

THE NO-FLUFF GUIDE TO PHOENIX



EVERYTHING I WISH EVERY BUYER
KNEW BEFORE MOVING HERE

by

SHERYL WILLIS

22-YEAR PHOENIX RELOCATION SPECIALIST

*Helping thousands of buyers
relocate to Arizona.*

exp[®]
REALTY

Why I'm

THE RIGHT REALTOR FOR YOUR RELOCATION

Relocating is more than a move—it's a major life decision. You need more than a real estate agent. You need a trusted guide, a local expert, and a team that puts your best interests first.

THAT'S WHAT WE DO. THAT'S WHO WE ARE.

- ✓ **#1 Relocation Team in Phoenix** with over **150 Five-Star Google Reviews**
- ✓ **Top 1%** of Realtors in Arizona – Consistently recognized for production, client satisfaction, and results
- ✓ **22+ Years of Experience** Helping Thousands of Buyers Successfully Relocate to Arizona
- ✓ **We Cover the Entire Valley** – From Surprise to San Tan Valley, and every community in between. No other team covers the Valley the way we do.
- ✓ **The Go Arizona Difference** – Relocation is all we do, and it shows in our systems, resources, and unmatched local expertise.
- ✓ **Honest Guidance. Negotiation Power. Local Knowledge. Results.** We fight for you every step of the way.

We don't just sell homes. We help you build your life in Arizona.



Sheryl Willis

22-YEAR PHOENIX RELOCATION SPECIALIST

GO **Arizona**
REAL ESTATE

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REALTY

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OUR WATER Situation

We've always been the desert—and we've always planned like it.

Greater Phoenix has built one of the most proactive and diverse water management systems in the country.

Decades of planning, smart investments and a diversified approach help ensure a reliable water future for our growing communities.

OUR WATER COMES FROM MULTIPLE SOURCES



RESERVOIRS & LAKES

Capturing snowmelt from northern Arizona in our reservoirs.



CANAL SYSTEMS

An extensive network that delivers water across the Valley.



CENTRAL ARIZONA PROJECT (CAP)

Importing Colorado River water to supplement local supplies.



GROUNDWATER

Carefully managed for long-term sustainability and reliability.



RECLAIMED WATER

Recycling water for irrigation, parks, golf courses and more.



CITIES WITH STRONG, DIVERSIFIED PORTFOLIOS

- ✓ Chandler
- ✓ Mesa
- ✓ Scottsdale
- ✓ Phoenix
- ✓ Gilbert
- ✓ Peoria
- ✓ Glendale
- ✓ Surprise
- ✓ Tempe



Multiple water sources (SRP, CAP, groundwater, reclaimed water)



Large, diversified water portfolios



Extensive storage and banking programs



Decades of investment in redundancy



Water should be evaluated by the **specific community and provider**—not just the city or the utility company.



AREAS TO RESEARCH IN MORE DETAIL

- Q San Tan Valley (multiple private providers, EPCOR in some areas, domestic water companies in others)
- Q Casa Grande (provider dependent)
- Q Florence
- Q Apache Junction (some neighborhoods on municipal water, others on private systems)
- Q Gold Canyon
- Q Rio Verde Foothills (very unique situation—many homes rely on hauled water)
- Q New River
- Q Desert Hills
- Q Tonopah
- Q Wittmann
- Q Some parts of Buckeye outside the city utility

							
AREA	AFFORDABILITY	OWNERSHIP COST	STABILITY	GROWTH	WATER	COMMUTE	AIRPORT
CAVE CREEK	D	C	A+	B+	B-	C	C
CHANDLER	B	A+	A+	A	A+	A+	A
DESERT RIDGE (85050)	C	B	A	A	A+	A	A
ESTRELLA MOUNTAIN RANCH	B+	B	B+	A	A	C	D
FOUNTAIN HILLS	C	B	A	B	B	C	C
GILBERT	C	B-	A+	A-	A+	A	A
GOODYEAR (NORTH)	B+	B+	B+	A+	A	B	C
LITCHFIELD PARK	C	B	A	B+	A	B	C
MARICOPA	A+	A	B	A	B	D	D
MESA (SOUTHEAST)	A-	A	A	A-	A+	A	A
PEORIA (NORTH)	B+	A	A-	A+	A	B	C
PHOENIX (85085)	B	A	A-	A+	A	B	B
QUEEN CREEK	B+	B+	A-	A+	A	C	C
SAN TAN VALLEY	A	A	B	A+	B+	D	D
SCOTTSDALE (NORTH)	D	C	A+	A	A+	B	A
SCOTTSDALE 85260	D	C	A+	A	A+	A	A
SURPRISE (NW)	A	A	A-	A+	A	C-	D
TEMPE	C	B	A+	A	A+	A+	A+
TOLLESON	A	A	B	A	A	B	C
VERRADO	B	B	A-	A+	A	D	D



