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The Luxury



Property Guide



Russ
Lyon

Sotheby's
INTERNATIONAL REALTY



OUR BRAND, YOUR ADVANTAGE

Rooted in *Relationships*

Thank you for the opportunity to show you the difference Russ Lyon Sotheby's International Realty and Luxury Property Group can make as your trusted partners. From listing to closing, our mission is to elevate your home-selling experience through exceptional service and unparalleled market expertise.

By combining the global power of Sotheby's International Realty®, the strength of Arizona's premier luxury real estate brokerage, and the market-savvy leadership of your local experts at Luxury Property Group, we deliver a truly elevated experience.

From strategic marketing and professional staging to expert negotiation, concierge service, and personalized care — everything is in place to ensure maximum impact and exceptional results.

Thank you for your consideration. *We would be honored to represent you.*

GLOBAL REACH MEETS LOCAL EXPERTISE

The Power Behind *Your Property*

Russ Lyon Sotheby's International Realty pairs deep-rooted local expertise with the unmatched global reach of Sotheby's International Realty®. With a legacy of excellence in Arizona and a presence in the world's most influential markets, we offer more than just exposure — we deliver access to a curated network of discerning buyers. This powerful partnership ensures your home is presented with distinction, connecting it to the right audience, wherever they may be.



26,200
Sales Associates

1,100
Offices Worldwide

33 Million
sothebysrealty.com visits in 2024

#1
Most profiled real estate company
in the news

1.2 Million
Engaged social media followers

\$157 Billion
Global sales volume in 2024, USD

\$1.12 Million
Average sale price in Arizona for
2024

Over 80%
Market share in Estancia &
Whisper Rock since 2007

\$132 Million
Sales volume in 2024

Over \$100 Million
Sales volume in North
Scottsdale year over year

50+
Years of experience selling
luxury real estate



WHAT SETS US APART

Your Trusted *Market Experts*

Our comprehensive marketing strategy is purposefully centered around the prestigious communities of Estancia, Whisper Rock, Silverleaf, DC Ranch, Desert Mountain, Mirabel, and Troon North — where we live, work, and lead.

Backed by an annual advertising investment exceeding \$250,000, our plan integrates print and digital media, PR and events, professional photography and video, email marketing, and exclusive Sotheby's International Realty® marketing programs — all carefully coordinated to elevate your home to the right audience.

What we offer is more than marketing — it's a focused, high-impact strategy, delivering unmatched exposure and qualified buyer interest for every listing we represent.



BRAND ADVERTISING

Our Curated Research *Delivers Iconic Exposure*

In our ongoing efforts to expand our influence and enhance our local presence, we have intensified our strategic marketing initiatives.

FEE STRUCTURE

White-Glove Service *Thoughtfully Structured*

Our professional fee is 6% of the final purchase price, with 3% offered to the cooperating buyer’s broker and 3% retained by the Luxury Property Group. In the event we represent both the buyer and the seller, the total commission is reduced to 5%, reflecting our commitment to fairness and efficiency.

This compensation structure ensures you benefit from a fully dedicated team: three full-time real estate professionals actively representing your property, supported by a full-time transaction coordinator and in-house marketing specialists. This collaborative model allows us to maintain an elevated standard of service while providing swift responsiveness to showing requests and continuous focus on your listing.

Among these efforts is the Russ Lyon Sotheby’s International Realty signature publication, Properties of Arizona showcasing extraordinary properties and captivating lifestyle content, reaching a broad audience through distribution at prime locations across Arizona, key affiliate offices, and online at russlyon.com.

In our relentless pursuit to broaden our influence, our collaboration with Iconic Life significantly amplifies our presence in both feeder and local Arizona markets. This partnership enhances our visibility and strengthens community ties. Together, we produce a monthly newsletter and host the “Iconic Estates” podcast, deepening our community’s engagement with luxury real estate and lifestyle insights.



LISTING PREPARATION & COMMITMENT

Exquisite Preparation *Exceptional Results*

Prior to bringing a property to market, the Luxury Property Group conducts a comprehensive walk-through and delivers a detailed staging plan tailored to showcase the home at its finest. Once the property has been professionally staged and prepared, high-quality photography and videography are produced to ensure it is presented with maximum impact across all marketing channels.

The standard duration of the listing agreement is one year and may be canceled at any time with 30 days' written notice. Throughout the listing period, clients receive prompt and thoughtful feedback after each showing, reflecting our commitment to transparency, communication, and results-driven service.



LOCAL EXPOSURE

No One Can Draw *More Eyes to Your Listing*

At Luxury Property Group, we ignite momentum from day one. Key luxury brokers are personally notified and engaged, leveraging our strong relationships to generate early interest and excitement.

Our listings are showcased through weekly Russ Lyon Sotheby's International Realty Office Tours, exclusive broker events, and strategic open houses tailored to each property and client. For Estancia properties, we host curated cocktail receptions at The Estancia Club or the residence itself, creating memorable moments that connect the right buyers to the right homes.

With an 80% market share in North Scottsdale's premier communities, we deliver more showings and ensure every appointment is personally attended — so your home is always represented at its best.

OUR TRACK RECORD

Consistent Performance *Proven Results*

The Luxury Property Group team stands as a distinguished leader within the Sotheby's International Realty network, consistently ranking among the top 100 producers worldwide. With over \$125 million in closed sales in the past year and a track record of exceeding \$100 million annually, we bring a proven record of performance to every listing.

Our team combines over 50 years of in-depth real estate expertise, with a concentrated focus on the North Scottsdale luxury market. This intimate understanding of the area's most sought-after communities allows us to strategically position your home for optimal results.

To ensure unmatched exposure, we invest over \$250,000 annually into a bespoke marketing platform that spans local, national, and international channels — leveraging the power of the Sotheby's International Realty® brand and proprietary marketing strategies.

At Luxury Property Group, we operate as a cohesive, highly specialized team, aligning our expertise to present your property at its absolute best — and guide you through a seamless, sophisticated selling experience.



LUXURY PROPERTY GROUP

lpg@russlyon.com

lpgscottsdale.com

DEBBIE NEGRIN

480.734.3498

debbie.negrin@russlyon.com

MIKE HOLDER

602.432.3273

mike.holder@russlyon.com

WILL FOOTE

480.242.2483

will.foote@russlyon.com



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Lyon

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Every Home Is Unique.
Just like you. Just like us.