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WELCOME

Welcome to The East Mesa Community Magazine

Our Community, Our Voice.

The East Mesa Homeowner magazine is dedicated to serving the Eastmark, Cadence, and surrounding East Mesa communities. Our mission is to provide homeowners with trusted, relevant information tailored to our vibrant local lifestyle, showcasing the quality businesses and entrepreneurs who make East Mesa unique.

PUBLISHER:

Michele Robbins
& the Elite Team

FOR ADVERTISING INQUIRIES:

Michele.EliteAz@gmail.com
www.EastMesaCommunity.com
(480) 580-7700

Our publication connects residents with local businesses, creating a network of familiarity, comfort, and support. Through our pages, we aim to inspire a sense of community pride and make it easier to live, work, and play right here in East Mesa.

Your Community. Your Resources. Your Home.

Cheers,

Michele Robbins

Publisher & Local Homeowner
Realtor/Broker at LPT Realty

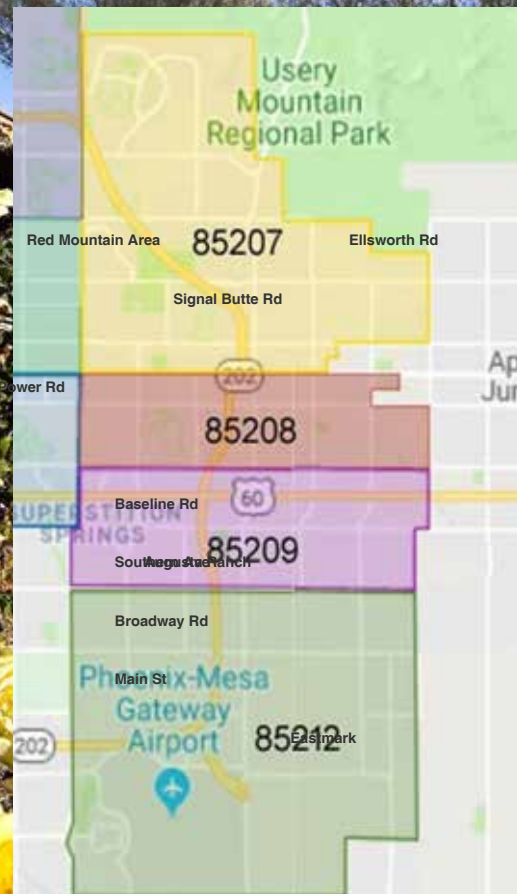
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EAST MESA *Community*

Whether you're brand new or have been here a few years, we want to help you discover all that our wonderful community has to offer. Visit us at EastMesaCommunity.com for our latest physical copy or our digital magazine for a behind the scenes look at some of East Mesa's biggest attractions! And (Coming Soon) be sure to download our mobile app to find businesses, events and news. You can also get all kinds of ideas for fun activities and day trips as well as local activities. We hope you enjoy living here as much as we do!



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New Gateway Library



The state-of-the-art facility, located at 5036 S. Eastmark Parkway will be Mesa's first new full-service library in more than 25 years.

"The Gateway Library is a beautifully designed facility that will bring innovative services and programs to southeast Mesa," said Mayor John Giles. "Libraries not only lend books but also inspire and connect our community. I'm thrilled to see this project underway and am grateful to Mesa's voters for approving the bond issue that made it possible."

"Libraries are more than just buildings with books; they hold far more profound significance for our city," said Councilmember Scott Somers, "Gateway Library represents an invaluable resource for education, a sanctuary for imagination, and a cornerstone of community."

Gateway Library will be approximately 28,000 square feet and will include a multi-purpose room; THINKspot collaborative workspace and makerspace and specific areas for library books and resources for adults, teens and children. Designed by Richärd Kennedy Architects, a firm that has designed several award-winning libraries, the Gateway Library will feature an open concept with rows of books and other materials under a high ceiling and bright lights. Other features will be a digital art display wall, outdoor reading patio and outdoor plaza that can be used for community events.

"We are excited about having an architecturally stunning, innovative library providing a much-needed service to this part of Mesa," said

Polly Bonnett, Mesa Public Library Director. "Our library patrons are going to be very happy with Gateway Library and what it will offer and we can't wait for it to open."

The new library is scheduled to open end of 2025. Funding for Gateway Library is from both the 2018 General Obligation Bond approved by voters and construction sales tax. The library is being built by Willmeng Construction and designed by Richärd Kennedy Architects

"The Gateway Library is a beautifully designed facility that will bring innovative services and programs to southeast Mesa,"



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Homeowner's Consumer Digest

Smart Savings, Local Insights & Practical Picks for East Mesa Homeowners

Owning a home in East Mesa means balancing the excitement of desert living with the realities of everyday expenses. From air conditioning to landscaping, the average household spends thousands each year on goods and services that keep life running smoothly. But did you know that making strategic choices—and choosing the right local vendors—can save you hundreds or even thousands annually?

We've rounded up the **top homeowner categories** where savings can be found, along with **local service providers** who deliver strong value.

Where Homeowners Overspend (and How to Save)

1. Air Conditioning & HVAC

- **Typical Spend:** \$300–\$600 per year in maintenance; \$5,000–\$12,000 for replacement
- **Tip:** Schedule annual maintenance each spring. A clean filter and tune-up can cut cooling bills by 10–15%.
- **Local Vendor Spotlight:** Burk Brothers – trusted in East Mesa for reliable installs, tune-ups, and fair service contracts.

- **Pro:** Extends system life.
- **Con:** Skipping maintenance can lead to emergency calls costing \$400+ per visit.