AREA	NEW HOMES	MOUNTAINS AND/OR DESERT	OUTDOOR	SHOPPING	DINING	ENTERTAINMENT	WALKABILITY	SCHOOLS
CAVE CREEK	D	A+	A+	B	A-	B+	B-	A-
CHANDLER	C	D	B	A+	A+	A	B+	A+
DESERT RIDGE (85050)	C	B	B	A+	A+	A+	A	A-
ESTRELLA MOUNTAIN RANCH	B	A+	A+	C	C	C	C	B
FOUNTAIN HILLS	C	A+	A+	C	C	C	C	A-
GILBERT	C	D	B	A+	A+	A-	B	A-
GOODYEAR (NORTH)	A	C	B+	B	B+	B	C	B
LITCHFIELD PARK	C	C	B	C	C	C	C	A-
MARICOPA	A	D	C	C	B	C	C	B-
MESA (SOUTHEAST)	B	C	B+	A-	A-	A-	B	B+
PEORIA (NORTH)	A	A	A+	A-	B+	B	C	A-
PHOENIX (85085)	A	A	A	B+	B	B	C	A-
QUEEN CREEK	A+	B	B+	B+	B+	B	C	A-
SAN TAN VALLEY	A+	B	B	C	C	C	C	C+
SCOTTSDALE (NORTH)	C	A+	A+	A+	A+	A+	B	A+
SCOTTSDALE 85260	D	B	A	A+	A+	A+	A+	A-
SURPRISE (NW)	A	C-	A	C	C	D	D	B+
TEMPE	D	D	B	A+	A+	A+	A+	A-
TOLLESON	B	D	C	B+	D	D	D	C+
VERRADO	A	A+	A+	B+	B	B	A	B+

A+ EXCEPTIONAL	A EXCELLENT	B+ VERY GOOD	B GOOD	C AVERAGE	D NOT GOOD
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TOTAL COST OF OWNERSHIP

THE COSTS MOST BUYERS NEVER THINK TO ASK.



1. PROPERTY TAXES

Property taxes vary by city, county, school district, and additional taxing districts (like CFDs).

ESTIMATED ANNUAL PROPERTY TAXES*

HOME PRICE	CHANDLER	SCOTTSDALE	BUCKEYE
\$400,000	\$1,550	\$2,050	\$2,600
\$750,000	\$2,650	\$3,650	\$4,600
\$1,500,000	\$5,300	\$7,400	\$9,200

Estimates only. Actual amounts vary based on property and district. Buckeye has CFDs in every district.



2. HOA FEES

Anything built since the 90's has an HOA.

LOWER HOA FEES

\$30 – \$120+

- Neighborhood parks
- Walking paths
- Common area maintenance

HIGHER HOA FEES

\$120 – \$400+

- Gates
- Community pools
- Fitness centers
- Pickleball & tennis
- Community events
- Lakes
- Extensive landscaping



A higher HOA fee isn't necessarily a bad thing—it often reflects additional amenities and maintenance you would otherwise pay for separately.



3. UTILITIES

Monthly averages (can vary widely)



ELECTRIC (SUMMER)
\$250 – \$450+



WATER / SEWER / TRASH
\$70 – \$150+



INTERNET
\$60 – \$100



RECYCLING
Often included with trash



4. COOLING VS. HEATING

Arizona summers are hot, but winters are mild. You'll use your AC most of the year, but heating costs are very low.

- ✓ No high natural gas heating bills
- ✓ Very little winter heating expense
- ✓ No snow removal
- ✓ No frozen pipes
- ✓ Lower overall annual costs compared to many states



5. COMMUTING COSTS

Location impacts your time and your wallet. A longer commute can cost you thousands every year.

