



THE SELLER'S GUIDE • 2026

Selling Your Home in *Arizona*

*How to prepare, price, and position your property to sell for the most —
with the least stress.*

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Selling, *Done Right*

Selling a home well is part art, part strategy. The difference between a good sale and a great one often comes down to preparation, pricing, and marketing — the three areas where the right broker earns their value many times over.

The Market Sets the Stage

Arizona's luxury market in 2026 is balanced, with healthy demand driven by California migration, corporate relocations, and second-home buyers. Well-presented, correctly-priced homes continue to move quickly, while overpriced listings sit and grow stale.

Your goal as a seller is to present the strongest possible version of your home to the right buyers, at the right price, with marketing that reaches them. That's exactly what we do.

A NOTE FROM OLIVIER

Pricing Is a Strategy, Not a Guess

The most common — and costly — seller mistake is overpricing out of the gate. The first two weeks on market generate the most attention; squander them with an inflated price and you often net less in the end. I price from current comparable sales and active competition, not wishful thinking.

Bringing Your Home *to Market*

A successful sale follows a deliberate sequence. Here is how we take your home to market.

1 Valuation & Strategy

We begin with a professional valuation grounded in recent comparable sales and current competition — then build a pricing and timing strategy around your goals.

2 Prepare & Stage

We advise on repairs, decluttering, and staging that deliver real return. Small, targeted improvements often pay for themselves several times over at the closing table.

3 Professional Marketing

Magazine-quality photography, compelling listing copy, and exposure across the MLS, major portals, our website, social channels, and our network — including discreet off-market outreach when appropriate.

4 Show & Negotiate

We manage showings, gather feedback, and negotiate on your behalf to maximize price and terms while protecting your interests.

From Offer *to Close*

5 Under Contract

Once we accept an offer, we manage inspections, appraisal, and the buyer's financing timeline — keeping the deal on track and renegotiating from strength if issues arise.

6 Closing

We coordinate title, escrow, and final paperwork, review your net proceeds, and see the sale through to a smooth close.

What Adds Value Before You List

You don't need a full renovation. The improvements that consistently pay off are usually simpler:

- Fresh, neutral paint and deep cleaning throughout
- Decluttering and depersonalizing so buyers can picture themselves there
- Crisp landscaping and strong curb appeal — the first impression
- Minor repairs that would otherwise surface in inspection
- Professional staging, especially for vacant or luxury homes

We'll walk your home together and tell you honestly where your dollars are best spent — and where they aren't.

How We *Position* You

Marketing is where many listings fall short. A luxury home deserves luxury presentation — here is how we ensure yours stands out.

CHANNEL	REACH
Professional Photography	Every listing
MLS & Major Portals	Maximum exposure
barreproperties.com	Featured placement
Social & Email	Targeted audiences
Broker & Buyer Network	Off-market reach

A Word on Discretion

For high-profile sellers and trophy properties, discretion matters. A significant share of luxury activity happens quietly, off the public market. We can market your home discreetly to qualified buyers through our network when privacy is a priority.

CURIOUS WHAT YOURS IS WORTH?

Request a Free Valuation

Visit barreproperties.com/home-valuation or call us directly. There's no obligation — just an honest, data-backed picture of where your home stands in today's market.



Ready to *Sell*?

Let's start with a conversation and a complimentary valuation. No pressure, no obligation — just clear, honest guidance from a broker who treats your sale like our own.

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This guide is for general informational purposes only and is not legal, tax, or financial advice. Market conditions vary. Consult qualified professionals for your situation.