2. Landscaping, Hardscape & Pool Care

- **Typical Spend:** \$150–\$400 monthly for yard and pool service; \$3,000–\$15,000+ for remodels or installations
- **Tip:** Xeriscaping with native plants and efficient pool pumps can cut water and electricity bills by 25–40%.
- **Local Vendor Spotlight (Design/Remodel/Install):** AZ Pool Concepts – experts in pools, landscaping, and outdoor living spaces.
- **Local Vendor Spotlight (Pool Maintenance):** Parr Pools – dependable pool service and maintenance.
- **Pro:** Boosts home value and curb appeal.
- **Con:** Upfront costs for remodels or new installs can be significant.

3. Pest Control

- **Typical Spend:** \$40–\$70 per month
- **Tip:** Quarterly service is often enough in East Mesa's climate, instead of monthly.
- **Local Vendor Spotlight:** Tactical Pest Control – locally trusted for scorpions, termites, and preventative care.

- **Pro:** Reduces scorpion and termite risk.
- **Con:** DIY sprays are cheaper but less effective for long-term prevention.

4. Home Security & Internet Bundles

- **Typical Spend:** \$50–\$100 per month
- **Tip:** Many homeowners overpay by not bundling. Compare local providers like Cox, CenturyLink, and T-Mobile 5G.
- **Stat:** Households in Arizona save an average of \$450/year by switching to bundled plans.
- **Pro:** Simplifies billing.
- **Con:** Limited flexibility if you move.

5. Insurance & Warranties

- **Typical Spend:** \$1,200–\$1,800 annually
- **Tip:** Shop rates every 2–3 years. Bundling auto + home can save 15–20%.
- **Local Spotlights:**
 - *First American Home Warranty* – covering major home systems and appliances.
 - *Emily Leitzell with James Downs Insurance Agency* – personalized local insurance service.
- **Pro:** Peace of mind for major repairs.
- **Con:** Home warranties may have fine print exclusions.

East Mesa Household Budget Snapshot

(Based on a 2,000 sq. ft. single-family home)

- **Utilities (APS/SRP + City of Mesa Water):** \$250–\$400/mo
- **HOA (Eastmark/Cadence/Encore):** \$100–\$150/mo

- **Maintenance & Repairs:** \$2,500–\$4,000/yr
- **Groceries & Dining:** \$600–\$900/mo (cheaper with farm shares & local markets)

Bonus Savings Ideas

- **Energy Audits:** SRP and APS both offer rebates up to \$400 for improving insulation and ductwork.
- **Water Savings:** Mesa offers smart irrigation rebates—average savings: \$200 annually.
- **Local Shopping:** Supporting East Mesa vendors not only boosts the local economy but can often stretch your dollars further:
 - *Vertuccio Farms* – seasonal produce, family events, and farm experiences.
 - *Steadfast Coffee* – community hub for coffee and connections.
 - *Steadfast Farm* – locally grown, fresh produce.
 - *Steadfast Diner* – farm-to-table dining with East Mesa roots.

Final Takeaway

Being a savvy East Mesa homeowner isn't just about cutting costs—it's about **making smarter local choices**. With a bit of planning and by leaning on trusted local vendors, you can stretch your dollars further while supporting the community you call home.

- **Pro Tip:** Keep a yearly “home expense digest.” Track categories like HVAC, landscaping, and utilities. Comparing year-to-year can reveal hidden leaks in your budget.

EAST MESA

Quick Facts

Year incorporated (Mesa): July 1883 Mesa

East Mesa (85212 + 85209 + 85208 + 85207) — combined snapshot *(Demographic figures below use ACS 2023 5-year ZIP-level profiles. “Combined” medians are **population/household-weighted estimates** (helpful for marketing copy, but not a true statistical median for the combined area).*

- **Population (total): 180,573** [Census Reporter+3Census Reporter+3Census Reporter+3](#)
- **Median home value (owner-occupied) — combined estimate: ~\$407,000** [Census Reporter+3Census Reporter+3Census Reporter+3](#)
- **Median household income — combined estimate: ~\$93,100** [Census Reporter+3Census Reporter+3Census Reporter+3](#)
- **Median age — combined estimate: ~42.4 years** [Census Reporter+3Census Reporter+3Census Reporter+3](#)
- **Average household size — combined estimate: ~2.66 persons/household** [Census Reporter+3Census Reporter+3Census Reporter+3](#)
- **Bachelor’s degree or higher — combined estimate: ~33.9%** [Census Reporter+3Census Reporter+3Census Reporter+3](#)

Climate + geography (Mesa / East Mesa area)

- **Annual days of sunshine: ~301 sunny days/year** [BestPlaces](#)
- **Elevation: ~1,326 ft (Mesa; East Mesa varies by neighborhood)** [Wikipedia](#)
- **Annual average rainfall: ~9.29 inches/year** [US Climate Data](#)
- **Average temperatures (1991–2020 normals; Mesa):** monthly averages shown below [US Climate Data](#)
 - **Winter (Dec–Feb) avg high/low: ~68°F / ~42°F** [US Climate Data](#)
 - **Spring (Mar–May) avg high/low: ~85°F / ~55°F** [US Climate Data](#)
 - **Summer (Jun–Aug) avg high/low: ~105°F / ~74°F** [US Climate Data](#)
 - **Fall (Sep–Nov) avg high/low: ~88°F / ~59°F** [US Climate Data](#)

Planning area (for 85212 + surrounding Southeast/East Mesa)

- **Mesa Gateway Area (southeast Mesa planning area):** *adopted strategic development plan; study area roughly Power Rd → Meridian Dr and Southern Ave → Germann Rd (covers much of the 85212 growth corridor near Phoenix-Mesa Gateway Airport).* [Mesa](#)

REAL ESTATE EQUITY: POWER TODAY & TOMORROW

Equity Defined

Equity = Home Value – Loan Balance. It's the portion you own outright. Equity grows when values rise, loans are paid down, or you improve your property.