TIME IS MONEY

40 extra minutes/day
= 170+ hours/year
= More than 4 work weeks lost to your commute



6. INSURANCE

Homeowners insurance varies based on:

- Age of roof & systems
- Flood zone
- Wildfire risk
- Proximity to fire services
- Private water or septic (if applicable)

MORE COSTS TO CONSIDER



7. HOME MAINTENANCE

Regular maintenance keeps your home in great shape—and adds to your monthly expenses.

- Pool service: \$100 – \$175/month
- Landscaping: \$80 – \$200/month
- Pest control: \$25 – \$50/month
- HVAC servicing: \$15 – \$30/month
- Water softener & filters: \$20 – \$40/month



8. YARD & LANDSCAPING

Desert landscaping can be low maintenance, but it still requires regular care.

- Low water landscaping: lower cost
- Grass (if you have it): higher water bills
- Irrigation systems require maintenance
- Watering restrictions vary by city and season



9. LIFESTYLE & PERSONAL CHOICES

Your lifestyle plays a big role in your total monthly expenses. Consider:

- Private school tuition
- Daycare or childcare
- Dining out & entertainment
- Golf memberships
- Boating, RVs, off-road toys
- Air travel frequency



10. OTHER HOUSEHOLD COSTS

- Groceries – How far is your nearest store? Healthy shopping options nearby?
- Gas prices can vary quite a bit depending on areas
- Car insurance – Varies by zip code
- Community Facility Districts (CFDs)
- Rural Metro Fire Services

REAL-WORLD COMPARISON

Same priorities. Different locations. See how the total cost of ownership really compares.

BUYER A – CHANDLER Home Price: \$600,000		VS.	BUYER B – MARICOPA Home Price: \$400,000	
\$3,000	Mortgage payment		\$1,718	
\$200	Property taxes		\$280	
\$50	HOA fees		\$120	
\$85	Water, Sewer & Garbage		\$150	
\$200	Avg Electricity		\$275	
\$70 (12 min commute)	Commute (time + fuel)		\$420 (45 minute commute)	
\$110	Insurance		\$130	
\$200	Maintenance		\$230	
\$3,915	Estimated monthly total		\$3,323	



Although Buyer B purchased a home for \$200,000 less, the monthly savings are only about \$600 after factoring in many of the hidden costs of homeownership. For some buyers, that trade-off is well worth it. For others, living closer to work, shopping, restaurants, and entertainment may justify the higher purchase price.

PHOENIX

BY THE NUMBERS



5.2M+
PEOPLE

Calling the Greater Phoenix area home (and growing!)



300+
SUNNY DAYS

Of sunshine on average each year



74°F
AVG. WINTER HIGH

Perfect for outdoor living year-round



1,086 FT
ABOVE SEA LEVEL

Elevation in downtown Phoenix



14,600+
SQUARE MILES

The size of Maricopa County



26-30
MINUTES

Average commute time in the Valley



\$457,000
MEDIAN HOME PRICE

Greater Phoenix (subject to change)



200+
GOLF COURSES

More golf courses per capita than almost anywhere



500+
MILES OF HIKING TRAILS

From easy walks to challenging mountain hikes



15
MLB SPRING TRAINING TEAMS

More spring training teams than any other destination

Sheryl's Insight

Phoenix isn't just growing—it's evolving. From major employers to world-class amenities, our Valley continues to attract people and opportunity.

Did You Know?

More Fortune 500 companies are headquartered in Arizona than in any other state besides California, Texas, and New York.



TOP EMPLOYERS

- Banner Health
- State of Arizona
- Honeywell
- Wells Fargo
- Mayo Clinic
- JPMorgan Chase
- Intel
- City of Phoenix
- TSMC (coming soon!)



PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

1 of the busiest airports in the U.S.

120+
NONSTOP DESTINATIONS

across the U.S., Mexico and Canada



A GROWING ECONOMY

Consistently ranked as one of the fastest-growing metro areas in the country.

Strong job growth. Diverse industries. Bright future.

Local Favorite

Sunsets, hiking, golf, entertainment, incredible food and lower cost of living than west coast states - it's easy to see why so many people choose to call Phoenix home.

