



THE CONCIERGE MARKETING EXPERIENCE

Energy, Excellence, Experience



Paul Haley

Paul Haley is a trusted real estate strategist specializing in Scottsdale, Paradise Valley, and Arcadia. Known for his sharp market insight and white-glove service, Paul brings a polished yet personable approach to every transaction. He's built his brand around leveraging modern tech and creative marketing to make properties stand out in today's digital world. With fast communication and a client first mindset, he stands out in Arizona's most prestigious neighborhoods. Whether you're buying, selling, or investing, Paul helps you move with confidence and clarity in today's market.

Paul Haley

Darren Tackett

With over 25 years of experience in Valley real estate, Darren is a leading expert in luxury homes, golf communities, land development, and investment properties. He has been named to the Phoenix Business Journal's "Top 50 Agents" list since 2011 and leads one of Arizona's top-producing teams—ranked among the Top 100 in the U.S. for the past decade. In 2022, Darren achieved a record-breaking milestone by selling Arizona's most expensive home. His unmatched market knowledge, negotiation skill, and professionalism make him one of the Valley's most trusted names in real estate.



Darren Tackett

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Our Achievements

\$157+
Million

COLLECTIVE REVENUE

2024

Rookie of the
Year Nominee

PERSONAL AWARDS

Wall Street
Journal

FEATURED

Luxury Home
Marketing Strategist

SPECIALTIES

What our clients are saying

"Paul was awesome to work with. He took the time to make sure we found the perfect house for us and never rushed the process. Super patient, easy to talk to, and genuinely cared about making sure we were happy. Definitely recommend him to anyone looking for a home."

- **Abram Diamond**

"If you're thinking about buying or selling a home, Paul is a wonderful choice to help you. He is hard-working and thorough and really knows the market. I especially like that he stays in constant communication, with a positive attitude, until he gets the needed result. I highly recommend him!"

- **Andrea Clement**

"By far the best representation of a realtor I have ever seen. Extremely helpful, personable, and above all trust worthy. He does not pressure you into any decisions and does everything in his ability to assist you in selling or acquiring real estate in one of the most competitive markets in the entire country. It is clear he does not value money over morals and that matters. 5 stars. He is the man." - **Elliott Bell**



Our Marketing Strategy

Selling a luxury property requires a specialized approach that goes above and beyond traditional methods. As your real estate strategist, I begin with an in-depth market analysis tailored to high-end homes, ensuring your property is priced optimally to attract the right buyers. I understand that luxury isn't just about square footage; it's about the unique characteristics and lifestyle that your property offers.

To capture the essence of your home, I commission professional, magazine-quality photography and videography. These visuals showcase the unique features and opulence of your property, serving as the cornerstone of our marketing materials. From there, we utilize a variety of high-impact channels, including premier real estate websites and targeted social media campaigns, to get your property the attention it deserves.

The aim is to reach a global audience, attracting buyers who appreciate luxury and are willing to invest in quality. I also make use of high-end print materials and may even organize private viewings for select, pre-qualified buyers. The goal is not just to meet your expectations but to exceed them, ensuring a smooth and profitable sale of your exceptional property.

Paul Halcy

WHY EXP LUXURY



LUXURY

• MILAN • AUCKLAND • LISBON • TORONTO • ATHENS
• HONG KONG • MUMBAI • SANTIAGO • PARIS • LONDON
• SEOUL • SYDNEY • TOKYO • MUNICH • MADRID
• MEXICO CITY • NEW YORK