Current Landscape

- **National:** +2.9% YoY (FHFA, Q2 2025). Equity remains near record highs.
- **Phoenix-Mesa-Chandler Metro:** Index at 516.53, up from 507.73 (Q2 2024).
- **Mesa:** Avg. home ~\$433K, -3.4% YoY.
- **Phoenix:** Avg. home ~\$408K, -4.6% YoY.



“The average U.S. homeowner holds **\$307,000+** in equity—an incredible power position.”

Buyer's Perspective: Planting Seeds of Equity

- Every payment chips away at principal.
- Equity is a hedge against inflation.
- Today's buy = tomorrow's springboard (move-up, rental, or HELOC).

Local Note: Mesa & Phoenix buyers face softening prices, creating opportunities to negotiate repairs or rate buydowns.



Homeowner's Perspective: Options & Power

Your equity is a **financial Swiss Army knife**. Here's how:

1. Reinvest in Your Home

- Upgrade kitchens/baths.
- Energy efficiency projects.
- Exterior refresh.

2. Finance Life Changes

- HELOCs or cash-out refis for college, medical needs, or launching a business.
- Help adult children with down payments.

3. Buy a Second or Vacation Home

- Diversify lifestyle and wealth.

4. Build for Family & Care

- Add a casita or ADU for adult children or elderly parents.

5. Portfolio Moves

- Sell and redeploy into new builds, duplexes, or land.

Equity Options at a Glance:

- ✓ Improve
- ✓ Reinvest

- ✓ Relocate
- ✓ Support Family
- ✓ Buy Vacation Home

Mesa ADU Cheat-Sheet (Sidebar)

Accessory Dwelling Units (ADUs):

- Allowed with size & placement rules.
- Perfect for multi-gen living.
- Can generate rental income.
- Adds long-term value.

Risks & Guardrails

- **Rates:** If mortgage rates don't decline, affordability may cap appreciation.
- **Inventory:** Rising supply in Phoenix (+27% YoY) can pressure prices.
- **Renovations:** Not all projects return dollar-for-dollar. Focus on function + permits.

Bottom Line

Whether buying or holding, equity is a superpower. In Mesa and Phoenix, it fuels lifestyle choices, family support, and long-term wealth. The market may have cooled, but options remain hotter than ever.



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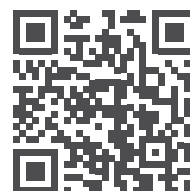
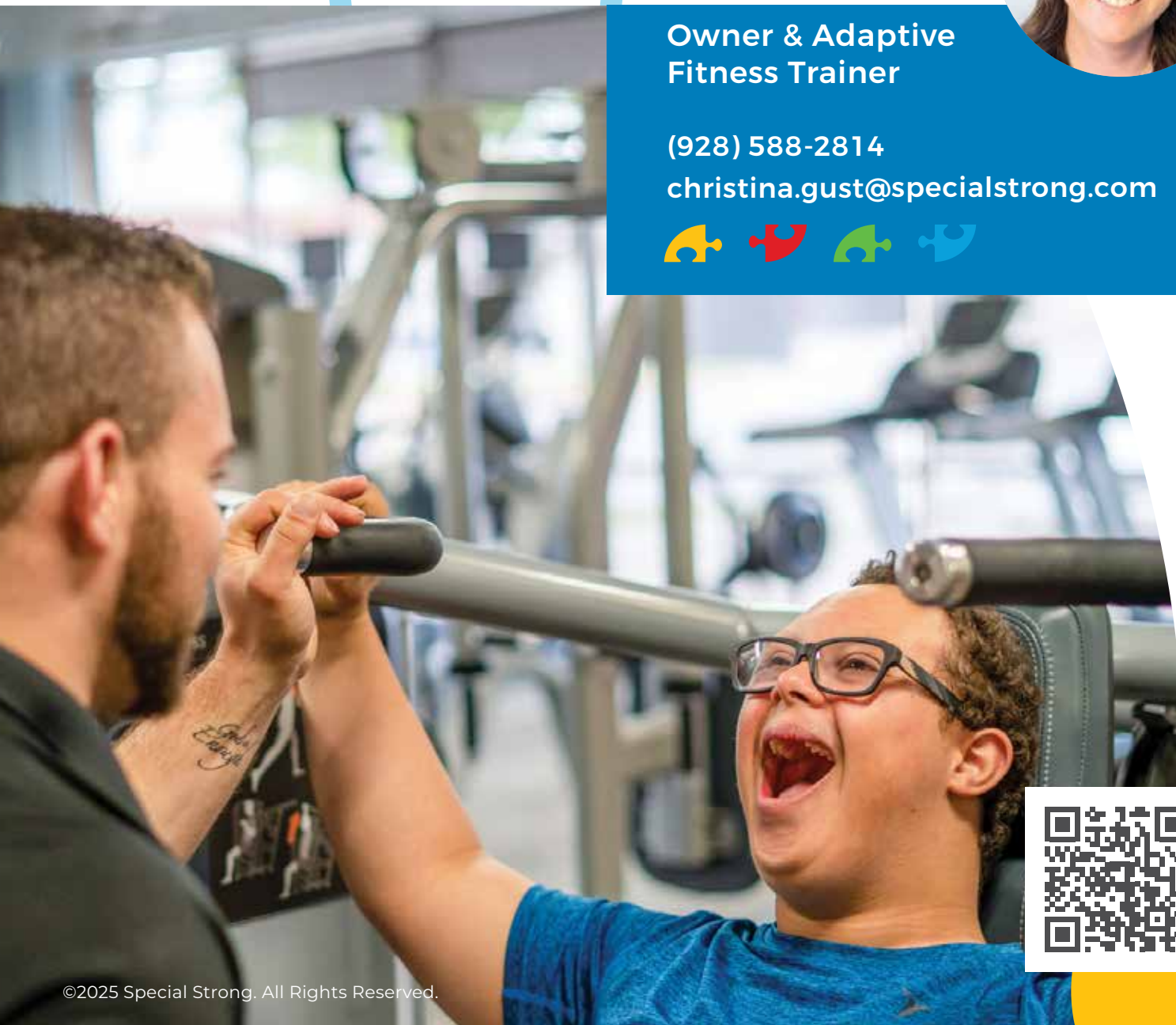
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The Benefits of Owning a Certified Pre-Owned Property

When it comes to buying or selling a home, ranch, or rental property, peace of mind is invaluable. That's where a Certified Pre-Owned Property comes in—a game-changer in real estate that mirrors the benefits of purchasing a Certified Pre-Owned (CPO) Vehicle from a dealership. This certification process ensures a home is pre-inspected, warranted, and set apart from the competition, giving buyers and sellers a distinct advantage in the market.

