



**BROWN & GRIFFIN**  
— Real Estate Advisors, LP —

18 acres (+/-) for \$2.65 per sq ft (Prosper)

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Offered by:

Luke Brown  
972-658-0769  
luke@bgrea.com

Teague Griffin  
214-912-6156  
teague@bgrea.com



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18.15 Acres  
(+/-)



**PROSPER TRAIL**





VILLAGES OF  
**STAR TRAIL**

**PROSPER TRAIL**

**ZONE**

**Subject  
Property**

**18.15 Acres  
(+/-)**







LIGHT FARMS



18.15 Acres  
(+/-)

VILLAGES OF  
**STAR TRAIL**

**PROSPER TRAIL**







LEGACY

VILLAGES OF  
**STAR TRAIL**

PROSPER TRAIL

18.15 Acres  
(+/-)





- Executive Summary

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## Executive Summary

75078  
75078, Prosper, Texas  
Drive Time: 10 minute radii

Prepared by Esri  
Latitude: 33.24932  
Longitude: -96.83099

10 minutes

### Population

2000 Population	3,452
2010 Population	11,872
2018 Population	30,524
2023 Population	42,501
2000-2010 Annual Rate	13.15%
2010-2018 Annual Rate	12.13%
2018-2023 Annual Rate	6.84%
2018 Male Population	49.4%
2018 Female Population	50.6%
2018 Median Age	34.2

In the identified area, the current year population is 30,524. In 2010, the Census count in the area was 11,872. The rate of change since 2010 was 12.13% annually. The five-year projection for the population in the area is 42,501 representing a change of 6.84% annually from 2018 to 2023. Currently, the population is 49.4% male and 50.6% female.

### Median Age

The median age in this area is 34.2, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	81.7%
2018 Black Alone	7.5%
2018 American Indian/Alaska Native Alone	0.6%
2018 Asian Alone	2.8%
2018 Pacific Islander Alone	0.0%
2018 Other Race	4.5%
2018 Two or More Races	3.0%
2018 Hispanic Origin (Any Race)	14.9%

Persons of Hispanic origin represent 14.9% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 49.7 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	1,108
2010 Households	3,767
2018 Total Households	9,768
2023 Total Households	13,569
2000-2010 Annual Rate	13.02%
2010-2018 Annual Rate	12.24%
2018-2023 Annual Rate	6.79%
2018 Average Household Size	3.12

The household count in this area has changed from 3,767 in 2010 to 9,768 in the current year, a change of 12.24% annually. The five-year projection of households is 13,569, a change of 6.79% annually from the current year total. Average household size is currently 3.12, compared to 3.15 in the year 2010. The number of families in the current year is 8,067 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

December 25, 2018





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### Median Household Income

2018 Median Household Income	\$102,256
2023 Median Household Income	\$106,252
2018-2023 Annual Rate	0.77%

### Average Household Income

2018 Average Household Income	\$126,670
2023 Average Household Income	\$137,556
2018-2023 Annual Rate	1.66%

### Per Capita Income

2018 Per Capita Income	\$40,565
2023 Per Capita Income	\$43,948
2018-2023 Annual Rate	1.61%

### Households by Income

Current median household income is \$102,256 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$106,252 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$126,670 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$137,556 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$40,565 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$43,948 in five years, compared to \$36,530 for all U.S. households

### Housing

2000 Total Housing Units	1,185
2000 Owner Occupied Housing Units	925
2000 Renter Occupied Housing Units	184
2000 Vacant Housing Units	76
2010 Total Housing Units	4,301
2010 Owner Occupied Housing Units	2,986
2010 Renter Occupied Housing Units	781
2010 Vacant Housing Units	534
2018 Total Housing Units	10,773
2018 Owner Occupied Housing Units	8,510
2018 Renter Occupied Housing Units	1,258
2018 Vacant Housing Units	1,005
2023 Total Housing Units	14,527
2023 Owner Occupied Housing Units	12,202
2023 Renter Occupied Housing Units	1,366
2023 Vacant Housing Units	958

Currently, 79.0% of the 10,773 housing units in the area are owner occupied; 11.7%, renter occupied; and 9.3% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 4,301 housing units in the area - 69.4% owner occupied, 18.2% renter occupied, and 12.4% vacant. The annual rate of change in housing units since 2010 is 50.39%. Median home value in the area is \$370,683, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.25% annually to \$394,506.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