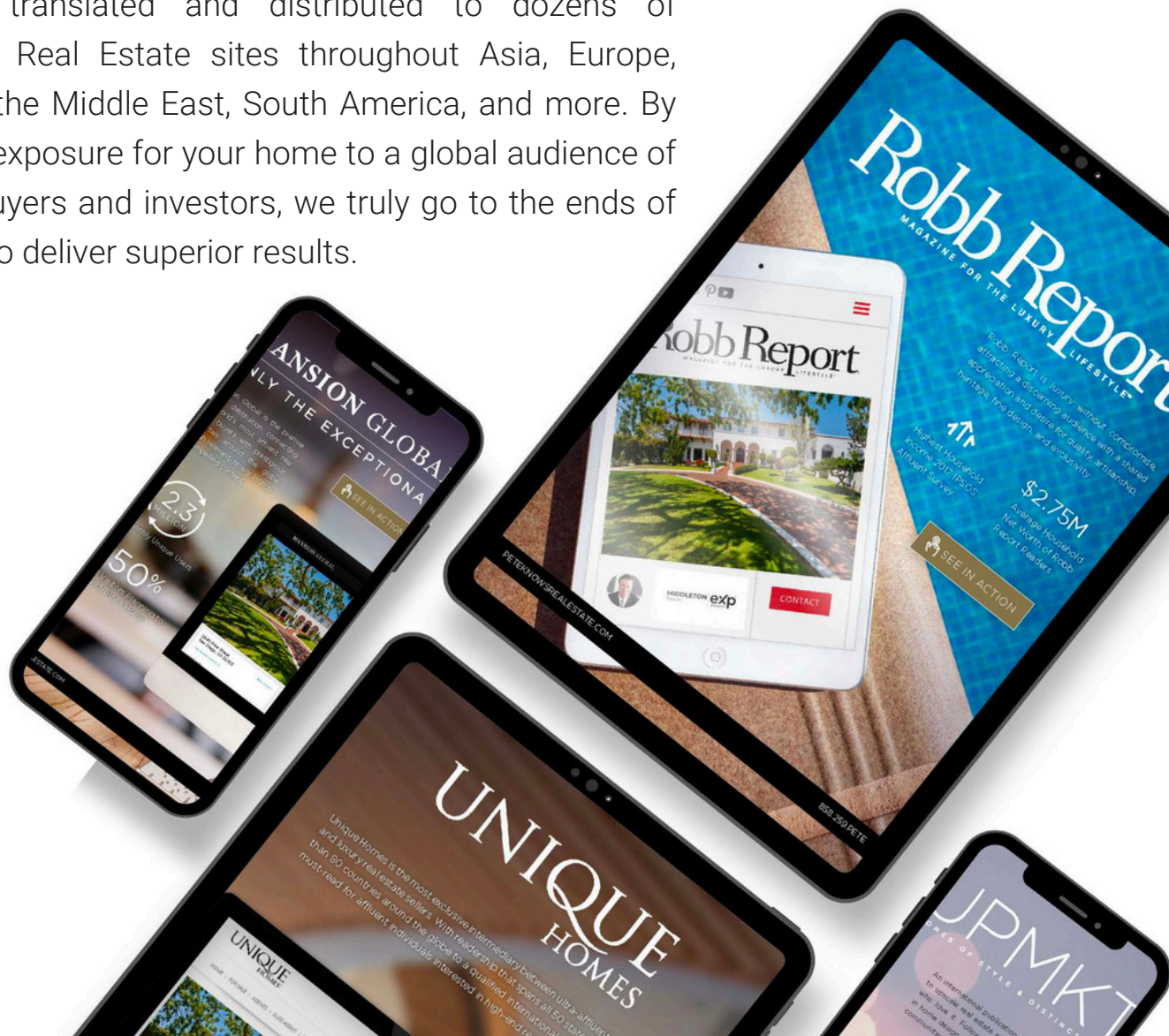
Singular Global Reach

- eXp Realty is the fastest growing real estate tech company in the world
- Direct access to 24 global markets / 90,000 agents

Elite Luxury Advertising

We are committed to providing our clients with the most comprehensive suite of elite global advertising and prestige marketing available in the industry. Your home is showcased in premium media brands including The Wall Street Journal, Mansion Global, Robb Report and many, many more.

It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more. By providing exposure for your home to a global audience of affluent buyers and investors, we truly go to the ends of the earth to deliver superior results.



A Different Approach. Superior Results.

