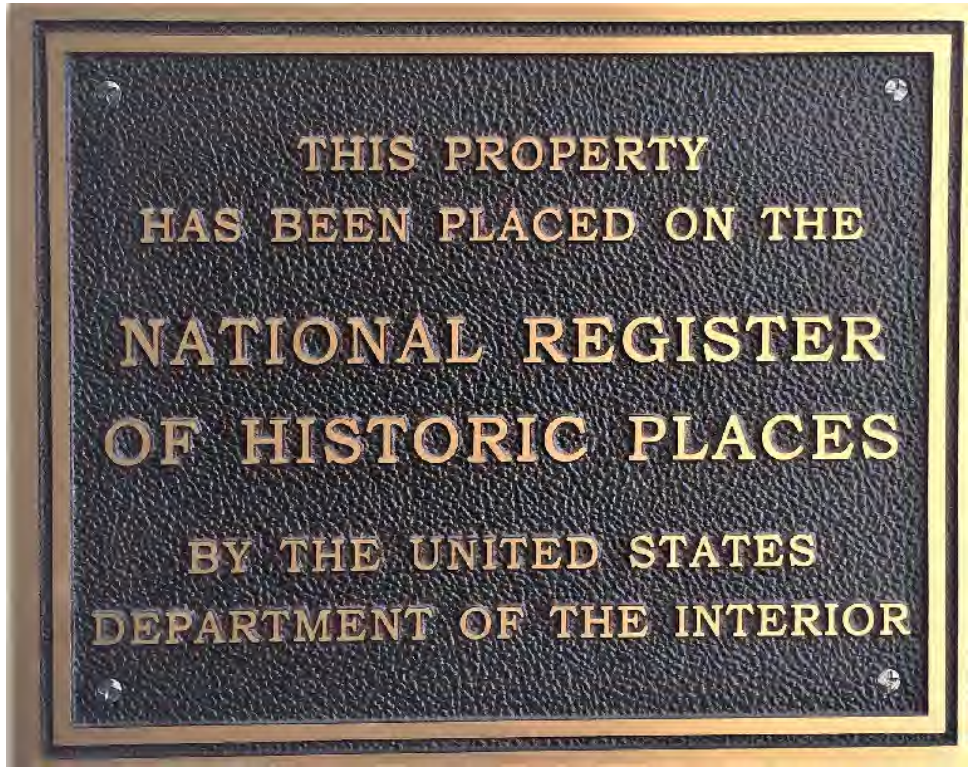
Authenticity Matters

Provenance is important to these homes

- **Designed by - YES**
- **Published Nationally -YES**
- **Published Locally - A little yes**
- **Award Wining Design- YES**
- “Attributed to” - less so
- Influenced by - just a footnote
- Renovated “in the style of” - HGTV only- not at all

Architectural Buyers know the difference

Historic Preservation



Historic designation or protection matters to most architectural Buyers.

- Not typically concerned with restrictions
- Often perceived as added intrinsic value

Not all designations are the same.

- Local Historic zoning
- National Register recognition
- Historic and Conservation Easements

CASE STUDIES







Boardwalk Condominiums

1965 Alfred Newman Beadle

- Affordable architectural identity within the condominium market.

Routinely sells at a measurable premium over

Any nearby condo project

Marlen Grove 1950-1953
Ralph Haver / Haver-Nunn Associates



- Strong Neighborhood identity
- Architectural recognition
- High Buyer demand
- Huge Buyer Investment

