

A woman with long brown hair, wearing a white long-sleeved top and maroon leggings, stands on a large grey rock. She is smiling and gesturing with her right hand towards a cityscape in the distance. The background shows a desert landscape with cacti and a city at sunset, with the sky transitioning from orange to blue.

Tania Feliciano

Phoenix Relocation Guide

Your Guide to Living in Phoenix

Welcome to Phoenix

Why People Are Moving Here

Hi, I'm **Tania Feliciano**, a local Realtor serving Phoenix, Scottsdale, and Paradise Valley. I relocated from San Juan, Puerto Rico, so I know firsthand what it's like to start fresh in a new city without knowing all the specifics. When I first moved here, I had to learn many things along the way — and that experience is exactly why I created this guide.

My goal is to help make your transition smoother, giving you the insight I wish I had when I first arrived. Whether you're relocating, investing, or just exploring your options, this guide will give you a clear and honest starting point.

Why Phoenix?

Phoenix has become one of the fastest-growing cities in the United States — and for good reason. With over 300 days of sunshine per year, a booming job market, no state income tax on Social Security, relatively affordable housing compared to coastal cities, and a vibrant outdoor lifestyle, the Valley of the Sun attracts people from all walks of life.

Year-Round Sunshine	300+ sunny days per year — perfect for an active outdoor lifestyle.
Affordable Living	Lower cost of living compared to LA, San Francisco, Seattle, and New York.
Growing Job Market	Tech, healthcare, finance, and real estate sectors are all expanding rapidly.
No State Income Tax	Arizona has no tax on Social Security income — great for retirees.
Diverse Communities	From urban downtown living to quiet suburban family neighborhoods.

Navigating the Valley

Phoenix Area Neighborhoods & What They Offer

The Phoenix metro area — often called 'The Valley' — is made up of many distinct cities and neighborhoods, each with its own personality, price point, and lifestyle. Here's an honest look at the most popular areas for newcomers.

North Scottsdale

Luxury · Resorts · Outdoor Adventure

North Scottsdale is one of the most desirable and prestigious areas in the entire Phoenix metro. Nestled at the base of the McDowell Mountains and surrounded by the Sonoran Desert, it offers a stunning natural backdrop with world-class amenities.

This area is known for its luxury communities like DC Ranch, Silverleaf, Troon, and Grayhawk. You'll find top-rated golf courses, high-end dining, upscale shopping at Kierland Commons and Scottsdale Quarter, and easy access to hiking trails like McDowell Sonoran Preserve.

Who Lives Here?

North Scottsdale attracts affluent professionals, retirees, golf enthusiasts, and families seeking excellent schools (Scottsdale Unified and Cave Creek Unified districts). Many corporate executives and remote workers from California relocate here for the lifestyle upgrade.

Real Estate Snapshot

Home prices range widely — from the high \$600Ks for a townhome or smaller single-family home, up to multi-million dollar custom estates in gated communities like Silverleaf. New construction communities are also available with modern finishes and resort-style amenities.

PROS	CONS
+ Top-rated schools	- Higher price point
+ Luxury shopping & dining	- Summer heat (like all of Phoenix)
+ Beautiful desert scenery	- Traffic on Pima/Scottsdale Rd
+ World-class golf	
+ Low crime rates	
+ Strong property values	

Scottsdale / Old Town

Arts · Nightlife · Culture · Walkability

Old Town Scottsdale is the heart and soul of the city's social scene. Known as 'The West's Most Western Town,' it blends art galleries, rooftop bars, fine dining restaurants, and boutique hotels into a uniquely walkable urban experience — rare for the Valley.

This area is home to the Scottsdale Arts District, the Thursday Night ArtWalk, the famous Scottsdale Fashion Square mall, and dozens of acclaimed restaurants. It's also the center of Phoenix's nightlife scene, drawing visitors and locals alike on weekends.

Who Lives Here?

Young professionals, creatives, snowbirds, and those who want a lock-and-leave lifestyle love Old Town. You'll find a mix of condo dwellers, short-term rental investors, and established residents who've called this area home for decades.

Real Estate Snapshot

Condos and lofts start around \$400K–\$600K, while single-family homes closer to Old Town can range from \$700K to well over \$1M. Short-term rentals (Airbnb/VRBO) are popular here, making it attractive for investors as well.

