

2023

ARIZONA

RELOCATION GUIDE

PRESENTED BY:

THE MISTER ROGERS HOMES REAL ESTATE TEAM

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welcome to **ARIZONA**

With its captivating landscape, resort-like temperatures, booming business sector and growing art community, Arizona is a prime location for a fresh start. Boasting wide open spaces, majestic mountain ranges and sunsets that can't be beat. Arizona is truly an oasis in the southwest.

Mountains and plateaus comprise more than half the state and Arizona is home to the largest ponderosa pine forest in the country. There is something for everyone here – world class resorts, backpacking or hiking in remote areas and family friendly communities. The cactus, orange blossoms, and Palo Verde trees provide a unique back-drop for new adventures and experiences.

Bordering on California, Colorado, New Mexico, Utah, and Nevada, The Grand Canyon state encompasses a wide range of influences geographically, culturally, and politically. Formerly a mining and cattle territory, Arizona is now a contemporary industrial state with modern farms, large cities and emerging technologies.

DESERT ORIGINS

The name Arizona comes from the Native American word “arizonac” which translates to “place of the small spring.” It is the 48th contiguous state of the United States.

This was declared on February 14th, 1912 thus earning the nickname of “The Nation’s Valentine.”

Arizona history dates back to 1539 when Friar Marcos de Niza explored the state on his quest to find the mythical seven cities of gold. Missions were established in the 1690’s and introduced Christianity to the region. Arizona was once part of New Mexico before The Arizona Organic Act was signed in 1863.

In the 1700’s, prospectors flocked to Arizona to stake their claims on the state’s precious metals. Copper, lead, zinc, silver and gold have all been mined here. Mining continues to be a substantial player in Arizona’s economy. When gold was discovered in California in 1849, Arizona’s Gila Trail became a main route to the west coast. As this brought an influx of gold seekers unable to cope with the desert environment, the

Tohono O’odham Tribe assisted the prospectors in surviving the unfamiliar climate.

Arizona’s bid to make history continued. In 1930, former planet Pluto was discovered by an astronomer at Lowell Observatory in Flagstaff. Sandra Day O’Connor, who is the first woman appointed to the US Supreme Court was born in the small town of Duncan. Other major political players such as John McCain, Janet Napolitano, Barry Goldwater and G. Gordon Liddy hail from the nation’s Valentine State.

THE GREAT OUTDOORS

Home to The Sonoran Desert, The Coconino Forest and The Kaibab National Forest, Arizona offers a wide spectrum of landscapes and things to do. Residents can ski in Flagstaff, boat on Lake Powell, visit caverns in Benson, hike in Scottsdale, kayak on Tempe Town Lake, wine taste in Sonoita, and tour a mine in Bisbee. Arizona is rich



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Experience Old Tucson Studios – a set for countless Western movies as well as a theme park. Built in 1938, it was revamped in 2011 with new sets, streets and buildings. While it's still a must-see for any western diehard, it also features “living history” presentations that feature educational programs about Hispanic, Chinese and Native American culture.

PHOENIX

Phoenix and its more than 20 surrounding communities are known as the “Valley of the Sun” – and that's not surprising, given Arizona's climate and its blisteringly hot growth over the last several years.

One of the leading regions of the Southwest during the real estate boom years of 2003 until about 2006, Phoenix and its neighboring communities have always benefited from an influx of relocating families, singles and retirees and continue to do so today. In 2015 the Phoenix area added 88,000 new residents, raising the ranking to number four in the nation in the terms of population growth.

The U.S. Census Bureau has estimated that by 2030 the population of Phoenix will reach 2.2 million with the metro area will reach about 6.3 million. Currently the Phoenix metropolitan area of over 4 million people. The Phoenix-Casa Grande-Tucson corridor is anticipated to be one of the fastest growing areas in the United States.

Phoenix residents are not alone in recognizing the city's appeal. The city has been praised by other organizations, including receiving the National Community Recycling Leadership Award from the Rechargeable Battery Recycling Corporation (RBRC), a nonprofit public service organization dedicated to recycling rechargeable batteries and cell phones.

The city is a diverse and exciting combination of factors – from its status as Arizona's capital city and home to several major professional sports teams to its incredible scenery – the city is surrounded by mountains on all four sides – and a demographic that appeals to young singles to retirees and everyone in between. It's true that there's really something for everyone!