What Does Certified Pre-Owned Mean in Real Estate?

A Certified Pre-Owned Property is a home that has undergone a professional pre-listing inspection, addressing potential issues before hitting the market. Additionally, it comes with a warranty package, offering added security to both buyers and sellers. This proactive approach not only enhances buyer confidence but also streamlines the closing process,

reducing the likelihood of last-minute surprises and costly negotiations.

Why Sellers Should Consider Certification

For sellers, a Certified Pre-Owned designation offers a major value-add, setting their property apart from the competition. Here's how:

- **Higher Marketability:** A pre-inspected and warranted home stands out in listings, attracting more serious buyers.
 - **Faster Sales & Fewer Surprises:** Buyers feel more confident making an offer, leading to quicker closings with fewer contingencies.
 - **Potential for Higher Offers:** With reduced uncertainty, buyers may be willing to pay more for a home that has already been inspected and certified.
-

Exclusive Savings & Packages: Sellers working with Michele Robbins and the Elite Team at LPT Realty gain access to bundled deals, maximizing their investment and minimizing out-of-pocket expenses.

Why Buyers Love Certified Pre-Owned Properties

For buyers, purchasing a Certified Pre-Owned Property eliminates much of the uncertainty that comes with traditional home buying. The benefits include:

- **Peace of Mind:** Knowing that the home has been thoroughly inspected and carries a warranty reduces stress and risk.
- **Cost Savings:** Avoid unexpected repair costs post-purchase, as major issues are addressed beforehand.
- **Assurance of Quality:** The certification serves as a stamp of approval, giving buyers confidence in their investment.

The Certified Pre-Owned Property Advantage

Just like purchasing a Certified Pre-Owned Vehicle at a dealership means getting a car

that has been inspected, reconditioned, and warranted, a Certified Pre-Owned Property offers the same reassurance in real estate. It's a smarter, safer, and more financially sound way to buy and sell property.

Exclusive Opportunities with Michele Robbins and The Elite Team at LPT Realty

Working with **Michele Robbins and The Elite Team** at LPT Realty unlocks exclusive advantages, including special pricing on inspections, warranty plans, and listing promotions. Our Certified Pre-Owned program ensures that both buyers and sellers experience a smoother transaction while maximizing value.

If you're thinking about selling or purchasing a home, ranch, or rental property, consider the advantages of a Certified Pre-Owned Property. It's a proactive, cost-saving approach that delivers confidence, convenience, and unparalleled value in today's competitive market.

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DO'S & DON'TS TO REFRESH YOUR HOME'S INTEREST RATE — AND UNLOCK A SMARTER PATH TO WEALTH



✓ The DO's: Smart Moves That Create Opportunity

✓ DO explore strategic mortgage restructuring

Traditional refinancing isn't your only option. New lending strategies — like an All-In-One Loan — allow you to optimize cash flow, reduce interest, and potentially pay off your home in as little as 5–7 years, not 30.

✓ DO leverage your equity wisely

Your home equity is one of your most powerful financial tools. Used correctly, it can help you purchase your next home while keeping your current property.

✓ DO think beyond “sell or stay”

There's a third option most homeowners overlook:

- ➔ Convert your current home into a Corporate Rental
- ➔ Secure consistent, higher-quality tenants (relocating professionals, medical, insurance clients)

- ➔ Create monthly income + long-term appreciation

✓ DO align your home with your current lifestyle

Whether you're upsizing, downsizing, or repositioning your portfolio — your home should serve your life today, not your past decisions.

⊗ The DON'Ts: Costly Mistakes to Avoid

X DON'T assume your low interest rate means you should never move

A 2–3% rate feels great — but it may be costing you opportunities in lifestyle, equity growth, or income potential.

X DON'T rely solely on traditional refinancing or 30-year thinking

The standard mortgage model is designed for long-term interest gain... for the bank. There are smarter structures available.

X DON'T overlook cash flow strategy

It's not just about the rate — it's about how your money moves. The right structure can dramatically reduce interest paid over time.

X DON'T navigate this alone

Most of these strategies are not widely discussed — and not all lenders offer them.

The Game-Changer: Pay Off Your Mortgage in 5–7 Years

Through one of my preferred lending partners, there is an exclusive All-In-One Loan program that allows you to:

- ✦ Pay down your mortgage dramatically faster
- ✦ Reduce the total interest paid over time
- ✦ Maintain similar (or even lower) monthly payments
- ✦ Use your income more efficiently through a dynamic cash-flow system

It's a strategy that feels almost too good to be true — yet it's fully legal, fully strategic, and incredibly powerful when used correctly.

The Power Move Most Homeowners Miss Imagine this:

You keep your current home with a 2–3% rate
Convert it into a high-performing Corporate Rental
Step into a new home that fits your lifestyle today
Use a smarter loan strategy to build wealth faster, not slower
This is how you turn a “stuck” situation into a multi-layered wealth strategy.