BY THE SEASONS



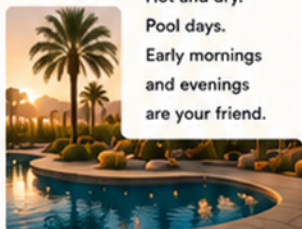
SPRING
MAR - MAY
70s - 90s

Perfect temps. Wildflowers bloom. Outdoor season comes alive.



SUMMER
JUN - AUG
100s - 115°F+

Hot and dry. Pool days. Early mornings and evenings are your friend.



FALL
SEP - NOV
80s - 90s

Warm days, cooler nights. One of the best times of year!



WINTER
DEC - FEB
60s - 70s

Mild, sunny, and gorgeous. Perfect for outdoor living.



COMMUNITY PERSONALITY GUIDE

Start with how you want to live...
THEN FIND THE COMMUNITY THAT MATCHES.

Sheryl's Insight

One thing I've learned after helping thousands of buyers relocate to Arizona is this: very few people buy the first city they think they'll love. Once they start understanding the trade-offs—commute, cost of ownership, lifestyle, shopping, and future growth—they often end up choosing a community they hadn't even considered.

1 I WANT TO BE CLOSE TO EVERYTHING.

Best Choices

- Chandler
- Gilbert
- Tempe
- Desert Ridge (85050)
- Central Scottsdale
- Phoenix (85085)



YOU'LL LOVE

- ✓ Shorter commute
- ✓ Restaurants
- ✓ Shopping
- ✓ Entertainment
- ✓ Airports
- ✓ Medical care

TRADE-OFFS

- Smaller lots
- Older neighborhoods
- Higher home prices

2 WE WANT THE BEST PLACE TO RAISE A FAMILY.

Best Choices

- Chandler
- Gilbert
- Queen Creek
- North Peoria
- Anthem (North Phoenix)



YOU'LL LOVE

- ✓ Top Rated Schools
- ✓ Parks
- ✓ Sports
- ✓ Family events
- ✓ Great master-planned communities
- ✓ Strong resale value

TRADE-OFFS

- Higher demand
- More competition
- Newer homes generally cost more

3 WE WANT MOUNTAIN VIEWS & OUTDOOR LIVING.

Best Choices

- Verrado
- Estrella Mountain Ranch
- Fountain Hills
- Cave Creek
- North Scottsdale



YOU'LL LOVE

- ✓ Hiking
- ✓ Golf
- ✓ Open space
- ✓ Scenic views
- ✓ Quiet evenings

TRADE-OFFS

- Long commutes
- Fewer shopping options nearby
- More destination communities

4 WE WANT THE NEWEST HOME POSSIBLE.

Best Choices

- Queen Creek
- San Tan Valley
- Maricopa
- North Goodyear
- Surprise
- North Peoria



YOU'LL LOVE

- ✓ Modern floor plans
- ✓ Energy efficiency
- ✓ Builder warranties
- ✓ Community amenities

TRADE-OFFS

- Commute may be longer
- Shopping may still be growing
- HOAs costs may be higher

5 WE WANT TO MAXIMIZE OUR BUDGET.

Best Choices

- Maricopa
- San Tan Valley
- Surprise
- Tolleson
- Buckeye



YOU'LL LOVE

- ✓ More house
- ✓ Larger lots
- ✓ Newer construction
- ✓ Lower purchase prices

TRADE-OFFS

- Longer commute
- Fewer entertainment options
- Higher transportation costs

6 WE WANT A LUXURY LIFESTYLE.

Best Choices

- North Scottsdale
- Gilbert
- Cave Creek
- Fountain Hills
- North Peoria



YOU'LL LOVE

- ✓ Golf
- ✓ Dining
- ✓ Views (not Gilbert)
- ✓ Custom homes (not Peoria)
- ✓ Prestige

TRADE-OFFS

- Higher purchase prices
- Higher maintenance costs

★ THE BIGGEST MISTAKE BUYERS MAKE

Choosing a city before deciding how they want to live.

ChatGPT or a Realtor's list of "the best communities to live in" doesn't exist.

The best community is the one that fits your priorities, your budget, your commute, and your lifestyle.



♥ Remember:

Every lifestyle comes with trade-offs. The key is understanding what matters most to you!



