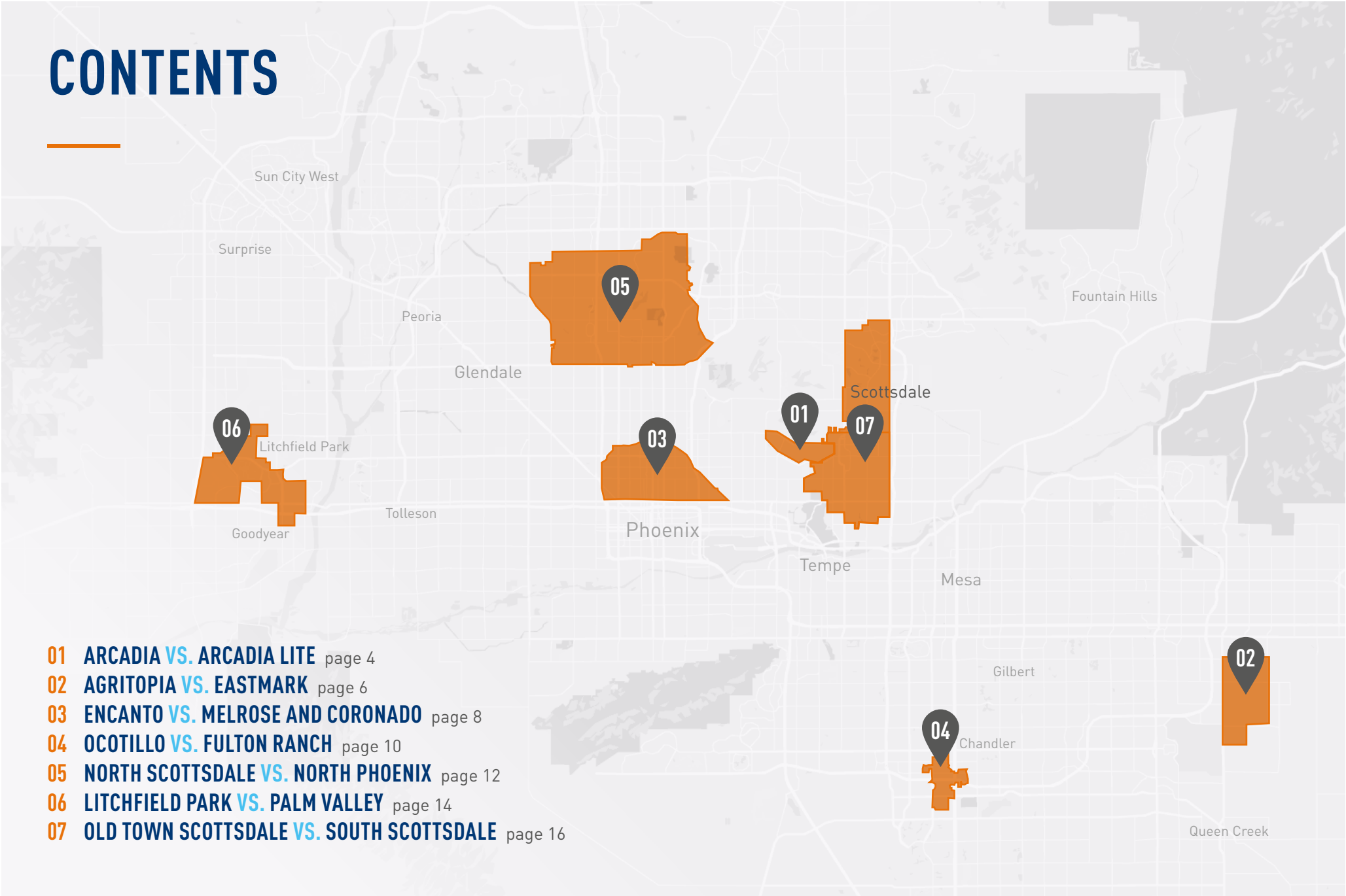




# THE SMART HOMEBUYER'S GUIDE TO GREATER PHOENIX NEIGHBORHOODS

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# CONTENTS



- 01** **ARCADIA VS. ARCADIA LITE** page 4
- 02** **AGRITOPIA VS. EASTMARK** page 6
- 03** **ENCANTO VS. MELROSE AND CORONADO** page 8
- 04** **OCOTILLO VS. FULTON RANCH** page 10
- 05** **NORTH SCOTTSDALE VS. NORTH PHOENIX** page 12
- 06** **LITCHFIELD PARK VS. PALM VALLEY** page 14
- 07** **OLD TOWN SCOTTSDALE VS. SOUTH SCOTTSDALE** page 16

