

**PRICE REDUCED**



## 5.45 +/- ACRE OFFICE/RETAIL DEVELOPMENT SITE

East Broadway Street | Prosper, Texas 75078

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**Vanguard Real Estate Advisors ("VREA")** is pleased to present investors and developers the opportunity to acquire 5.45+/- acres located along East Broadway Street in the rapidly growing City of Prosper, TX (the "Site"). The Site offers a development opportunity one parcel west of Preston Road, one of Prosper's most active commercial corridors. Positioned along East Broadway Street, the Site benefits from strong visibility and traffic traveling along Preston Road, the main north-south thoroughfare in Prosper. The surrounding area has seen rapid commercial growth, with Gates of Prosper less than a mile away bringing major retailers like Target, Hobby Lobby, Burlington, and Dick's Sporting Goods. Through PD "118", the Site is zoned for both office and retail. *See PD "118" for additional standards and requirements.* Easy access to US-380 and the Dallas North Tollway further enhances regional connectivity, making the Site well-suited for a wide range of commercial uses. The asking price for the entire Site was just reduced from \$22 per square foot down to an attractive price of \$19.50 per square foot.

*A 3% co-broker fee is available to a Co-Broker that sources a Principal that VREA has not previously contacted in any format or sent information regarding this opportunity. A third-party broker must identify their client upon initial contact with VREA.*

INVESTMENT OVERVIEW <sup>(1)</sup>		TAX INFORMATION	
Property	5.449+/- Acres	Taxing Entity	Tax Rate
Location	East Broadway Street, Prosper, TX, 75078	Town of Prosper	0.505000
Access	Via East Broadway Street	Collin County	0.149343
Utilities	Water and Sewer to Site	Collin College	0.081220
Zoning	Zoned for Retail and Office per PD 118	Prosper ISD	1.214100
Appraisal District Property ID	967957	Total Tax Rate	<b>1.949663</b>
School District	Prosper ISD		

*(1) Purchaser to confirm all due diligence information.*

PRICING	
Asking Price Per Square Foot (entire site)	\$19.50
Asking Price Per Square Foot (1- 2+/- acre pad site)	\$25.00

## DEMOGRAPHICS

### ESTIMATED POPULATION (2024)



1-MILE | **6,750**  
3-MILE | **58,428**  
5-MILE | **176,189**

### MEDIAN HOUSEHOLD INCOME



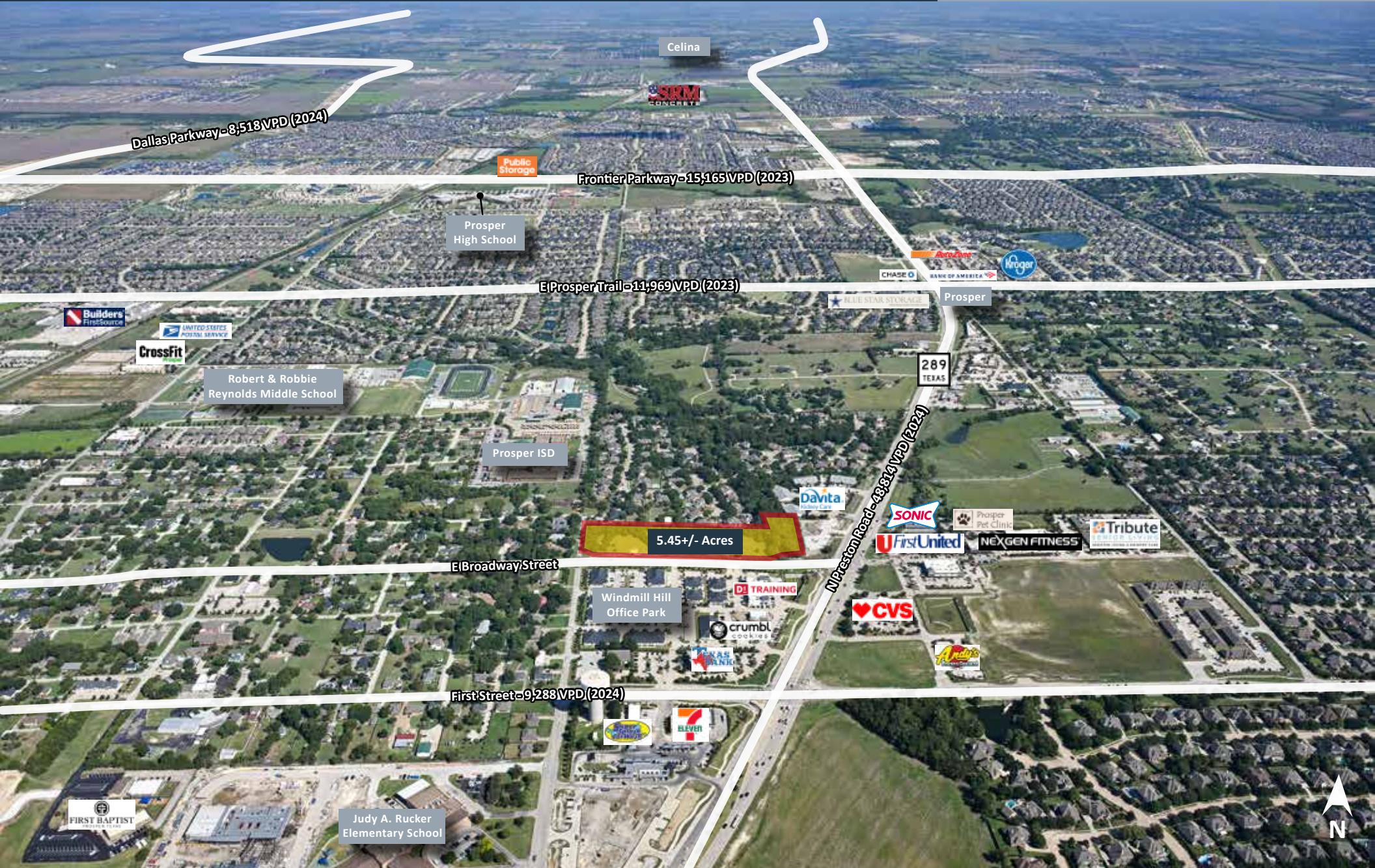
1-MILE | **\$203,558**  
3-MILE | **\$192,420**  
5-MILE | **\$178,636**