Routinely sells at measurable premium over other area tract homes

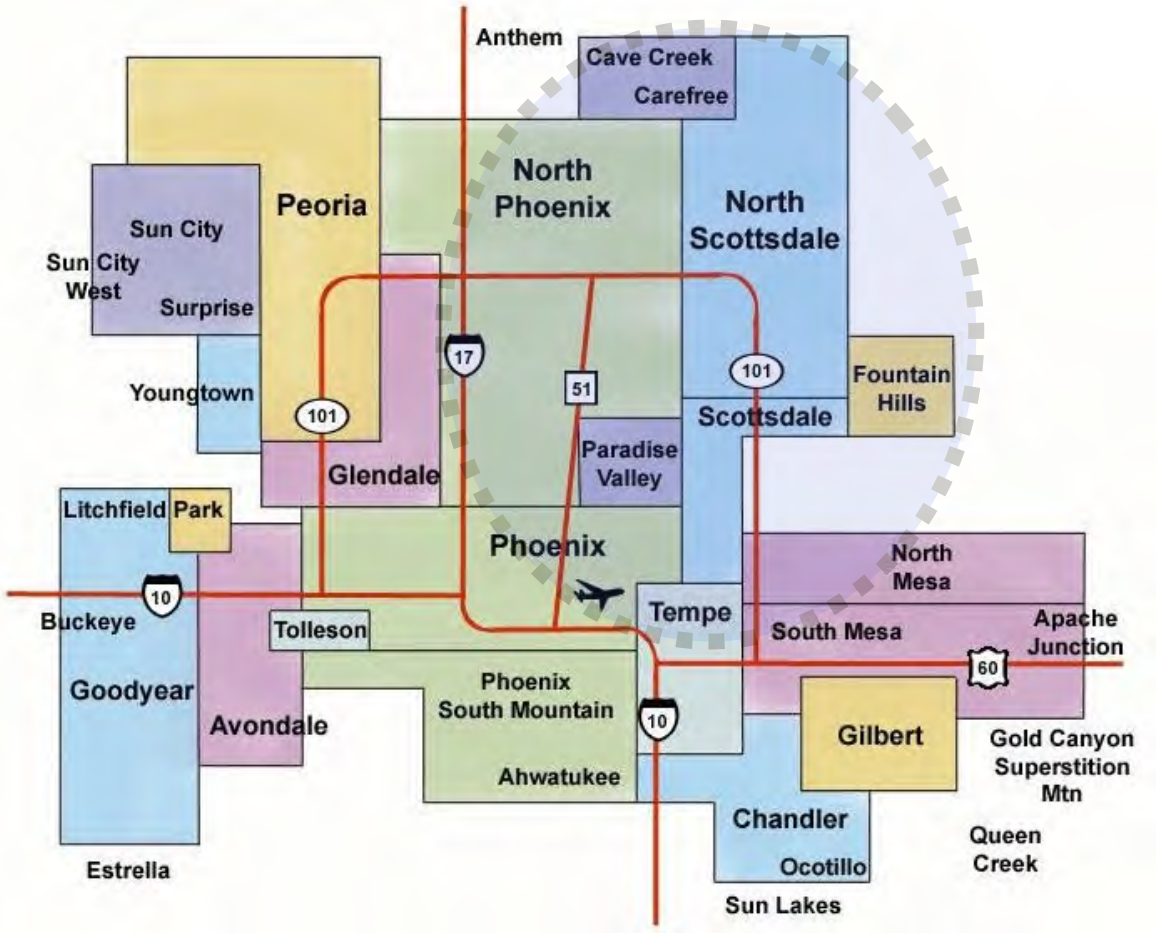


Paradise Gardens
1959-1963
Alfred Newman Beadle

- Neighborhood identity
- Architectural recognition
- High Buyer demand

Routinely sells at measurable premium over other area tract homes

Architectural Geography



The Valley has multiple architectural markets with different values

- Central Phoenix
- North Central
- Arcadia
- Paradise Valley
- Scottsdale
- Tempe
- Carefree
- Desert Communities

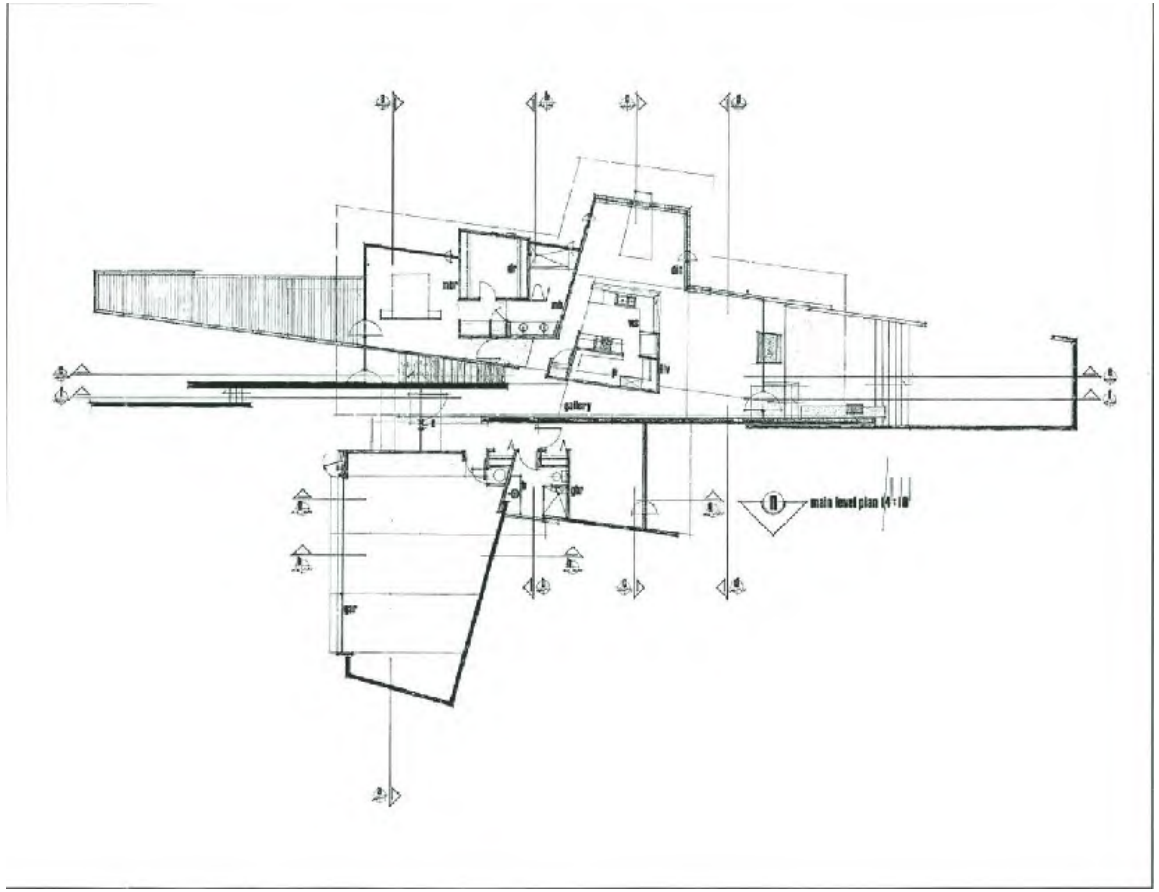
The closest sale is not always the most relevant sale.





