

REIMAGINING

PARADISE VALLEY

4568 E CACTUS ROAD | PHOENIX, AZ 85032

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pv





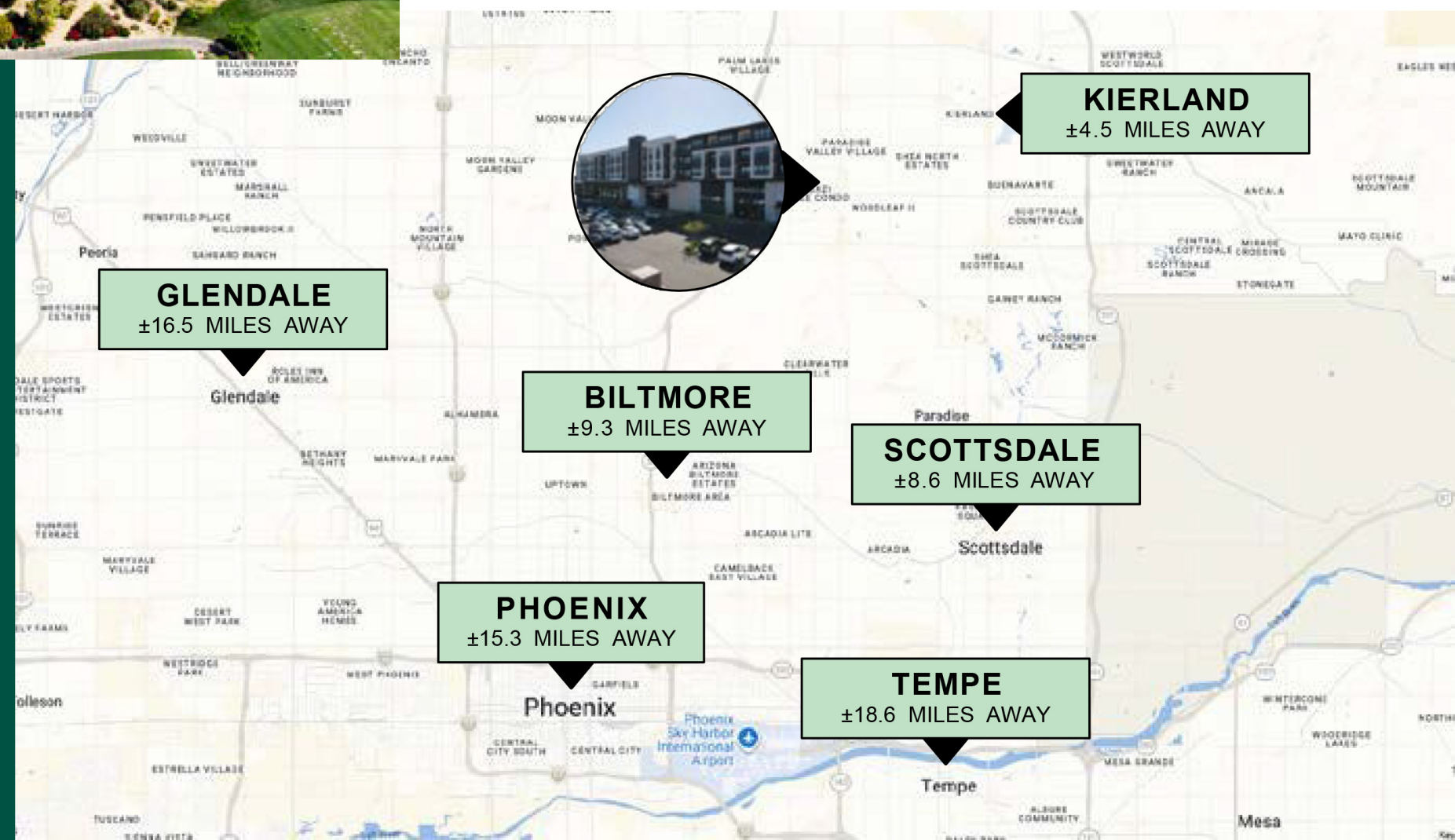
MARKET OVERVIEW PARADISE VALLEY



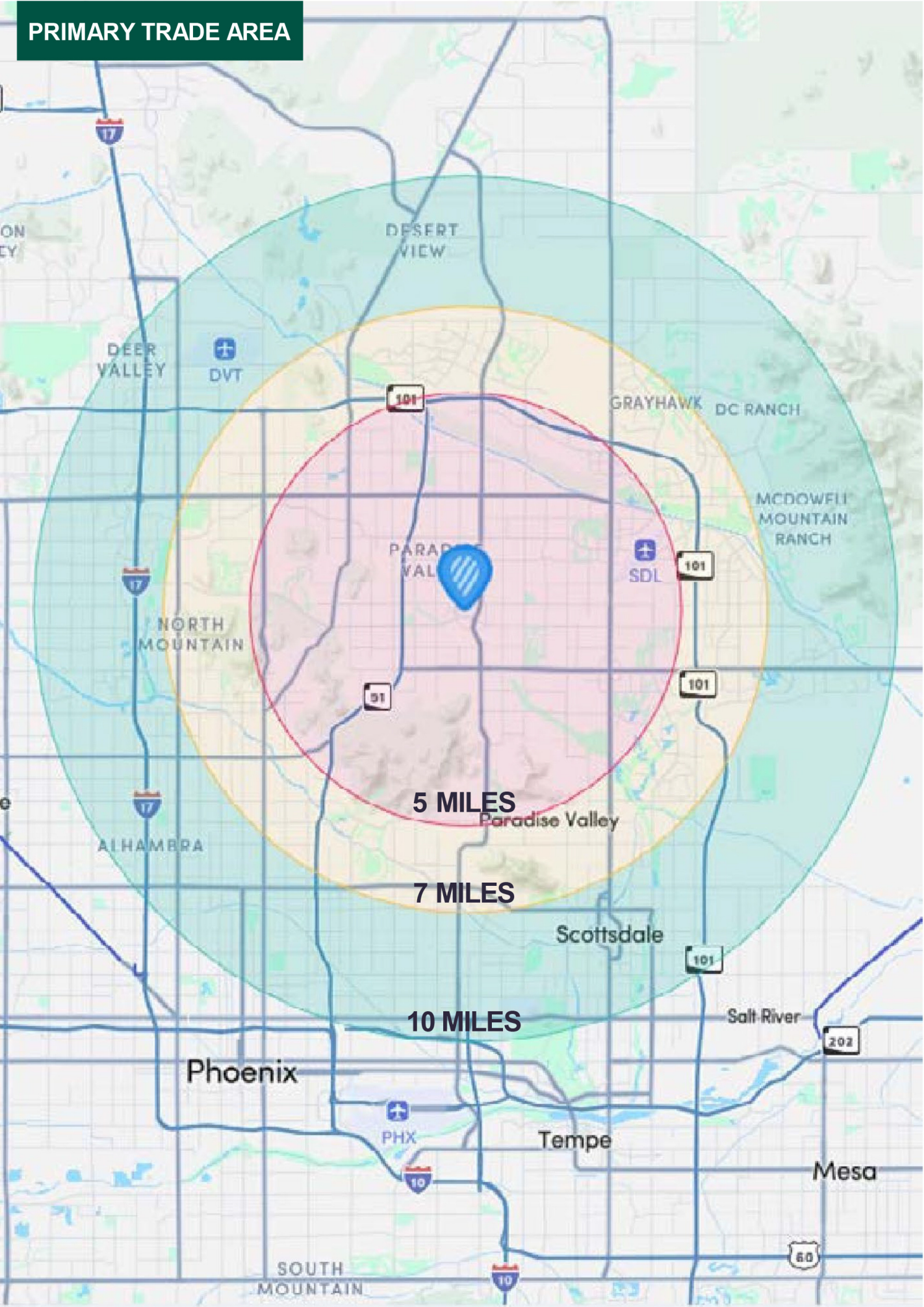
Paradise Valley, Arizona, is a premier luxury enclave within the Phoenix metropolitan area, renowned for its affluent residents and high-end real estate. With its affluent demographic, scenic desert landscape, and proximity to major metropolitan areas like Phoenix and Scottsdale, the town provides a refined backdrop that attracts discerning clientele and investors. With a median household income significantly higher than the national average, Paradise Valley continues to attract high-net-worth individuals. The real estate market remains robust, with properties often exceeding \$5 million, reflecting the area's enduring appeal as a prestigious residential destination. Exclusive resorts, award-winning restaurants, and custom home developments thrive in Paradise Valley, benefiting from a community that values privacy, quality, and sophistication. While the town maintains a primarily residential character, its strategic location, high property values, and established reputation for excellence make it an ideal setting for boutique enterprises and executive-level business operations seeking prestige and stability.

