

# PHOENIX WEST VALLEY NEW HOME GUIDE

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UNLOCKING BUILDER INCENTIVES &  
AVOIDING PITFALLS

2026  
Edition

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## THE REALTOR: YOUR NEW HOME ADVOCATE

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Sray Kaliyanei  
REALTOR

## SRAY KALIYANEI

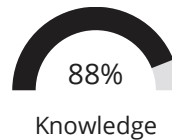
REAL ESTATE AGENT

Sray Kaliyanei is an award-winning real estate professional dedicated to achieving homeownership dreams in the Phoenix area.

She offers a powerful dual expertise, combining years of experience in real estate and mortgage with a strong background in finance and accounting. This holistic approach allows Sray to expertly guide clients—especially first-time buyers—through the entire process, from property search to securing financing.

A recognized leader in Phoenix real estate, Sray holds key positions on prestigious boards, including the Phoenix REALTORS® Board of Directors and the Arizona Association of REALTORS® Pathways to Opportunity Committee.

A proven multi-million dollar producer, Sray's financial acumen and passion for service ensure you have a confident, knowledgeable partner for your real estate journey.



*"Home is part of  
your family."*





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## INTRODUCTION: THE BUILDER'S SECRET

### Welcome to the New Construction Market!

The West Valley—especially Buckeye, Goodyear, and Surprise—is one of the fastest-growing regions in the U.S. As new communities launch, builders are scrambling to meet sales quotas. This shift creates a massive opportunity for you, the buyer, but only if you know where to look.

**Here is the critical truth: A builder's agent represents the builder's financial interests. They cannot, and will not, negotiate against their employer.**

### Your Agent's Role: Your Zero-Cost Advocate

My deep experience in the Phoenix market means I know the builders' playbooks. I ensure you receive the maximum possible savings—not just the advertised incentives—at absolutely no cost to you. **Don't go to the builder alone.**





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## THE ESSENTIAL PRE-GAME CHECKLIST

**⚠ AGENT TIP:** Before you step foot in any model home, you need these three action items to protect your interests and maximize your leverage



### 1. Know Your True Budget (Including Upgrades)

The base price you see advertised is rarely the final cost.

- Action: Get fully pre-approved by an independent lender first.
- The Trap: Builder financing offers often look low, but they are frequently tied to specific closing dates or lock the builder's agent into your deal, limiting your negotiation flexibility.
- Fact: Plan to spend 10-15% of the base price on mandatory upgrades and design center items (flooring, cabinets, lighting) to bring the home up to a desirable finish level.

### 2. The Agent Registration Rule

This is the single biggest mistake new buyers make.

- Warning: If you visit a model home and register without your agent present, you automatically forfeit your right to third-party representation and any negotiation advocacy later on.
- The Fix: Always tell the on-site agent you are already working with a real estate agent at Point Property AZ. Do this on your first visit, no exceptions.

### 3. Identify Your Non-Negotiables

The new home market is moving fast. Know exactly what you need now.

- Must-Haves: Location (e.g., proximity to I-10 or Loop 303), Single Story vs. Two Story, Specific School Zones.
- Deal-Breakers: Backyard orientation (North/South exposure), Lot Premium (a corner or amenity lot costs more), or lack of specific structural options (e.g., RV gate).





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## UNLOCKING REAL INCENTIVES

Builders are currently prioritizing incentives over base price reductions to protect future comparable sales (comps). These are the five areas where my expertise saves you thousands.

