



91.52 +/- ACRE INVESTMENT/DEVELOPMENT OPPORTUNITY

12548 FM-1807 | Venus, TX

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Vanguard Real Estate Advisors ("VREA") has been exclusively retained by Ownership to offer qualified investors and developers the opportunity to purchase 91.52+/- acres (the "Site") located along FM-1807 in the Venus, Texas ETJ. Venus is a rapidly growing city in Johnson County, with a strong median household income of \$97,039, significantly above the state average, and has experienced an estimated population growth of 72.6% from 2020-2023. The city of Venus is conveniently located approximately 30 miles south of both the Dallas and Fort Worth CBD's. The Site is strategically located near several single-family developments, such as Biltmore Homes' Horizons at Bankston Estates, and is close in proximity to several of the area's major employers. The Site has nearly a quarter mile of frontage along FM-1807, which connects to Interstate 35 West approximately 5 miles to the west of the Site. At an asking price of only **\$21,853 per acre**, this is an excellent opportunity to acquire a site in the future path of development in one of the nation's fastest growing MSA's.

A 2.5% 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 register their client upon initial contact with VREA.

INVESTMENT OVERVIEW ⁽¹⁾

Property	91.52+/- acres
Location	12548 FM-1807 Venus, TX (32.39046,-97.11263)
Access	Access along FM-1807
Utilities	Water: 4 inch line along FM-1807 (Johnson County SUD) Sewer: 6 inch line .6 miles to the northeast (City of Venus)
Zoning	Venus ETJ; No known zoning in place
Appraisal District Property ID	R000012532
School District	Venus ISD

⁽¹⁾ Purchaser to confirm all information during due diligence

PRICING

Asking Price	\$2,000,000
Asking Price per Acre	\$21,853

* Price per acre based on 91.52+/- acres per Johnson County Appraisal District.

DEMOGRAPHICS

ESTIMATED POPULATION (2024)



