



INVESTOR'S GUIDE · 2026

# Investing in *Arizona* Real Estate

*Cap rates, rental strategy, and the markets driving returns — from a broker who advises investors daily.*

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# Why Invest in *Arizona*

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Arizona has become one of the most compelling real estate investment markets in the country — combining population growth, relative affordability, strong rental demand, and a tax structure that lets returns compound.

## Why Investors Choose Arizona

The fundamentals are hard to ignore: the Phoenix metro is projected to add more than 1.5 million residents through 2030, the “Silicon Desert” is drawing major employers, and a flat 2.5% income tax with no estate tax keeps more of your return in your pocket.

Whether you’re building a rental portfolio, acquiring a luxury short-term rental, or placing capital in an emerging growth corridor, Arizona offers a rare mix of yield and appreciation potential.

A NOTE FROM OLIVIER

### Invest on the Numbers

The best investors lead with data, not emotion. I’ll run real cap-rate and cash-flow analysis on any property you’re considering — and tell you honestly when the numbers don’t work.

# Short-Term *vs.* Long-Term

Your first strategic decision is rental approach. Each has trade-offs — here's how they compare in a market like Sedona.

FACTOR	LONG-TERM	SHORT-TERM
Typical cap rate	4–5%	6–8%
Income stability	High	Seasonal
Management effort	Low	High
Regulation risk	Low	Higher
Best for	Hands-off	Higher yield

Long-term rentals trade some yield for stability and minimal management. Short-term rentals can achieve higher returns in tourism markets like Sedona, but demand active management and carry evolving regulatory risk.

## Match Strategy to Market

Sedona and the Verde Valley favor short-term rentals driven by tourism. Scottsdale and Phoenix offer steady long-term demand. The West Valley — led by Buckeye and the Teravalis master plan — offers ground-floor appreciation potential. The right strategy depends on your goals and appetite for involvement.

# Where the *Returns* Are

A quick orientation to the investment character of each market we serve.

MARKET	INVESTMENT PROFILE
Phoenix Metro	Value, growth, LTR yield
Buckeye / West Valley	New-build appreciation
Sedona	STR, view premium
Verde Valley	Best cap rates, value
Scottsdale	Luxury, lock & leave

## What We Analyze for You

- Cap rate and cash-on-cash return on real numbers
- Comparable rents and realistic occupancy
- Operating costs, taxes, HOA, and management
- Local short-term rental regulation and trends
- Appreciation outlook and exit strategy

### FULL-SERVICE

## We Manage What We Sell

Beyond advisory, we offer full-service property management and white-glove concierge for luxury and short-term rentals — so your investment is handled end to end.



# Let's Analyze *Your Deal*

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Send us a property you're considering and we'll run the numbers — no obligation. Smart investing starts with honest analysis.

Olivier Lessing Barré · Designated Broker

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