ListerPros

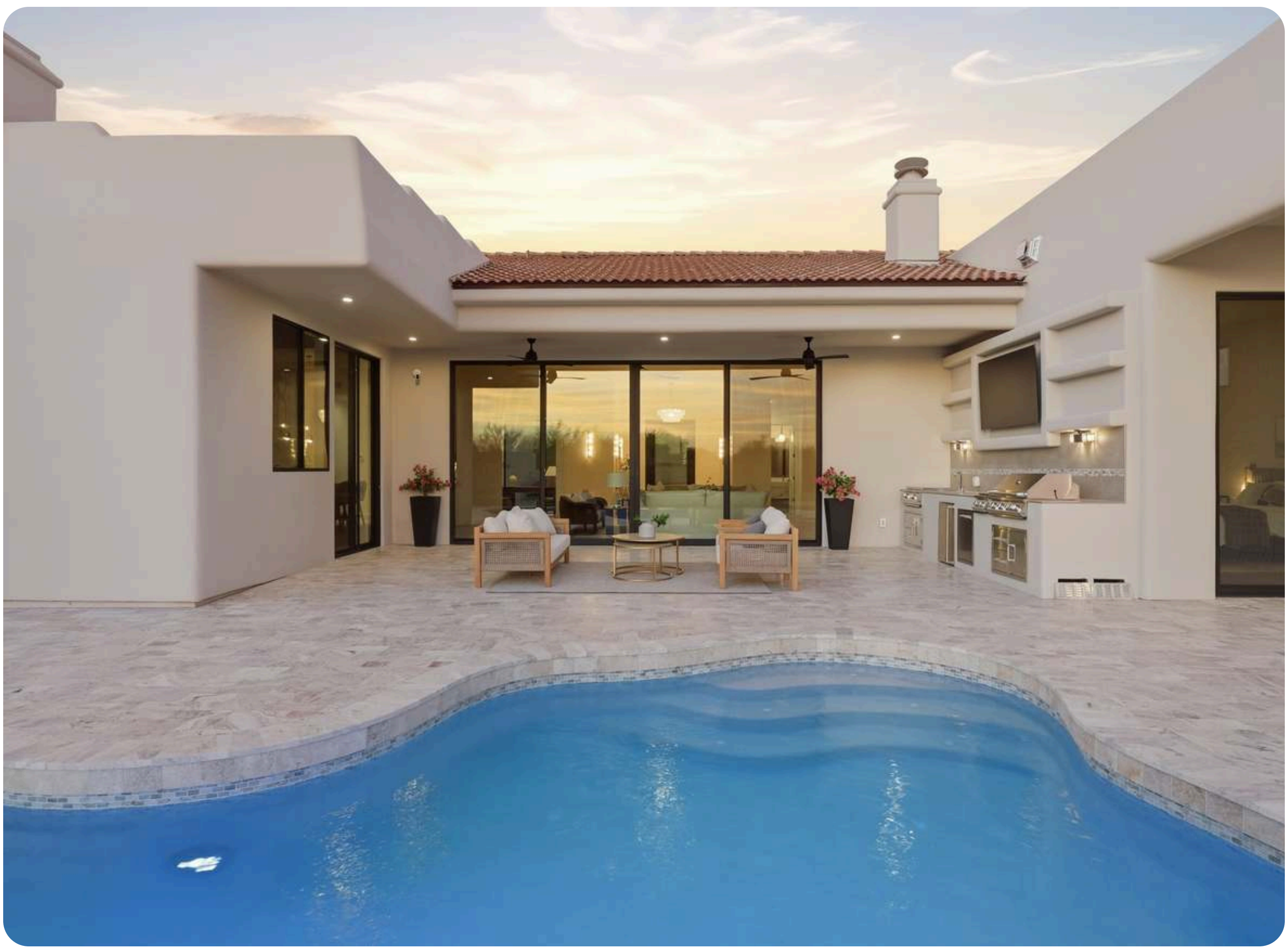
FREE AGENT GUIDE

FOR ARIZONA LISTING AGENTS

The Luxury Listing Playbook

The concrete first-90-days path into the $1,000,000+ market: one pocket, four entry doors, the media standard by price point, and word-for-word scripts for the two conversations that keep most agents out.