PROS	CONS
+ Walkable & vibrant	- Parking can be challenging
+ Arts & dining scene	- Higher density
+ Great investment potential	- Some streets close during events
+ Strong resale value	
+ Proximity to events & nightlife	
+ Unique character & charm	

The Biltmore Area

Snowbirds · Investors · Retirees · Perfect
Landing Pad

The Biltmore area is one of Phoenix's best-kept secrets — and one of Tania's personal favorites for newcomers to the city. Anchored by the iconic Arizona Biltmore Hotel, one of the most historic and elegant resorts in the Southwest, this neighborhood offers an upscale, central lifestyle that makes settling into Phoenix feel effortless.

This is the ideal 'landing pad' area. Whether you're relocating, downsizing, retiring, or investing, the Biltmore gives you time and space to get to know the Valley before committing to a specific area. You can explore at your own pace — without sacrificing comfort or convenience while you do it.

What's Right Here?

The Arizona Biltmore Hotel and its legendary grounds are just steps away. Biltmore Fashion Square — one of the premier upscale shopping destinations in Arizona — is right in the neighborhood. The restaurant corridor along 24th Street and Camelback Road offers some of Phoenix's finest dining, from steakhouses to rooftop patios to neighborhood bistros.

Location and Connectivity

The Biltmore's location is arguably the most strategic in the entire Valley. The SR-51 (Piestewa Freeway) is right there, connecting you north toward Paradise Valley and Scottsdale in minutes, and south into Downtown Phoenix in under 10 minutes. Downtown Tempe is just 15 minutes away. You are genuinely central to everything — no matter where you work or want to explore, the Biltmore puts you within easy reach.

Who Is This Area Perfect For?

Snowbirds love it for its walkability, luxury feel, and easy lock-and-leave lifestyle. Retirees appreciate the quiet, established neighborhoods with world-class amenities nearby. Investors are drawn to strong short-term rental demand driven by the Biltmore Hotel, events, and corporate visitors year-round. And for anyone relocating fresh — this is the neighborhood that lets you land softly, learn the city, and then decide where you truly want to put down roots.

Real Estate Snapshot

The Biltmore area offers a range of options — from luxury condos and townhomes starting around 500K, to elegant single-family homes ranging from 800K to 2M+. Many properties offer resort-style community amenities, and the area holds its value exceptionally well due to its central location and prestige.

PROS	CONS
+ Most central location in the Valley	- Higher price point than suburbs
+ SR-51 access — everywhere in minutes	- Limited single-family inventory
+ Iconic Arizona Biltmore Hotel	
+ Biltmore Fashion Park shopping	
+ World-class dining corridor	
+ Piestewa Peak Trail nearby	
+ Camelback Mountain Trail access	
+ Great for snowbirds and investors	
+ Perfect first home base in Phoenix	
+ Strong property value retention	

Paradise Valley

Ultra-Luxury · Privacy · Resort Living

Paradise Valley is the most exclusive municipality in Arizona — a small, incorporated town surrounded by Phoenix and Scottsdale that is home to some of the most expensive real estate in the entire Southwest. With no apartments allowed and strict zoning for single-family homes, PV maintains its quiet, prestige-driven character.

Home to resorts like The Phoenician, Sanctuary, and Biltmore, Paradise Valley offers an unmatched level of privacy and serenity. Many celebrity, athlete, and C-suite residents choose PV precisely because it feels worlds away from the bustle — yet is minutes from everything in Scottsdale and Phoenix.

Who Lives Here?

High-net-worth individuals, celebrities, athletes, and business leaders call Paradise Valley home. It's also popular among empty nesters who want space, privacy, and prestige without giving up proximity to world-class amenities.

Real Estate Snapshot

The entry point for Paradise Valley is typically \$2M+, with many estates ranging from \$4M to over \$20M. Lots are large, views are spectacular, and custom architecture is the norm. This is a market for serious buyers and strong long-term investments.

PROS	CONS
+ Ultimate privacy & prestige	- Very high price point
+ World-class resorts nearby	- Limited inventory
+ Top-tier neighbors	- No retail within town
+ Spectacular mountain views	- Car-dependent entirely
+ Excellent security	- HOA restrictions in some areas
+ Strong appreciation	

Downtown Phoenix

Urban · Trendy · Affordable · Growing

Downtown Phoenix has undergone a remarkable transformation over the past decade. Once overlooked, it is now a thriving urban core with a growing tech scene, creative arts districts, light rail access, professional sports venues, and a booming restaurant and bar scene that rivals cities twice its size.

The area includes neighborhoods like Roosevelt Row (arts district), Midtown, Encanto, and the Central Corridor. You'll find ASU's Downtown campus, Banner University Medical Center, Chase Field (Diamondbacks), Footprint Center (Suns & Mercury), and the Phoenix Art Museum all within walking distance.