1-MILE | 285
3-MILE | 3,663
5-MILE | 12,419

MEDIAN HOUSEHOLD INCOME



1-MILE | \$645,638
3-MILE | \$72,607
5-MILE | \$86,649

MEDIAN HOME VALUE



1-MILE | \$188,750
3-MILE | \$204,167
5-MILE | \$289,822

91.52+/- ACRES
VENUS, TX ETJ

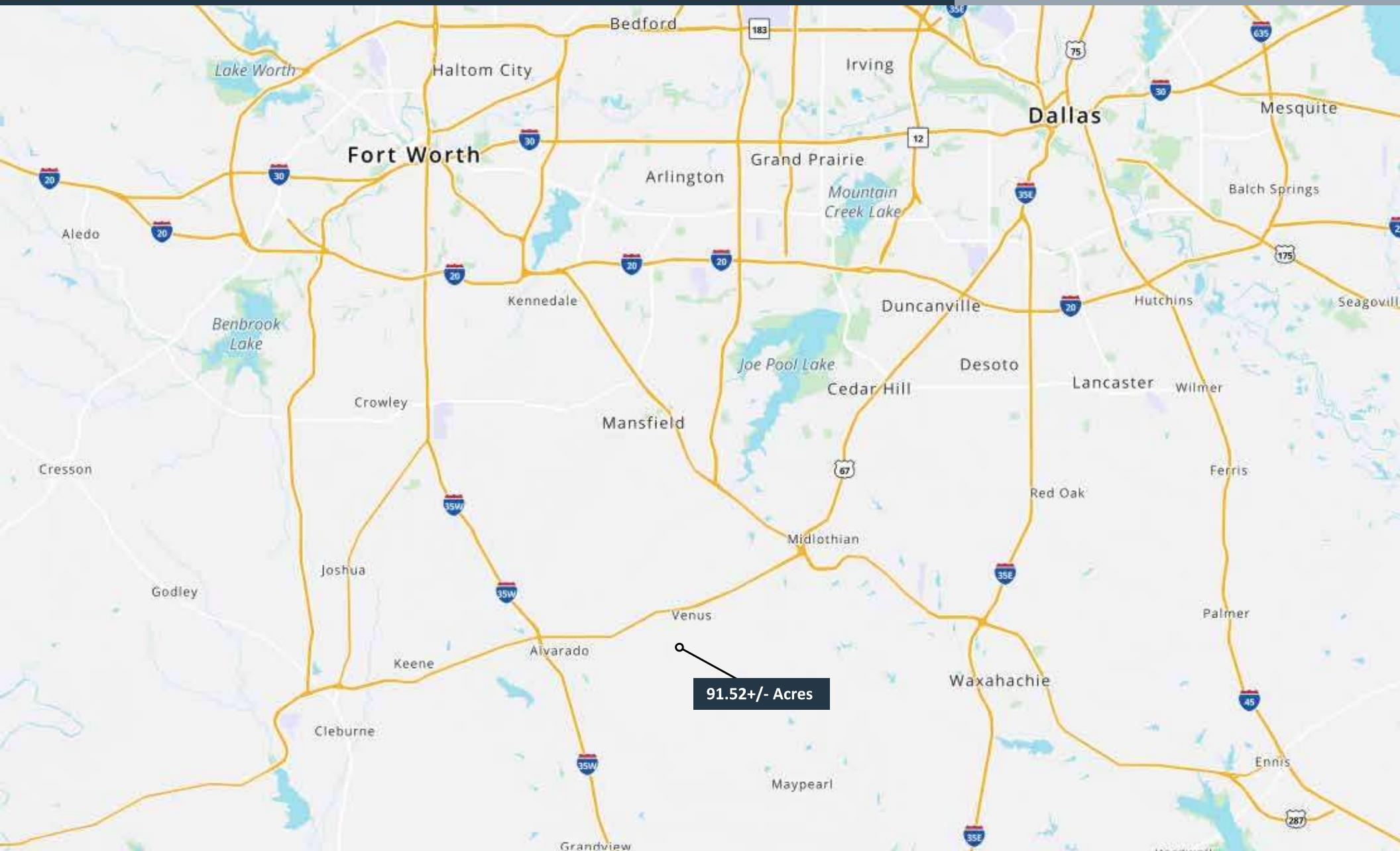


91.52+/- ACRES
VENUS, TX ETJ



Horizons at Bankston Estates
by Biltmore Homes
\$360K - \$400K

91.52+/- ACRES
VENUS, TX ETJ



INVESTMENT HIGHLIGHTS



Strategic Location

- The Site is located less than 2.5 miles from Dallas Parkway, which is part of the in-progress expansion of the toll road, and less than 3 miles from US-380, a major east-west thoroughfare.
- The Site is approximately 15 minutes from both downtown Prosper and Downtown Celina.
- The Site is located in close proximity to several new single family developments such as Windsong Ranch and Sutton Fields, built by Bloomfield Homes, and are achieving home prices of over \$1.1mm.
- Located less than a half mile south of the Site is the new W.H Mosely Middle School, which opened in August 2025 as part of Prosper ISD.



Zoning

- The Site is located in the Celina ETJ, offering development flexibility as there is no zoning in place.
- The Site has frontage along Smiley Road, which is set to be paved and expanded by the City of Celina. The expansion will run from Celina City to past Carey Road.
- *Purchaser to do their own due diligence related to zoning and uses.*



Population and Demographics

- According to the US Census Bureau, Prosper has 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 in Prosper is an outstanding \$187,603 per the US Census Bureau, and the median listed price for homes is \$900,000 per realtor.com.



DFW HIGHLIGHTS

- The Dallas-Fort Worth area features a well-diversified Economy, ranking fifth nationwide for growth with remarkable Gross Domestic Product (GDP) of \$744 billion in 2023. According to recent Urban Land Institute surveys, it has also earned recognition as the leading real estate market for 2025
- According to the Dallas Federal Reserve Economic Indicators, The DFW region has continued to show strong employment trends, with year-over-year job growth of 3.6% as of mid-2023, surpassing the national average. Employment growth remains a leader among us metropolitan areas
- The DFW metro's estimated population of 8.3 million ranks 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.
- Recent rankings and awards received by DFW include #2 in the country for most commercial projects underway, 5th Fastest Growing Economy (2022), and 6th Most Innovative City in the World
- Johnson County, where the site is located, is witnessing demographic shifts and has an estimated 2023 population of 202,906 with a growth rate of 12.7% since 2020, according to US Census Data. Johnson County is the 26th largest county in Texas.

The Site is located in Johnson County, 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 Johnson County. DFW has a population of 8.3 million, making it the fourth largest population center in the country.