THERE IS NO "ONE SIZE FITS ALL" COMMUNITY. The right community is the one that supports the way you live today—and the future future you're building tomorrow.



WHERE PHOENIX IS HEADED

The next 20 years are already taking shape.

Phoenix isn't just growing—it's becoming one of the nation's largest economic powerhouses. New semiconductor manufacturing, technology companies, healthcare expansion, logistics, and advanced manufacturing are transforming where people live, work, and invest.

THE FIVE GROWTH CORRIDORS



NORTHWEST VALLEY

Peoria • Surprise • North Goodyear • Verrado

WHAT'S DRIVING GROWTH

- TSMC supplier ecosystem
- Semiconductor manufacturing
- Logistics
- Loop 303 corridor
- New master-planned communities

BEST FOR

- ✓ Long-term appreciation
- ✓ New construction
- ✓ Families
- ✓ Outdoor lifestyle



SOUTHEAST VALLEY

Chandler • Gilbert • Queen Creek • Mesa

WHAT'S DRIVING GROWTH

- Intel
- Aerospace
- Technology
- Healthcare
- Financial services

BEST FOR

- ✓ Professionals
- ✓ Families
- ✓ Strong resale market



NORTHEAST VALLEY

Scottsdale • Desert Ridge • Cave Creek • Fountain Hills

WHAT'S DRIVING GROWTH

- Healthcare
- Corporate headquarters
- Luxury housing
- Tourism
- High-end retail

BEST FOR

- ✓ Luxury buyers
- ✓ Golf
- ✓ Dining
- ✓ Outdoor recreation



SOUTHWEST VALLEY

Goodyear • Tolleson • Litchfield Park • Buckeye

WHAT'S DRIVING GROWTH

- Warehousing
- Distribution
- Manufacturing
- Healthcare
- Luke Air Force Base

BEST FOR

- ✓ Investors
- ✓ Logistics professionals
- ✓ Affordable housing
- ✓ Proximity to jobs



SOUTHERN GROWTH

Maricopa • Casa Grande • Florence • Apache Junction • San Tan Valley

WHAT'S DRIVING GROWTH

- Affordability
- New master-planned communities
- Interstate access
- Industrial growth
- Future infrastructure

TRADE-OFF



Longer commute today.

Offers some of the Valley's best affordability today, with continued growth expected as infrastructure and employment expand over time. The biggest trade-off is still the commute.



The Big Picture

Greater Phoenix is growing in multiple directions—not just one. Every growth corridor offers different advantages depending on your budget, commute, career, and lifestyle. Understanding what's driving each area can help you choose not only where you want to live today, but where you'll be happiest five, ten, or even twenty years from now.



Greater Phoenix adds roughly
100,000
new residents every year—
about the equivalent of a new
mid-sized city annually.

SHOULD YOU BUY NEW CONSTRUCTION?

*The answer isn't always
as simple as it seems.*

New construction can be a great option—but there's a lot you need to know BEFORE you buy.

That's where we come in.
It's one of our specialties.



MOST BUYERS DON'T KNOW WHAT THEY DON'T KNOW.

Builders have sales goals to meet. We have **YOUR** best interests at heart.

WHAT YOU NEED TO KNOW BEFORE YOU BUY



BUILDER INCENTIVES

Not all incentives are created equal. We know how to negotiate the best deal for YOU.



SPEC HOMES VS NEW BUILDS

Is a spec home a better deal? Or is building from the ground up your better option? **We'll help you decide.**



LOT PREMIUMS

That "perfect" lot might come with a premium price that adds tens of thousands to your bottom line.



OPTIONS & UPGRADES

Those upgrades add up fast. We'll help you prioritize what adds value—and what doesn't.



DESIGN CENTER COSTS

The design center is exciting—but it's easy to go over budget without a plan.



BUILDER WARRANTIES

What's covered? For how long? We make sure you understand the fine print.



THINGS BUILDERS DON'T TELL YOU!

- Future price increases
- Limited availability of certain lots or plans
- Hidden costs that aren't advertised
- Completion timelines that can change
- What's really included—and what's not

We've seen it all. We'll protect you from costly surprises.



SALES REPS ARE NICE, BUT THEY WORK FOR THE BUILDER, NOT YOU.

