

If You Build It, They Will Come: Brian and Joanna Stoll Built an Indoor Pickleball Court in Sedona, and Guests Followed

Their West Sedona vacation home, Sedona Pickler, sleeps eight and has a heated, air-conditioned and lit court for play at any hour. Guests from Kentucky, North Carolina and California have followed, and the home holds a 5.0 rating on Airbnb.

SEDONA PICKLER • WEST SEDONA, ARIZONA

IF YOU BUILD IT, THEY WILL COME.



Brian & Joanna Stoll

Their private indoor pickleball court in Sedona

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Photo of Brian and Joanna: Elaina Janes. Photo illustration.

vacation home in West Sedona. Then they built it a pickleball court, indoors. The home, now called [Sedona Pickler](#), sleeps eight in four bedrooms, and its private court is heated, air-conditioned and lit, so guests can play at sunrise in January or after dark in July without hunting for an open public court.

The guests came. A group from La Grange, Kentucky, had stayed at the house before the court went in and came back after. "We loved this house before the indoor pickleball court was added," Hannah wrote in her Airbnb review in May 2026. "Now, with the court, it is outta-control fun." A group from Harrisburg, North Carolina, called the court "simply remarkable" and wrote that they "couldn't get enough of it." A family from Corona, California, wrote in June that they "had a blast playing pickleball on the indoor court." The listing holds a 5.0 rating on Airbnb.

The court is regulation size and has a building of its own, 66 by 36 feet, with an acrylic playing surface on a concrete slab, the same build as an outdoor court. The walls are 16 and a half feet high, the ceiling rises to 19 and a half feet at the center, and the thermostat stays at 68 degrees all year. That solves the first problem every pickleball player in Arizona knows: the weather. Sedona sits at 4,350 feet in the high desert. According to NOAA's 1991 to 2020 climate normals, the average July high in Sedona is 97 degrees Fahrenheit, against 107 in Phoenix, and Sedona's July nights average in the upper 60s while Phoenix stays in the mid-80s. That is a real escape for Valley players, but a July afternoon in Sedona is still hot. The court's air-conditioning covers those hours.

Winter runs the other way. Sedona's average high in January is 58 degrees, and mornings are colder. Flagstaff, 45 minutes north, averages around 100 inches of snow a year, and outdoor play there stops for months. The heated court at Sedona Pickler does not. Guests play at 7 a.m. in January in the same conditions as at 7 p.m. in June.

The second problem is noise. The sharp pop of a pickleball paddle carries, and outdoor courts in many towns have drawn complaints from neighbors and lost their early-morning and late-evening hours as a result. Because this court is enclosed, a 6 a.m. game and a 10 p.m. game stay inside the building. Nobody next door hears the rally, and nobody has to stop playing when the sun goes down.

Paddles and balls are provided. There are no court reservations, no per-game fees and no other players to wait on, because the court comes with the house and is used only by the group staying there. A family can teach the kids to dink after breakfast. Four friends can play doubles for three hours straight. A group of eight can rotate through games all evening while the others sit at the fire pit.

"We had an amazing time in Sedona," a guest named Mark wrote after a stay in June 2026. "We loved the covered deck and firepit, the kids loved chasing lizards outside, and we got to play pickleball whenever we wanted on the indoor court. What a treat. We'll be back."

Families have found the same thing. "This house is gorgeous and was perfect for our family vacation," Victoria, from Corona, California, wrote after a stay in June 2026. "The game room with bunkbeds was a dream come true for our kids, and our family had a blast playing pickleball on the indoor court. The hosts were incredibly friendly and responsive."

A day at the house can start with a game before breakfast, move to a hike or a jeep tour while the sun is high, come back to the air-conditioned court in the hottest part of the afternoon, and end at the fire pit or in one of the two outdoor soaking tubs under a dark sky. Nothing on that list needs a reservation except the tour.

The rest of the home is built for groups. It has two king bedrooms, one with its own bathroom, a queen

bedroom and a bunk game room with twin-over-twin bunks, for five beds and two bathrooms in all. There is a full kitchen and dining area, a game room with foosball, a media lounge with a large television, a covered deck with lounge seating, two outdoor soaking tubs and a fire pit, a washer and dryer, and parking for four cars.

Check-in is after 4 p.m. and check-out is before 10 a.m. Guests must be 25 or older to book. The home allows no pets, parties or smoking, and it is listed under Arizona TPT license 21388484. On Airbnb, the listing carries five-star marks for cleanliness, accuracy, check-in, communication, location and value.

"The house was beautiful and well appointed, private, with great views," Chris, from Harrisburg, North Carolina, wrote. "The hosts were so accommodating, proactive and friendly."