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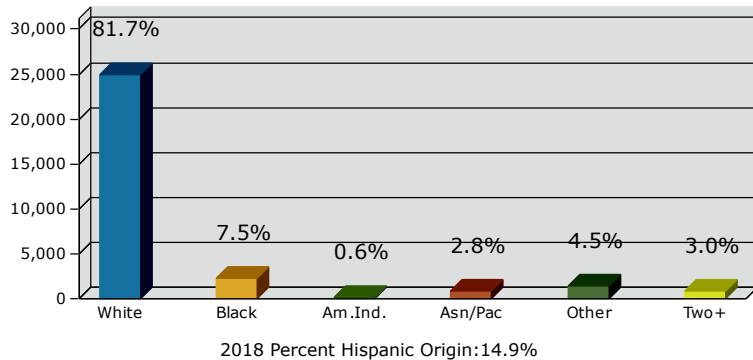


## Graphic Profile

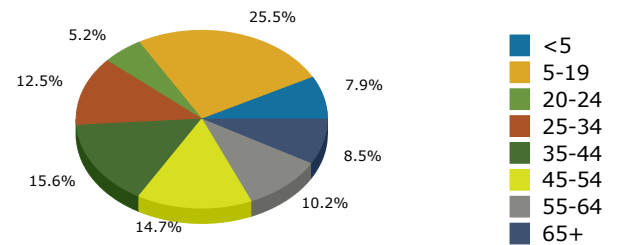
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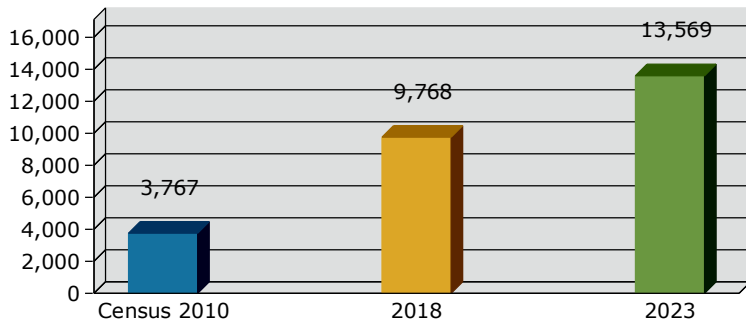
2018 Population by Race