# GETTING READY TO BUY A HOUSE IN THE VALLEY?



Whether you're a first-time homebuyer or a seasoned pro, it's worth noting that the Phoenix market has dramatically changed over the past few years. Desert Financial's Guide to Greater Phoenix Neighborhoods will walk you through discovering which neighborhoods are making strides and which ones are worth getting into at the entry level.

According to the U.S. Census Bureau, an average of 223 people per day moved into Maricopa County between July 1<sup>st</sup>, 2015 and July 1<sup>st</sup>, 2016. That figure doesn't even include the local residents who were shopping for new homes during this period. With so much movement in the Valley, how do you decide which neighborhood to settle in?

**We have selected seven key locations and compared them to their more expensive counterpart.** While there is no single neighborhood that suits everyone's needs, our guide highlights each neighborhood's demographics, amenities, recent market data and more so you can make an informed decision about where to buy.

# ARCADIA VS. ARCADIA LITE

**IF YOU'RE SEEKING THE HIP, HAPPENING AND TRENDY PART OF TOWN, LOOK NO FURTHER THAN THE ARCADIA AND ARCADIA LITE NEIGHBORHOODS OF EAST CENTRAL PHOENIX.**

Arcadia has east-west borders of 68<sup>th</sup> St. and 44<sup>th</sup> St. with north-south boundaries at Camelback Rd. and Indian School Rd. This chic and upscale area has shown exponential growth over the past eight years.

Located 10 minutes or less from Sky Harbor Airport and Downtown Phoenix, Arcadia (also called "Arcadia Proper") is one of the most desirable neighborhoods in the Valley. One major downside of the area is its high price point — \$750,000 on average, as of early Q1 2018. With skyrocketing costs and a stock of only 2,000 homes, local families are finding it more difficult to secure their foothold in Arcadia.

Arcadia's sister neighborhood, Arcadia Lite, is located between 44<sup>th</sup> St. and 32<sup>nd</sup> St., from Camelback Rd. to Indian School Rd. While Arcadia Proper boasts an average lot size of a half-acre, many Arcadia Lite residents trade outdoor space for proximity to culinary trendsetters. With hotspots like La Grande Orange, Little Woody's, The Vig, Postinos, and the Madison Improvement Club nearby, locals are never at a loss for activities and restaurants to choose from.

Arcadia Lite has seen strong, stable growth over the past few years, as Arcadia Proper has soared beyond the reach of the average Valley family. With an average list price of \$450,000 for a single-family dwelling, the up-and-coming Arcadia Lite is a great choice for buyers trying to break into the area.

Commercial real estate projects in Arcadia Lite have also increased in recent years. Shopping centers have been remodeled from the ground up, and older apartment complexes have been torn down and resurrected as luxury condos. Arcadia Lite is currently the face of Phoenix-area gentrification, and it doesn't look like the growth here will slow down anytime soon.



# ARCADIA LITE



## KEY STATS

**Total Population:** 34,141  
**Total Households:** 15,631  
**Average Household Income:** \$105,048  
**Average Home Price:** \$450,000  
**Sales Tax Rate:** 6.3%

**Total Population:**  
**34,141**

**Average Home Price:**  
**\$450,000**

**Sales Tax:**  
**6.3%**



## POPULATION DEMOGRAPHICS

**Male Population:** 16,810  
**Female Population:** 17,331  
**Median Age:** 39.28  
**Married:** 10,730



## NUMBER OF HOUSEHOLDS

**Family Households:** 8,251  
**Nonfamily Households:** 7,380  
**Households with Children:** 3,957  
**Households Without Children:** 11,673  
**Average Number of People per Household:** 2.18