### MEDIAN HOME VALUE



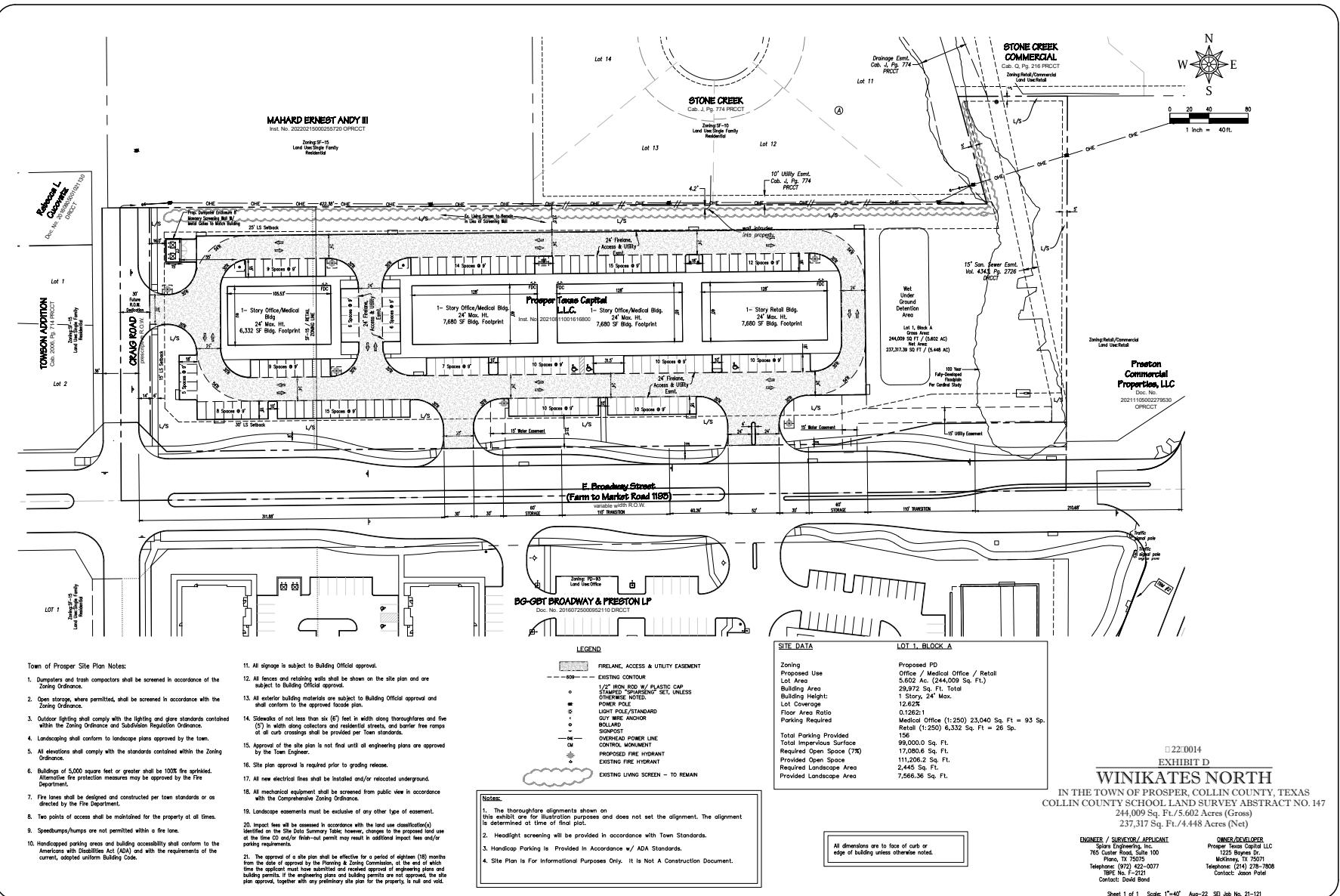
1-MILE | **\$717,282**  
3-MILE | **\$678,121**  
5-MILE | **\$628,058**

