



RBI Navigation Highlights and Tips

RBI allows the Subscriber to navigate the Valley's vast geography at four levels through GEO Jump Bar:

ARMLS® (market wide), Region, City or ZIP Code inside the Statistics tab.



While market wide, City and ZIP Code are self explanatory, the Region level is designed to accommodate Subscribers who at times desire a regional analysis, where a Market Wide, City or ZIP Code analysis are either too broad or too narrow.

Each of the twelve Regions has its own unique set of ZIP Codes:

- Central Phoenix
- Central Valley
- North Phoenix
- North Valley
- Northeast Valley
- Northwest Valley
- South Valley
- Southeast Valley
- Far Southeast Valley
- Southwest Valley
- West Valley
- Pinal Region

Cities, however, can straddle Regions.

For analysis, where Regions are not appropriate, Subscribers can analyze the market by City or ZIP Code.

When you select a specific Region on the Geo Jump Bar, the cities associated with that Region will appear as hyperlinks. You will notice faint lines on each Region map. These indicate ZIP Code boundaries. In some cases, the irregular shape of a Region is caused by the shape of an actual ZIP Code(s) that make up the Region.



Valley Regions in the Geo Jump Bar

Cities located in Pinal County that are closest to the Valley, such as Apache Junction and Gold Canyon will be located in the Far Southeast Valley Region, rather than the Pinal Region.

Carefree is a P.O. Box according to USPS so there is not a map associated with it.

ZIP Codes straddle some cities, but each ZIP Code can only be associated with one City. In the case where a ZIP Code is in more than one City, it will be assigned to the City first in alphabetical order. If you are using the City selection on the GEO Jump Bar, and find that you are missing a ZIP Code, because it has been assigned to the first City alphabetically, just type in the ZIP Code you are missing and all the appropriate data will be pulled.