



Jarson & Jarson Modern Matchmakers

by Alexis Paige

// When you're ready to search for that special dream home—perhaps a classic Bennie Gonzales condo, a cutting-edge Will Bruder home on a hillside, or something not yet in existence-- Jarson & Jarson is the one to call.

Most architects and home buyers living in the Valley are probably already familiar with the Jarsons. For those newbies who are not, Scott and Debbie Jarson are the husband-and-wife, real estate team of Jarson & Jarson.

The Jarsons provide a cornucopia of homes for those with a discerning eye, ranging from historical to modern, in-fill to urban, small to large, stucco to... (for the record, stucco is not their material of choice). "If I've got to sell another stucco box, tear-up-the-desert kind of house," Scott said to Debbie in 1990, "I'm gonna have to find another job."

It was with that statement the Jarsons decided to make a change in their real estate business and specialize only in "architecturally unique homes™." Though the real-estate community initially laughed at them, the Jarsons are now enjoying wild success with two local offices and a website to service their national listings. So if one is looking for a Howard Perry mid-century modern home in Connecticut, they can take a virtual tour of it via the comfort of their own Eames Lounger.

The Jarsons, advocates of sustainability and green principles, literally practice what they preach. Their

Scottsdale location (at Will Bruder's Loloma 5) was the first mixed-use project designed under the City of Scottsdale's Green Building Program. Also, for those purchasing a condo in the modern-living community of PRD845 (designed by Studio MA and developed by Urbistruct), the Jarsons offer a complete "eco" upgrade package. This includes renewable flooring and materials, as well as water-saving fixtures. Scott is very proud of this package, because, as he explains, "it's not just an add-on...it reflects a serious commitment on the part of the architects and developer." The Jarsons will further prove their serious commitment in October when they participate in the 9th Annual Scottsdale Green Expo as both sponsor and exhibitor.

Scott, an Arizona native who grew up in Scottsdale, has seen the Valley grow tremendously in his lifetime. He remembers seeing the first stoplight installed at Scottsdale Road and Main. Born to a free-spirited, creative "gypsy" mother and agriculturalist father—both great supporters of the arts—and having lived down the street from Paolo Soleri, Scott's very thin, native blood was infused with art and architecture. His first love was ceramics, in which he holds a BFA. "There's something about clay that's grounding, and it's cheaper than therapy," Scott jokes.

Debbie, whose background was originally in design and fashion, was schooled in Ohio and New York before coming to Arizona to pursue real estate. It is no doubt

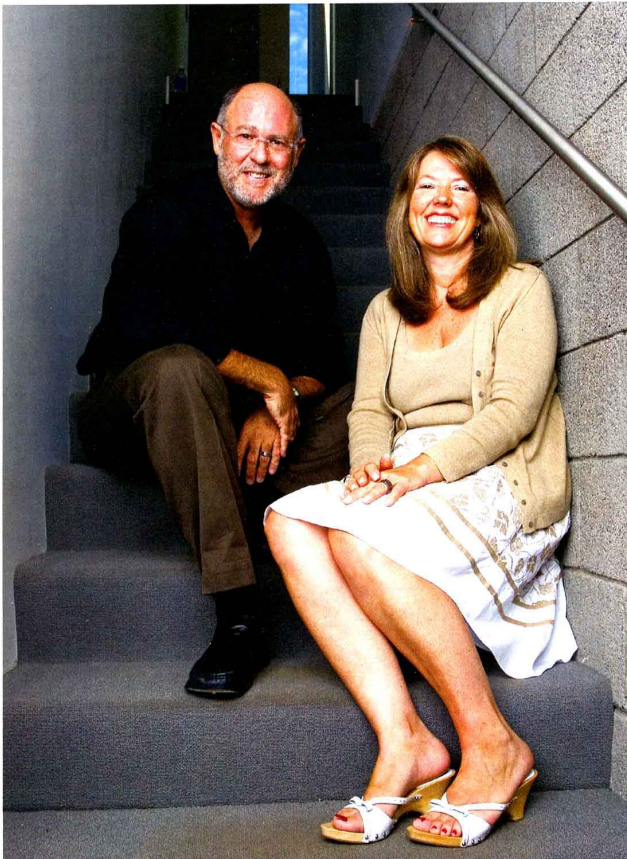
Practicing what they preach, the Jarson's office are located in a Will Bruder designed building.

that the couple is as passionate about good architecture as was the great Leonard Bernstein about music.

Scott believes a real estate agent has the responsibility to steer the client in the right direction by offering good advice. In fact, he recalls talking some clients out of bad decisions. He insists, "It's [all about] education; they just don't know." The Jarsons are indeed committed to education: if put on hold when calling their office, don't expect music; it is more likely the caller will be enjoying information on modern architecture, instead.

So what is up-and-coming for the adventurous homebuyer? According to Scott, it's infill projects. In downtown Phoenix, PRD845 and the George project (also by Studio Ma) give the old neighborhoods a sense of newness. "You have to be willing to look at it with fresh eyes," Scott says. He supports public transportation and believes "connecting Tempe with Phoenix via light rail is going to create an urban powerhouse" as never seen before. In Scottsdale, Scott predicts the city's sleeper is The Duke (Circle West Architect's project downtown), another project built under the City's Green Building Program. The Duke remains an affordable, culturally centered choice in Scottsdale, with gorgeous natural light—the likes of which Van Gogh searched for.

Scott and Debbie Jarson in the stairway of their office.



For home buyers:

The Jarsons and their team of 11 agents will find "the one" dreams are made of.

For developers or architects:

The Jarsons function as a sort of match.com between architecture and design. Scott likens it to a "liaison between the design world and the end user," from finding the site, to the developer, to the architect.

Locally at:

3707 N. Marshall Way, Scottsdale, AZ

1111 W. University Dr., Tempe, AZ

azarchitecture.com

Nationally at: usaarchitecture.com

And what's a typical, safe place to live for all the conservatives who are flocking to the Valley? Scott states the old standbys are Arcadia, North Scottsdale, Paradise Valley, the Camelback Corridor and north-central Phoenix. He finds most who move to the Valley from out of state initially go for the "safe" places, but "once they live here a little while, they venture out." For those killjoys who complain about the market, Scott offers the comfort that "way cool" houses are selling just fine because they can't be duplicated. "They aren't building any more Beadles or Havers," says Scott. And he doesn't have to say it twice. //