5.45+/- ACRES  
PROSPER, TX

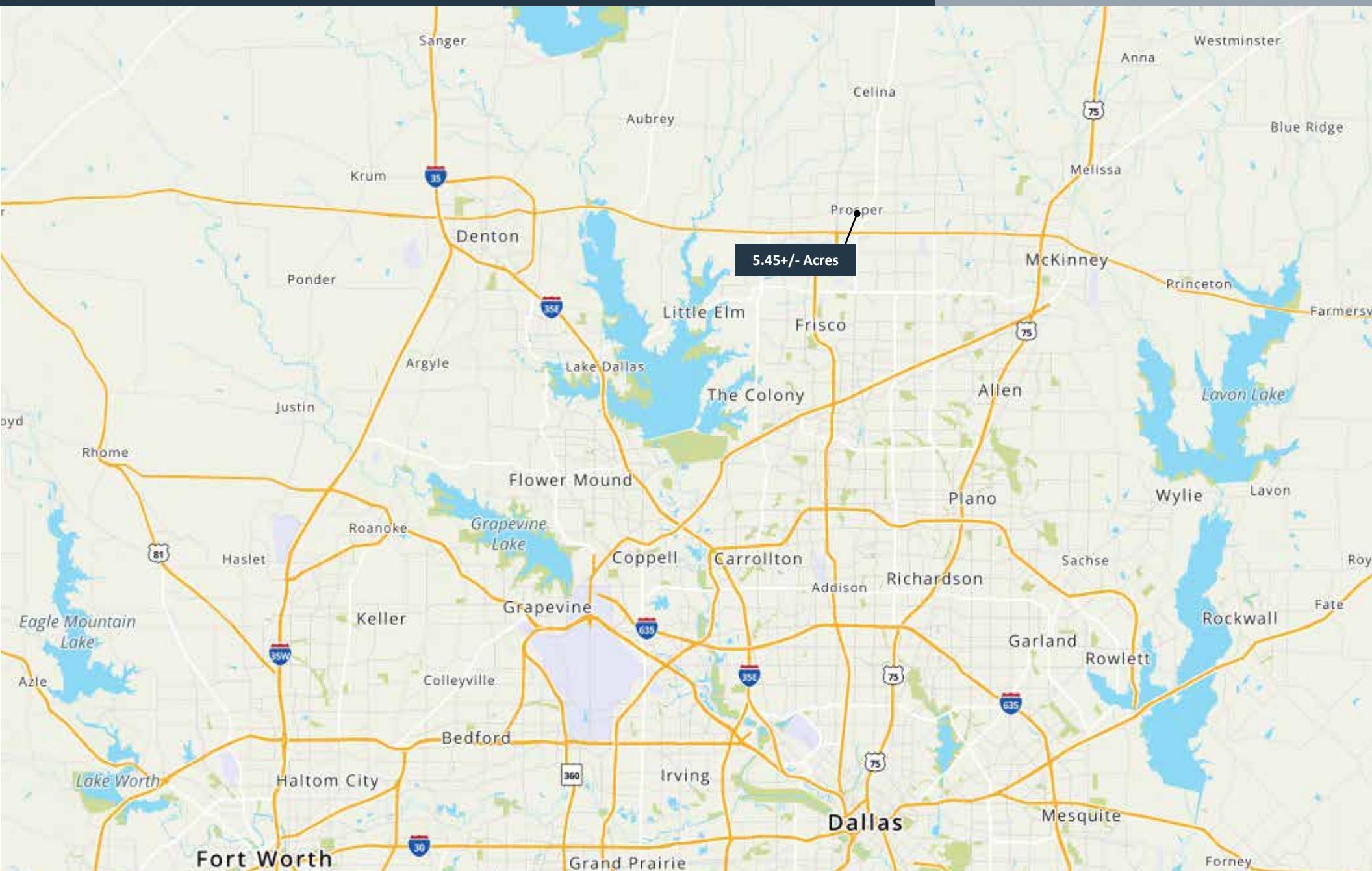


5.45 +/- ACRES  
PROSPER, TX





5.45 +/- ACRES  
PROSPER, TX



## INVESTMENT HIGHLIGHTS



### Strategic Location

- Located along heavily trafficked Broadway Street and less than 200 feet west of Preston Road (State Highway 289), the main north-south thoroughfare in Prosper.
- Located approximately 1.5 miles north of US-380 and 1.5 miles east of Dallas Parkway, which is currently being extended to run all the way to the Collin-Grayson County border and goes south to Dallas.
- The Site is in close proximity to several major retail developments, such as the Gates of Prosper which include national retailers such as Walmart, T.J. Maxx, Spec's, Kohl's, and Home Goods amongst others.