DEDICATION TO A LIVABLE CITY

And the city is dedicated to making – and keeping – Phoenix a livable, safe city for its residents. For example, the City of Phoenix provides a School Safety program that is funded by a grant from the Governor's Office of Highway Safety.

That's a commitment that continues with the Phoenix-area city of Goodyear winning the National Civic League-sponsored All-America City Award competition. Given since 1949, the award “recognizes civic excellence, honoring communities of all sizes in which citizens, government, businesses and voluntary organizations work together to explain how they are successfully resolving critical local issues.”

The National Civic League has selected Phoenix as an “All-America City” five times. The All-America City award is given to communities across the United States that identify and tackle community-wide challenges. Also, Businessweek.com identified Phoenix as, “...a magnet for Generation Y residents because of its history of having some of the nation's best job opportunities.” Readers of TV Y Más magazine, a Spanish-language television guide, that year voted Phoenix as their “Best Place to Raise a Family,” and both Apartments.com and CbCampus.com rated Phoenix as number seven in its top 10 cities in the United States for recent college graduates.

Valley Metro, an institution formed under the auspices of the Regional Public Transportation Authority, handles public transit in Phoenix and throughout Maricopa County, which is now more important than ever given the recent growing gas prices. Its services include busing, local-area shuttles, Paratransit (for residents with medical challenges in need of transportation) and METRO, a new, 20-mile, \$1.4 billion light-rail transit system that takes commuters through a metropolitan area that includes such major Valley of the Sun cities as Tempe and Mesa. Launched on December 27, 2008, future METRO plans include building 30 more miles of light rail lines by 2025.

The bottom line is that Phoenix has a lot to offer, and has been recognized for its reasonable cost of living and universal appeal by national relocation companies and surveys.

PHOENIX'S COLORFUL HISTORY

The name “Phoenix” describes a mythical bird that lived from 600 to 800 years before building a nest of cinnamon twigs that it ignites, burning its nest and itself until both are reduced to ashes. But from the ashes, a new young phoenix arises to live again.

That mythical story mirrors the colorful and cultural history of Phoenix itself, a city that had its beginnings more than 1,000 years ago when the Hohokam people lived on the land that would eventually become the vibrant city it is today. In 1868, the city was a small colony first named Swilling's Mill and then changed to Helling Mill. It eventually became Mill City and then East Phoenix. It was Phillip Darrell Duppa, an early Arizona pioneer, who suggested the name Phoenix, since the new town would include the rebuilding and updating of the city's ancient Hohokam canal systems – rebuilding anew from the proverbial ashes of the old.

The city of Phoenix was officially recognized on May 4, 1868, when the Yavapai County Board of Supervisors formed an election precinct, and eventually incorporated in 1881.

The state's rich Native American cultural background informs its history, and Phoenix is no exception. There are 22 federally recognized Native American tribes in Arizona with a total population of about 300,000, many of whom reside in the Valley of the Sun. The area's Pueblo Grande ruins, an ancient city occupied between 700 A.D. and 1400 A.D., embodies the city's history where the wide Salt River ran through the Valley of the Sun. The city actually sits on the banks of the river, which is mostly dry today.

The city's location in central Arizona gave it preference as the state capital over Tucson or Prescott, and today it's the only state capital with a city proper population of more than 1.4 million. It's also the third-largest city in the western United States – just after Houston, Texas.

The Phoenix metropolitan area includes the city itself, Maricopa County, most of Pinal County and parts of southern Yavapai County. The city's combined metropolitan statistical area (MSA) population is just over



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“There is something for everyone [in Arizona] – world class resorts, backpacking or hiking in remote areas and family friendly communities.”



4 million and includes the communities of Anthem, Avondale, Buckeye, Carefree, Cave Creek, Chandler, El Mirage, Fountain Hills, Gila Bend, Gilbert, Glendale, Goodyear, Guadalupe, Litchfield Park, Mesa, Paradise Valley, Peoria, Phoenix, Queen Creek, Scottsdale, Sun City, Sun City West, Sun Lakes, Surprise, Tempe, Tolleson, Tonopah, Wickenburg and Youngtown in Maricopa County. And, in Pinal County, communities include Apache Junction, Arizona City, Casa Grande, Coolidge, Eloy, Florence, Kearny, Mammoth, Maricopa, Oracle, Picacho, Picacho Peak, Red Rock, San Manuel, and Superior.