## EDUCATION STATISTICS

**Some College:** 4,816  
**College Graduate:** 12,299



## NEARBY SCHOOLS

**Elementary School**  
Hopi Elementary (A Rating)  
Biltmore Preparatory Academy (B Rating)  
**Middle School**  
Biltmore Preparatory Academy (B Rating)  
Ingleside Middle School (B Rating)  
**High School**  
Arcadia High School (C Rating)  
Camelback High School (C Rating)  
**Charter School**  
Great Hearts Veritas Prep (B Rating)



## NEARBY HOSPITALS

**St. Joseph's Hospital and Medical Center**  
**OASIS Hospital**

# AGRITOPIA VS. EASTMARK

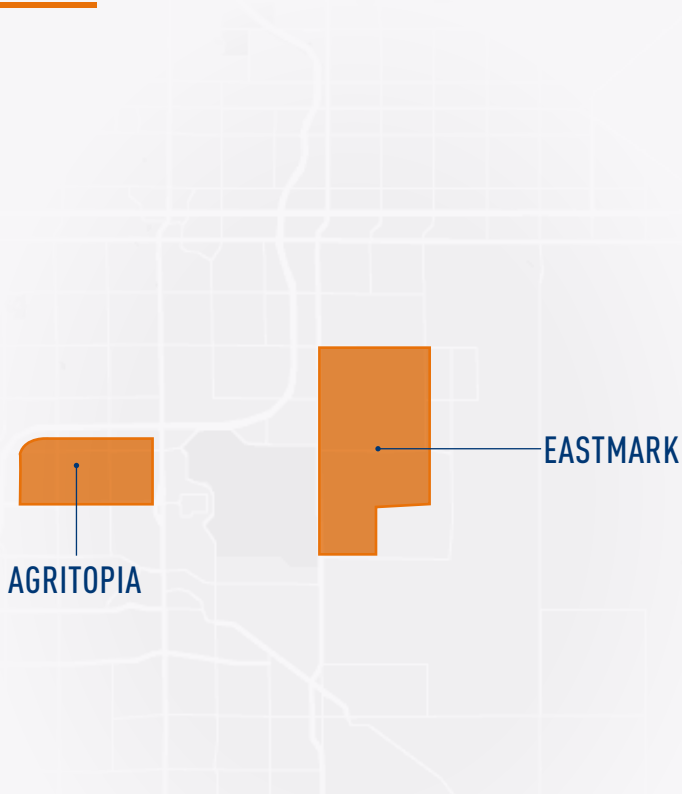
## IN THE 2000s, A 1927 HOMESTEAD MORPHED INTO A PLANNED COMMUNITY CENTERED ON AN URBAN FARM.

Now a thriving neighborhood, Agritopia features a community garden, a coffee shop, a restaurant and a wine bar. The average home price is \$510,570 (as of Q1 2018), with an average household income of \$102,000. With only 452 homes and a homeownership rate of 93% inside Agritopia's confines, it comes as no surprise that there's often a waiting list to make offers on the houses here.

Due to the competitive nature of real estate in Agritopia, we recommend venturing eight miles eastbound into Mesa, where a new desert oasis is blossoming. Eastmark features subdivisions from 12 different builders, with home prices ranging from the low \$200Ks for 1,200-square-foot floor plans to the low \$500Ks for homes upward of 4,000 square feet.

The area surrounding Eastmark has plenty to offer, including SanTan Village shopping center, Baci Italian Bistro and Arizona State University's Polytechnic Campus. Love the outdoors? If you'd like a grassy place to picnic with friends and family, look no further than Eastmark's Great Park.

Nicknamed the "city within a city," Eastmark is five miles from the growing Phoenix-Mesa Gateway Airport, which is a small hub for the low-cost Allegiant Air. This relatively new neighborhood is also conveniently located near the 202 SanTan Freeway and U.S. 60, making it a 40-45 minute drive from downtown Phoenix.