### Zoning

- The Site is zoned through PD-118, allowing office and retail uses with a maximum building height of 24 feet.
- Per the PD, the Site is to be developed in general accordance with the concept plan presented on page 5 of this flyer and the additional provisions outlined in the cities office district zoning code.
- Additionally, only the eastern-most building can be utilized for retail uses with the remainder being used for office.
- *Purchaser to do their own due diligence related to zoning and uses.*



### Population and Demographics

- According to the US Census Bureau, Prosper had a population of approximately 45,598 as of 2024 and is growing at a rate of 8.67% annually.
- Nearby major employers include Texas Health Resources, Prosper ISD and Kroger.
- The average household income within a one mile radius is an outstanding \$203,558 per ESRI, and the median home price was \$864,500 as of July 2025 according to Texas Realtors.



Downtown Prosper



Prosper, TX

## AREA HIGHLIGHTS

- The DFW area boasts a resilient and well-diversified economy, securing the fifth spot in the nation for growth, the total gross domestic product (GDP) for the Dallas-Fort Worth-Arlington metropolitan area (MSA) in 2023 was \$744 Billion. Recent surveys conducted by the Urban Land Institute have affirmed its stature, ranking it as the top market for real estate investment in 2025.
- The DFW metro's estimated population of 8.1 million ranks it fourth among metro areas nationwide. Projections foresee substantial growth, with an anticipated rise to nearly 10 million by 2030, poised to surpass Chicago as the third-largest metro in the U.S.
- The Dallas Fed expects there to be 225,000 new jobs to be added in 2025, further solidifying its position as a powerhouse in employment dynamics.
- DFW's recent accolades include being ranked #2 in the nation for Most Commercial Projects Underway, attaining the status of the #5 Fastest-Growing Economy in 2022, and securing the position of the #6 Most Innovative City in the World.
- Collin County, where the site is located, is witnessing demographic shifts and has an estimated 2024 population of 1,231,723 with a growth rate of 3.04% in the last year, according to US Census Data. Collin county is the 6th largest county in Texas. The 2010 population was 787,102, representing a growth rate of 56.49% in that time.

The Site is located in Prosper, TX, which is part of the Dallas-Fort Worth-Arlington Metropolitan Statistical Area ("DFW"). DFW encompasses 12 counties in North Texas, with the Site being in Collin County. DFW has a population of 8.1 million, making it the fourth largest population center in the country.



GROSS METROPOLITAN  
PRODUCT

**\$744 Billion**



DFW  
POPULATION GROWTH

**3.14% (2021-2022)**



DFW ESTIMATED  
POPULATION

**8.1 Million**



Fort Worth, TX

## ECONOMIC OVERVIEW

Collin County, located in North Texas, is one of the fastest-growing counties in the U.S., combining suburban charm with a thriving economic environment. Major cities like Plano, Frisco, and Prosper benefit from access to key highways such as U.S. 75, the Dallas North Tollway, State Highway 121, and U.S. Highway 380, facilitating easy travel throughout the Dallas-Fort Worth metroplex. The area is home to major corporate headquarters, including Toyota North America, Liberty Mutual, JPMorgan Chase, and Ericsson. With top-rated schools, abundant parks, and cultural amenities, Collin County is an ideal location for families, professionals, and businesses alike. Collin County's job market has experienced significant growth in 2024, adding over 16,000 jobs, primarily in sectors like technology, healthcare, and professional services. This boom reflects the county's thriving economic environment, driven by its strategic location and growing business hubs. Additionally, unemployment rate has seen a notable improvement. As of August 2024, the unemployment rate in Collin County dropped to 3.9%, down from 4.1% in June and continuing its steady decline from earlier in the year. This shift demonstrates the region's strong labor market and resilience.