Is This Right for You? Pros & Considerations

✓ Pros:

Accelerated mortgage payoff (5–7 years vs. 30)
Increased cash flow opportunities
Ability to keep and leverage existing real estate

Strategic wealth-building approach
Flexibility and control over your finances

⚠ Considerations:

Requires proper financial planning and discipline
Not every lender offers these programs
Must be customized to your income, goals, and risk tolerance.

A Breath of Fresh Air in a Confusing Market

When interest rates fluctuate and the market feels uncertain, most people freeze.

But this is where opportunity is created.
These strategies are not just about buying or selling — they're about creating solutions, building long-term wealth, and designing a life that aligns with your goals.

Honestly?

It's so effective... it almost feels like it should be outlawed.

Let's Build Your Custom Strategy

If you're curious what this could look like for you — whether it's:

- Paying off your home in 5–7 years
- Turning your current home into an income-producing asset
- Upgrading your lifestyle without sacrificing financial stability

Let's map it out together.

 Michele Robbins | LPT Realty
Your Trusted Arizona Broker | TV Host | Wealth Strategy Advisor

 *Schedule your private strategy session today*
Because the right plan doesn't just reduce stress... It creates freedom.



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Get More Bang *for* Your Buck *in* East Mesa: Smart, Hyper-Local Savings Most Families Miss



If you own a home in East Mesa, you've got built-in advantages many Valley residents don't realize—from utility rebates to free community resources. Here's your guide to overlooked upgrades, preventative care, and little switches that can save hundreds (and, in a few cases, thousands) each year.

1) Tame Your Summer Power Bill (Where the biggest money hides)

Why it matters: In SRP territory—covering most of East Mesa—air-conditioning typically accounts for 40–50% of your summer electric bill. That means every efficiency tweak here pays back fast. SRP

Fast wins & rebates:

- **Upgrade an aging AC** and get up to \$1,125 back through SRP's residential AC rebate (must use a qualified contractor). On a system that runs as hard as ours, the efficiency jump compounds over every summer. SRP+1
- **Smart thermostat + SRP BYOT:** Enroll a qualifying thermostat and earn up to \$100 bill credit. Bonus: automation trims peak-time waste. SRP+1
- **Insulation & duct sealing:** Older attics and leaky ducts bleed cold air. SRP offers up to \$600 for insulation and up to \$400 for duct testing/repair—common East Mesa home upgrades that often punch above their cost. SRP
- **Shade where it counts:** SRP's \$1/sq ft rebate for professionally installed shade screens/window film keeps the desert sun from super-heating your rooms. Pair this with the free shade-trees program (earn trees by attending a workshop). SRP

Preventative care that prevents bill creep:

- **Swap filters every 1–3 months** in Arizona's dusty climate. Clogged filters strain systems and can raise energy use up to ~15%. Use MERV 8–11 in most homes to balance filtration with airflow. phoenixacrepair.com+2einsteinprosphoenix.com
- **Seasonal tune-ups:** A spring/fall check (refrigerant levels, coils, and static pressure) keeps efficiency on-spec before the heat hits. (Local HVAC pros echo this for our micro-dust and monsoon humidity.) Accurate Air

- **Dollar sense:** Stack a \$1,125 AC rebate + \$600 insulation + \$400 duct sealing + \$100 thermostat credit and you've captured ~\$2,225 in potential incentives before counting the monthly bill drop. SRP

2) Cut Your Water Bill (and keep your yard gorgeous)

Why it matters: Outdoor watering dominates East Mesa usage. Mesa has leaned into incentives that reward “desert-smart” landscapes.

High-impact moves:

- **Grass-to-Xeriscape:** Mesa's residential incentive now goes up to \$2,100 for removing grass and installing low-water plants and trees (apply before work). That's a one-time payout plus permanent bill savings. Mesa+1
- **Leak vigilance:** The City highlights that about 20% of toilets leak—often silently. Test with food coloring in the tank; if the bowl tints, replace the flapper (a \$6–\$12 part). Mesa

Pool savings you'll feel every month:

SRP no longer offers a residential pool-pump rebate, but their official guidance can still lower operating costs: put your pump on a timer and run ~8–12 hours/day in summer, 6–8 in winter. Variable-speed pumps cost more up front but can pay back through lower kWh.

3) “Free” money hiding in city programs

Trash & recycling programs most people miss:

- **Backyard Compost Bin:** The City will deliver a compost container for \$5 (one-time fee) so you can turn kitchen scraps and yard waste into soil—no subscription required. Mesa
 - **Green Yard Waste Barrel:** For heavy trimmers, Mesa's green barrel service is \$7.84/month (6-month minimum). It's cheaper than private hauls and keeps organics out of the landfill. Mesa
 - **Bulk-Item Pick-Up:** Schedule large item removal and avoid dump fees; follow restrictions to skip the \$29 trip-charge for contaminated loads. Mesa
 - **Appliance Recycling & Neighborhood Cleanups:** Rotate out old energy hogs and tap free roll-off containers for community spruce-ups. Mesa
-

4) Borrow instead of buy (Mesa's secret "Stuffbrary" & tool loans)

Why purchase a once-a-year gadget?