Their job is to sell you a home. Our job is to protect your interests, negotiate on your behalf, and make sure you get the best value possible.

Having your own representation doesn't cost you more—it can actually save you money.



**NEVER CALL, EMAIL, REGISTER ONLINE OR
WALK INTO A SALES OFFICE WITHOUT
YOUR OWN REPRESENTATION!**

You could lose valuable negotiating power, incentives, and protections.



THE GOOD, THE TRADE-OFFS AND THE REALITY



THE GOOD



300+ DAYS OF SUNSHINE

More sunny days than most places in the country.



OUTDOOR LIFESTYLE

Hiking, golf, biking, lakes, off-roading, pickleball and more—year-round.



STRONG ECONOMY

One of the nation's fastest-growing job markets with exciting opportunities.



AMAZING RESTAURANTS

Everything from local taco shops to James Beard Award winners.



INTERNATIONAL AIRPORT

Phoenix Sky Harbor offers hundreds of daily nonstop flights.



NEW CONSTRUCTION

Thousands of new homes with modern floor plans and energy-efficient designs.



NEW FREEWAYS

Loop 101, 202, 303, SR-24 and future highway expansions keep the Valley moving.



GROWING OPPORTUNITIES

New jobs, shopping, healthcare, and entertainment continue to expand.



Sheryl's Insight

No city is perfect. Every buyer has a different list of priorities, and every community has different strengths. My job isn't to convince you Phoenix is the best place to live—it's to help you decide whether it's the right fit for *you*.



Honest insights for a smart move.

Every place has its pros and cons.
Phoenix is no different. The key is knowing
what to expect before you move.

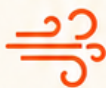


THE TRADE-OFFS



SUMMER HEAT

It's hot. Really hot. Most residents adjust their routines rather than staying indoors all season.



DUST & MONSOONS

Summer storms can bring dust, wind, and dramatic weather.



HARD WATER

Mineral-rich water is common.
Many homeowners install water softeners.



HOA COMMUNITIES

Most newer neighborhoods have HOAs with rules and monthly dues.



SMALL LOTS

Newer homes often sit on more compact lots than buyers from other areas expect.



HIGHER ELECTRIC BILLS

Air conditioning is a must—and one of your largest utility expenses.



COOKIE-CUTTER NEIGHBORHOODS

Many production builders repeat floor plans throughout their communities.



VERY CAR RELIANT

Public transportation is limited.
Most residents drive almost everywhere.



THE SURPRISES



WINTERS ARE INCREDIBLE.

Sunny, mild, and perfect for outdoor fun.



ARIZONA ISN'T ALL DESERT.

We have trees, grass, lakes, rivers, and four seasons (kind of!).



YOU'LL SPEND MORE TIME OUTSIDE.

It becomes part of your everyday life.



MOUNTAINS ARE EVERYWHERE.

You're never far from a beautiful mountain view.



95° AND 115° FEEL VERY DIFFERENT.

You'll learn the local secrets!

The **10** BIGGEST MISTAKES RELOCATION BUYERS MAKE

A move to the Valley is exciting—but it pays to *plan smart*.
Avoid these common missteps and set yourself up for success.

1



CHOOSING WHERE TO LIVE SIMPLY BECAUSE THEY LOVE THE HOUSE/PRICE

The perfect house in the wrong location can lead to daily frustration and even regret. Lifestyle and location matter most.

2



CHOOSING AN AREA WITHOUT DOING ENOUGH RESEARCH

Every area has a personality of its own. Dig deeper into schools, crime, amenities, politics, and long-term growth.

3



SHOPPING ONLY BY PRICE

Price is important, but it tells you nothing about the commute, schools, property taxes, HOA fees, or future appreciation.

4



UNDERESTIMATING THE COMMUTE

Traffic in the Valley can be unpredictable. That 20-minute drive during your visit could be 45+ minutes at rush hour.

5



BUYING NEW CONSTRUCTION BEFORE UNDERSTANDING CFDS & SAIDS

These additional fees can significantly impact your property taxes for many years. Know what you're agreeing to.



Sheryl's Insight

The best decisions come from knowledge, not impulse.
Take the time to plan, ask questions, and lean on a local expert.
Your future self will thank you.