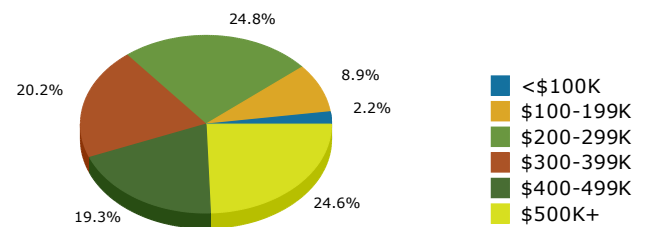
2018 Population by Age



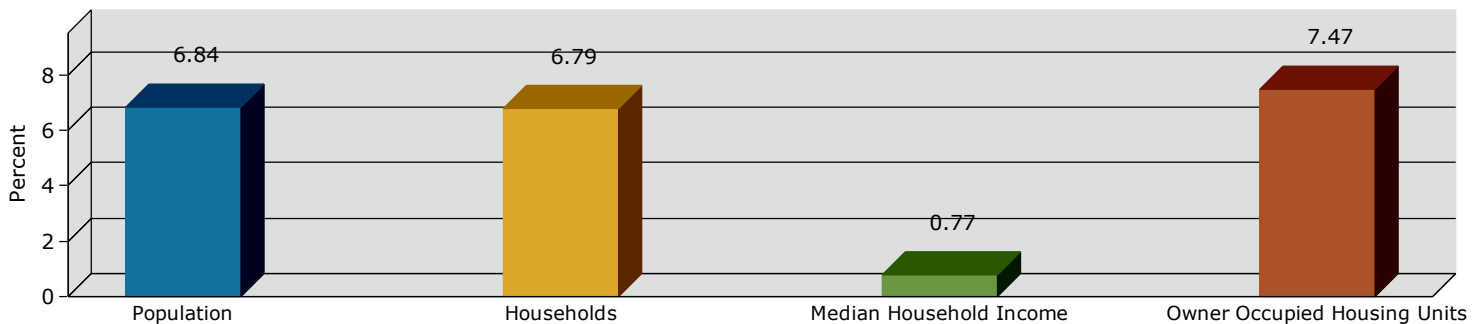
Households



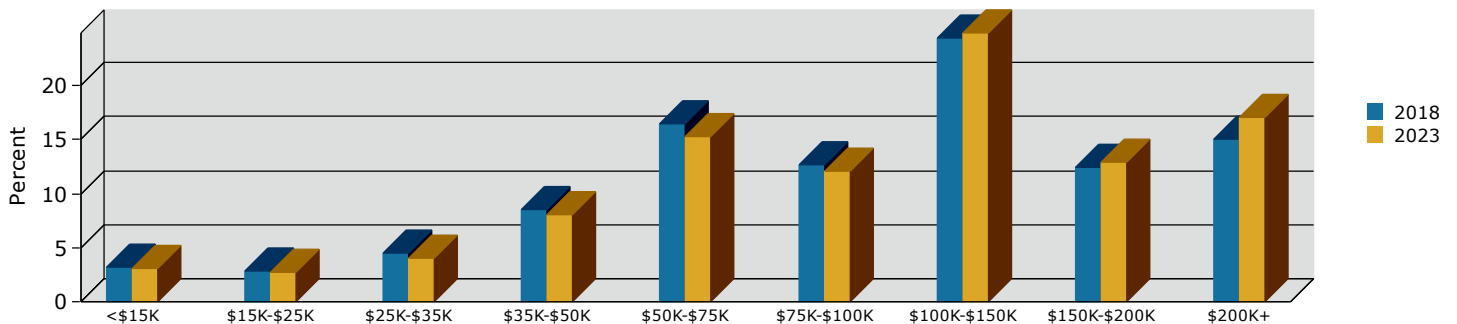
2018 Home Value



2018-2023 Annual Growth Rate



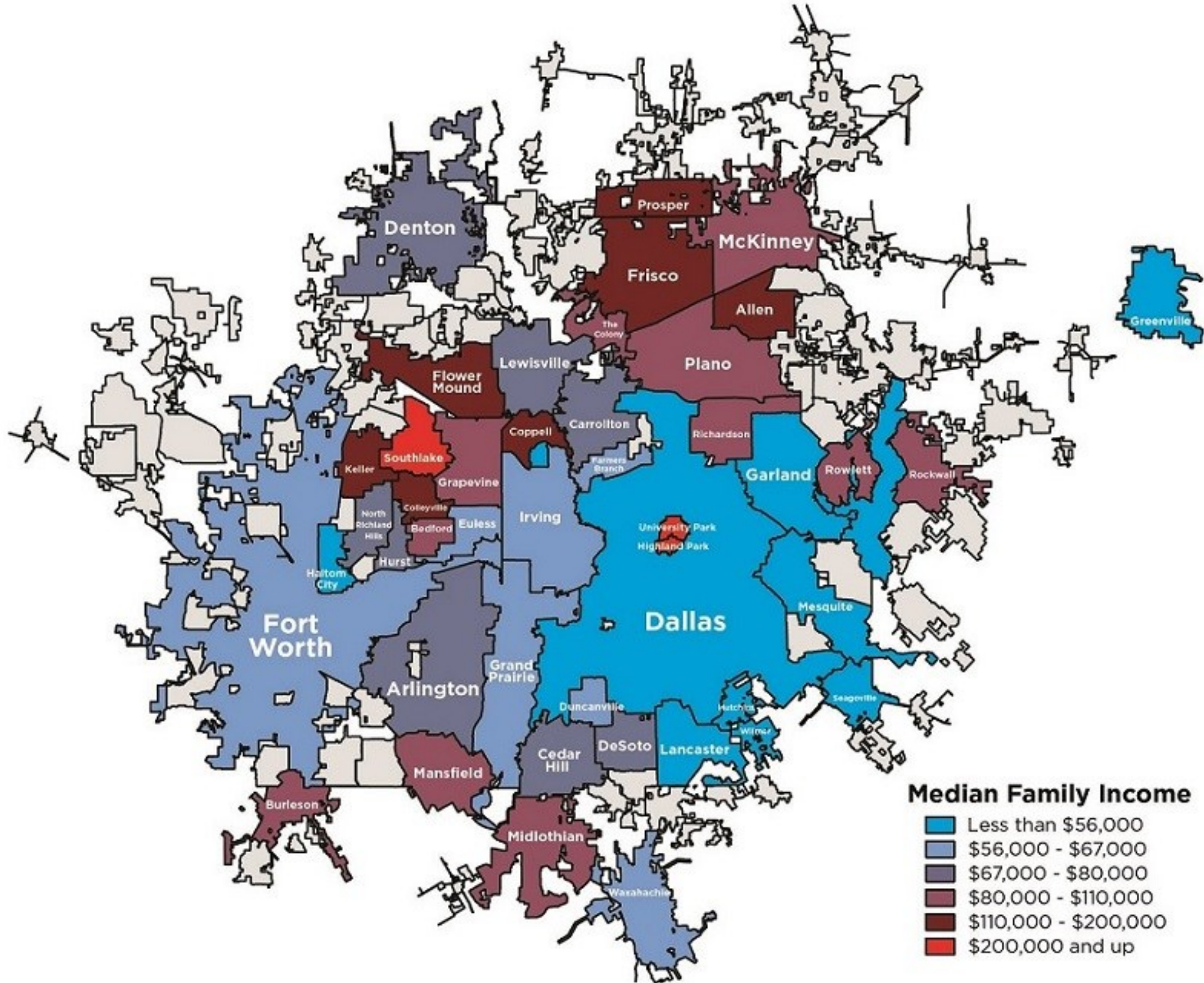
Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