COLLIN COUNTY MAJOR EMPLOYERS	
COMPANY NAME	EMPLOYEES
Frito Lay	15,321
JP Morgan Chase	12,000
Conifer Health Solutions	11,000
Liberty Mutual	5,000
Toyota	4,000
Ericsson	4,000
Raytheon	3,000
Encore Wire	1,672
Medical City Mckinney	1,149



## AREA OVERVIEW

Prosper, is a rapidly growing suburb in the Dallas-Fort Worth metroplex, spanning Collin and Denton counties. Once a small agricultural town known for its cotton farming, Prosper has transformed into a thriving community with significant population growth. In 2010, the town had just 9,423 residents, but by 2020, that number had surged to 30,174. As of 2024, Prosper's population is estimated at 42,598, with projections indicating a buildout population of around 72,000 within the next two decades. This rapid expansion has been fueled by strong residential and commercial development, attracting families and businesses seeking a high quality of life. The town has also prioritized recreational and community development, opening Lakewood Park and investing \$23 million into the future Raymond Community Park. Additionally, economic expansion continues with major retailers like HEB and Costco entering the market, providing residents with enhanced shopping options and boosting local commerce. Despite its transformation, Prosper maintains its small-town charm while offering modern conveniences, making it an increasingly desirable place to live and work.

## EDUCATION

Prosper Independent School District (Prosper ISD) is a rapidly growing public school district located in Prosper, Texas, extending into parts of Collin and Denton counties. As of the 2023-2024 academic year, the district serves approximately 28,118 students across 27 campuses, including three high schools, four middle schools, and multiple elementary schools. Prosper ISD has earned an A+ overall rating from Niche.com, reflecting its excellence in academics, college preparation, clubs and activities, sports, and food services. The district ranks 11th among the Best School Districts in the Dallas-Fort Worth area and 24th out of 883 districts in Texas. Additionally, the district boasts a 99.4% four-year graduation rate, significantly higher than the state average of 90%.



Denton County



Prosper High School

## TRANSPORTATION



**Air:** Dallas/Fort Worth International Airport (DFW), located 27 miles southwest from the Site, offers both domestic and international flights for commercial and private travel. Dallas Love Field (DAL), situated 26 miles south of the Site, primarily serves domestic and private flights.



**Highway:** The Site offers excellent accessibility throughout the Dallas-Fort Worth metroplex, with multiple major thoroughfares nearby. The Site is approximately 200 feet from Preston Road (SH-289) and Highway 380, a key east-west corridor in the northern metroplex, is about 1.5 miles south of the Site. Additionally, the Dallas North Tollway is less than 1.5 miles west of the site, providing convenient north-south access to and from Dallas.



**Public Transport:** Public transit in Prosper offers curb-to-curb transportation services to eligible residents. The service is provided by Collin County Transit, which is powered by Dallas Area Rapid Transit (DART).