“ Paradise Valley is frequently cited as Arizona’s wealthiest municipality and is often referred to as the “Beverly Hills of Arizona,” attracting affluent residents and visitors seeking luxury living and amenities.

- BUSINESS INSIDER (2024)



PRIMARY TRADE AREA



DEMOGRAPHICS
2025



POPULATION	5 MILE	7 MILE	10 MILE
2025 Population	237,920	457,764	961,143
Workday Population	10.7M	16.7M	31.2M
2030 Population Projection	241,843	467,046	980,253
% Growth 2025-2030	1.64%	2.03%	1.98%
Average Age	43	43	41
2025 Consumer Spending	\$823.3M	\$2.5B	\$4B
2030 Consumer Spending Projection	\$875.6M	\$2.7B	\$4.2B

HOUSEHOLDS	5 MILE	7 MILE	10 MILE
2025 Households	101,681	201,073	408,029
2030 Household Projection	104,232	206,429	418,855
2025 Housing Units	112,408	224,932	452,997
2030 Housing Units Projection	115,372	231,017	465,219
2025 Avg HH Income	\$133.1K	\$135.6K	\$120.8K
2030 Avg HH Income Projection	\$146.5K	\$149.2K	\$133.1K
2025 Avg Home Value	\$658.4K	\$666.8K	\$601.5K
2030 Avg Home Value Projection	\$735.7K	\$745.K	\$674.6K