December 25, 2018







- News

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# FASTEST-GROWING CITIES IN NORTH TEXAS

RANK

1

GEOGRAPHY

PROSPER

Population estimate (as of July 1) - 2013: **13,019**

Population estimate (as of July 1) - 2017: **20,312**

Population change from 2013 to 2017: **56.02%**

DALLAS  
BUSINESS JOURNAL



**FOR THE EXCLUSIVE USE OF BO@BGREA.COM**

From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2018/12/04/pga-of-america-hq-mixed-use-development-frisco.html>

# PGA of America HQ to anchor 600-acre mixed-use development in Frisco

Dec 4, 2018, 9:09pm CST Updated: Dec 4, 2018, 10:12pm CST

It's official: The PGA of America will relocate from its longtime home in Palm Beach Gardens, Fla., to Frisco, after a vote from Frisco City Council today approved a massive real estate and golf development.

The golf professionals organization has agreed to move its headquarters as part of a public-private partnership with the City of Frisco, according to a release from the PGA of America. As part of the move, the organization will anchor a 600-acre mixed-used development among 2,500 acres being master-planned by Hunt Realty Investments.



PGA OF AMERICA

It's official: The PGA of America is moving its headquarters to Frisco. Here's a look at the proposed 600-acre development that will accompany it.

The agreement means that championship-level golf will be heading to the region.

Frisco will host two PGA Championships, two KPMG Women's PGA Championships and possibly a Ryder Cup. North Texans can go ahead and mark their calendars for the KitchenAid Senior PGA Championship in 2023.

The public-private investment is estimated at \$520 million with the PGA of America agreeing to invest \$30 million in the development of a 100,000 square-foot global



headquarters and education facility. The PGA of America also said that it would employ at least 100 as part of its agreement with Frisco.

A joint venture between Omni Hotels & Resorts, Stillwater Capital and Woods Capital, called Omni Stillwater Woods (OSW), will invest \$455 million to purchase land; construct a 500-room Omni resort and conference center; a "technologically advanced" retail space; parking facilities; and two golf courses, a short course, practice areas and a clubhouse.

The development will be situated about a third of a mile south of U.S. 380 at Rockhill Drive and Legacy Parkway.

The City of Frisco, in addition to Frisco Independent School District, Frisco Economic Development Corp., and Frisco Community Development Corp., will contribute no more than \$35 million.

The golf courses and other facilities will be available for public use, and FISD student golfers will practice at the courses on a weekly basis, an arrangement reminiscent of FISD's use of the Cowboys practice facility at The Star. FISD was also involved in the close to \$40 million upgrades at Toyota Stadium, home of the National Soccer Hall of Fame and FC Dallas.

"This is yet another example of the public entities in Frisco coming together with private partners to provide unprecedented experiences for young people," said John Classe, who is the school board president of FISD.

The initial 25-year agreement calls for the land and conference center to be publicly owned by the City of Frisco and for OSW to operate both.

The State of Texas will also provide a grant through Chapter 351 incentives valued at more than \$62.5 million over the course of 10 years by contributing collections for hotel tax, sales tax and a portion of mixed beverages tax.