PHOENIX'S ARTS SCENE: MUSIC, FILM, TV AND CULTURE

The arts thrive in Phoenix, thanks in part to an active creative and civic community. For example, the City of Phoenix Office of Art and Culture is a great source of information on all things arts and culture, including theater and performing companies, music, art galleries, museums, dance and much more.

The city's Office of Arts and Culture offers many programs that continue to nurture and support the arts on a regular basis, including an Arts Grants program and Career Development grants, a Public Art program, a thriving community of Phoenix arts organization websites and partner agencies, and the monthly First Friday Artwalk that attracts residents and visitors alike to the city's downtown art galleries.

All total, more than 130 nonprofit organizations provide arts and cultural experiences, including a symphony orchestra, opera and ballet companies, producing and presenting theater and dance organizations, art and history museums, a science center, zoo, botanical garden, and countless festivals.

In fact, there's such a rich concentration of arts and culture spanning the city's unique and interesting communities that there are major annual festivals in almost every Phoenix-area city. Take the family and explore the Arizona Renaissance Festival, the Arizona Scottish Highland Games, the Dia de los Muertos Festival, Matsuri – A Festival of Japan, the Native American Fine Art Invitational, the Scottsdale Arts Festival, the Scottsdale Culinary Festival, the Tempe Festival of the Arts, the Harvest Festival, the Family Cornfest and Arts and Crafts Fair, or Way Out West Oktoberfest!

Museums and galleries celebrate Southwest art and culture, as well as classic art genres. The Phoenix Art Museum, which opened in 1959, is known for its diverse visual arts collection, including exhibitions and permanent collections that include such artists as Rembrandt, Norman Rockwell, Annie Leibowitz and Monet. The museum also includes more than 18,000 works of American, Asian, European, Latin American, Western American, modern and contemporary art, and fashion design.

The Arizona Science Center in Phoenix features hands-on exhibits and a planetarium, and the Arizona State Museum is the oldest and largest anthropology museum in the Southwest. For a list of cultural and creative arts opportunities, visit www.visitphoenix.com/events.

PHOENIX'S BUSINESS COMMUNITY

Phoenix is also home to a thriving business community, with major private sector employers calling the city home, as well as corporate and regional headquarters for such well-known Fortune 500 companies as Avnet, Freeport-McMoran, Republic Services and PetSmart. Fortune 1000 companies that

call the Phoenix area home include Swift Transportation, Apollo Education Group, Sprouts Farmers Market and Pinnacle West Capital. In addition, many other major corporations have significant operations in the Phoenix metro area, including Intel, U-Haul International, Honeywell, and Boeing, to name a few.

Phoenix is also among the nation's fastest-growing regions and has been recognized for strong job growth and entrepreneurial environment, especially for aerospace, high-tech and bioscience companies. Not surprisingly, the local job market continues to grow at a steady rate. As of 2010, the Associated Press noted that Phoenix was number four on its list of major cities in the nation that were, "the largest generators of net jobs." The city also sported an unemployment rate below the national average of 9.4 percent.

Arizona State University, the University of Phoenix, Grand Canyon University and the internationally recognized Thunderbird School of Global Management graduate school, located in nearby Glendale, also provide a talented and educated workforce and entrepreneur community.

NATURAL BEAUTY – AND PLENTY OF OUTDOOR FUN

The Phoenix area's natural beauty is just another reason for the city's appeal – and that has nurtured an active outdoor lifestyle, including beautiful places to swim, hike, cycle, boat, golf, and much more. And sports activities – and they certainly do, thanks to more than 325 days of sunshine each year, mean high temperature of 85 degrees, and just 7.66 inches average annual rainfall.

It's no surprise that golf is a big sport every-



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where in Arizona, including the Phoenix metro area. With more than 200 golf courses, including many municipal courses and a host of private links and country clubs, including a number of world-class courses designed by Arnold Palmer, Gary Player, and others, there are golf greens for every skill level.

There are also seven lakes within an hour of the greater Phoenix metro area that offer fishing, boating, water skiing, picnic areas and camping, plus three major mountains that surround the Phoenix area that offer perfect terrain for hiking, climbing or just enjoying nature. Peaks in the Phoenix Mountain range complex include Lookout Mountain, Camelback Mountain, Stony Mountain and Piestewa Peak, among others.

Prefer spectator sports? You're in luck here! Greater Phoenix is one of 10 metropolitan areas that have most major professional sports represented, including Arizona Diamondbacks (MLB) and Cactus League (MLB) baseball; Phoenix Suns basketball (NBA); Firebird International and Phoenix International Raceways; Arizona Cardinals football (NFL); Phoenix Coyotes hockey (NHL); and Phoenix Mercury women's basketball (WNBA).