- **Mesa Public Library "Stuffbrary"** lets you check out household items (even blood-pressure cuffs thanks to a Mayo Clinic donation) and specialty bakeware. Great for projects, parties, and health checks without the spend. mesalibrary.org
- **City Tool-Lending Program** loans tools free for up to two weeks for home or neighborhood projects. (Paired with the Household Hazardous Materials "Swap Shop" for free paint, you can refresh a room for pennies.) Mesa
- **Culture Pass:** Each library checkout yields two free tickets to local museums/venues—perfect for family days without ticket prices. mesalibrary.org

5) Small preventive habits with big paybacks

- **Quarterly leak patrol:** Read your water meter at night, avoid water use for two hours, then re-check. Any movement = a leak. (Household leaks nationally waste 10,000+ gallons/year on average.) Facebook
- **Toilet flappers & supply lines:** Replace flappers every few years and braided supply lines every 5–7. Cheap insurance against water damage. (Pair with Mesa's conservation tips hub.) Mesa
- **Attic walk-through:** Look for disconnected ducts, crushed flex runs, or bare spots in insulation—common culprits in East Mesa attics. Rebates help fix them. SRP
- **Summer window routine:** Close blinds/shades on sun-struck sides by 10 a.m.; open at night to purge heat. If you're going professional, use SRP's screen/film rebates. SRP

6) Quick reference: Where to start (and stack)

1. **Book a home energy audit/assessment** (SRP) → find duct/insulation/shading wins → **apply for rebates** before work. SRP
2. **Apply** to Mesa's **Grass-to-Xeriscape** program before removing any turf. Mesa
3. **Enroll** a **smart thermostat** in SRP's BYOT for instant credits. SRP

4. **Check out** tools from the **City Tool-Lending Program** and the Library's **Stuffbrary** for project gear you don't need to own. Mesa+1
5. **Use** Mesa's **Backyard Compost** and Green Barrel services to shrink trash fees and improve your soil. Mesa+1

The bottom line for an East Mesa family

A typical household that stacks (1) an AC upgrade + (2) attic insulation + (3) duct sealing + (4) smart thermostat + (5) shade screens can easily capture \$1,500–\$2,200+ in incentives, then save every single month on energy and water with Xeriscape and leak fixes. Add in free/low-cost City programs, tool-borrowing, and Culture Passes, and you've got a playbook that turns our desert realities into year-round savings. SRP+1

Handy links (so readers can act now)

- **SRP residential rebates overview:** AC, insulation, ducts, shade, thermostats. SRP
- **Mesa Water Conservation—Grass-to-Xeriscape (up to \$2,100):** apply first! Mesa
- **City of Mesa Resident Trash & Recycling Programs:** compost, bulk pickup, appliance recycling, green barrel. Mesa+1
- **Mesa Public Library Culture Pass:** two free tickets per checkout. mesalibrary.org
- **Library "Stuffbrary":** borrow household items & more. mesalibrary.org
- **City Tool-Lending Program:** free tool loans up to two weeks. Mesa





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Creating & Building Your Legacy

Turning Real Estate Into Long-Term Wealth & Lifestyle Freedom

Factors for Real Estate Investing



What Does Legacy Really Mean?

- Legacy isn't just about owning a home... it's about what that home can do for you, your family, and your future.
- In today's evolving market, homeowners in East Mesa and across the Phoenix Metro are realizing something powerful:

Your home isn't just where you live... it can be your greatest wealth-building tool.

Introducing a Smarter Strategy: Legacy Enterprise Group

Through Legacy Enterprise Group, I partner with homeowners, investors, and strategic power partners to help:

- Create long-term wealth through real estate
- Repurpose existing homes into income-producing assets
- Educate + guide with proven, low-risk strategies
- Build scalable portfolios that create freedom

This isn't theory.

This is strategic, structured, and proven.



The Opportunity Most Homeowners Are Missing

Corporate Short-Term Rental Demand is BOOMING

There is a massive demand right now for furnished, high-quality housing from:

- Traveling medical professionals
- Corporate relocation clients
- Insurance displacement / claim housing
- Seasonal visitors & executives

These tenants:

- Stay longer
- Pay higher rates
- Treat homes with care
- Provide **consistent, predictable income**

Why This Model is a Game Changer

With the right systems, support, and positioning:

- Many homeowners are seeing significantly higher returns vs traditional rentals
- Streamlined systems = less hands-on stress
- Built-in strategies to reduce vacancy + risk
- Ability to scale into multiple properties over time

This is how many are:

- Replacing income
- Building passive wealth
- Creating true financial freedom

The Truth About Traditional Rentals & Airbnb

Traditional Long-Term Rentals

- Lower monthly returns
- Tenant risk + eviction challenges
- Limited flexibility
- Minimal scalability

Airbnb / Vacation Rentals

- Market saturation
- High turnover + constant management
- Cleaning + furnishing + guest issues
- Regulatory challenges increasing
- Inconsistent income

Bottom line:

- *More work... more stress... often less reward.*

A More Strategic Approach (What We Do Differently)

Through my network and Legacy Enterprise Group, we help you:

- Identify high-demand corporate rental zones
- Properly position + furnish your property for premium tenants
- Connect with trusted operators + placement channels
- Reduce risk through smarter systems
- Build a repeatable, scalable model

The Hidden Advantage Most People Overlook

Your Existing Home = Your Opportunity

- Many homeowners today are sitting on:
- **2-3% interest rates (irreplaceable!)**
- Strong equity positions
- Instead of selling...

You can:

- **KEEP your low-rate home**
- Turn it into an income-producing asset
- **Upgrade into a home that fits your current lifestyle**

OR

- Purchase a strategic investment property designed for this model

Tax Strategy + Financial Power Moves

This is where most people either win... or lose.

That's why we guide you to:

- Work alongside your CPA / tax advisor
- Structure your investments properly
- Maximize deductions + benefits
- Align with short-term AND long-term wealth goals

We don't guess.

We build a plan that protects and multiplies your money.

Advanced Wealth Strategy (Game-Changer)

We also partner with lending and financial experts who offer:

- Programs that can potentially **accelerate a 30-year mortgage into 5-7 years or less**
- Interest minimization strategies
- Faster equity growth + portfolio expansion

This is how the wealthy:

Acquire assets faster... and keep them.

The Bigger Picture

This isn't just about one property.

It's about:

- Building a portfolio
- Creating cash flow + appreciation
- Designing a life where your money works for you

And often...

Replacing your current income in a shorter time than you think.

Final Thought

You don't need to be wealthy to start...

But you do need the **right strategy, the right guidance, and the right team.**

That's exactly what we provide.