Incentive Target	Why It Matters	Agent Negotiation Goal
1. Mortgage Rate Buydowns	These temporarily lower your interest rate for the first 1-3 years (e.g., the 3-2-1 buydown). This is a massive saving in monthly cash flow when rates are elevated.	Securing a fixed rate as low as 3.99% or negotiating the largest possible contribution toward the buydown fee.
2. Design Center Credits	Builders may offer a straight dollar amount (e.g., \$10,000) for you to spend on finishes. These are often better than closing cost credits.	Negotiating the credit amount higher and ensuring it covers the most critical long-term structural upgrades (like 2x6 framing or insulation packages).
3. Closing Cost Assistance	The builder pays a percentage of your closing fees (title, appraisal, lender fees).	Negotiating the maximum contribution allowed by the lender (often 3% or 6%) to keep your cash in pocket.
4. Appliance/Landscaping Packages	Often bundled, especially on Quick Move-In (Spec) Homes.	Negotiating an upgrade to premium brands (e.g., GE Café instead of builder-grade) or securing full backyard landscaping (a huge initial cost saving in Arizona).
5. Lot Premiums	Lots backing up to common areas, wash areas, or larger lots carry a premium (often \$5K - \$30K).	Targeting builders nearing a close-out in a phase to negotiate the lot premium to \$0 or securing a significant reduction.

**⚠️ AGENT TIP:** Never ask for a price reduction first. Always ask the builder: "What incentives are you currently offering to help with financing or upgrades?" Then, let your agent negotiate those incentives into the best possible package for your financial future.



# 5 WEST VALLEY NEW HOME REGIONAL OVERVIEW

The West Valley's growth is phenomenal, but each city offers a unique lifestyle and investment profile. Use this quick reference to narrow your search to the ideal location before diving into the details.

City/ Community Focus	Target Buyer Profile	Key Builder Trends	Average New Home Price
Buckeye (Tartesso, Verrado)	Families, Out-of-State Transplants, Value-Seekers. Fastest growing area.	High competition, lots of smaller builders. Focus on securing maximum incentives on 2026 phase launches.	\$450K - \$600K
Goodyear (Estrella, Palm Valley)	Executive Commuters, Established Families, Amenity-Focused Buyers.	More established communities, generally higher HOAs but richer amenities. Focus on negotiating on lot location and design credits.	\$500K - \$750K
Surprise (Asante, Rancho Mercado)	Family-Friendly, Active Adults (55+ options are plentiful), Commuters (near Loop 303).	Diverse offerings, strong supply. Prime location for rate buydown incentives on spec homes near year-end.	\$400K - \$550K
Avondale (Alamar, South Avondale)	Commuters, Move-up Families, Young Professionals.	Large-scale master plans near the city core. Focus on community lifestyle amenities (parks, pools).	\$425K - \$600K
Laveen/Tolleson	Local Workers, Value-Driven Buyers, Closer to Central Phoenix/I-10.	Smaller builders and specific local builders. Focus on finding quick move-in deals with heavy closing cost contributions.	\$400K - \$550K





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## **SPOTLIGHT: BUCKEYE, AZ (THE FRONTIER OF VALUE)**

Buckeye is currently the single most aggressive market for new construction, offering buyers the most square footage and land for their budget.

### **Lifestyle**

Buckeye offers a quiet, scenic, and small-town charm (especially in the Verrado area) ideal for those who prioritize space, affordability, and the outdoor lifestyle. Residents enjoy hiking, biking, and White Tank Mountain Regional Park access. It's perfect for families and out-of-state movers seeking maximum value.

### **Key Communities**

- Verrado: A picturesque master-planned community with tree-lined streets, a walkable Main Street district, and strong community programming. Features multiple pools and mountain views.
- Tartesso: A large-scale, value-focused community offering newer homes and larger lots at highly competitive price points for growing families.

### **New Communities**

Buckeye is the epicenter of West Valley growth. Here are ten of the most active master-planned communities and high-volume developments for 2026:

1. Teravalis (Mega-MP): Future city designed for decades of development.
2. Verrado (Master Plan): Expanding phases near Main Street and Victory (55+).
3. Trillium: A growing master-planned community featuring multiple national builders.
4. Sundance Active Lifestyle: Large, established master-planned area with ongoing new phases.
5. Monroe Ranch: Popular for its focus on modern, efficient floor plans and strong amenities.
6. Agave Trails: Features affordable homes from builders like Ashton Woods and Starlight.
7. Estrella Crossing: Offers diverse builders and access to the I-10 corridor.
8. Verrado Highlands: A specific section within the Verrado development featuring higher-end homes.
9. Montana Vista: Known for some of the most competitive pricing in the entire West Valley.
10. Ventana Ranch: A large community by Lennar, focusing on their "Everything's Included" value model.

