

# Understanding the Unique Homes Market in Arizona

What Makes These Homes Different — and How to Buy or Sell Them Wisely

By Harrison Verne | AZ Architecture

Arizona's unique homes market offers extraordinary opportunities for buyers and sellers who understand its distinctive qualities.

## What Makes a Home "Unique"

#### **Design-Forward**

Architect-designed homes with intentional vision. Not mass-built or cookie-cutter construction.

#### **Unusual Features**

Distinctive layouts, materials, or architectural elements. These create character and visual interest.

#### **Limited Comparables**

No two are exactly alike. Standard comparison methods often fall short.

#### **Specific Buyers**

Attracts values-based purchasers. These buyers seek meaning beyond square footage.

These homes aren't bought with spreadsheets — they're purchased with feeling and vision.



# The Pricing Myth



#### Beyond Standard Comps

You can't compare a unicorn with five builder-grade ranch homes.



# Value Beyond Square Footage

Buyers pay for vibe, history, materials, and views.



#### **Strategic Positioning**

Pricing is about market positioning, not just mathematical formulas.

Zillow doesn't know what to do with a rammed-earth living room.





# What Buyers Need to Know



#### **Move Quickly**

Exceptional unique homes don't stay on market long.



#### **Ask Smart Questions**

Investigate permits, systems, and future resale potential.



#### **Know Your Quirk Tolerance**

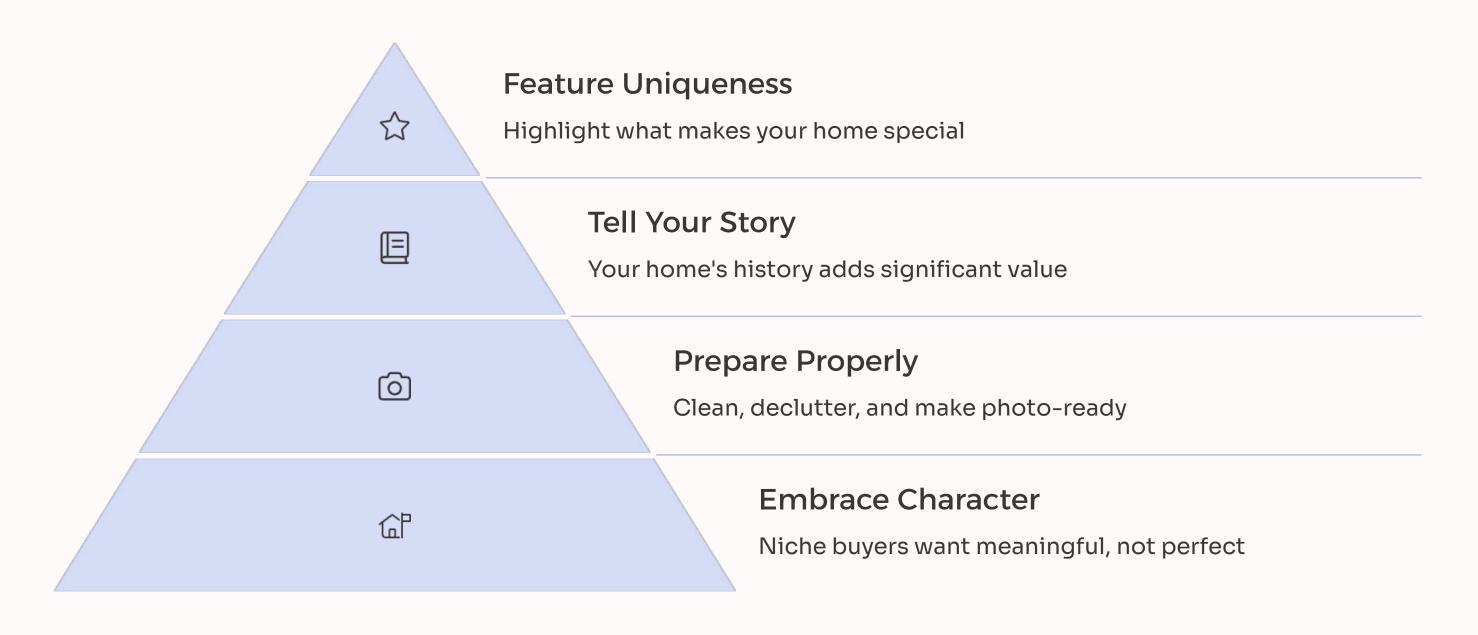
Identify which unique features you love versus potential deal breakers.



#### Work With Specialists

Partner with agents who understand architectural properties.

### What Sellers Need to Know



# Finding Your Perfect Match

#### Discover

Identify unique properties that match your values

#### Celebrate

Join Arizona's community of unique homeowners



#### **Evaluate**

Assess both emotional appeal and practical considerations

#### Connect

Work with specialists who understand architectural significance