Legacy Enterprise Group -

Michele Robbins, LPT Realty

Cell: 480 580-7700 | Office: 480 944-0788

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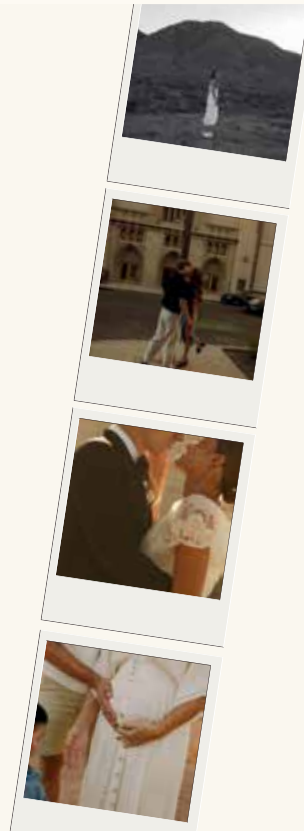
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Charities for Animals in Need

Supporting Pets, Rescues & Our
East Mesa Community
A Community That Cares

*In East Mesa, we don't just love where we live—
we care for every member of our community...
including the ones with four legs*

*Across our neighborhoods in 85212, 85209, 85208,
and 85207, local pet rescues and animal advocates
are working tirelessly to give abandoned, neglect-
ed, and at-risk animals a second chance. And the
best part? You can be a part of that impact.*

Local Rescues Making a Difference

- These organizations are doing incredible work right here in our community:
- Follow Your Heart Animal Rescue
- A foster-based rescue focused on saving dogs from high-risk situations and placing them into loving homes.
- Lost Our Home Pet Rescue
- Helps pets and pet parents in crisis, including temporary care programs.
- Desert Paws Rescue
- Dedicated to rescuing, rehabilitating, and rehoming animals across the Valley.

These organizations rely heavily on community involvement, donations, and volunteers to continue their life-saving work.

Ways You Can Help (Big or Small, It All Matters)

Volunteer Your Time

- Walk dogs or socialize cats
- Help at adoption events
- Foster a pet (even short-term makes a HUGE difference)

Donate Supplies

- Food, treats, blankets, towels
- Crates, leashes, toys
- Cleaning supplies (always needed!)

Financial Support

- Even small monthly donations go a long way
- Sponsor a medical procedure or adoption fee

Adopt or Foster

- Give a pet a second chance at life
- Help reduce overcrowding in shelters

Local Pet Care (Support Small + Keep Pets Healthy)

Caring for your own pets is just as important—and supporting local, non-chain businesses helps strengthen our community:

In-Home Pet Care & Sitting

- Personalized care while you travel
- Less stress for your pet in a familiar environment

Local Groomers & Pet Services

- One-on-one attention
- Higher-quality, relationship-based care
- Often more flexible and customized than big chains

Choosing local = supporting small business owners who truly care about your pets like family.



Community Giving: Join Me in Supporting Local Rescues

One of my favorite ways to give back is through seasonal donation drives for

Follow Your Heart Animal Rescue

Throughout the year, I help organize collections of:

- Pet food & supplies
- Blankets & comfort items
- Monetary donations

Want to contribute or get involved?

I would LOVE to help connect you and make it easy to give back.

Contact me directly to participate in upcoming drives or to learn how you can help!

Final Thought

When we come together as a community, we can create real change—for families, for neighborhoods, and for animals who deserve a safe, loving home.

Because every pet deserves a second chance... and every small act of kindness adds up.

A photograph of the Revel Surf facility at Cannon Beach. The image shows a large, multi-level structure with white metal railings and stairs, built on a base of reddish-brown rock formations. Several palm trees are scattered around the facility. In the background, a blue building is visible. The sky is blue with some clouds. A large orange banner is overlaid on the bottom half of the image, containing the title and introductory text.

Revel” Surfs Up in East Valley

“Surf’s up in the desert—and it’s only the beginning. Revel Surf at Cannon Beach is transforming East Mesa into a destination lifestyle hub, blending beach culture, entertainment, and economic growth unlike anything Arizona has seen before.”

Located at the heart of the Cannon Beach development in Mesa, Revel Surf is Arizona’s first and only surf park, bringing a true beach lifestyle to the desert.

Opening Timeline

- **Official Opening:** December 16, 2024
- Fully operational through 2025–2026 with seasonal hours
- **Still expanding:** Surrounding Cannon Beach development is actively under construction (retail, hotel, entertainment)

Translation for your article: “Open now—but still growing into something much bigger.”

Important Things to Know (Local Insider Notes)

- Entry starts around:
 - ~\$25 beach access
 - ~\$119+ surf sessions
- Surf sessions are **shared (about 16 surfers per wave set)**
- This is not just a water park — it’s designed as a **lifestyle + entertainment hub**
- Surrounding area is still developing → expect ongoing construction nearby (but also massive upside)

What Makes It Unique

- **Two wave systems in one park**
 - Traveling surf lagoon + standing “endless wave” pool (rare globally)
- **Customizable waves**
 - Powered by advanced tech with **21 adjustable** wave boards for all skill levels
- **Beginner to pro friendly**
 - Learn-to-surf → high-performance barrel waves
- **Real beach vibes in Mesa**
 - White sand imported from Florida
- **Cliff diving + beach activities**
 - Volleyball, cabanas, events, and more
- **Cashless experience**
 - Fully digital transactions onsite

“Open now—but still growing into something much bigger.”