Annual sports events include the Safeway International LPGA Tournament; FBR Open Golf Tournament; The Tradition Senior PGA Tour; The Waste Management Phoenix Open; and the Arizona Men's Tennis Classic.

Other sports events include the Senior Pro Rodeo; Coors Light World Finals Drag Boat Racing; NHRA World Series of Drag Racing; the; and the Checker O'Reilly Auto Parts 500, plus Cactus League Spring Training and the Fiesta Bowl Football Classic. The Thunderbird Classic Hot Air Balloon Race also attracts thousands of visitors each year who come to see hundreds of colorful hot air balloons in the Arizona skies.

FINE FOOD, ENTERTAINMENT AND SHOPPING

Just like its diverse terrain, Phoenix has an equally diverse offering of restaurants and dining options for every palate. While signature Southwestern and Mexican dishes dominate the city's culinary landscape at such top restaurants as Vincent's Market Bistro and Rancho Pinot Grill, there are flavors to suit every craving, including Asian, Italian, Mediterranean, and of course the classic steakhouse.

Try Alice Cooperstown – the namesake restaurant of the famous rock star and Arizona resident Alice Cooper – with its classic American dishes and great barbeque, or the Papago Brewing Company with its 30 tap bar and full menu. Kai is an elegant – and pricey – classic American restaurant at the Sheraton Wild Horse Pass Resort on the Gila River Indian Community reservation that's been rated five diamonds by AAA Arizona, while Christopher's French restaurant has earned wine accolades from both Gourmet and Wine Spectator magazines.

For entertainment, Copper Square, in the heart of downtown Phoenix, is the place to be. This 90-square-block, revitalized district around the Convention Center has plenty to do and see, including nightclubs, shopping and dining. It's also home to Chase Field, where the Arizona Diamondbacks baseball team plays their home games.

As for shopping, there's no shortage of places to browse and buy. The huge Scottsdale Fashion Square is a shopping and entertainment paradise that includes such luxury store brands as Burberry, Hugo Boss, Kate Spade new york, Lacoste, Louis Vuitton, Tiffany & Co., St. John, Max Mara, Nordstrom and Neiman Marcus, while Biltmore Fashion Park offers even more luxury shopping with Saks Fifth Avenue, Hyde Park Jewelers, Escada, Ralph Lauren, Stuart Weitzman and Cole Haan.

Malls in the Phoenix area include Metro-center Mall; Phoenix Spectrum Mall; Desert Ridge Marketplace; Kierland Commons; Arrowhead Towne Center; Tempe Marketplace; and Paradise Valley Mall. And don't miss the charming boutiques and shops on Mill Avenue in Tempe, or the vintage and antique shops in Glendale, or the galleries and boutiques in nearby Scottsdale.

For outlet shopping, this area can't be beat, whether you head to the huge Arizona Mills Mall and Outlet Center off Interstate 10 in Tempe; the Outlets of Anthem just north of the metro Phoenix area; or the Phoenix Premium Outlets just east of Phoenix in Chandler, Arizona.

HEALTHCARE IS TOPS IN PHOENIX

Arizona has long been known as a place to heal because of its warm, dry climate, so it's no surprise that the Phoenix metropolitan area has its share of top-notch healthcare facilities for residents.

Statewide, Arizona has more than 100 hospitals. Of the medical facilities in the state many of the hospitals rank in the U.S. News Best Regional Hospitals list, meaning that they meet or exceed high requirements in the regards to the health-care industry. Phoenix is home to many of these honored hospitals.

Phoenix is also a progressive city when it comes to healthcare policies and procedures – and recently became the second city in Arizona (after Tucson in 2003) to allow hospital-visitiation rights to unmarried gay or straight couples that live together.

NO PLACE LIKE HOME

There's no doubt that Phoenix is a great city, and its variety of neighborhoods only add to the area's desirability. Choose from charming inner city history to downtown loft living to lush developments around the city to quiet suburban neighborhoods – there's no shortage of diverse housing in Phoenix.

Thanks to the nation's ongoing economic recovery, the overall median home price in Phoenix has experience a recent upsurge in value while still remaining very affordable. The current average price of a home in the Phoenix area is \$204,500 which is 9.5% over the prior year, according to the Zillow Group, Inc.