Finding Architectural comparisons necessitate a broader reach to find “like” sales

Appraiser’s Toolkit: Look beyond MLS remarks.



- Architect attribution
- Awards and Published Recognition
- Original plans
- Historic surveys
- Design integrity
- Neighborhood identity
- Relevant sales outside of area
- National and International recognition



Five Takeaways

1. Architecture defines a strong niche market.
2. Attribution matters.
3. Design integrity matters.
4. Scarcity shapes demand for good design.
5. Establishing value may take a broader reach



- Understand the architecture.
- Understand the buyer.
- Understand the architectural market.

Research Resources

azarchitecture
Jarson & Jarson

Modern Phoenix

City of Phoenix
Historic Preservation

National Register of
Historic Places

ASU Archives



THE COLLECTION None of these examples of architecture are for sale. Please respect the owners' privacy.



DeConcini House—Paolo Soleri
Architecture: Paolo Soleri



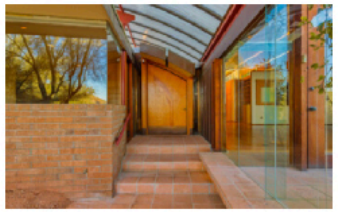
Ghost Wash House—A-I-R (Architecture-Infrastructure-Research)
Architecture: A-I-R (Architecture-Infrastructure-Research)



Jarson Residence – Will Bruder, FAIA
Architecture: Will Bruder, FAIA



Copper Canyon House – A-I-R (Architecture-Infrastructure-Research)
Architecture: A-I-R (Architecture-Infrastructure-Research)



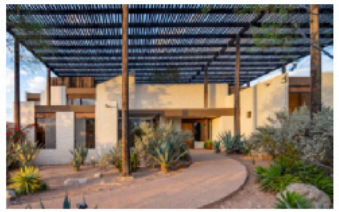
The Halas House – Eddie Jones FAIA
Architecture: Eddie Jones, FAIA/Jones Studio



Carefree Mid Century Modern – Blaine Drake AIA
Architecture: Blaine Drake Architect



Hidden Valley Desert House — Wendell Burnette FAIA
Architecture: Verge Build/Burnette Architect



The Ramada House — Judith Chafee FAIA
Architecture: Judith Chafee FAIA



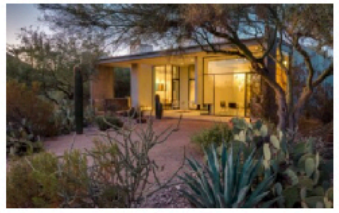
Byrne Residence — William P. Bruder FAIA
Architecture: William P. Bruder FAIA



Novak House – Al Beadle Architect
Architecture: Alfred Newman Beadle



Stone House Residence – Chen+Suchart
Architecture: Chen+Suchart Architects



Planar House – Steven Holl Architect
Architecture: Steven Holl Architects

azarchitecture.com

Architecturally Unique Homes

- Architecture
- History
- Design
- Real Estate



THANK YOU!

Questions?

Scott Jarson

azarchitecture / Jarson & Jarson Real Estate

scott@azarchitecture.com

480-254-7510