**GROSS METROPOLITAN
PRODUCT**

\$744 Billion



**DFW
POPULATION GROWTH**

1.33% (2021-2022)



**DFW ESTIMATED
POPULATION**

8.3 Million



ECONOMIC OVERVIEW

Johnson County is strategically positioned in the Dallas-Fort Worth (DFW) MSA, the fourth largest MSA in the country, making Johnson County primed for economic growth as the population continues to spread outward from the urban core. Major employers in the area include Walmart Distribution Center, Haliburton, and Walmart Supercenter. Other major employers in the area include educational institutions such as Venus and Cleburne ISD, and Hill College which has campuses in Hillsboro, Cleburne, and Burleson.

The City of Venus was founded in 1893, at the junction of two major railroads, and has prospered into one of the fastest growing communities in Johnson County. Venus has an outstanding median household income of \$97,039, supporting robust economic growth in the area. The City of Venus also offers a variety of tax abatement incentives to high value businesses and industries on a case-by-case basis.



JOHNSON COUNTY MAJOR EMPLOYERS

COMPANY NAME	EMPLOYEES
Burleson ISD	1,500
Cleburne ISD	1,160
Walmart Distribution Center	1,037
Johnson County	884
Hill College	450
City of Burleson	432
Texas Health Harris Methodist Hospital	404
City of Cleburne	373



AREA OVERVIEW

The Site sits approximately 35 minutes south of Fort Worth, the 12th largest and one of the fastest-growing cities in the U.S. According to FRED's Employed Persons report. From 2020 to 2024, jobs increased by 28.6 percent in Johnson County from 69,883 to 89,871. As the number of jobs increased, the unemployment rate decreased from 10.7 percent to 4.1 percent between 2020 and 2024. The Site is served by Venus ISD which has a student enrollment of 2,300 students across four campuses. According to the U.S. Census, as of 2023 Johnson County's population was approximately 202,906. The median home price in Johnson County in July 2025 was \$365,600 according to Realtor.com.

TRANSPORTATION



Air: DFW International Airport, located 35 miles north of the Site, is the fourth largest airport in the world in terms of operations and twelfth largest in terms of passengers. The total estimated economic output of DFW Airport is \$38 billion and it served over 87.8 million passengers in 2024. American Airlines' corporate headquarters is in Fort Worth while its main operational hub is at DFW International Airport. Additionally, the site is located approximately 12 miles southwest of Midway Regional Airport.



Highway: The Site has nearly a quarter mile of frontage along FM 1807, which provides excellent access across Johnson County. The Site is approximately 5 miles east of I-35 West, which provides rapid access to downtown Fort Worth, and under 3 miles south of US Highway 67, a major east-west thoroughfare that extends across the state of Texas and all the way to Illinois.



Public Transit: Public transportation is provided within Johnson County by City/County Transportation (CCT). CCT provides a commuter bus route into downtown Fort Worth and curb-to-curb public transportation throughout Johnson County.



Venus, TX



Dallas Fort Worth International Airport

June 2025 Market Statistics - Johnson County

Median Price
\$355,000
▲ 1.4% YoY

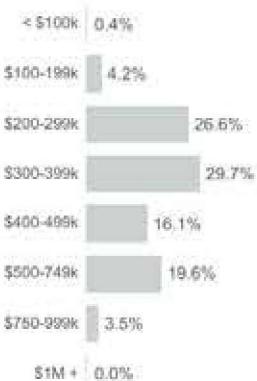


Closed Sales
298
▲ 9.2% YoY

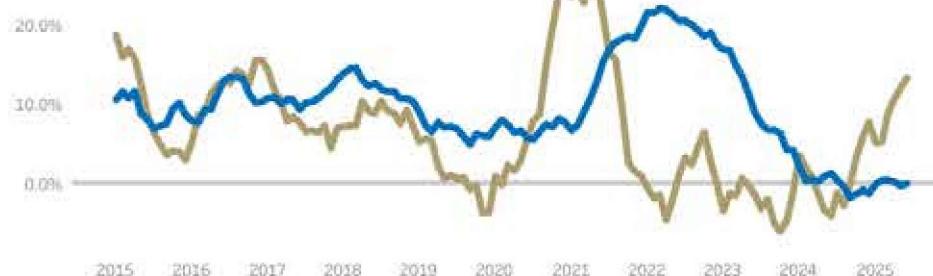
Active Listings
1,370
▲ 17.3% YoY

Months Inventory
5.2
▲ 0.2 YoY

PRICE DISTRIBUTION



GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



TRANSACTION TIME STATS:

Days on Market
63

5 days less than June 2024

Days to Close
33

1 day more than June 2024

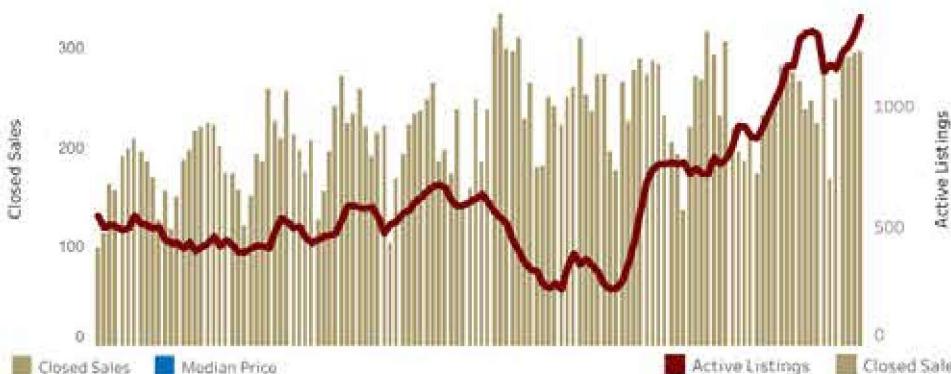
Total Days
96

4 days less than June 2024



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CLOSED SALES AND ACTIVE LISTINGS