With about 29,000 members, the PGA of America is the major organizing body of professional golf. Its 60,000-square-foot headquarters has been in Palm Beach Gardens since 1965, and it also has operations in St. Lucie County, Florida.

"Last week, PGA of America confirmed their plans to move to Frisco, Texas, after the Business Development Board (of Palm beach County), City of Palm Beach Gardens



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From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2018/06/04/growth-and-affordability-is-dfw-the-next-los.html>

## Growth and affordability: Is DFW the next Los Angeles?

Jun 4, 2018, 12:10pm CDT

With a constantly flow of corporate relocations, it's no secret that North Texas is expanding rapidly. And with an influx of California companies and residents, the region is seeing similar growth to one of its rival cities on the West Coast.

According to research from the JLL DFW Research team, Dallas-Fort Worth is seeing a level of growth similar to the raw population gains Los Angeles recorded between the 1970s and 1990s, around the same time DFW was suffering from the Texas' oil bust. At that time, LA was tacking on roughly 100,000 more residents than North Texas annually.

But by the start of the 1990s, migration started to shift. As Los Angeles became more crowded and prices for residential and commercial real estate rose, DFW's affordability started attracting growth.

Today, North Texas' population is still roughly half of Los Angeles', but it's adding more residents than the city of Angels, JLL reports, at 120,000 new residents each year.

That growth raises questions around whether DFW will follow LA in terms of affordability. As residents leave higher real estate costs in California – which are as high as \$74.64 per square foot for commercial space in San Francisco – will they trigger higher prices in North Texas?

It's possible, says JLL Research Vice President Walter Bialas. But the region has taken adopted a growth-friendly attitude, paving the way for new companies and residents with efforts like cooperation between cities; improving mass transit and roadways; and creating family-friendly spaces with residential, retail, restaurant and entertainment options.

So while more demand will inevitably affect pricing, North Texas is better positioned than other metros, like Los Angeles, to absorb growth.

"I think we are in for continued rent and price appreciation in DFW, as well as a more stable outlook and not the historic wide up and down cycles that DFW experienced," Bialas added. "At this point, with 7 million-plus people, we are looking like a more mature market that is a bit more predictable than the old boom-bust days."

So far, in addition to offering a high quality of life, North Texas' residential real estate has remained affordable. Rental rates are 63 percent cheaper in Dallas than in New York, and rates are 69 percent cheaper in Fort Worth than in San Francisco.



IMAGE PROVIDED BY GETTY IMAGES (PORCOREX)

With an influx of companies and residents, DFW is in for some price increases. But it's positioned to remain relatively affordable.



To stay that way, Bialas says local developers should focus on infilling existing residential areas and expanding to emerging markets.

Commercially, builders are benefitting from the boom in demand. North Texas office building represents 7.14 percent of total construction across the country. According to JLL, Dallas and Fort Worth rank sixth and 10th, respectively, in total U.S. office construction.

Prices are expected to rise among commercial real estate offerings in North Texas, but metros across the country are also seeing increases, Bialas said. That means DFW is likely to stay relatively affordable.

These growth patterns are expected to continue in North Texas for the foreseeable future. And the region can take lessons learned from Los Angeles to continue to be affordable and business friendly.

“LA had been the state where companies migrated to for a good business environment, the weather, etc.,” Bialas said. “Ultimately, they lost their edge in being a place to do business easily and high taxes set the stage for companies to see opportunities elsewhere, like DFW.”