We apply an elevated level of service, expertise and attention to every client's needs. Our comprehensive approach maximizes the exposure of your home to attract more qualified buyers and drive competition, and our team of professionals makes sure you enjoy an effortless, concierge experience throughout. We're committed to getting you the top dollar price for your home, quickly and hassle free. Our results speak for themselves.



Nobody Does More To Bring You Top Dollar Results

AWARD WINNING PHOTO + VIDEO

GLOBAL EXPOSURE IN 75+ COUNTRIES

IMMERSIVE TECHNOLOGY

AFFLUENT BUYER TARGETING



When image Is Everything

Nothing is as important in successful Luxury Real Estate marketing as extraordinary visuals. Premium quality, professional photography is crucial to showcasing your home and creating an emotional response with buyers. Elegant, cinematic video engages and attracts an audience like no other medium. Soaring, spectacular aerial images help convey the power of location and place. And powerful new technologies like 3DVR tours give buyers an unforgettable immersive experience. We're committed to giving your home the star treatment with best-in-class photography, video and virtual technologies.

How we use Technology

INTELLIGENT

- AI Driven Buyer Targeting
- Strategic Market Analysis
- Robust Performance Tracking

VIRTUAL

- Immersive 3D Virtual Reality
- Photorealistic Renderings & Floorplans
- Remote Showings Globally

GLOBAL

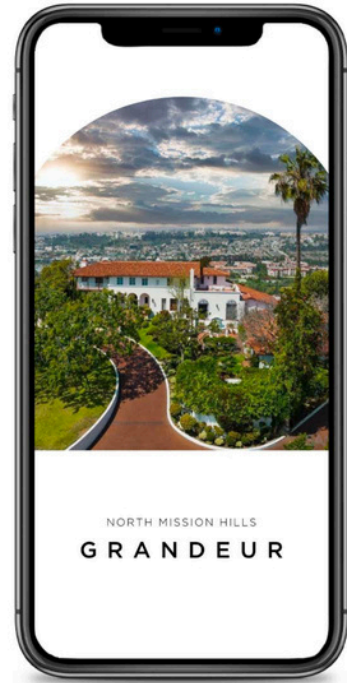
- eXp Luxury Global Network 100+
- International Search Sites Key
- Investor Markets

SOCIAL

- Showcase to 10,000+ Social Media Audience
- Intensive Social Video Advertising

CONNECTED

- Fully integrated systems to deliver
- Maximum exposure across all media



MOBILE

- Custom QR Code
- Mobile-perfect Property Website
- Buyer Mobile Alerts

Designed to Command Attention

We believe that extraordinary homes deserve extraordinary marketing. That's why we employ professional design and ultrapremium materials to showcase your home with elegance and sophistication. From hardcover coffee table books to lighted signage to digital materials, your home is always the center of attention.

Our Concierge Commitment

A STRATEGY TAILORED TO YOU

Every client's needs are different, and we approach each sale with a bespoke strategy to deliver the best possible outcome based on your goals. With our deep experience in complex high stakes transactions on your side, you can feel confident in the results.

- Private Sales
- 1031 Exchange
- Relocation
- Investment
- Leasing
- Estate & Probate
- Repair & Renovation
- Historical Designation

A TEAM OF EXPERTS ON YOUR SIDE

Each successful transaction is the result of precise coordination by our specialized team of professionals. From tech and creative to sales and marketing, your home is in the hands of best talent in the business

- Sales
- Marketing
- Technology
- Creative
- Legal
- Financial

YOUR PRIVACY & SECURITY COME FIRST

We take special care to ensure a discreet, private and secure experience for our clients from start to finish. We understand that selling a home can involve disruption and stress and our team works overtime to deliver a concierge experience with discretion and diligence.



A photograph of a modern dining room. In the foreground, a light-colored wooden dining table is set with a bowl of pomegranates, a glass vase with dried branches, and an open book. Three cane chairs with dark wooden frames are tucked under the table. In the background, a built-in wooden bench with a white cushion is visible against a wall of light-colored wood slats. Large windows with sheer white curtains and heavy tan curtains are in the background, letting in soft light. The ceiling has recessed lighting and a cylindrical pendant light fixture.