DEMOGRAPHICS

DEMOGRAPHIC HIGHLIGHTS WITHIN 5 MILES OF THE PRIMARY TRADE AREA



237,920

TOTAL POPULATION

\$133.1K

AVG HH INCOME

112,408

TOTAL HOUSING UNITS

101,681

HOUSEHOLDS

10.7M

DAYTIME POPULATION

48,309

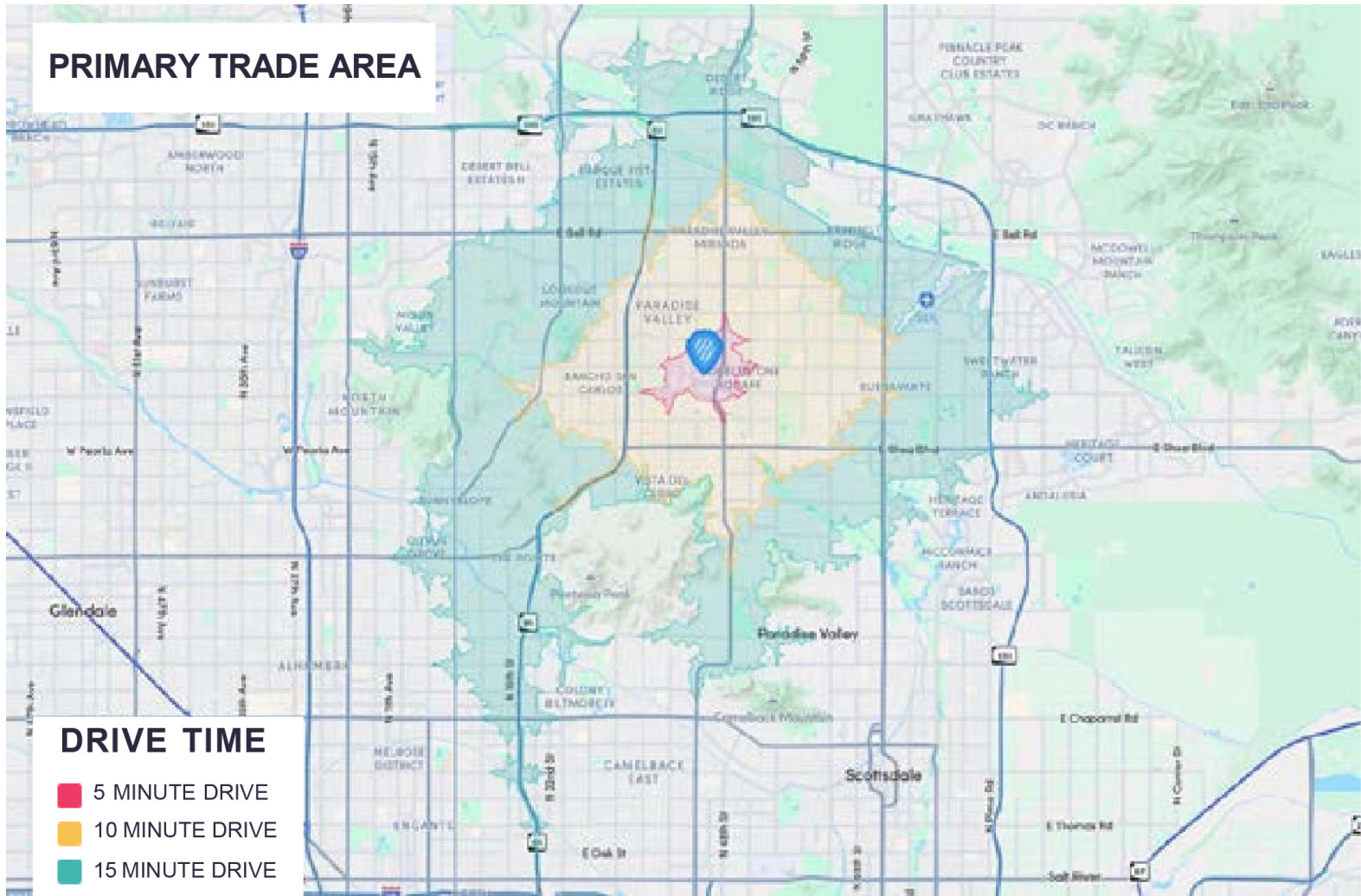
BACHELOR'S DEGREE

44

MEDIAN AGE

\$658.4K

AVG HOME VALUE



DRIVE TIME DEMOGRAPHICS

POPULATION	5 MIN	10 MIN	15 MIN
2030 Population Projection	6,668	62,607	161,314
2025 Population	6,487	62,640	161,314
Workday Population	149,391	1,347,934	6,200,732
HOUSEHOLDS	5 MIN	10 MIN	15 MIN
2030 Household Projection	3,276	26,128	66,837
2025 Households	3,253	25,977	65,980
2025 Avg HH Income	\$110.8K	\$138.6K	\$138.3K
2025 Avg Home Value	\$503.6K	\$655.1K	\$663.2K
2030 Projected Home Value	\$589.3K	\$744.1K	\$748.4K

OPEN & OPERATING TENANTS



p^v®



A vibrant new destination at the heart of one of Greater Phoenix's most historic and affluent neighborhoods, where living, working, and playing converge in a way that redefines community. Surrounded by luxury resorts that attract over 19 million visitors each year and seamlessly connected to the iconic Scottsdale Greenbelt, PV sits at the intersection of natural beauty, global appeal, and urban convenience. It's more than a location—it's a lifestyle hub infused with energy, purpose, and possibility.

TOP BRANDS. ONE LOCATION.

RETAIL, WELLNESS, ENTERTAINMENT & DINING AT PV

LIFE TIME
LIVING

CULINARY
GANGSTER

 **wewhiten**

HELIOS
EVOLVED PILATES

NH NEXT HEALTH

Trevor's

FACE FOUNDRIE

THE V!G

CALA

LIFETIME

WHOLE
FOODS
MARKET

SEPHORA

BLANCO
LOBBY • DINING

HUDSON HOUSE

FLOWER CHILD
HEALTHY FOOD FOR A HAPPY WORLD

SKIN SPIRIT



When House
BREWING CO.

HARRY & IZZY'S



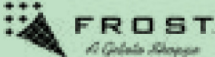


FEDERAL
PIZZA

Too Sweet Cakes





 **FROST**
A Gelato Shoppe

ZARA
NAIL BAR





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