Nationwide, the median price of existing homes increased 6.8 percent to \$193,800 in the from December 2015 through December 2017.

Offerings range from classy downtown condos to elegant old homes to modern showplaces to friendly suburban neighborhoods to countryside ranches and farmhouses on the outskirts of town. Wherever you choose to live in the Valley of the Sun, you'll find a friendly neighborhood atmosphere.

Welcome to a city that residents and visitors adore – and that you will, too. As you explore the Phoenix Relocation Guide and the city that it represents, Phoenix will surely become a treasured home in which to live, enjoy life, and prosper!



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PHOENIX AREA CHAMBERS OF COMMERCE

| | | |
|---|--------------|--|
| Ahwatukee Chamber of Commerce | 480-753-7676 | www.ahwatukeechamber.com |
| Carefree-Cave Creek Chamber of Commerce | 480-488-3381 | www.carefreecavecreek.org |
| Chandler Chamber of Commerce | 480-963-4571 | www.chandlerchamber.com |
| Fountain Hills Chamber of Commerce | 480-837-1654 | www.fountainhillschamber.com |
| Gilbert Chamber of Commerce | 480-892-0056 | www.gilbertaz.com |
| Glendale Chamber of Commerce | 623-937-4754 | www.glendaleazchamber.org |
| Mesa Chamber of Commerce | 480-969-1307 | www.mesachamber.org |
| North Phoenix Chamber of Commerce | 602-482-3344 | www.northphoenixchamber.com |
| Peoria Chamber of Commerce | 623-979-3601 | www.peoriachamber.com |
| Phoenix Chamber of Commerce (Greater) | 602-495-2195 | www.phoenixchamber.com |
| Phoenix Metro Chamber of Commerce | 800-958-8593 | www.phoenixmetrochamber.com |
| Queen Creek Chamber of Commerce | 480-888-1709 | www.queencreekchamber.com |
| Scottsdale Chamber | 480-355-2700 | www.scottsdalechamber.com |
| Southwest Valley Chamber of Commerce | 623-932-2260 | www.southwestvalleychamber.org |
| Tempe Chamber of Commerce | 480-967-7891 | www.tempechamber.org |
| San Tan Chamber of Commerce | 480-788-7516 | www.santanchamber.com |
| Surprise Regional Chamber of Commerce | 623-583-0692 | www.surpriseregionalchamber.com |



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ARIZONA'S COST of LIVING

Anyone planning to relocate needs to know just how far their paychecks will stretch in their new, adopted city. After all, if you're used to inexpensive mortgages or rental prices, reasonable grocery bills and affordable health care, you don't want to be surprised if the bills skyrocket when you choose to move to another city.

The good news is that, in Phoenix and Tucson, when compared to cities that are about the same size, your hard-earned dollar will likely stretch a bit further – and that attracts people to the area. In fact, since 2015, Phoenix and Tucson have experienced thriving population growth leading the way with the highest and second-highest growth rate of any Arizona city or town!

The ACCRA Cost of Living Index ranks a range of living expenses in major cities. Compiled by ACCRA – a national organization dedicated to economic development and policy research – the index measures differences between

areas in the cost of consumer goods and services, minus taxes and non-consumer expenditures.

The index also measures relative price levels for consumer goods and services in participating areas, like groceries, housing, utilities and more. The average for a participating place – both metropolitan and non-metro – is 100, and each participant's index is read as a percentage of the average for all places.

In Phoenix and Tucson, you'll find yourself paying about the same for transportation, utilities, health care, and other goods and services as with other, similar-sized cities. And when it comes to necessities like housing and groceries, Phoenix and Tucson prices remain affordable.

Whether you're thinking about moving here, or are already here, it's easy to see that Arizona measures up not only in terms of quality of life, but also with its affordability.

When it comes to overall cost of living, Phoenix and Tucson are still quite affordable places to live and work. Here's how they ranked in comparison to other major U.S. cities (2016 3rd Quarter).