### **Best Strategy**

- Priority: Buy into the early phases of large, new master-planned communities to lock in the lowest prices.
- Negotiation Focus: Focus on securing maximum incentives tied to energy efficiency features (e.g., 2x6 framing, higher-end insulation packages) that save money on utilities in the extreme Arizona heat.





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## SPOTLIGHT: GOODYEAR, AZ (THE ESTABLISHED POLISH)

Goodyear offers a more established, polished suburban feel with world-class amenities, robust employment hubs, and immediate convenience due to superior freeway access.

### Lifestyle

Goodyear is active, professional, and family-centric. It boasts top-tier school districts, major employers (aerospace, healthcare), and is the Spring Training home for two MLB teams. It offers a blend of suburban comfort and emerging urban convenience.

### Key Communities

- Estrella Mountain Ranch: A premier resort-style community known for its stunning mountain views, lakes, multiple community centers, and extensive trail systems. Higher HOA fees reflect the depth of the amenities offered.
- Palm Valley: A more mature, desirable area featuring excellent golf courses, established landscaping, and high-performing schools, appealing to more established families and executives.

### New Communities

Goodyear's new construction often features higher-end finishes and lifestyle amenities. Top active developments for 2026 include:

1. Las Ventanas at Estrella: Newer section of Estrella with modern floor plans.
2. Abel Ranch: Master-planned community featuring builders like Tri Pointe Homes.
3. Trovita at Citrus Park: Highly popular community with excellent access to the 303.
4. The Preserve at Pradera: Features Richmond American Homes with attractive incentives.
5. Canyon Views: David Weekley Homes sections offering larger floor plans and lots.
6. Lucero: Another active phase within the Estrella Master Plan.
7. CantaMia (55+): Taylor Morrison's highly popular active adult community within Estrella.
8. Avion: Development featuring builders like Richmond American Homes.
9. Sienna Vista: New subdivisions attracting families with proximity to schools.
10. The Preserve at Desert Oasis: Large scale development with high activity from multiple builders.

### Best Strategy

- Priority: Focus on quick move-in spec homes in established areas to leverage builder rate buydowns without waiting for a build cycle.
- Negotiation Focus: Because prices are higher here, focus negotiations on included luxurious finishes (granite/quartz, higher ceilings) and securing premium lot locations within the master-planned communities.







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## **SPOTLIGHT: SURPRISE, AZ (THE SPORTS & FAMILY HUB)**

Surprise strikes a great balance, appealing strongly to both young families and the 55+ active adult market due to its diverse housing stock and recreational focus.

### **Lifestyle**

This is a vibrant city with a strong emphasis on recreation, hosting the Spring Training Stadium and a premier Tennis Complex. It's highly family-friendly in the south and east, with a significant 55+ community presence in the northwest. Excellent freeway access via Loop 303.

### **Key Communities**

- Asante: A large, popular community known for its wide range of builder options and family-friendly parks and amenities.
- Sun City Grand (55+): A cornerstone 55+ community that offers extensive amenities, multiple golf courses, and social clubs, dominating the retirement market in the area.
- Rancho Mercado: Offers excellent new construction value and proximity to new retail and school developments, near the Loop 303.