90-day entry plan | Scripts + worksheets | The media standard | Every stat sourced



WHY NOW

The market above $1,000,000 just split from everything else

The 2026 market split in two: luxury sales grew 6.2% year over year in May 2026 while starter-home sales fell 5.4%, and luxury inventory tightened while starter inventory swelled (Zillow, July 2026). If your pipeline lives between $400,000 and $700,000, you are grinding in the half that stalled. Here is the case for spending the next 90 days on the other half.

Luxury here means a metro's top 5% of home values; the typical U.S. luxury home is worth about $1,900,000 (Zillow, July 2026).

4.7%

annual growth in the median U.S. luxury sale price, now $1,374,470, versus 1.5% for everything else

Redfin, June 2026

12.6%

annual growth in the Phoenix metro luxury median, now $2,225,630

Redfin, June 2026

5

major U.S. metros where the typical luxury home still costs under $1,000,000. Phoenix left that club long ago

Redfin, July 2026

PHOENIX IS A TOP LUXURY MARKET

This is not a coastal story: Phoenix metro luxury pending sales rose 14.2% year over year, among the strongest of any major market (Redfin, June 2026), and 68% of Coldwell Banker Luxury Property Specialists report affluent clients maintaining or expanding their real estate holdings (Coldwell Banker Global Luxury Mid-Year Report, June 2025). The money is already here. The open question is which agents it hires.

The arithmetic

One $2,000,000 listing grosses roughly what four $500,000 closings do, for one launch, one escrow, one set of weekends. That is the entire case for learning this market on purpose instead of waiting for it.

The window

Winter-visitor season, January through April, is when Arizona luxury does most of its business. Start the 90-day plan at the back of this guide in the fall and you are presenting right as the buyers land.

WHERE TO START

Pick one pocket, not the whole luxury market

Arizona's $1,000,000+ inventory concentrates in knowable pockets: Paradise Valley, Arcadia, the Biltmore corridor, North Scottsdale from DC Ranch to Desert Mountain, Fountain Hills view lots. In Tucson: Catalina Foothills, Ventana Canyon, Oro Valley, Dove Mountain. Nobody can own that whole list. You can own one line of it in 90 days.

1. **One pocket, 12 months of homework.** Pull every sale in your chosen community for the last 12 to 24 months from your MLS. Read each one: list price, cuts, days on market, final number, who repped both sides.

2. **Preview everything active.** Walk every current listing in the pocket. You cannot recite a market you have not stood in, and previews put you face to face with the agents who hold it.

3. **Be able to recite it cold.** The bar: a seller names a street, you name the last three sales near it without opening your phone. That is what expertise sounds like in a living room.

4. **Farm by geography and turnover only.** Your pocket letter and content go to a place, not a demographic. Pick streets and turnover rates, describe homes and amenities, and leave who the buyer is entirely alone.

POCKET	SALES LAST 12 MO	ACTIVES / MEDIAN DOM	YOUR CLOSEST TIE
[Community 1]	[from your MLS]	[count] / [days]	[name + relationship]
[Community 2]	[from your MLS]	[count] / [days]	[name + relationship]
[Community 3]	[from your MLS]	[count] / [days]	[name + relationship]

PICK BY THE LAST COLUMN

Choose the pocket where your closest tie is strongest, not the one with the biggest median. Entry-level luxury pockets are real and they move: Scottsdale (85258) ranked #8 among America's hottest luxury neighborhoods of 2026, with a median sale price of $1,087,500, up 20.8% year over year, and a median 49 days on market (Redfin, August 2026). You do not need Silverleaf to start. You need a pocket that already knows your name.