Who Lives Here?

Young professionals, ASU students, remote workers, artists, and urban lifestyle seekers are drawn to Downtown Phoenix. It's also attracting tech workers from companies that have opened Phoenix offices, including Intel, TSMC, and various fintech firms.

Real Estate Snapshot

Downtown Phoenix offers some of the most affordable urban living in the metro. Condos and lofts can be found starting around \$280K–\$450K. Single-family homes in surrounding historic neighborhoods like Encanto and Willo start around \$450K–\$750K. This area offers strong appreciation potential as the urban core continues to develop.

PROS	CONS
+ Most affordable urban option	- Still developing in some pockets
+ Light rail access	- Homeless population in some areas
+ Arts & culture scene	- Older housing stock
+ Sports & entertainment	- Less green space
+ Strong appreciation potential	- Parking varies by neighborhood
+ Walkable neighborhoods	

Tempe

College Town · Active · Diverse · Fun

Tempe is home to Arizona State University — the largest public university in the U.S. — which gives the city an energetic, youthful, and diverse character unlike any other part of the Valley. But Tempe isn't just a college town; it's a thriving city in its own right with great restaurants, outdoor recreation, and a strong sense of community.

Tempe Town Lake is a centerpiece of the city, offering kayaking, rowing, jogging paths, and community events year-round. Mill Avenue is the main entertainment corridor, lined with restaurants, bars, and shops. Tempe also has excellent light rail connectivity to Phoenix and Mesa.

Who Lives Here?

Tempe attracts students, young professionals, professors, families, and anyone who wants an active, walkable lifestyle at a more affordable price point. Many tech workers choose Tempe for its proximity to the airport, easy commute routes, and vibrant social scene.

Real Estate Snapshot

Tempe offers excellent value. Condos near ASU or Tempe Town Lake start around \$250K–\$400K. Single-family homes in established neighborhoods range from \$400K to \$700K. Investment properties near ASU are popular for long-term rentals due to consistent student and faculty demand.

PROS	CONS
+ Most affordable option	- College town noise near ASU
+ Great light rail access	- Traffic during sporting events
+ Tempe Town Lake & outdoors	- Less luxury feel
+ Diverse dining & nightlife	- Can be crowded on game days
+ Near Sky Harbor Airport	- Older neighborhoods in some pockets
+ Strong rental demand	

At a Glance

Area Comparison Chart

Area	Price Range	Best For	Vibe
North Scottsdale	\$600K – \$5M+	Families, Executives	Luxury Desert
Old Town Scottsdale	\$400K – \$1.5M+	Young Pros, Investors	Urban Chic
Paradise Valley	\$2M – \$20M+	HNW, Celebrities	Elite Privacy
Downtown Phoenix	\$280K – \$750K	Urban Seekers, Artists	Creative & Growing
The Biltmore Area	\$500K – \$2M+	Snowbirds, Investors, Retirees, Downsizing, Relocation	Central & Prestigious
Tempe	\$250K – \$700K	Students, Young Pros	Active & Affordable

Not sure which area is right for you? Every buyer's situation is unique — budget, lifestyle, commute, schools, and investment goals all play a role. I'd love to sit down with you (in person or virtually) to walk through your priorities and match you with the neighborhood that truly fits your life.

Ready to Find Your Perfect Neighborhood? Contact Tania Feliciano | Local Phoenix Realtor Serving Phoenix · Scottsdale · Paradise Valley Let's make your Phoenix move the best decision you've ever made.

DISCLAIMER: The information contained in this guide is based on the personal experience and professional market knowledge of Tania Feliciano, REALTOR® with Coldwell Banker Realty, at the time of publication. Price ranges are approximate and reflect general market conditions, which are subject to change. This guide is intended for informational purposes only and does not constitute legal, financial, or investment advice. Please consult with a licensed real estate professional for current market data specific to your situation. Tania Feliciano is a member of the Scottsdale Association of REALTORS®.

Let's Connect

*Ready to make your move to Phoenix?
I'd love to help you find the perfect neighborhood.*

Tania Feliciano

REALTOR® | Coldwell Banker Realty

Member, Scottsdale Association of REALTORS®

-
- 787-448-9239
 - taniafeliciano-cbrealty.sites.cbmoxi.com
 - @tania.felicianocb
 - Phoenix · Scottsdale · Paradise Valley

Your Phoenix journey starts with one conversation.

Tania Feliciano — Coldwell Banker Realty