# EASTMARK



## KEY STATS

**Total Population:** 25,022  
**Total Households:** 7,491  
**Average Household Income:** \$90,643  
**Average Home Price:** \$345,000  
**Sales Tax Rate:** 6.7%

**Total Population:**  
**25,022**

**Average Home Price:**  
**\$345,000**

**Sales Tax:**  
**6.7%**



## POPULATION DEMOGRAPHICS

**Male Population:** 12,465  
**Female Population:** 12,557  
**Median Age:** 28.49  
**Married:** 7,998



## NUMBER OF HOUSEHOLDS

**Family Households:** 6,266  
**Nonfamily Households:** 1,225  
**Households with Children:** 4,416  
**Households Without Children:** 3,075  
**Average Number of People per Household:** 3.3



## EDUCATION STATISTICS

**Some College:** 4,690  
**College Graduate:** 5,505



## NEARBY SCHOOLS

**Elementary School**  
Sequoia Pathfinder Academy (C Rating)  
**K-12**  
Basis Mesa



## NEARBY HOSPITALS

**Mountain Vista Medical Center**  
**Gilbert Hospital**

# ENCANTO VS. MELROSE AND CORONADO



**IF YOU'RE SET ON LIVING NEAR THE HUSTLE AND BUSTLE OF DOWNTOWN BUT WANT A DECENT-SIZED PROPERTY, THEN TAKE A LOOK AT THE ENCANTO, MELROSE AND CORONADO NEIGHBORHOODS OF PHOENIX.**

Encanto is one of the oldest neighborhoods in Phoenix, and it is located near such well-known historic districts as Willo, FQ Story, Coronado, Melrose and Roosevelt.

Encanto Village is one of the few places in the Valley where owning a car is optional. Spend your days on one of the many bike paths or cruise to the Phoenix Art Museum, Phoenix Theatre or Heard Museum for some culture. If bikes aren't your thing, the light rail system can take you from the heart of Encanto to catch a Suns or Diamondbacks game downtown in 10 minutes.

The area is also home to Chef Silvana Salcido Esparza's Barrio Café, an award-winning Mexican eatery that has been featured on Food Network's "Diners, Drive-ins and Dives." If the residents of Phoenix had to choose restaurants to represent local Mexican food, Barrio Cafe would likely land in their top five.

Another area hotspot is Taqueria Los Yaquis, whose popularity as a food truck soared so rapidly with the locals that the owners decided to affix their truck to a property and make it a permanent location. Open

Thursday through Sunday from 7:30 p.m. until 4:00 a.m., Taqueria Los Yaquis is the place to go for late-night noshing.

Due to the area's rapid growth, finding affordable housing here is becoming more and more difficult. Thus, we recommend starting your search in the Melrose-Woodlea district to the northwest of Encanto Village or the Coronado district on the southeast end. With its average list price of \$278K, Melrose holds more potential for first-time homebuyers, while Coronado's average list price of \$369,000 may work better for experienced homeowners.



# MELROSE AND CORONADO



## KEY STATS

**Total Population:** 146,907  
**Total Households:** 59,259  
**Average Household Income:** \$55,059  
**Average Home Price:** \$310,000  
**Sales Tax Rate:** 6.3%

**Total Population:**  
**146,907**

**Average Home Price:**  
**\$310,000**

**Sales Tax:**  
**6.3%**



## POPULATION DEMOGRAPHICS

**Male Population:** 76,431  
**Female Population:** 70,476  
**Median Age:** 33.77  
**Married:** 26,657



## NUMBER OF HOUSEHOLDS

**Family Households:** 28,988  
**Nonfamily Households:** 30,270  
**Households with Children:** 16,861  
**Households Without Children:** 42,396  
**Average Number of People per Household:** 2.26



## EDUCATION STATISTICS

**Some College:** 19,777  
**College Graduate:** 30,522



## NEARBY SCHOOLS

### Elementary School

Whittier Elementary (B Rating)  
Christian Elementary  
Clarendon Elementary (C Rating)

### Middle School

Phoenix Christian School  
Basis Phoenix K-8 (A Rating)