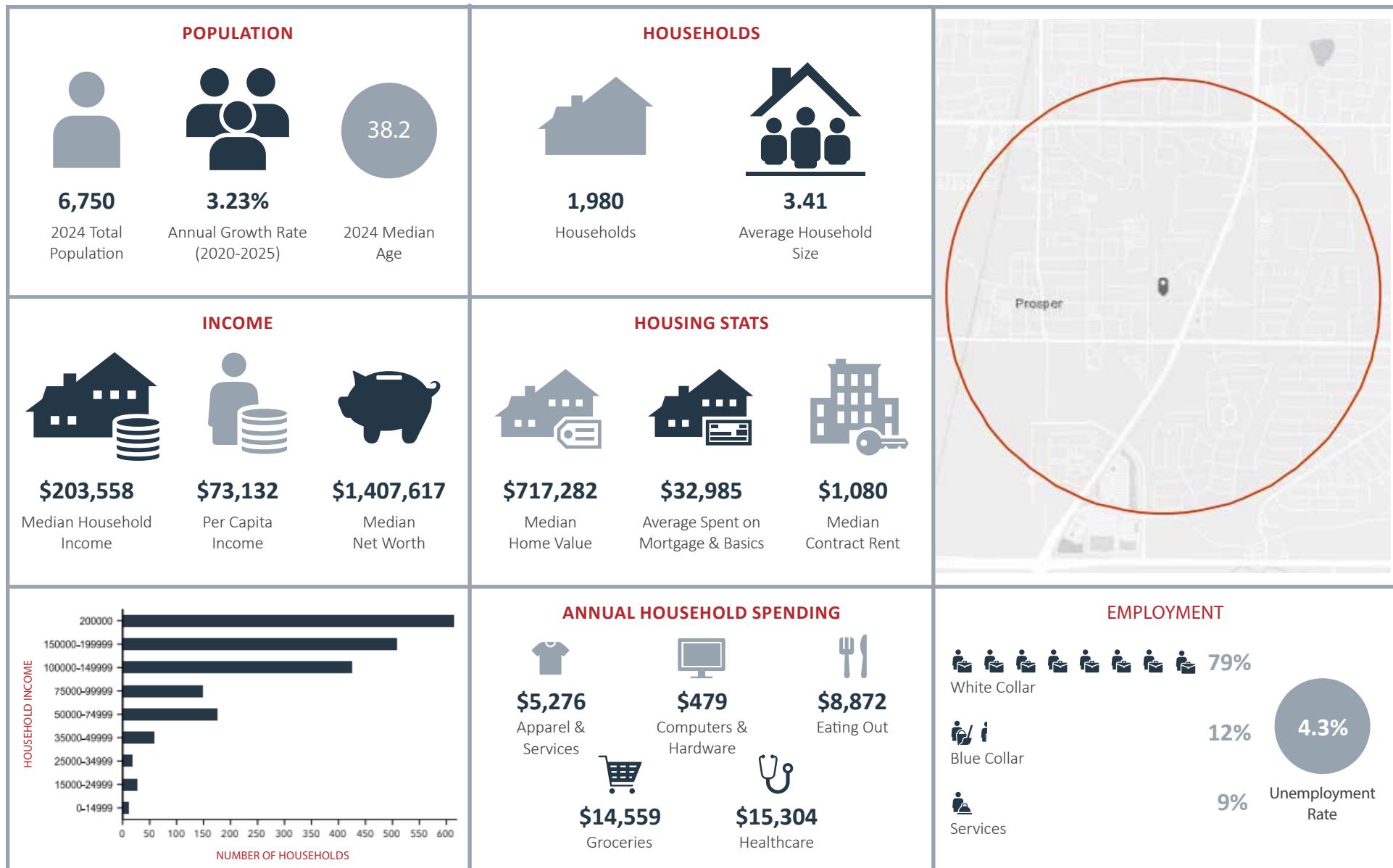


Dallas/Fort Worth International Airport

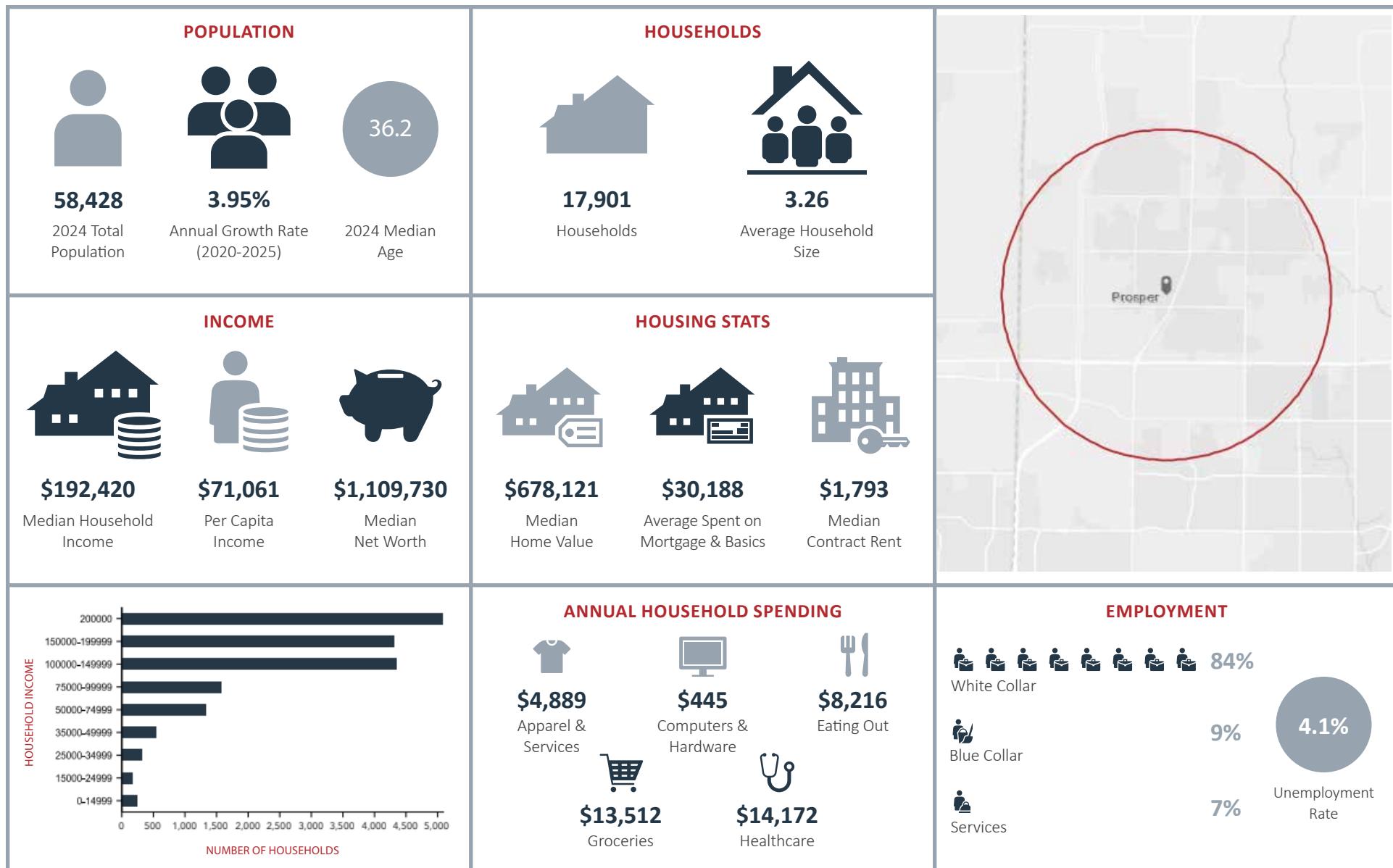


Collin County Transit

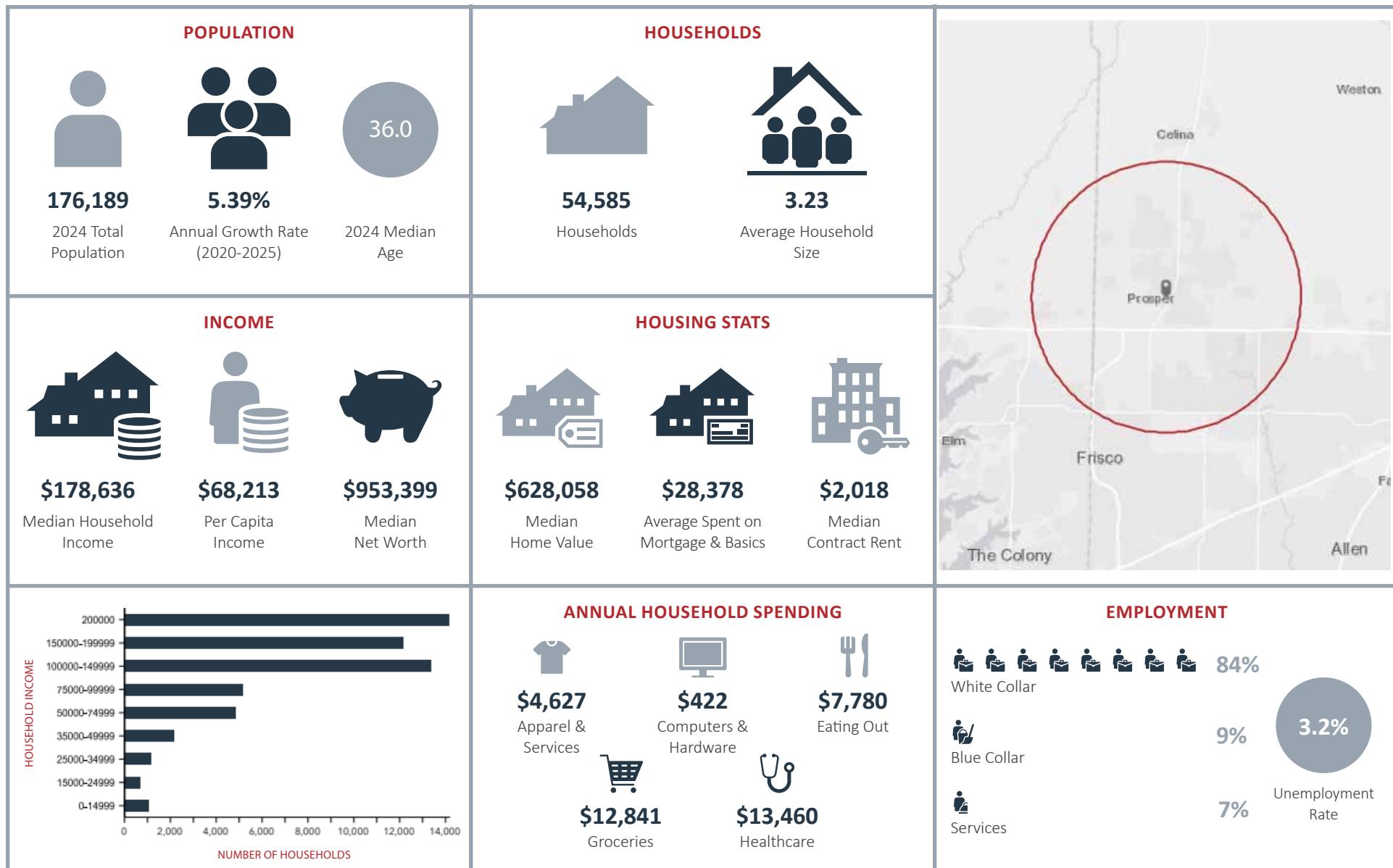
DEMOGRAPHIC OVERVIEW | 1-MILE RADIUS



DEMOGRAPHIC OVERVIEW | 3-MILE RADIUS



DEMOGRAPHIC OVERVIEW | 5-MILE RADIUS



August 2025 Market Statistics - Prosper

Median Price

**\$840,000**

▼ -5.7% YoY



TRANSACTION TIME STATS

Days on Market

**58**

1 day more than August 2024

Days to Close

**35**

6 days less than August 2024

Total Days

**93**

5 days less than August 2024



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Closed Sales

**75**

▼ -10.7% YoY

Active Listings

**362**

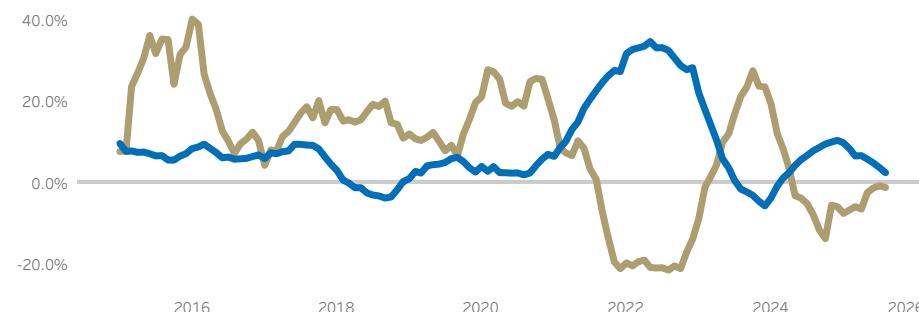
▲ 31.2% YoY

Months Inventory

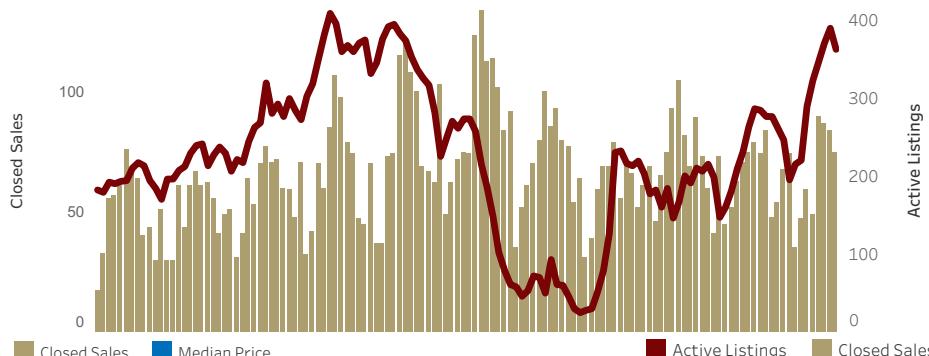
**5.6**

▲ 1.4 YoY

GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



CLOSED SALES AND ACTIVE LISTINGS



PRICE DISTRIBUTION

< \$100k	0.0%