Nobody does more to make
your experience effortless.

Your Property Journey

Selling a property is more than just a transaction; it's a multi-faceted process that involves various steps to ensure that you get the best possible deal in the shortest amount of time. From understanding the market conditions to employing state-of-the-art marketing techniques, every detail counts. Below, we break down each of the crucial elements that make for a successful property sale.

MARKET ANALYSIS

Evaluate current real estate trends to price your property competitively.

STAGING

Prepare your home to appeal to buyers, enhancing its best features.

LIFESTYLE AND PROPERTY VIDEOS

Showcase both your property and the lifestyle it offers, enhancing its attractiveness to potential buyers.

MARKETING STRATEGY

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

PURPOSEFUL PHOTOGRAPHY

High-quality photographs that make your property stand out in today's crowded market.

NEGOTIATION SKILLS

Leverage expert negotiation techniques to secure you the best possible deal.



Listing Launch

Your property will take center stage on eXpLuxury.com, the leading platform for luxury real estate. We begin by creating a captivating listing that includes high-quality photos, detailed descriptions, and essential property highlights.

This listing is then distributed across our extensive network of over 90 advertising partners, ensuring it reaches a wide audience of potential buyers. Additionally, we employ targeted marketing strategies, such as email campaigns, social media promotions, and featured placements on high-traffic websites.

Our comprehensive approach ensures that your property receives the attention it deserves, enhancing its visibility and attracting qualified buyers throughout the entire selling process.



Print Marketing

As your real estate strategist, I'll utilize premium print materials like brochures and flyers to elegantly showcase your property. These high-quality assets offer a tactile experience that digital channels can't replicate, resonating with discerning buyers. Distributed strategically, our print marketing keeps your property top of mind among a curated audience of high net worth individuals, adding a touch of sophistication to our comprehensive marketing strategy.

PROPERTY BROCHURE

—

A professionally designed property brochure serves as a tangible keepsake that showcases your home's unique features, keeping it top-of-mind for potential buyers.

LUXURY MAGAZINES

—

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.

EXCLUSIVE EVENT INVITATIONS

—

Invitations to exclusive property-viewing events create buzz and urgency, attracting genuinely interested, high-caliber buyers to experience your home in person.

ADVERTISING

—

Strategically placed print ads in luxury-focused publications reach a curated audience of high-net-worth individuals, increasing your property's visibility.

Digital Marketing

In today's digital age, online visibility is more crucial than ever, especially for luxury properties that require a global reach. As your realtor, I leverage cutting-edge digital marketing strategies to showcase your property to a targeted audience of high-net-worth individuals. Through a combination of premier real estate websites, targeted social media campaigns, and search engine optimization, we maximize your listing's exposure, drawing the attention of qualified buyers who are in the market for a home as exceptional as yours. This digital approach amplifies traditional marketing efforts, providing a comprehensive strategy that aims to sell your luxury property swiftly and profitably.

WEBSITE

A dedicated website for your property acts as a 24/7 open house, allowing potential buyers to explore its features at their convenience.

CINIMATIC VIDEO

High-quality videos offer an engaging way to showcase your property's lifestyle and features, capturing the attention of discerning buyers.

3D WALK THROUGHTS

A 3D walkthrough provides an immersive experience, allowing prospective buyers to tour the property virtually, deepening their connection before an in-person visit.

SOCIAL MEDIA

Strategic social media campaigns amplify your property's exposure, reaching a targeted audience of high-net-worth individuals likely to be interested in a luxury home.

LISTING SERVICES

Premium listing services ensure that your property appears on top real estate platforms, increasing visibility among qualified buyers actively searching for luxury homes.



LUXURY

Client Testimonial



By far the best representation of a realtor I have ever seen. Extremely helpful, personable, and above all trust worthy. He does not pressure you into any decisions and does everything in his ability to assist you in selling or acquiring real estate in one of the most competitive markets in the entire country. It is clear he does not value money over morals and that matters. 5 stars. He is the man

-Elliot B.

Paul Haley

Real Estate Strategist



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