VALUATION STATS

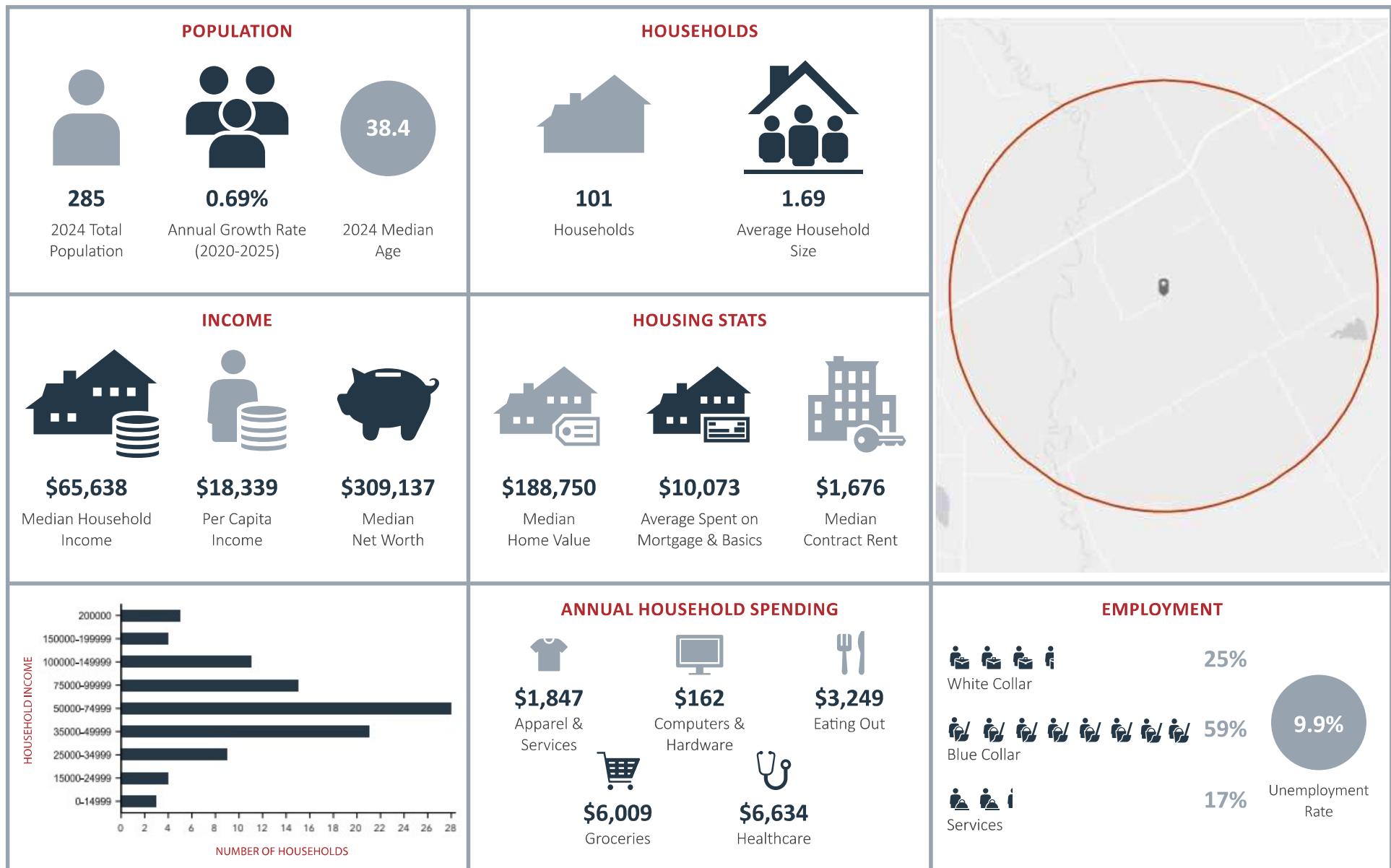
Median Price/Sq Ft
\$183.32
▲ 2.7% YoY

Median Home Size
1,971 sq ft

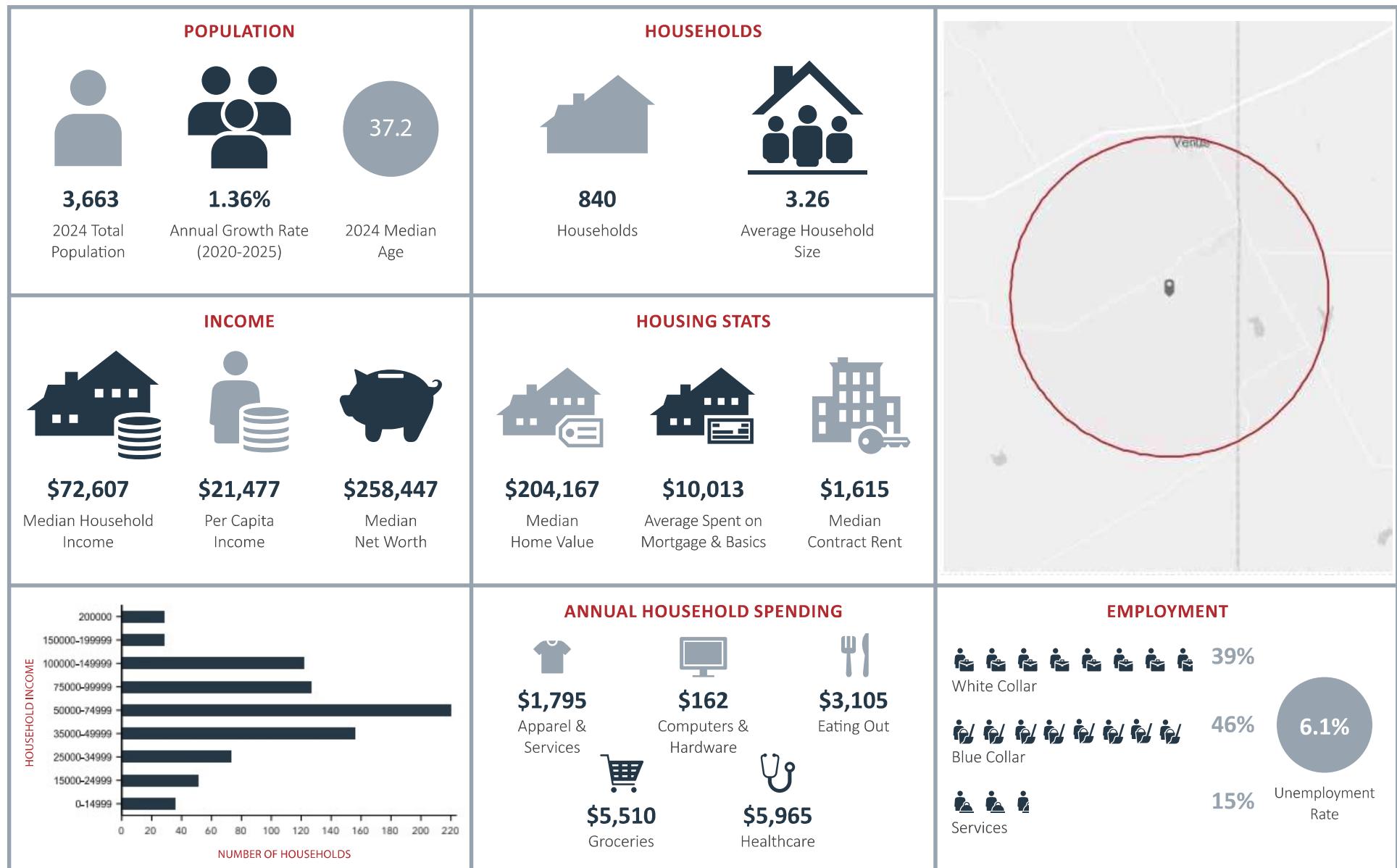
Median Year Built
2020

Close/Original List
95.6%

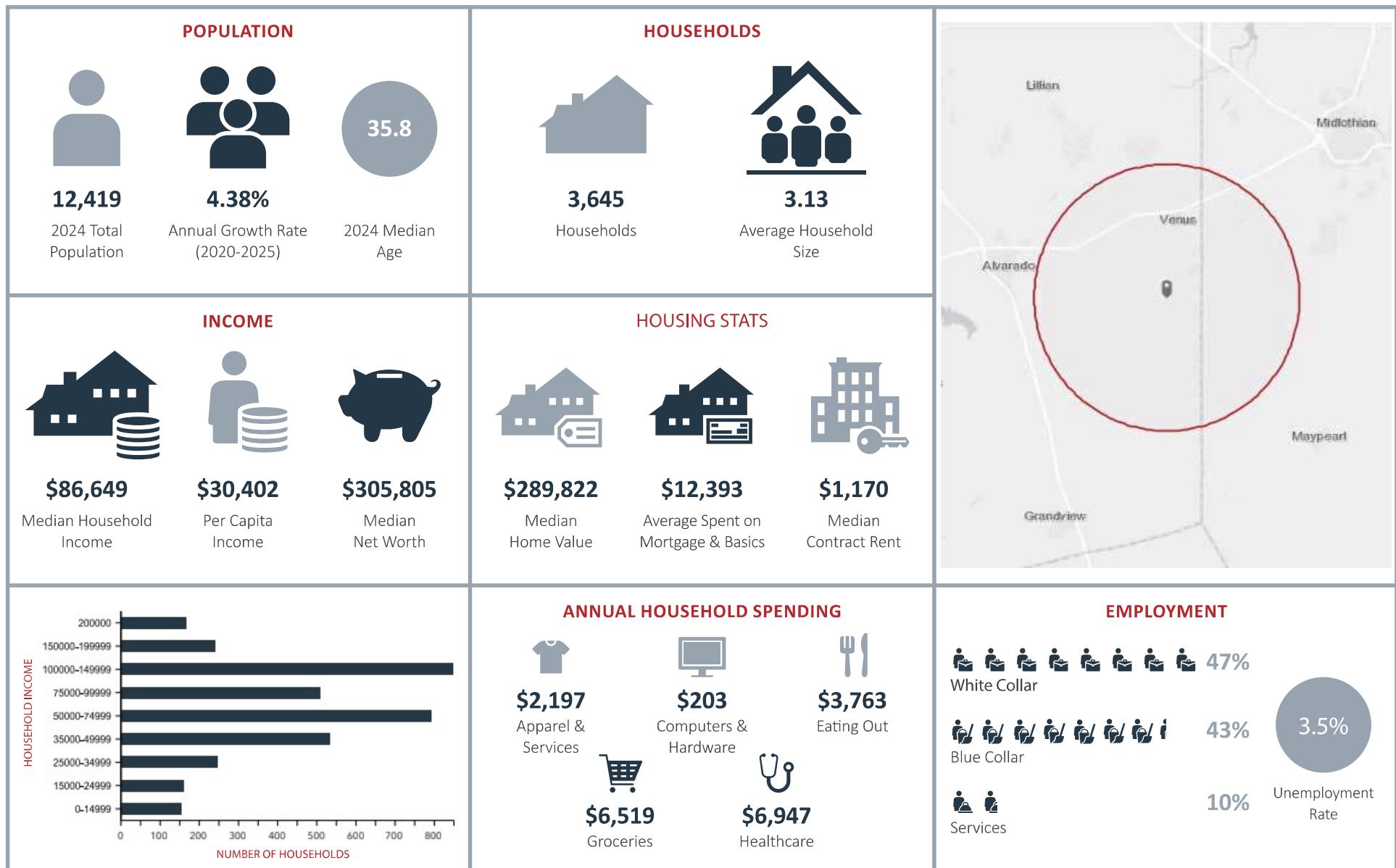
DEMOGRAPHIC OVERVIEW | 1-MILE RADIUS



DEMOGRAPHIC OVERVIEW | 3-MILE RADIUS



DEMOGRAPHIC OVERVIEW | 5-MILE RADIUS



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.

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