ENTRY PATHS

Four doors into your first $1,000,000 listing

Waiting to be discovered is not a door. Each of these is something you can start this week, and none of them requires a country-club membership, a famous team, or a decade of dues.

Door 1: Co-list

Bring a listing opportunity to an established luxury agent and split the fee for the credential. You are buying a track record you can point to at every appointment after this one. The ask email is at the end of this guide.

Wins: your first at-bat carries a proven name

Door 2: The price-cut pool

Luxury sellers overprice too: 20.6% of U.S. luxury listings cut their price in June 2026, and in Phoenix it was 24.6% (Zillow, July 2026). Homes that sat, cut, and quit are listable inventory with bruised confidence in the last plan.

Wins: inventory nobody is fighting over

Door 3: Your sphere, asked upmarket

Stop asking who is thinking of selling and start asking who they know in [community]. Specific questions produce names. It matters: 66% of sellers used an agent they were referred to or had used before (NAR 2025 Profile).

Wins: referrals already decide this market

Door 4: Luxury-adjacent work

High-end leases, land and lot sales, and second homes for out-of-state buyers all put you inside $1,000,000+ properties and next to their owners, no listing required first.

Wins: reps, relationships, and addresses

THE HONEST PART

Nobody hands you a luxury listing. This is what most agents get wrong: they wait for an invitation that never comes. The agents who break in either borrow credibility, that is the co-list, or find the wounded inventory, that is the price-cut pool. Both feel uncomfortable. Both work. The country club is optional.

THE SPHERE ASK

Quick question. I am building a detailed read on [community]: every sale this year, what worked, what did not. Who do you know over there I should talk to? Even one name helps.

THE PRICE-CUT OPENER

Your home was on the market [number] days without an offer. I put together a one-page read on what the marketing did and did not do, no charge and no pitch. Want me to send it over?

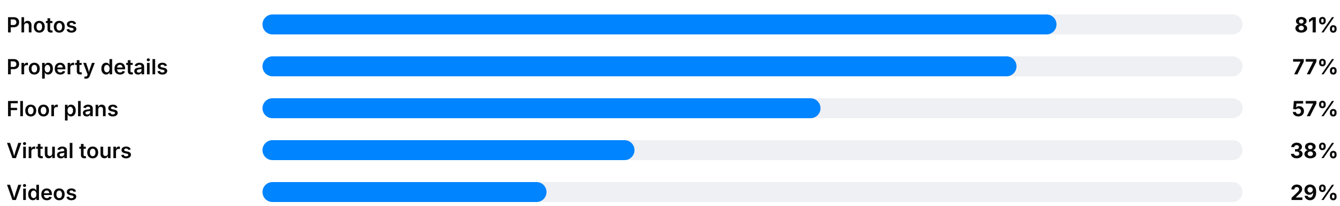
THE APPOINTMENT

The presentation that wins at $2,000,000

Affluent sellers interview like procurement: written plans, line items, direct questions about your fee. That favors you. Marketing ranks at the top of what sellers want from an agent, and 80% of sellers contacted only one agent before hiring (NAR 2025 Profile), so the appointment is usually the whole contest.

1. **Open with their pocket, not your bio.** Your first five minutes are the sales study: what sold nearby, for what, after how many days, and what the marketing looked like. Expertise recited beats expertise claimed.
2. **Bring the media plan in writing.** One page, line items, a dated launch calendar: photography, film, aerial, 3D tour, floor plan, property site, print. Put the buyer-preference chart below in your deck; it does the arguing for you.
3. **Raise the fee before they do.** Sellers who negotiate for a living respect the agent who opens the money conversation. Use the script below, and never hide behind a market standard, because there is none.
4. **Leave print behind.** A bound brochure from a past listing sits on their kitchen counter long after every agent's slides are forgotten. Print still signals at this price point.