**Korri Kezar**

Digital editor

*Dallas Business Journal*





- Tapestry

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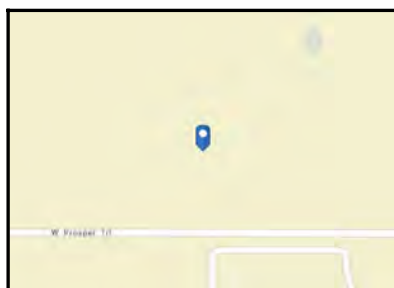
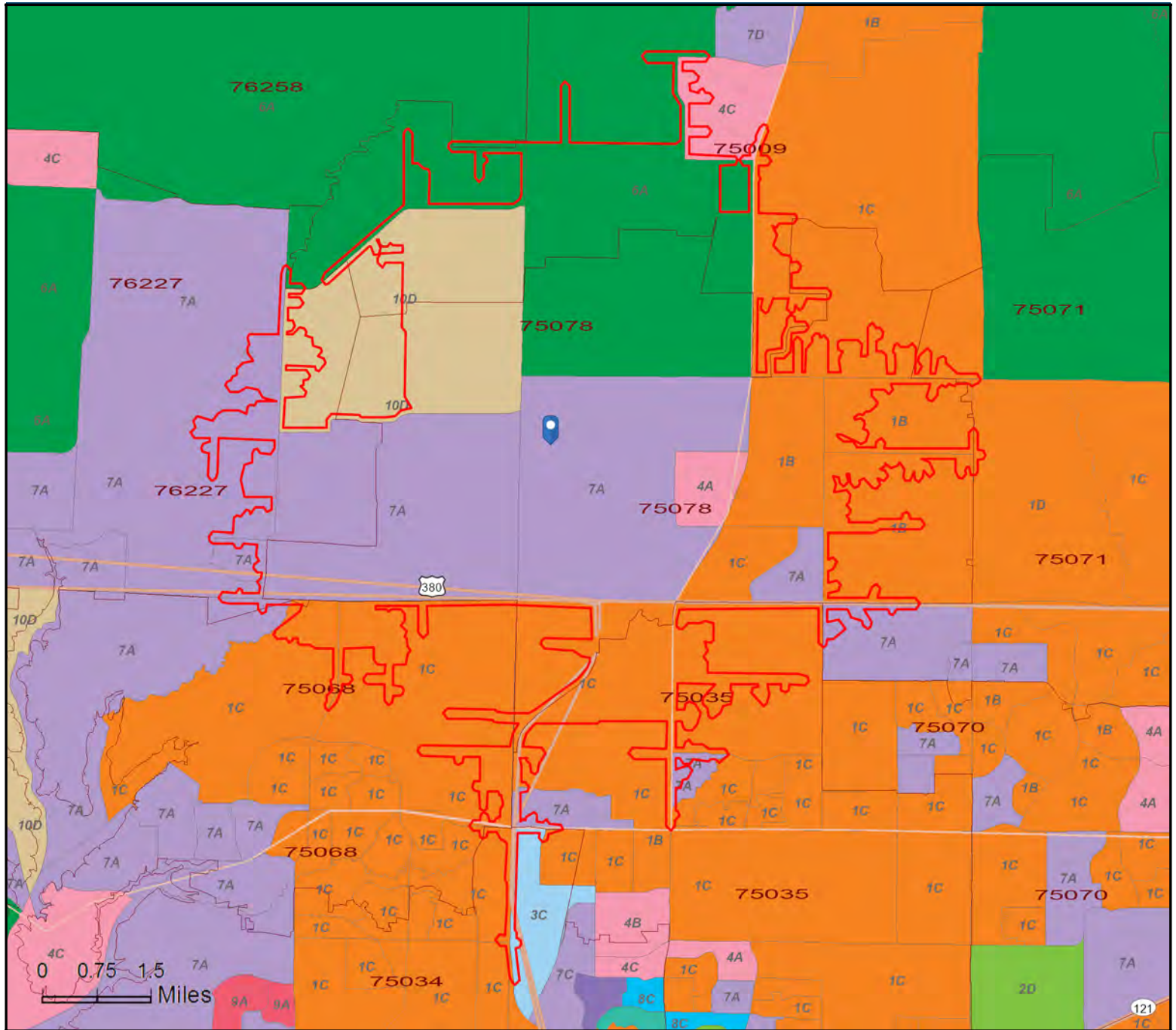




## Dominant Tapestry Map

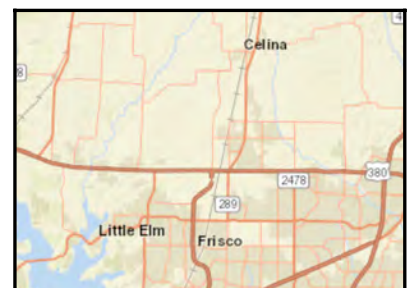
75078  
75078, Prosper, Texas  
Drive Time: 10 minute radii

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Latitude: 33.24932  
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### Tapestry LifeMode

- |                        |                            |
|------------------------|----------------------------|
| L1: Affluent Estates   | L8: Middle Ground          |
| L2: Upscale Avenues    | L9: Senior Styles          |
| L3: Uptown Individuals | L10: Rustic Outposts       |
| L4: Family Landscapes  | L11: Midtown Singles       |
| L5: GenXurban          | L12: Hometown              |
| L6: Cozy Country       | L13: Next Wave             |
| L7: Ethnic Enclaves    | L14: Scholars and Patriots |