\$100-199k	0.0%
\$200-299k	1.4%
\$300-399k	2.7%
\$400-499k	0.0%
\$500-749k	24.7%
\$750-999k	39.7%
\$1M +	31.5%

VALUATION STATS

Median Price/Sq Ft

**\$242.79**

▼ -6.3% YoY

Median Home Size

**3,690 sq ft**

Median Year Built

**2020**

Close/Original List

**92.2%**

## INFORMATION ABOUT BROKERAGE SERVICES

Texas law requires all real estate license holders 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 client is the person or party that the broker represents):

- 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:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - 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.

**Licensed Broker/Broker Firm Name or Primary Assumed Business Name:** Vanguard Real Estate Advisors | License No. 9003054 | Jordan.Cortez@VanguardREA.com | 214-556-1951

**Designated Broker of Firm:** Jordan Cortez | License No. 494942 | Jordan.Cortez@VanguardREA.com | 214-556-1951

**Licensed Supervisor of Sales Agent/Associate:** Justin Tidwell | License No. 647170 | Justin.Tidwell@VanguardREA.com | 214-556-1955

**Sales Agent/Associate:** Mason John | License No. 682887 | Mason.John@VanguardREA.com | 214-556-1953

**Sales Agent/Associate:** Haley Birmingham | License No. 765057 | Haley@VanguardREA.com | 214-556-1956

**Sales Agent/Associate:** Will Droeze | License No. 770325 | Will@VanguardREA.com | 214-556-1952

**Sales Agent/Associate:** Reid Pierce | License No. 791138 | Reid@VanguardREA.com | 214-556-1954

**Sales Agent/Associate:** Alex Johnson | License No. 815359 | Alex@VanguardREA.com | 214-556-1948

**Sales Agent/Associate:** Tim Marron | License No. 839620 | Tim@VanguardREA.com | 214-556-2381

## 5.45+- Acres | East Broadway Street | Prosper, Texas 75078



**VANGUARD**  
REAL ESTATE ADVISORS

**JORDAN CORTEZ** | *Managing Principal* | 214-556-1951 | Jordan.Cortez@VanguardREA.com

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