WHAT BUYERS RATE VERY USEFUL ON A LISTING



NAR 2026 Generational Trends

THE COMMISSION-VALUE ANSWER

Fair question. Here is the marketing plan in writing: [media package], [property site], [print run], [launch calendar], [reporting cadence]. My fee is negotiable, and so is every agent's. The real question is what the plan behind the number looks like. This one is mine.

WHEN THEY QUOTE A CHEAPER AGENT

They may be worth it. Ask them for their marketing plan for this house in writing, then set it next to mine, line for line. Choose the plan, not the number. If theirs is stronger, hire them.

THE POST-SETTLEMENT RULES

The ground shifted in August 2024: Buyer agreements must be in writing before touring, offers of compensation are off the MLS, and compensation is negotiable everywhere. Luxury sellers know this and ask sharper questions because of it. Confirm current agreement and compensation specifics with your broker before you present.

THE MEDIA STANDARD

The media standard the price point demands

At $1,000,000 and up, the marketing package is part of what the seller is buying. Zillow 2025 Consumer Housing Trends: 78% of sellers are likelier to hire an agent offering high-resolution photography, and 75% say the same about virtual tours and interactive floor plans. Under-shooting the standard reads as under-pricing your service.

PRICE POINT	STILLS + TWILIGHT	MOTION	CONTEXT + PRINT
$1,000,000	Full HDR set plus one twilight hero. Virtual twilight is fine, disclosed per MLS rules.	Walkthrough video plus two vertical cuts for social.	Aerial stills of lot and views by an FAA Part 107 pilot, 3D tour, 2D floor plan.
$2,000,000	Everything above, plus a detail set and true dusk exteriors.	Two-minute film plus a vertical series that runs through launch week.	Aerial photo and video, dedicated property site, printed brochure.
$5,000,000	Full twilight sequence plus lifestyle and detail coverage, two visits if the light demands it.	Cinematic film, agent on camera, teaser cut released before go-live.	Full aerial program, property site on its own domain, printed book.

- ☐ Landscape and pool service done 48 hours before the shoot
- ☐ Twilight slot booked, with a monsoon reshoot buffer July through September
- ☐ Aerial pilot is FAA Part 107 certificated; flight path avoids neighbors' private spaces
- ☐ Counters cleared to three objects or fewer, cords and pet gear hidden
- ☐ West-facing patios and pools scheduled at dawn, not late afternoon
- ☐ Gate codes, HOA and community filming rules confirmed in advance
- ☐ Every bulb working, one white color temperature throughout
- ☐ Windows cleaned inside and out; view glass is the money shot in the desert

KNOW YOUR MLS MEDIA RULES

Virtual twilight and virtual staging are luxury staples, and they are regulated: Under ARMLS rules (May 2026 update), altered media must carry the system watermark and be paired with the original, with $200 fines beginning December 2026. Brightness, color, crop, and sharpening are fine. Blurring a yard sign needs no disclosure; cloning it out does. In Tucson, MLSSAZ rules differ, so check current MLSSAZ policy before you publish.

ONE VISIT, THE WHOLE STANDARD

Every line in the table above books as a single appointment: ListerPros captures HDR stills, twilight, walkthrough film, vertical cuts, FAA Part 107 aerials, Matterport 3D, and 2D floor plans in one visit, with photos back within 5 hours of the end of the shoot. Arizona owned since 2013.

PRICING CRAFT

Price like a specialist, cut like one too

Comps run thin above $1,000,000, so mispricing hides easily and costs quietly. Band the home against every live competitor and the last 12 months of solds across a wider radius than you would ever use at $500,000, and pull it from your MLS yourself, not from a portal estimate.