| City | Composite 100% | Grocery 13.24% | Housing 28.04% | Utilities 10.31% | Transportation 11.16% | Healthcare 4.36% | Misc. 32.89% |
|----------------------|-------------------|-------------------|-------------------|---------------------|--------------------------|---------------------|-----------------|
| Atlanta | 97.6 | 101.6 | 84.9 | 104.8 | 101.1 | 110.2 | 101.7 |
| Austin | 96.3 | 86.6 | 94.0 | 101. | 3 99.8 | 100.5 | 98.9 |
| Boston | 146.4 | 107.9 | 203.2 | 150.2 | 113.3 | 132.7 | 125.3 |
| Chicago | 117.6 | 103.5 | 140.9 | 87.1 | 133.0 | 103.3 | 109.7 |
| Cleveland | 98.2 | 115.7 | 87.9 | 92.1 | 102.0 | 100.8 | 100.1 |
| Dallas/Ft. Worth | 103.2 | 110.3 | 96.4 | 98.9 | 100.7 | 108.3 | 107.7 |
| Denver | 112.6 | 110.4 | 134.3 | 94.7 | 104.1 | 107.8 | 104.2 |
| New York (Manhattan) | 232.0 | 127.4 | 482.3 | 123.1 | 122.5 | 114.7 | 147.6 |
| Phoenix | 98.6 | 94.6 | 98.6 | 95.2 | 102.1 | 95.3 | 100.5 |
| Raleigh | 94.7 | 113.8 | 70.6 | 94.6 | 91.9 | 101.1 | 107.7 |
| San Francisco | 181.9 | 132.8 | 334.4 | 107.3 | 133.1 | 118.2 | 119.9 |
| Seattle | 143.1 | 122.3 | 179.0 | 126.5 | 131.0 | 126.3 | 132.4 |
| Tucson | 95.0 | 98.1 | 83.0 | 88.0 | 102.0 | 105.0 | 104.0 |



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HOUSING & NEIGHBORHOODS

Ask residents here what they love most about living in Arizona, and you'll find as many answers as stars in the big, open desert sky. For some, it's the Sonoran Desert, with its wild, open and beautiful vistas. For others, it's the lakes and golf courses that offer a delicious escape from the work-a-day world.

Others claim that the real reason to live here is the culture – Arizona's diversity combined with a lively arts scene keeps life vibrant and exciting. But whether Arizona native or recent transplant, the one thing everyone does agree about is their love for Arizona itself.

PHOENIX:

For thousands of years, people who have visited Phoenix and the Valley of the Sun have decided to stay and make it their home. The Hohokam who first lived here developed the Valley's first canal system, which allowed the farming of beans, corn, squash and cotton. They also built a community that suited their needs: single family homes, apartment buildings, an outdoor neighborhood recreation center, and a ceremonial spot for the celebration of special events. After a residency that lasted for more than 1,700 years, the Hohokam mysteriously left, leaving the

area for others to discover and enjoy.

Just as the Hohokam adapted the area to suit their needs, so did the later inhabitants of the area. Phoenix's modern history actually begins in 1868, when Jack Swilling organized the building of a canal and was able to divert enough water to raise a few crops. From there, Phoenix quickly developed into a town. Cotton, cattle, citrus and copper, known locally as the "Four Cs" were the cornerstones of its early twentieth-century economy.

Before World War II, Phoenix had been a sleepy little southwestern town best known for having a climate that offered relief to asth-matics. In 1940, the city's population was a mere 65,000 and the largest of the surrounding towns was Mesa, with 7,000 people.

With the advent of WWII and the ensuing military buildup, defense contractors searching for land, water and a willing work

force, found everything they wanted in fledgling Phoenix. The defense contractors moved in, bringing educated employees and a wealth of new jobs. Farmland and desert scrub were cleared to build massive plants that flew the banners of Goodyear Aircraft Corp., AiResearch, Motorola, Sperry Rand and General Electric, some of which are still among the city's largest employers today.

During the post-war years, word began to spread that, contrary to Saturday matinee Westerns, Phoenix was a civilized city with abundant sunshine and recreational pleasures to spare. Phoenix began to see another boom – this time fueled not by cattle or the mining industry, but by lifestyle and economic opportunities.

New residents come to start a new job, go to school or make a fresh start continue to stream into the area – only now they drive SUVs and minivans instead of the covered wagons popular in the late 1800's. Phoenix



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has exploded to become the nation's sixth most populous city with about 1.5 million residents. Unlike other cities that have grown slowly over time, Phoenix catapulted to this position in relatively short order. From a modest 17 square miles and population of 100,000 in 1950, Phoenix has grown to encompass more than 430 square miles and the city's population has grown exponentially.

