

# Organ Mountains-Desert Peaks --Local Business Impact

## Smart Living - Keller Williams Realty



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### **How is the Organ Mountains-Desert Peaks National Monument (OMDP) important to your business?**

Las Cruces has become a very popular place for people to relocate for work, retirement, or to raise their families. In my over 17 years as a Realtor®, I understand how to highlight the amazing qualities of living in Las Cruces that appeal to potential home buyers. The beautiful mountain views and incredible beauty of the Organ Mountains-Desert Peaks National Monument is a major draw for retirees, young professionals and business people to live here. When people want to purchase a home, most of which have a view of our beautiful and majestic Organ Mountains, I can help my clients find the right one that fits their every need.

The monument makes it easy for me to sell homes as I often use the proximity of OMDP to the home as a selling point and reference the many hiking and recreational activities available. From young families to business owners and retirees, OMDP offers an infinite amount of opportunities for people to enjoy our public lands.

### **How do you see OMDP Benefitting the community?**

In addition to the obvious benefits of providing outdoor experiences of hiking, camping, mountain biking, and more, I have seen OMDP elevate the beauty of Las Cruces on a national level. We have seen an increase in visitor ship to the monument, which trickles down to spending in our local businesses. As one of the founders of the Las Cruces Green Chamber of Commerce, providing ways for our local businesses to thrive is fundamental in helping local communities thrive.

Las Cruces continues to be an example all over the country as a community that embraces their public lands, businesses that incorporate the monument in their products and services, and where our national monument is a source of pride.



**Las Cruces Green Chamber of Commerce**  
**[www.localascruces.com](http://www.localascruces.com)**