Source: Esri

December 25, 2018





# Dominant Tapestry Map

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## Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- |                                         |                                         |
|-----------------------------------------|-----------------------------------------|
| Segment 1A (Top Tier)                   | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride)         | Segment 8D (Downtown Melting Pot)       |
| Segment 1C (Boomburbs)                  | Segment 8E (Front Porches)              |
| Segment 1D (Savvy Suburbanites)         | Segment 8F (Old and Newcomers)          |
| Segment 1E (Exurbanites)                | Segment 8G (Hardscrabble Road)          |
| Segment 2A (Urban Chic)                 | Segment 9A (Silver & Gold)              |
| Segment 2B (Pleasantville)              | Segment 9B (Golden Years)               |
| Segment 2C (Pacific Heights)            | Segment 9C (The Elders)                 |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes)             |
| Segment 3A (Laptops and Lattes)         | Segment 9E (Retirement Communities)     |
| Segment 3B (Metro Renters)              | Segment 9F (Social Security Set)        |
| Segment 3C (Trendsetters)               | Segment 10A (Southern Satellites)       |
| Segment 4A (Soccer Moms)                | Segment 10B (Rooted Rural)              |
| Segment 4B (Home Improvement)           | Segment 10C (Diners & Miners)           |
| Segment 4C (Middleburg)                 | Segment 10D (Down the Road)             |
| Segment 5A (Comfortable Empty Nesters)  | Segment 10E (Rural Bypasses)            |
| Segment 5B (In Style)                   | Segment 11A (City Strivers)             |
| Segment 5C (Parks and Rec)              | Segment 11B (Young and Restless)        |
| Segment 5D (Rustbelt Traditions)        | Segment 11C (Metro Fusion)              |
| Segment 5E (Midlife Constants)          | Segment 11D (Set to Impress)            |
| Segment 6A (Green Acres)                | Segment 11E (City Commons)              |
| Segment 6B (Salt of the Earth)          | Segment 12A (Family Foundations)        |
| Segment 6C (The Great Outdoors)         | Segment 12B (Traditional Living)        |
| Segment 6D (Prairie Living)             | Segment 12C (Small Town Simplicity)     |
| Segment 6E (Rural Resort Dwellers)      | Segment 12D (Modest Income Homes)       |
| Segment 6F (Heartland Communities)      | Segment 13A (International Marketplace) |
| Segment 7A (Up and Coming Families)     | Segment 13B (Las Casas)                 |
| Segment 7B (Urban Villages)             | Segment 13C (NeWest Residents)          |
| Segment 7C (American Dreamers)          | Segment 13D (Fresh Ambitions)           |
| Segment 7D (Barrios Urbanos)            | Segment 13E (High Rise Renters)         |
| Segment 7E (Valley Growers)             | Segment 14A (Military Proximity)        |
| Segment 7F (Southwestern Families)      | Segment 14B (College Towns)             |
| Segment 8A (City Lights)                | Segment 14C (Dorms to Diplomas)         |
| Segment 8B (Emerald City)               | Segment 15 (Unclassified)               |



## Information About Brokerage Services

*Texas law requires all real estate licensees to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.*

### TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

### A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A c i

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker; Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

### A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

**AS AGENT FOR OWNER (SELLER LANDLORD :** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

**AS AGENT FOR BUYER TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

**AS AGENT FOR BOTH INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who **will** pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - o that the owner will accept a price less than the written asking price;
  - o that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - o any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

### TO AVOID DISPUTES ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

The broker's duties and responsibilities to you, and your obligations under the representation agreement.

- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

<u>Brown &amp; Griffin Real Estate Advisors LP</u>	<u>9004057</u>	<u><a href="mailto:Teague@bgrea.com">Teague@bgrea.com</a></u>	<u>(972)347-9900</u>
Licensed Broker /Broker Firm Name or	License No.	Email	Phone

Brown & Griffin Real Estate Advisors LP  
Primary Assumed Business Name

Designated Broker of Firm	License No.	Email	Phone
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Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
--------------------------------------------------	-------------	-------	-------

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Sales Agent/Associate's Name	License No.	Email	Phone

Luke Brown	0505697	<a href="mailto:luke@bgrea.com">luke@bgrea.com</a>	972-347-9900
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