



*Johnny and Eddie Basha III  
Photography by Scott Foust*

Should Bashes' previous successes not prove the point, its future ones likely will. The company is considering the health-conscious market for an upcoming concept store, and it will likely accommodate additional in-fill communities in need of smaller, specialized grocery outlets as well.

### *the connoisseurs* JARSON & JARSON REAL ESTATE

There are wine snobs and art snobs, and if there were such a thing as architecture snobs, Debbie and Scott Jarson might be so classified except they're just too darn nice for that. After 20 years in the real estate field, this enterprising couple drew on their art and design backgrounds (Scott studied ceramics, art and architecture; Debbie, fashion merchandising and design) as well as their business savvy to start their own 11-person firm, which specializes in handling architecturally unique homes. "There's no one else in the Valley who does it," Debbie says, "maybe because

there's no one else in the Valley who's as passionate about it as we are; and we're successful at it because of that."

Working together in such a specific field has allowed the Jarsons to spend more time with their children and excel professionally. Decision-making, Scott explains, can happen over the dinner table instead of in multiple board meetings, and customer service is something they can take to the next level. "This is the kind of office where you come in, enjoy a library of design books, have an espresso, spend some time with your agent and really get involved in the interesting part of architecture and design as it comes into play with real estate," Scott says.

### *the survivors* LOS OLIVOS

Since 1946, Los Olivos has been a fixture in the Old Town Scottsdale landscape. And despite city efforts to relocate it, condemn it and otherwise thwart it, Los Olivos has established roots deep enough to branch out into a second





*Debbie and Scott Jarson  
Photography by Steve Regan*