24.6%
of Phoenix luxury listings cut their price in June 2026, versus 20.6% nationally
Zillow, July 2026

3.4x
the views a new listing earns compared with a price-dropped one. The first week is the whole game
Redfin, 2019

2.6x
how much likelier a home pending in week one is to sell above list, 44% versus 17%
Zillow, April 2026

1. **Band, do not average.** Three tidy comps do not exist for a one-of-one home, and no formula settles the number. Build a band from every active you compete with and every sold in the wider area, then argue honestly about where this home sits inside it.
2. **Price for cash physics.** A record 46.5% of luxury purchases were all cash in Q4 2023 (Redfin, January 2024); across all buyers, cash was just 29% in December 2025 (Redfin, February 2026). Cash moves fast and skips the appraisal safety net, so a stretch price has nowhere to hide.
3. **Watch saves, not views.** Views measure demand for the listing card. Saves measure demand for the home. Low views plus low saves together is almost always price, and no reshoot fixes a number.
4. **Schedule the cut at the listing table.** Agree on day one: if saves run under [target] per day with no offer by day [21], we move to [next price] on day [30]. A cut scheduled in advance is strategy. A cut begged for on day 45 is a fight.

THE SAVES LADDER

Zillow Research, March 2025, first-week averages: Under 1 save per day meant 41 days to pending at 95% of list. Two to three meant 15 days at 98%. Five to ten meant 6 days at 100%. Over 50 meant 3 days at 110%. Five is the magic number for daily saves. Walk your seller through this ladder before launch and the reduction conversation later runs itself. The full launch-week sequence is in The Listing Launch Playbook at listerpros.com/playbook.

THE PLAN

Your first 90 days

No philosophy, just the sequence. Start in September or October and weeks 11 and 12 land you in front of sellers right as winter-visitor season warms up. Miss a week, slide the plan; the order matters more than the dates.

W1-2	**Pick the pocket, build the study** Choose one community with the worksheet. Pull every sale from the last 12 to 24 months from your MLS and read all of them.
W3	**Preview every active** Walk each current listing in the pocket. Note what every one leads with and what you would change.
W4	**Meet the agents who hold them** Introduce yourself at previews and opens as [your name], working [pocket]. You are a showing source and a future co-lister, not a threat.
W5-6	**Start the pocket letter** A monthly one-page market read, mailed by geography: sales, actives, days on market. Facts about homes, nothing about who should buy them.
W7-8	**Make the co-list ask** Send the email below to the strongest agent from week 4. One ask, in writing, specific.
W9-10	**Work the price-cut pool** Pull every luxury listing in the pocket that cut, expired, or withdrew in the last 90 days. Run the one-page-read opener from the entry-doors page.
W11-12	**First presentation, full standard** Written media plan, dated launch calendar, the saves ladder, the fee answer. Present like the specialist the study made you.
ALWAYS	**Keep the study current** Every new cut in the pocket is a fresh door. Fifteen minutes a week keeps you the person who can recite it.

From: You · To: [Established luxury agent] · Tuesday, 9:40 AM

Co-list [address] with me?

1. Hi [Name], I have a listing opportunity at [address] in [community].
2. I want it launched at the standard your listings set, so I would rather split it with you than under-serve it alone.
3. You bring the pricing and negotiation record. I bring the relationship, and I do the legwork: showings, opens, vendors, weekly reporting.
4. Split and terms are negotiable and in writing. Fifteen minutes this week?

One honest ask beats a year of networking events. Worst case, the best agent in your pocket now knows your name.

PRINT IT, PIN IT, RUN IT

The luxury entry checklist

- [ ] Pick one pocket and pull its last 12 months of sales from your MLS
- [ ] Introduce yourself to the agents who hold those listings
- [ ] Send one co-list ask email to an established agent
- [ ] Write a per-property media plan with line items and a dated launch calendar
- [ ] Schedule the price-reduction agreement at the listing table, not day 45
- [ ] Preview every active listing in the pocket
- [ ] Mail a monthly one-page market read, farmed by geography only
- [ ] Pull the price-cut and withdrawn list every month and run the opener
- [ ] Book the full media standard for the price point: stills, twilight, film, Part 107 aerial, 3D, floor plan
- [ ] Confirm agreement and compensation specifics with your broker

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request.

Book your luxury shoot
listerpros.com

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