6



REGISTERING AT A BUILDER WITHOUT REPRESENTATION

You could miss out on valuable negotiation, incentives, and expert guidance. Always have your own agent.

7



IGNORING TOTAL COST OF OWNERSHIP

Look beyond the purchase price. Factor in taxes, insurance, HOA, utilities, maintenance, and long-term costs.

8



ASSUMING ALL MASTER-PLANNED COMMUNITIES ARE THE SAME

HOA fees, amenities, builder quality, resale value, and community culture can vary dramatically. Dig into the details.

9



NOT RESEARCHING FUTURE DEVELOPMENT NEARBY

That peaceful open space could be a future freeway, apartment complex, or commercial center. Check future land use plans.

10



WAITING UNTIL THE LAST MINUTE TO START PLANNING

Good homes go fast, and the best opportunities require preparation. Start early so you have options—not pressure.

The right move starts with the right plan.



ASK QUESTIONS

There's no such thing as a bad question.



DO YOUR HOMEWORK

Knowledge today prevents regret tomorrow.



WORK WITH AN EXPERT

A local expert saves you time, money, and stress.



FOCUS ON THE LIFESTYLE

Find the area that fits how you want to live.

WAIT... NOBODY TOLD ME THAT!

THE QUESTIONS THAT COULD **SAVE YOU THOUSANDS**

Smart questions today lead to better decisions tomorrow.



1 WHY IS THE “CHEAPER” HOUSE TRYING TO FINANCIALLY RUIN ME?

Because the sticker price isn't the full story.

RESALE – WHAT AM I INHERITING?

- Deferred maintenance? Aging HVAC?
- Roof? Appliances? Flooring?
- Landscaping?
- How much money will I need to invest over the next five years—and how does that affect my enjoyment and future resale? Utilities? Resale opportunity?

NEW CONSTRUCTION – IS IT ACTUALLY FINISHED?

- Nothing is broken... but is it complete?
- Backyards, window coverings, appliances, ceiling fans, water softeners, and design center upgrades can easily add tens of thousands after closing.
- When you sell, what will make YOUR home stand out once the builder is gone?

Sometimes the more expensive home actually costs less to own.



2 WHY DID THIS NEIGHBORHOOD FEEL 15 MINUTES AWAY YESTERDAY... AND 45 MINUTES AWAY TODAY?

Because you toured it on a Saturday. Or in July when many seasonal residents have already left town.

Traffic patterns can completely change your daily routine depending on where you work, school schedules, seasonal visitors, and rush hour.

Always evaluate a commute when you'll actually be driving it.



3 DID I BUY A VIEW... OR JUST BORROW ONE?

Views don't always last forever.

Vacant land can become shopping centers, apartments, schools, or another neighborhood. Builders often charge significant premiums for lots with better views. The bigger question is... will the next buyer value that view the same way once the community is built out?

Always research what's planned around the home—not just what's there today.



4 AM I BUYING A HOUSE... OR JOINING A NEIGHBORHOOD'S PERSONALITY?

You're buying both.

Every community has its own vibe, HOA culture, amenities, events, age demographics, and long-term growth. **NEW COMMUNITIES ARE THE UNKNOWN.**

ESTABLISHED NEIGHBORHOODS TELL A STORY.

The house is only part of what you'll experience every day.



5 IS THIS HOUSE A HIDDEN GEM... OR IS EVERYONE AVOIDING IT FOR A REASON?

Sometimes it's a fantastic opportunity.

Sometimes there's a reason it's been sitting on the market.

Nearby power lines, future development, unusual floor plans, busy streets, or pricing can all affect demand.

The goal is understanding why—not making assumptions.

The best buyers don't just shop for homes—they learn how the Valley works first.



IT'S ABOUT LOCATION, LONG-TERM COSTS, FUTURE GROWTH, AND HOW YOUR LIFESTYLE FITS INTO THE COMMUNITY.

6



DID I JUST BUY THE RIGHT COMMUNITY... OR DID THE INCENTIVES BUY ME?

Builder incentives can be fantastic...
...but they shouldn't be the reason you choose a community. Shopping new construction based solely on incentives, price, or monthly payment alone can lead buyers into the wrong location, wrong floor plan, or a neighborhood that doesn't fit their lifestyle.

Fall in love with the community first. Then negotiate the best deal.