The court is the reason many guests book, and Sedona is the reason they stay longer. The home is in West Sedona, minutes from the red-rock trailheads. The Cathedral Rock trail is a short, steep hike of about 1.2 miles round trip. Devil's Bridge, a natural sandstone arch, is a longer walk from its trailhead. A Red Rock Pass, required at many trailheads on national forest land, costs \$5 a day, \$15 a week or \$20 a year.

Beyond the trails, Slide Rock State Park turns Oak Creek into a natural water slide in summer. Jeep tours run into the backcountry, hot-air balloons lift off at sunrise, and the Verde Canyon Railroad runs scenic trips from nearby Clarkdale. The Verde Valley is a federally recognized wine region, and its tasting rooms sit within a short drive of the house. Sedona is also an International Dark Sky Community, so the stars after a night game are part of the stay.

The drive into town is part of the trip. State Route 179, the Red Rock Scenic Byway, is designated an All-American Road, and State Route 89A follows Oak Creek Canyon north toward Flagstaff. The Chapel of the Holy Cross is built into the rocks south of town, Tlaquepaque Arts and Shopping Village sits along Oak Creek, and the old mining town of Jerome clings to a mountainside across the Verde Valley.

For players in the Southwest, it is a drive. Sedona is about two hours and 116 miles up Interstate 17 from central Phoenix, about 45 minutes from Flagstaff, about 62 miles from Prescott, and within a day's drive of Tucson, Las Vegas and Albuquerque. The Grand Canyon's South Rim is a day trip.

The home books through Airbnb, Vrbo, Booking.com and direct.

The home's brand, website and marketing were built by [Cavmir](#), a Miami marketing agency for vacation rentals and boutique hotels. Cavmir built the home's brand and logo and [sedonapickler.com](#), a site of more than 150 pages that works as a guide for two kinds of readers at once: the guest planning a Sedona trip and the player looking to improve.

The site carries guides to things to do in and around Sedona, from trails and viewpoints to day trips, wineries and places to eat. It has drive-time guides for players coming from six Southwest cities, a section on beating the summer heat built on NOAA climate data, and a page on why an indoor court is the quiet answer to the pickleball noise problem. Its blog covers pickleball skills, including the third-shot drop, dinking and kitchen strategy, doubles positioning, and warming up to avoid injury, so a player who searches for help with a shot can end up on the page of a house with its own court. The site also has a short film of the home and the court, and booking is one tap away from every page.

"Brian and Joanna did the hard part. They built the court," said Dan Ross, founder of Cavmir. "Our job was to make sure the players searching for a place to play could find it, from a skills article or a search

for things to do in Sedona. The reviews show what happens once they get there."

Ross said the approach is the same one Cavmir uses for every property it markets: find the one thing a home has that no listing around it can match, and build the brand, the website and the content around that one thing.

"Most vacation rentals compete on the same photos of the same kind of living room," Ross said. "Sedona Pickler has a court. Every page we write starts from there. A family from California and a group from North Carolina found it because the site answers the questions pickleball players are already asking."

Cavmir's work for the home also includes the guides and articles that keep the site current, the film and the home's social media. The agency does not manage the property or set its rates. The home is run by its owners and their property manager.

The agency's services cover the whole path from a guest's first search to the booking: branding and brand guidelines, direct-booking websites, search engine and AI search optimization, listing optimization for Airbnb and Vrbo, social media, video and paid advertising. Its clients include vacation homes, villas and lodges in the United States, the Caribbean and Brazil.

"An owner who builds something special deserves to be found for it," Ross said. "That is the whole job."

The court is for guests of the house. The home sleeps eight across four bedrooms. Paddles and balls are on the rack; players bring their own court shoes. The court is indoors, heated, air-conditioned and lit, so it can be used at any hour of the stay. Bookings are made through the listing platforms or direct, and current rates and open dates are shown on each platform.

Photos of the home, the court, and Brian and Joanna Stoll are available on request.

About Sedona Pickler

Sedona Pickler is a four-bedroom, two-bath vacation home in West Sedona, Arizona, with a private indoor pickleball court that is heated, air-conditioned and lit for play. It sleeps eight, provides paddles and balls, adds two outdoor soaking tubs, a fire pit, a covered deck, a game room and a media lounge, and books through Airbnb, Vrbo, Booking.com and direct. Owners: Brian and Joanna Stoll.

sedonapickler.com

About Cavmir

Cavmir is a Miami marketing agency that turns vacation rentals and boutique hotels into brands guests book direct. Founded in 2025 by Dan Ross, the agency builds the branding, the direct-booking website, the film, the content and the marketing behind them for owners, hosts and property managers. Cavmir is a marketing agency, not a property manager. cavmir.com

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