### **New Communities**

Surprise is expanding significantly, particularly in the northwest and west. Top active developments for 2026 include:

1. North Copper Canyon: Represents the current frontier of growth with diverse builders and larger lots.
2. Sterling Grove: A luxury-focused, guard-gated Toll Brothers community with an emphasis on resort amenities.
3. Lakes at Rancho El Dorado: Features Richmond American and is known for its waterfront properties.
4. Marley Park: Known for its traditional, porch-centered architecture and strong sense of community.
5. Rancho Gabriela: Established community with ongoing new phases from national builders.
6. Sierra Montana: Appeals to families with modern homes and community amenities.
7. Rancho Vista Trails: Offers great value and is popular among first-time buyers and families.
8. The Vistas Collection: Features Century Communities with competitive pricing.
9. Prasada: A major master-planned development attracting multiple builders (Fulton, Lennar).
10. Bell West Ranch: Large subdivision with active sales phases and diverse floor plans.

### **Best Strategy**

- Priority: Use your agent to compare the difference between 55+ community incentives and standard family home incentives, as these markets operate very differently.
- Negotiation Focus: Target customizable floor plans to negotiate for flex rooms (home office or media space) and specialized garage options (three-car or tandem) that add significant functional value.



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## SPOTLIGHT: AVONDALE, AZ (THE CONNECTED CORE)



Avondale is the heart of the Southwest Valley, offering the perfect blend of rapid new development in the south and established infrastructure in the north, all while being closest to the Phoenix core.

### Lifestyle

Known as the home of the Phoenix Raceway and Friendship Park, Avondale is high-energy and family-oriented. It appeals to buyers who want the "new home" feel but can't afford the longer commute times of Buckeye or Surprise. The "South Avondale" corridor is currently seeing massive investment in retail and dining.

### Key Communities

- Garden Lakes: The benchmark for Avondale living, known for its extensive lake system, mature trees, and high-quality established homes.
- Rancho Santa Fe: A highly sought-after, well-located community featuring larger lots and proximity to the I-10/101 interchange.

### New Communities

Avondale is experiencing a renaissance in its southern corridor. Top active developments for 2026 include:

1. Alamar (Master Plan): The crown jewel of Avondale—a massive, amenity-rich community with parks, art installations, and a new elementary school.
2. Verde Trails: Offers excellent value for families looking for modern features near the loop 202.
3. Hermosa Ranch: A new addition offering spacious floor plans and community parks.
4. Del Rio Ranch: Popular for its central location and proximity to shopping and dining.
5. Avondale 107: A boutique new home community offering easy access to the I-10.
6. Vista de Montaña: Features affordable, energy-efficient homes from builders like Meritage.
7. Roosevelt Park: A unique infill community offering a more urban, connected lifestyle.
8. Las Ligas: A growing subdivision attracting first-time homebuyers with competitive pricing.
9. Durango Grove: Offers gated living options with low-maintenance yards.
10. Bliss: A newer, intimate community focusing on modern architectural styles.

### Best Strategy

- Priority: Capitalize on the "South Avondale" appreciation play. Buying in communities like Alamar now allows you to ride the wave of appreciation as the surrounding commercial infrastructure (shops, restaurants) is built out over the next 3-5 years.
- Negotiation Focus: Focus on closing cost assistance. Since this area attracts many commuters and first-time buyers, builders are often aggressive with rate-locks and financing incentives to solve affordability challenges.





# 10 SPOTLIGHT: LAVEEN & TOLLESON (GATEWAY TO THE CITY)



These cities form the southern and eastern edge of your market, offering the quickest commute times into Central Phoenix and providing strong value for local workers.

## Lifestyle

Residential and community-focused, Laveen and Tolleson appeal to value-driven buyers who want maximum proximity to the urban core without the central city price tag. Residents benefit from excellent access to South Mountain Park for recreation.

## Key Communities

- Estrella Crossing (Laveen): A highly desirable location due to its access to the new Loop 202/South Mountain Freeway, dramatically improving commute times.
- Villages at Accomazzo (Tolleson): Known for its affordable, first-time buyer-friendly new construction options and proximity to I-10 and major logistics employers.
- South Mountain Village (Laveen): Offers communities with views and access to the area's largest regional park.