### High School

North High (C Rating)  
Phoenix College Preparatory (A Rating)  
St. Mary's Catholic



## NEARBY HOSPITALS

Good Samaritan Hospital  
St. Joseph's Hospital & Medical Center  
Phoenix Children's Hospital

# OCOTILLO VS. FULTON RANCH

**THE AREA OF CHANDLER SOUTH OF THE LOOP 202 SOUTH MOUNTAIN FREEWAY HAS EXPLODED IN POPULATION SINCE THE YEAR 2000.**

The two neighborhoods here that stand out from the pack are Ocotillo and Fulton Ranch — both featured in AZCentral.com’s list of Top 10 Wealthiest Neighborhoods in the Southeast Valley.

Ocotillo is larger and slightly more expensive, with an average home price of \$463,800. It’s also home to the prestigious Ocotillo Golf Club, a recipient of 4 ½ stars in *Golf Digest’s* list of Best Places to Play. Nearby Fulton Ranch, a City of Chandler master-planned community that opened in 2007, offers similar amenities and waterfront views, but with prices starting as low as \$263,000.

Love the great outdoors? Snedigar Sportsplex is a quick five-mile bike ride from Fulton Ranch. This 90-acre complex boasts 10 baseball fields, 12 soccer fields, a skate park, a dog park, a full-sized cricket field and a 9,000-square-foot recreation center. The adjacent Snedigar Recreation Center provides a variety of classes and programs, hosts special events and provides such services as ballfield and pavilion rentals to Chandler residents. With 28 acres of lakes and flowing streams, Fulton Ranch is a scenic place to live the good life.

Here you’ll find Fulton Ranch Towne Center, a 350,000-square-foot shopping center that features major retailers, restaurants, shops and service providers. Albertsons and Safeway are the nearest grocery stores; head east for four miles, and you will find the Valley’s largest Sprouts Farmers Market and a Fry’s Marketplace.



# FULTON RANCH



## KEY STATS

**Total Population:** 71,518  
**Total Households:** 29,219  
**Average Household Income:** \$100,002  
**Median Sale Price:** \$415,500  
**Sales Tax Rate:** 6.3%

**Total Population:**  
**71,518**

**Median Sale Price:**  
**\$399,000**

**Sales Tax:**  
**6.3%**



## POPULATION DEMOGRAPHICS

**Male Population:** 34,283  
**Female Population:** 37,235  
**Median Age:** 45.31  
**Married:** 31,857



## NUMBER OF HOUSEHOLDS

**Family Households:** 20,447  
**Nonfamily Households:** 8,772  
**Households with Children:** 9,063  
**Households Without Children:** 20,155  
**Average Number of People per Household:** 2.45



## EDUCATION STATISTICS

**Some College:** 12,568  
**College Graduate:** 24,890



## NEARBY SCHOOLS

**Elementary School**  
Ira A. Fulton Elementary (B Rating)  
**Middle School**  
Bogle Junior High (C Rating)  
Santan Junior High (C Rating)  
**High School**  
Hamilton High (B Rating)



## NEARBY HOSPITALS

Chandler Regional Medical Center

# NORTH SCOTTSDALE VS. NORTH PHOENIX

**NORTH SCOTTSDALE IS HOME TO THE WASTE MANAGEMENT PHOENIX OPEN, THE BARRETT-JACKSON AUTO AUCTION AND THE SCOTTSDALE ARABIAN HORSE SHOW, ALL OF WHICH HAVE MADE IT AN INTERNATIONAL TRAVEL DESTINATION.**

With this neighborhood's notoriety comes a hefty price tag — an average home sale price of \$700,000.

Residents of North Scottsdale can enjoy luxury shopping and dining at Kierland Commons, and they have easy access to Scottsdale Airport, where many of the area's jetsetters fly out on private or corporate planes. North Scottsdale is also home to one of the four Whole Foods stores in the Valley, as well as the world's largest Harley-Davidson® dealership. In short, there's something here for everyone!

Unfortunately for many up-and-coming Valley residents, the limited inventory and skyrocketing home prices quash their dreams of living in North Scottsdale. However, just 10 minutes to the west, you'll find a plethora of newly developed and affordable subdivisions.