7



ARE BUILDERS OKAY? BECAUSE THESE INCENTIVES ARE GETTING A LITTLE SUSPICIOUS.

They're okay.
Builders adjust incentives based on inventory, sales pace, financing, competition, and construction schedules. Some offers are incredible. Others simply shift costs around.

Understanding why the incentive exists is just as important as the incentive itself.

8



AM I MOVING INTO A NEIGHBORHOOD... OR A 10-YEAR CONSTRUCTION PROJECT?

Both can be true.
Buying early often means better lot selection, lower pricing, incentive incentives, and greater appreciation potential. It can also mean construction traffic, vacant lots, and years of ongoing development. Your favorite restaurant may not exist for another five years.

Knowing the community's long-term plan helps set realistic expectations.

9



AM I INVESTING IN MY HOUSE... OR JUST BUYING EXPENSIVE BRAGGING RIGHTS?

Not every upgrade adds resale value.
Luxury kitchens, RV garages, pools, premium lots, and custom finishes can make your home more enjoyable—but buyers don't always pay dollar-for-dollar for those improvements later.

Buy the upgrades that improve your lifestyle—not just your home's price tag.

10



AM I GETTING ADVICE... OR A SALES PITCH?

Not everyone involved in your transaction represents your interests.

- The builder's sales consultant works for the builder.
- The listing agent represents the seller.
- Websites are designed to generate leads—even if poorly representing information.
- Open houses are hosted to find buyers that don't have agents yet.

Make sure someone at the table is looking out for you.



BEFORE YOU VISIT A BUILDER...

Please Read This First!

DO NOT:

- ✗ CALL
- ✗ EMAIL
- ✗ REGISTER ONLINE
- ✗ WALK INTO A SALES OFFICE

...BEFORE SPEAKING WITH YOUR REALTOR.

Many builders have registration policies that can affect whether you can have your own representation after making first contact.

ONE FIVE-MINUTE CONVERSATION BEFOREHAND CAN PREVENT A VERY EXPENSIVE MISTAKE.



The Moral of the Story...

Buying a home isn't just about finding a pretty house. It's about understanding the location, the long-term costs, future growth, and how your lifestyle fits into the community. After helping buyers relocate to Arizona for 22 years, we've learned that asking better questions almost always leads to better results.

Let's Make Sure You're Asking the Right Questions.



CALL OR TEXT TODAY!
602-883-4287

THE BEST DECISIONS START WITH THE RIGHT QUESTIONS.



Let's Stay CONNECTED!

Whether you're moving next month or next year, we'd love to be part of *your Arizona journey.*

Moving is a big decision, and we're here to make it exciting, informed, and stress-free. Reach out anytime—we'd love to help you feel right at home in *the Valley!* 



**MORE THAN REAL ESTATE.
WE'RE YOUR RESOURCE.**

- ✓ Local expertise
- ✓ Honest guidance
- ✓ Strong negotiation
- ✓ Smooth transactions
- ✓ Relationships that last

Helping thousands of buyers relocate to Arizona. 



**READ OUR
REVIEWS**



See what other buyers have to say about their experience with us!



**WATCH
2 NEW VIDEOS
EACH WEEK**



Market updates, community tours, new construction, and relocation tips!



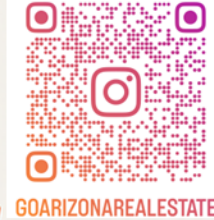
**FOLLOW OUR
ARIZONA JOURNEY**



Learn more about who we are, our team, our family, our pup, and monthly updates!



**BEHIND THE
SCENES**



Stories, photos, and a little more Arizona every day!



**VISIT OUR
WEBSITE**



Search homes, explore communities, and learn more!

Let's Talk! 

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A little about our team...

We are #1 Relocation Team in Phoenix, Top 1% Phoenix Metro, Top Producers for 5 Years Running, and specialize in relocation throughout the Phoenix Valley.

We can't wait to help you find your place in the sun! 



**22+ YEARS
HELPING BUYERS
RELOCATE TO
*Arizona!***



**GO ARIZONA
REAL ESTATE**

*Your Arizona journey
starts here.* 

**LOCAL EXPERTS.
LASTING RELATIONSHIPS.
REAL RESULTS.**