

## Summary

The newly signed Arizona H.B. 2673, “Property Technology Sandbox” (the Sandbox), establishes Arizona as the prime destination to develop and innovate emerging products and services in the real estate industry.

Under the Sandbox, proptech companies will have up to a two-year trial period to play in the “sand.” This period will allow companies to test out their technologically innovative products and services in the real estate industries to real consumers before applying for formal licenses and authorizations. When signing the bill, Arizona Governor Doug Ducey stated, “PropTech is changing the way we rent, sell, buy, develop and manage property.” This legislation protects the consumers while also introducing them to new players in the real estate industry. By removing the costly barriers to entry, Arizona is providing a helping hand for proptech companies to innovate and develop.

The core of the bill is to promote technological development in the real estate industry while using Arizona’s business-friendly legislation to spearhead the development. The bill creates a platform for companies such as OfferPad, Flip and Zillow to test out their new products and services. Arizona becomes the marquee trial grounds for proptech companies around the country, and Arizona residents become the first consumers of the new products and services. To begin life in the Sandbox, proptech companies simply file an application with the Arizona Commerce Authority.

An individual, start-up or established business must first outline how the innovation would benefit and protect consumers and how their product uniquely differs from similar products or services that are currently available in Arizona. Applicants must explain how the Sandbox would enable a successful test of the innovation and describe their time scale for market entry, market exit and the pursuit of licenses or authorizations. Once submitted, the Arizona Commerce Authority will notify companies within three months whether or not their application has been successful. Once successful, they are off to play in the “sand.”

## Our Arizona PropTech Capabilities

We have strong connections with the Arizona Commerce Authority and other leading regional economic, technology and real estate organizations. We also possess extensive expertise in the areas of real estate, corporate, data privacy and cybersecurity, and intellectual property and believe we can add real value to start-up or established businesses entering the Sandbox.

### Real Estate

We provide comprehensive, results-driven legal services to guide you through all aspects of commercial real estate activity. We act as trusted advisors to investors, developers and lenders, helping to maximize the benefits of their activities across the globe. We can share our expertise across the full range of real estate legal services, from acquisition, planning, financing, construction and leasing through to the disposal of real estate assets. We represent clients in all real estate sectors, such as office, retail, industrial, multifamily residential, healthcare and hospitality.

### Corporate

We provide comprehensive legal services spanning all aspects of complex local, cross-border and multijurisdictional corporate matters. Our Corporate transaction team is supported by our lawyers with expertise in all relevant practice areas and by the deep expertise of our multidisciplinary industry groups. We have significant experience in all areas of corporate activity, including mergers and acquisitions, public takeovers, IPOs and secondary offerings, private placements of securities, debt financing and related finance structuring of corporate transactions, corporate governance, partnership structures, private equity, venture capital, joint ventures, international commercial transactions, project support and company secretarial services.

### Data Privacy & Cybersecurity

Our team will keep your organization ahead of the curve by keeping you abreast of the legal, regulatory, policy and legislative changes that will impact your business. We advise clients in all issues that have a substantive impact on the way the public and private sectors manage information collection, storage, transfer and cybersecurity risks, both before there is a breach and after one has occurred. Our team works collaboratively across multiple jurisdictions on a diverse range of local, regional and international issues in both developed and emerging markets, operating under very different data protection, privacy and cybersecurity regimes.

## Intellectual Property

We have a deep understanding of the interplay between intellectual property (IP) rights and the practical needs of your business. Our philosophy is to focus on protecting and enforcing IP in order to advance your business interests and increase shareholder value. Our Intellectual Property & Technology Practice is driven by a total commitment to client success and satisfaction. We achieve this by offering practical and strategic advice, working closely with you to plan, develop and protect your intellectual property.

## About Us

We are one of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We give our clients a voice, support their ambitions and are committed to working alongside them to achieve successful outcomes.

- One of the largest global footprints of any law firm, with 47 offices in 20 countries
- A multidisciplinary team of more than 1,500 lawyers, including 500 partners
- Practice law in 140 jurisdictions, speaking more than 40 languages
- Seamlessly connected service that operates on any scale – locally or globally – encompassing virtually every matter, jurisdiction and market
- Advise a diverse mix of clients, from long-established Fortune 500 and FTSE 100 corporations to emerging businesses, start-up visionaries and sovereign nations
- Recognizing the impact of regulation and politics on business, we have a unique mix of highly experienced, well-connected lobbying and political capabilities in the US, Europe and beyond

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