This area of North Phoenix boasts major attractions, such as Desert Ridge Marketplace — a 1.2-million-square-foot shopping center that features 75 stores and 30 restaurants, a children's play area

and splash pad, EV charging stations and live music nights. Speaking of music, the nearby Musical Instrument Museum is ranked as one of the top 20 museums in the U.S. and the top-rated attraction in Phoenix by TripAdvisor. It's the largest museum of its kind, with a collection of over 15,000 musical instruments from nearly 200 countries.

In the warmer months, many North Phoenix residents beeline to the JW Marriott Phoenix Desert Ridge Resort and Spa for a staycation. With its sparkling pools, 89-foot-tall water slide, championship golf courses, tennis courts and lavish spa, there's no reason for North Phoenix residents to leave their part of town!



# NORTH PHOENIX



## KEY STATS

**Total Population:** 26,990  
**Total Households:** 10,886  
**Average Household Income:** \$109,979  
**Median Sale Price:** \$415,000  
**Sales Tax Rate:** 6.3%

**Total Population:**  
**26,990**

**Median Sale Price:**  
**\$415,000**

**Sales Tax:**  
**6.3%**



## POPULATION DEMOGRAPHICS

**Male Population:** 12,864  
**Female Population:** 14,126  
**Median Age:** 36.53  
**Married:** 10,473



## NUMBER OF HOUSEHOLDS

**Family Households:** 7,156  
**Nonfamily Households:** 3,730  
**Households with Children:** 3,760  
**Households Without Children:** 7,126  
**Average Number of People per Household:** 2.47



## EDUCATION STATISTICS

**Some College:** 4,181  
**College Graduate:** 9,524



## NEARBY SCHOOLS

### Elementary School

Boulder Creek Elementary (A Rating)  
Desert Trails Elementary (A Rating)  
Quail Run Elementary (A Rating)  
Sunset Canyon School (B Rating)

### High School

Pinnacle High School



## NEARBY HOSPITALS

### Abrazo Scottsdale Campus

HonorHealth Scottsdale Thompson Peak Medical Center

# LITCHFIELD PARK VS. PALM VALLEY

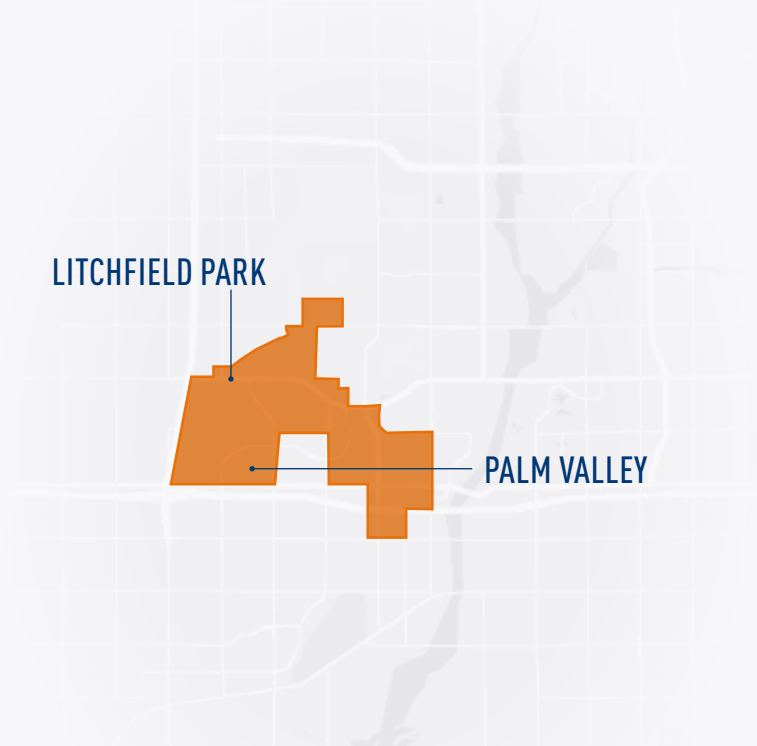
## LITCHFIELD PARK HAS BEEN A POPULAR VACATION DESTINATION FOR DECADES.