In the past the Phoenix metro area was home to four of the fastest-growing suburbs: Buckeye with a growth rate of 23 percent, Surprise with a growth rate of 22 percent, Goodyear with a growth rate of 13 percent and Avondale with a growth rate of 8 percent, annually. Nowadays, it is somewhat leveling out, however, with new laws being placed in nearby states, they are predicting that it's growth will pick up again over the next few years

A GREAT PLACE FOR A NEW BEGINNING

Many new to Phoenix are pleasantly surprised to find this city of the American Southwest is home to an international community, with the different languages heard on the street reflective of modern-day Phoenix. Spanish is often heard here, indicative of a city with a Hispanic population that comprises 34% of the city's population, while the mix of languages commonly heard around Arizona State University in Tempe attests to the college's international influence on the area. The Phoenix calendar is filled with festivals and events that reflect residents' Hispanic, African-American, Oriental, Native American and Anglo cultures. Hispanic and Native American heritage is especially influential and is expressed throughout the region.

Phoenix is also a critical location for the semi-conductor industry, and is the third largest semiconductor city in the nation and seals the international deal by bringing in talent from all over the world to keep on top of cutting edge technologies. Many high-tech manufacturers, including Bull Worldwide Information Systems, are based in northwest Phoenix, while Honeywell is located near Sky Harbor International Airport and in south Phoenix and Sitix of Phoenix can be found in Paradise Valley to the northeast.

“Those who call Phoenix home are often found out of doors, enjoying the city's natural beauty, including the area's parkland, outdoor exercise and recreation facilities... as well as municipal parks, bicycling routes, running paths, and equestrian trails.”

The result is a friendly and eclectic mix of cultures that complement and add to an already thriving business scene.

Leading private sector employers include Motorola Inc., US Airways, Chase Bank, Banner Health systems, American Express travel related services, Avnet, Apollo Group and Wells Fargo. Among the many companies with corporate or regional headquarters in the Valley are Intel Corp, U-Haul International, Phelps Dodge Corp., MicroAge Inc., Allied Signal and Boeing.

In addition, the Valley has a reputation as a popular retirement destination and the retirement community scene here continues to grow. Arizona has over 2 million residents 55 years old and older, with a combined economic impact of about \$22 billion.

SUNNY DAYS AHEAD

The three primary reasons people move to the Valley of the Sun are wages, week-ends, and the warm weather. The sun does more than just generate a great tan: it attracts industries searching for a warm, dry climate that won't interfere with their distribution networks, telecommunications systems or administrative operations. Nine months out of the year, Valley residents enjoy pleasant, spring-like temperatures. Summer brings the heat with temperatures often breaking 100 degrees during July and August, with little humidity until the monsoon season begins in late August. The returning thunderstorms replenish the water table and help bring back more moderate temperatures.

While the city of Phoenix is situated in the desert, Arizona is far from being a dry, desolate land. Vast canal works, including the Central Arizona Project canal that brings water from the Colorado River located 200 miles away makes the desert bloom. Also, the reserves of runoff water provided by rain and snow in the northern mountain range of Arizona are accessible thanks to Roosevelt Dam just northeast of the Valley. As a result of the efficiency of the city's waterworks, landscaping designs for parks, golf courses, homes and boulevards often include palm, olive, pine and citrus trees. The sweet scent of orange blossoms fills the air in March and April. Roses, poppies and hundreds of other flowers bloom almost all year.

In addition to being economically, ethnically and culturally diverse, Phoenix's 300-plus days of sunshine a year make it a perfect match for an active, on-the-go lifestyle. Those who call Phoenix home are often found out of doors, enjoying the city's natural beauty, including the area's parkland, outdoor exercise and recreation facilities, a little less than 2,000 tennis courts and more than 200 golf courses, as well as municipal parks, bicycling routes, running paths, and equestrian trails. Dozens of hiking clubs lead the way through the mountain ranges that surround the city, while softball, baseball and soccer leagues for all ages and skill levels abound.



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Phoenix is home to the largest municipal park in the world, the 16,500-acre South Mountain Park, serves as the city's southern border. A Mecca for hiking, biking and horseback riding, South Mountain Park is the largest link in the chain of desert mountain parks, known as the Phoenix Mountain Preserve, that encircle the city. After-work hikes to the top of Piestewa Peak and Camelback Mountain are a popular pastime, while another 1,900 acres of traditional city parks, some with golf courses, serve as oases of green throughout the city.

Trailer boats are a common sight as they zip along the Valley's thoroughfares on their way to one of the five lakes that are just within a short drive from metropolitan Phoenix. Water-skiing, power boating, sailing and fishing are popular water sports, while raft trips down the alternately tranquil and turbulent Verde and Salt rivers are also popular.