Economic Impact on Mesa

Revel Surf is not just an attraction—it's an anchor project:

- Part of a **\$280M+ Cannon Beach development**
- Designed as a **37-acre mixed-use destination** (retail, dining, hotel, office)
- Identified as a **major economic driver for Mesa's growth strategy**
- Surf park acts as a **"destination anchor" attracting visitors + business**
- Surf parks nationally drive **\$200-\$300+ per visitor spending**

Tie-in for your audience:

- *This aligns perfectly with Mesa's already booming tourism economy (over **\$1.2B annual impact**)*

What's Still Coming (THIS is the exciting part) The full Cannon Beach vision is still unfolding:

- **Hotel (planned ~115 rooms)**
- **Restaurants + nightlife concepts**
- **Retail + lifestyle shopping**
- **Wellness + fitness spaces**
- **Event + entertainment venues**
- **Office + co-working space**
- **Your headline angle:**
- *"Revel Surf is just Phase One of a destination district for East Mesa."*

"Revel Surf is just Phase One of a destination district for East Mesa."





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- Urban Desert Pest Control — (480) 278-1337
- Red Rock Pest Control — (480) 433-1600



LANDSCAPING & YARD CARE

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- Desert View Landscaping — (480) 290-5444
- Sonoran Roots Landscaping — (480) 262-8800
- Mesa Turf Masters — (480) 540-9377
- Desert Bloom Landscaping — (480) 650-8992
- Red Mountain Landscape — (480) 288-5522



RESIDENTIAL CLEANING

- East Valley Cleaning Co — (480) 442-2260
- Sparkle & Shine Cleaning — (480) 748-1529
- Home Sweet Home Cleaning — (480) 255-8899
- Simply Spotless Mesa — (480) 353-9400
- Alert Cleaning Services — (480) 786-3838 ★



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HANDYMAN SERVICES

- Eastmark Handyman — (480) 331-4494
- Reliable Repairs Mesa — (480) 818-7111
- HomePro Handyman Services — (480) 560-7333
- Mesa Repair Guys — (480) 219-8833
- Neighborhood Handyman Mesa — (480) 818-7775
- Right Way Repairs — (480) 688-0012

FAMILY, HEALTH & LIFESTYLE SERVICES



DAYCARE & PRESCHOOL

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- Eastmark Montessori Academy — (480) 687-2360
- The Goddard School – East Mesa — (480) 832-1400
- Kids R Kids Learning Academy — (480) 986-5437
- Little Rascals Preschool — (480) 986-8420
- ABC In-Home Childcare (Licensed) — (480) 215-7724
- First Things First Preschool — (480) 984-0123
- Children's Safari Learning Center — (480) 830-1122



FITNESS & WELLNESS



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- CrossFit East Valley – (480) 625-9898
- Pure Barre – East Mesa – (480) 687-2177
- Anytime Fitness – Baseline – (480) 832-6400
- Powerhouse Gym Mesa – (480) 354-4011
- StretchLab – East Mesa – (480) 531-9190
- Mountainside Fitness – (480) 354-3500
- Mesa Martial Arts & Fitness – (480) 830-8448
- Yoga Pulse Studio – (480) 270-0999
- EōS Fitness – Main Street – (480) 405-5530
- CrossFit Overhaul – (480) 818-4477
- Desert Lotus Yoga – (480) 219-1776



PET CARE (GROOMING · VET · BOARDING)

- Eastmark Veterinary Clinic – (480) 405-3700
- Woof Gang Bakery & Grooming – (480) 660-6844
- Happy Tails Pet Resort – (480) 988-7387
- Augusta Ranch Animal Hospital – (480) 807-9555
- PetSmart Grooming – Baseline – (480) 807-0840
- Fur Baby Pet Sitting – (480) 620-3344
- Red Mountain Animal Hospital – (480) 986-8188
- Pampered Paws Grooming – (480) 215-9021
- Desert Dog Boarding – (480) 354-7444
- Main Street Veterinary Clinic – (480) 981-7387
- Mesa Mutts Grooming – (480) 818-2904
- Happy Paws Day Camp – (480) 688-5577



PRIMARY CARE & CAREGIVERS

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- Direct Primary Care AZ – (480) 405-9191
- Home Instead Senior Care – (480) 962-6300
- One Medical – East Mesa – (480) 210-5900
- Desert Grove Family Medicine – (480) 354-3777
- Visiting Angels Mesa – (480) 718-8858
- Mesa Family Physicians – (480) 830-8600
- Carefree Senior Services – (480) 215-4470
- Assisting Hands Home Care – (480) 863-6422
- Main Street Primary Care – (480) 985-2211
- NextGen Senior Care – (480) 818-7711
- Comfort Keepers – East Mesa – (480) 530-8340





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- James Downs Insurance Agency — (480) 999-0101★
- State Farm – Eastmark — (480) 687-7200
- Allstate – Baseline & Power — (480) 832-3300
- Farm Bureau Financial Services — (480) 807-1500
- State Farm – Red Mountain — (480) 830-7100
- Insurance Professionals of AZ — (480) 986-5200

TITLE & ESCROW

- First American Title – Eastmark — (480) 687-2100
- Stewart Title – Mesa East — (480) 354-4455
- American Title Service Agency — (480) 831-3000★
- Fidelity National Title — (480) 485-4000

LENDING & MORTGAGE SERVICES

- Right Away Lending — (602) 465-2800
- Guild Mortgage – East Mesa — (480) 687-2400
- Fairway Independent Mortgage — (480) 354-9100
- Davis Mortgage LTD – Ian Martin --- (480) 292-1579 ★

ACCOUNTING / CPA / TAX SERVICES

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- Integrity Tax Services — (480) 999-1212
- Horizon CPA Services — (480) 807-6600
- Desert Financial Advisors — (480) 485-7700
- Red Mountain Tax Pros — (480) 986-6601

ATTORNEYS

(Real Estate · Estate Planning · Family Law · Business)

- East Mesa Law Group — (480) 687-8800
- Desert Legacy Law — (480) 354-2121
- Baseline Legal Services — (480) 832-4100
- Mesa Estate Planning Attorneys — (480) 485-5600
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