The area had its humble beginnings as a cotton-growing location for Goodyear Tire and Rubber Company; it later boomed with the expansion of Luke Air Force Base during World War II. Due to its increasing popularity, the median sales price of a home in Litchfield Park has grown steadily over the years to \$325,957 (Q1 2018), making it one of the most expensive neighborhoods in the West Valley.

Though Litchfield Park has always been in the spotlight, a new West Valley challenger has recently emerged. Located just three miles southwest of Litchfield Park, Palm Valley offers homebuyers a prime opportunity to play a role in a newly formed neighborhood's growth. With an average list price of \$235,913, it's still relatively affordable for families.

Looking to stay in shape? Palm Valley is home to one of Arizona's largest Life Time Fitness gyms, plus two world-class golf courses — Tuscany Falls Golf Course and Eagle's Nest Golf Club. Also located within the neighborhood is Goodyear Community Park, which features a splash pad, a dog park, baseball fields, tennis courts, basketball courts and covered ramadas.

Residents never have to worry about leaving their neighborhood when they need to pick up groceries, as several major supermarket chains have a presence here, including Sprouts and Safeway. If you'd rather dine out than cook at home, Palm Valley Pavilions West and Palm Valley Marketplace have a large selection of fast food and sit-down restaurant options. For those who want to plant their roots on the west side, Palm Valley has as much to offer as Litchfield Park does.



# PALM VALLEY



## KEY STATS

**Total Population:** 26,532  
**Total Households:** 9,009  
**Average Household Income:** \$87,545  
**Average Home Price:** \$310,000  
**Sales Tax Rate:** 6.3%

**Total Population:**  
**26,532**

**Average Home Price:**  
**\$257,900**

**Sales Tax:**  
**6.3%**



## POPULATION DEMOGRAPHICS

**Male Population:** 11,160  
**Female Population:** 15,372  
**Median Age:** 39.98  
**Married:** 10,953



## NUMBER OF HOUSEHOLDS

**Family Households:** 6,929  
**Nonfamily Households:** 2,081  
**Households with Children:** 2,552  
**Households Without Children:** 6,457  
**Average Number of People per Household:** 2.54



## EDUCATION STATISTICS

**Some College:** 5,153  
**College Graduate:** 8,088



## NEARBY SCHOOLS

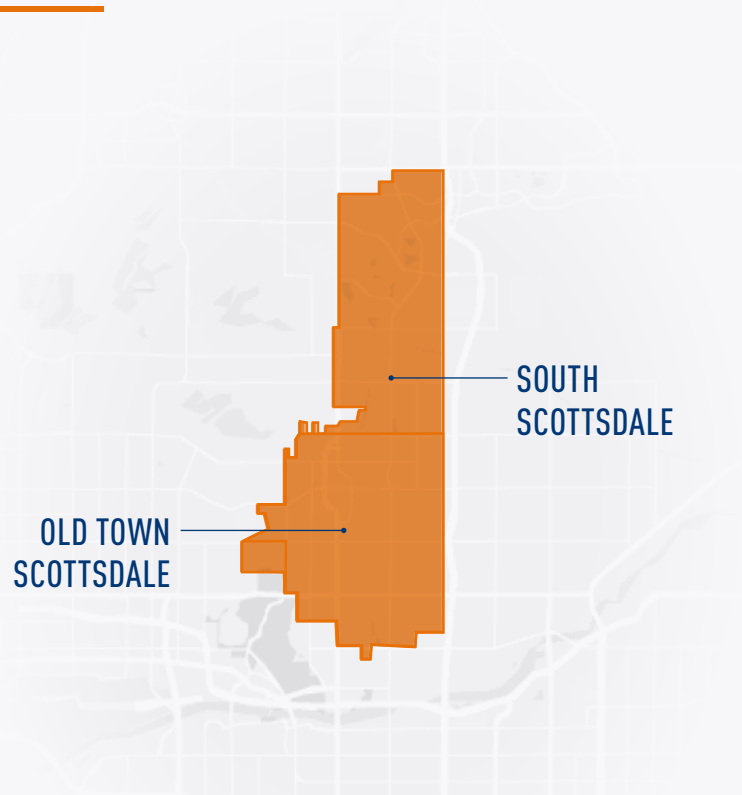
**Elementary School**  
Palm Valley Elementary (B Rating)  
Mabel Padgett Elementary (B Rating)  
**Middle School**  
Western Sky Middle (A Rating)  
**High School**  
Desert Edge High (B Rating)  
Millennium High (C Rating)  
**Private School**  
St. John Vianney Catholic School