TOURISM

New residents aren't the only ones who flock to Phoenix. Tourism is one of the metropolitan area's leading businesses, and employs about 300,000 people year-round to support this thriving industry. Those who live here find the relationship with tourism is a profitable one both financially and personally – as a result, restaurants, retail centers and recreational outlets targeted to tourists are available to them all year. Large-scale conventions and trade shows are held in the Phoenix Civic Plaza as well as the Cardinals Stadium, when they are not playing of course. The convention and meeting industry is an important one, injecting more than \$7 billion into the area economy.

The ease of getting to and from the Valley boosts its status as a popular vacation and convention destination. Once visitors find they have arrived there are approximately 60,000 motel and hotel rooms available in properties ranging from five-star resorts in Scottsdale to genteel bed and breakfast inns to sleek business hotels in downtown Phoenix. The airport system includes Phoenix Sky Harbor International Airport, which is the seventh busiest in the country for passengers and the eighth busiest in the world for takeoffs and landings. Nearby Deer

Valley and Goodyear airports are also busy, and contribute to the more than 400,000 jobs that are provided by the Phoenix airport system.

COMMUNITIES IN THE AREA

Just as Phoenix is the hub of commercial activity in the Southwest, it has also become the center around which more than twenty communities have grown in an area collectively known as the "Valley of the Sun." Some of the Valley communities are well known beyond the Arizona state line: Scottsdale is a popular resort destination, Tempe is the home of Arizona State University, Paradise Valley is a town as idyllic as its name, and Sun City is home to active retirees.

Two communities with large populations that deserve a second look are Mesa and Glendale, the state's third and fourth largest cities after Phoenix and Tucson. Just to the southeast, Chandler and Gilbert are becoming well-known magnets for both young families and high-tech manufacturing firms.

Located above the Valley to the northeast in the McDowell Mountains, and only fifteen minutes from the nearest city is Fountain Hills, prized by its residents for its solitude. The sister communities of Cave Creek and Carefree to the north comprise another secluded area, with rustic ranch spreads and million-dollar adobe homes.

The West Valley communities of Peoria, Avondale, Tolleson and Litchfield Park offer family-oriented lifestyles and affordable housing. The outlying farming communities of Goodyear, Buckeye and Surprise are rapidly mirroring the expansion of the closer-in West Valley communities.

To meet the strong demand for new homes in Phoenix and the Central Arizona area, homebuilders have had to keep up with demand. Shea Homes is a leading Arizona builder and winner of numerous local and national awards, including the Professional Builder of the Year and America's Best Builder awards. Shea Homes was ranked "Highest in Customer Satisfaction among New Home Builders in Phoenix."

It should come as no surprise, then, that Shea Homes has designed homes in more than 32 neighborhoods throughout the region, from Chandler and Maricopa to Gilbert and Peoria. Neighborhoods featuring homes built by Shea Homes include the exceptionally desirable master-planned communities of Totosa and Rancho Mirage in Maricopa, Old Stone Ranch and Avalon in Chandler, Seville Golf & Country Club in Gilbert, Canyon Trails in Goodyear and Vistancia in Peoria. Choices range from attainably priced homes for first-time buyers to grand-scale residences of incomparable spaciousness and luxury, representing the full spectrum of new homes in Phoenix and the surrounding area.

"Many of the potential buyers that visit our communities ask about our model homes because they include so many options and added features, both inside and out," says Ken Peterson, the Arizona Division Vice President of Shea Homes Sales and Marketing. "We are very happy to be able to offer these homes for immediate sale. They are an incredible value, and are located in some of our most popular, amenity rich neighborhoods, many nearing close-out, which makes these homes one of the last opportunities to live in these communities."

FINDING THAT DREAM HOME

With the constant influx of newcomers to Phoenix and the Valley of the Sun come new ideas and new ambitions, creating a vibrant atmosphere that frees people to pursue their vision of the American Dream. Finding a place to live is one of the most exciting experiences a newcomer to the Phoenix area can have. With the help of a trained real estate professional, those new to the area can be assured of making an informed decision about one of the most important investments ever made in their lives – the purchase of a home.

Realtors can be found through recommendations from friends, coworkers, family, or by contacting the local board of realtors to find a real estate professional in the area. Using a realtor's expertise and knowledge to become educated about the Phoenix area and the amenities offered in the different neighborhoods will go a long way toward making the house-hunting experience an enjoyable one.



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