

Phoenix Welcomes Telecommuting New Movers



CBS Phoenix — About a year ago, Phoenix started seeing the effects of what would become a global pandemic. Now, locals are starting to notice something else: a lot of new people moving to town!

Phoenix is being called a “Zoom Town” as people move from big cities like New York, San Francisco and Los Angeles in search of a better life.

“Zoom Towns”— named after the video conferencing platform — are becoming popular as more companies across the country allow employees the freedom and flexibility of remote work.

- 56% of all workers have the ability to do their jobs from home (Global Workplace Analytics)
- Microsoft just released a survey showing flexible work is here to stay
- Arizona is one of the most popular destinations for new movers during the pandemic. The Grand Canyon State saw the fourth highest percentage of

inbound migration at 61% (United Van Lines)

- According to a new survey from Neighbor.com, 72% of Americans say they are looking forward to meeting their new neighbors. The same survey found 46% would like to get more involved in local events.

These remote workers are leaving the high rents and heavy traffic behind and flocking to cities like Phoenix to live, while keeping their high-paying jobs in other parts of the country.

Our Town America — the nation's premier New Mover Marketing program — is studying this trend nationwide. As moving industry experts, we always keep a close eye on the market, and since the beginning of 2021, the numbers have been striking!

Since January 2021, Our Town America has mailed to over 21,000 Phoenix new movers. This influx of new residents effects everything from local businesses, to children's school availability, to home prices and more.

Susan Nagi, the owner of Our Town America of The Valley, connects local businesses with new movers by way of New Mover Marketing each and every month. Check out Nagi's interview with CBS via Zoom (imagine that!) to hear more on this trend.



Our Town America supports small businesses across the nation 365 days per year. If you're a local Phoenix business looking to reach new or current customers, contact Susan Nagi at **480-678-1366**. If your business is located outside the Phoenix area, contact Our Town America corporate at **1-800-497-8360** to be connected with your local representative.