## NEARBY HOSPITALS

**Abrazo West Campus**

# OLD TOWN SCOTTSDALE VS. SOUTH SCOTTSDALE



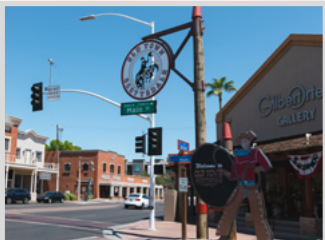
**OLD TOWN SCOTTSDALE IS THE “IN” PLACE TO VISIT IF YOU’RE A TOURIST — OR A LOCAL ON THE PROWL FOR CHIC RESTAURANTS AND NIGHTLIFE.**

In 1947, the Scottsdale Chamber of Commerce lobbied for a downtown area to replicate a Wild West town, hoping it would increase tourism. Their lobbying efforts succeeded, and Old Town Scottsdale was a hit. But don’t be fooled by the cowboy aesthetics here. Old Town Scottsdale is home to more art galleries and jewelry stores per resident than any other downtown area in Arizona.

There are roughly 80 wine bars, nightclubs and lounges within a one-mile radius of its center, along with numerous restaurants and the most luxurious shopping mall in Phoenix. Old Town Scottsdale also draws thousands of tourists for MLB Spring Training in February and March.

Many of the recently purchased or soon-to-be-on-the-market homes here are being gutted and remodeled. What does this mean for a new homeowner? If you are a DIY guru, there are plenty of properties available for under \$225,000 that can be turned into your dream home with a little imagination and a lot of elbow grease. If you prefer something move-in ready, you can also easily find newly remodeled properties entering the market.

Immediate access to this lifestyle comes with an average price tag of \$333,000 (as of Q1 2018). Venture one mile south into South Scottsdale, however, and the average home price dips by \$24,000, with the greater stock of single-family homes here offering more bang for your buck. This area is predicted to be the next Arcadia — i.e., a trendy, hipster hotspot — in the years to come.





# SOUTH SCOTTSDALE



## KEY STATS

**Total Population:** 28,748  
**Total Households:** 13,301  
**Average Household Income:** \$59,549  
**Average Home Price:** \$309,000  
**Sales Tax Rate:** 6.3%

**Total Population:**  
**28,748**

**Average Home Price:**  
**\$309,000**

**Sales Tax:**  
**6.3%**



## POPULATION DEMOGRAPHICS

**Male Population:** 14,205  
**Female Population:** 14,543  
**Median Age:** 39.10  
**Married:** 7,186



## NUMBER OF HOUSEHOLDS

**Family Households:** 6,338  
**Nonfamily Households:** 6,963  
**Households with Children:** 2,513  
**Households Without Children:** 10,787  
**Average Number of People per Household:** 2.14



## EDUCATION STATISTICS

**Some College:** 5,474  
**College Graduate:** 7,627



## NEARBY SCHOOLS

### Elementary School

Yavapai Elementary  
Tonalea Elementary (C Rating)  
Hohokam Traditional (B Rating)

### Middle School

Supai Middle School

### High School

Coronado High School (C Rating)  
East Valley Academy



## NEARBY HOSPITALS

HonorHealth Scottsdale Osborn Medical Center

# READY TO START YOUR HOMEBUYING JOURNEY?

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\* Housing and demographic data was compiled from 2018 statistics as found on Trulia.com, Zillow.com, Redfin.com and Weichert.com®.

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