## New Communities

New construction here focuses heavily on improved access and affordability, appealing to the working professional. Top active developments for 2026 include:

1. Alamar (Master Plan): While primarily in Avondale, the southern phases border this region, influencing values.
2. Laveen Vistas: Features Homes by Towne and other builders, leveraging Loop 202 access.
3. Estrella Vista (Laveen): New phases appealing to families seeking modern layouts.
4. Villages at Metro Center: Located closer to the I-10 and logistics hubs in Tolleson.
5. The Enclave on Olive: Development near the I-10/303 offering streamlined, affordable homes.
6. Canyon Trails (Tolleson): Offers newer homes with quick access to employment centers.
7. Laveen Springs: K. Hovnanian development known for specialized floor plans.
8. Montecito (Laveen): Growing community with a focus on single-family home value.
9. Bethany Grove (Avondale/Tolleson Area): Beazer Homes community known for value.
10. Gila River Crossing (Laveen): Smaller, highly-localized developments focused on value pricing.

## Best Strategy

- Priority: Focused on first-time and value-driven buyers. This market is best for securing quick move-in deals with heavy emphasis on closing cost assistance and lower base pricing.
- Negotiation Focus: Since base price is the key concern, ensure the builder covers as much of the non-recurring closing costs as legally possible to minimize the buyer's cash-to-close requirement.

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## PROTECTING YOUR INVESTMENT: THE INSPECTION MUST-DO

Your new home comes with warranties, but it is not exempt from construction defects. Skipping inspections is the single largest risk a new construction buyer takes.

**Never trust the builder's inspection. You must hire a qualified third-party inspector for two critical inspections:**

### 1. Pre-Drywall Inspection

Before the insulation and walls go up. This catches framing, wiring, plumbing, and HVAC errors that would be impossible to fix later.

### 2. Final Inspection

Before closing. Your agent is present to ensure all punch list items are complete.

**⚠️ AGENT TIP:**  
**Always get a third-party inspection, even for a new build!**





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## YOUR NEXT STEPS TO A NEW WEST VALLEY HOME

**THE MOST SUCCESSFUL BUYERS USE SPEED, KNOWLEDGE,  
AND AN ADVOCATE. HERE IS YOUR PLAN:**

### STEP 1: Get Qualified (Today)

Don't just get pre-qualified; get fully pre-approved with a respected lender. Knowing your exact purchasing power is your greatest negotiating tool.

[Get a Prequalification](#)

### STEP 2: Leverage the VIP List

You are now part of our VIP network. We receive alerts on the best deals before they hit the market—including unadvertised builder incentive changes and phase close-outs.

[Learn More](#)

### STEP 3: Book Your Strategy Session

The guide gives you the knowledge; the session gives you the custom plan. We will:

- Review the specific incentives available for your chosen community (Buckeye, Goodyear, Surprise, etc.).
- Develop a personalized negotiation roadmap designed to save you thousands.
- Get you on the VIP list for new lot releases so you get first choice.

[Learn More](#)



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## WEST VALLEY GROWTH SNAPSHOT: WHY NOW IS THE TIME



### #1 Fastest Growing

Buckeye consistently ranks as a Top 5 Fastest Growing City in the U.S., ensuring sustained demand.



### \$15,000+ Savings

Average builder incentive package our clients secure in credits, buydowns, and closing cost assistance.

### 75%

Percentage of new home inventory in the West Valley priced to maximize affordability (\$400K - \$600K).



### 10,000+ Jobs

The new Logistics and Tech Corridor (Goodyear/Avondale) has created high-demand, high-income jobs.



### 3.99% Rates

The low fixed rate we often secure for clients using aggressive builder-paid mortgage buydowns.



### 0 Deferred Maintenance

Benefit of buying new: No major repairs, plus 20-50% savings on monthly utility bills due to modern energy standards.

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## CONTACT US



We are located at the intersection of Litchfield Road and Thomas. We love drop-ins. Just let the receptionist you'd like to see Sray!

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# THANK YOU

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We appreciate you downloading the The New Home Guide. Call us any time with questions, or if you want to go out and look at new model homes.



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