



## 10+/- ACRE DEVELOPMENT SITE

3602 Smiley Road | Prosper, Texas 75078 (Celina ETJ)

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

**JUSTIN TIDWELL**  
Managing Director  
214-556-1955  
Justin.Tidwell@VanguardREA.com

**MASON JOHN**  
Managing Director  
214-556-1953  
Mason.John@VanguardREA.com

**HALEY BIRMINGHAM**  
Director  
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Haley@VanguardREA.com

**WILL DROESE**  
Director  
214-556-1952  
Will@VanguardREA.com

**REID PIERCE**  
Director  
214-556-1954  
Reid@VanguardREA.com

**ALEX JOHNSON**  
Associate  
214-556-1948  
Alex@VanguardREA.com

**TIM MARRON**  
Associate  
214-556-2381  
Tim@VanguardREA.com

**Vanguard Real Estate Advisors ("VREA")** is pleased to present investors and developers the opportunity to acquire 10+/- acres located along Smiley Road in the rapidly growing pocket of Denton County. **The Site is located in the Celina ETJ with a Prosper address**, offering unmatched flexibility in development as there is no known zoning in place. This Site is strategically located amongst multiple master-planned communities such as Sutton Fields, Mosaic, Green Meadows, Windsong Ranch, and more. The area's dynamic growth, combined with its flexible development potential, makes this Site a highly desirable parcel for forward-thinking investors and developers.

A 2% 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>

|                                |  |
|--------------------------------|--|
| Property                       | 10+/- Acres  |
| Location                       | 3602 Smiley Road, Prosper, TX 75078<br>(33.26172, -96.86355) |
| Access                         | Via Smiley Road  |
| Utilities                      | City of Celina   |
| Zoning                         | Celina ETJ; No known zoning in place                         |
| Appraisal District Property ID | 739635, 739636   |
| School District                | Prosper ISD  |

(1) Purchaser to confirm all due diligence information.

## PRICING

|                              |             |
|------------------------------|-------------|
| Asking Price                 | \$3,484,800 |
| Asking Price Per Square Foot | \$8.00      |

## DEMOGRAPHICS

### ESTIMATED POPULATION (2024)



**1-MILE | 869**  
**3-MILE | 42,320**  
**5-MILE | 125,732**

### MEDIAN HOUSEHOLD INCOME



**1-MILE | \$166,729**  
**3-MILE | \$159,663**  
**5-MILE | \$156,868**

### MEDIAN HOME VALUE



**1-MILE | \$671,053**  
**3-MILE | \$586,143**  
**5-MILE | \$573,175**





## INVESTMENT HIGHLIGHTS



### Strategic Location

- The Site is located less than 2.5 miles east of Dallas Parkway which connects Celina to Downtown Dallas, and less than 3 miles north of US-380, a major east-west thoroughfare that boasts many national retailers such as H-E-B, Kroger, Home Depot, and more.
- The Site is located in close proximity to several new single family developments such as Windsong Ranch, which is selling homes from numerous builders up to \$1mm+, and Sutton Fields, with numerous builders achieving home prices up to \$840k.
- Site is located in Prosper ISD and less than a half mile south of the Site is the new W.H. Mosely Middle School located at the southwest corner of Parvin Road and Smiley Road, which opened in August 2025 and the proposed future Prosper ISD High School.



### 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 as well as the neighboring developer of Grand Oaks at Green Meadows.
- *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 in Prosper is an outstanding \$187,603 per the US Census Bureau, and the median home price of \$864,500 as of July 2025 according to Texas Realtors.

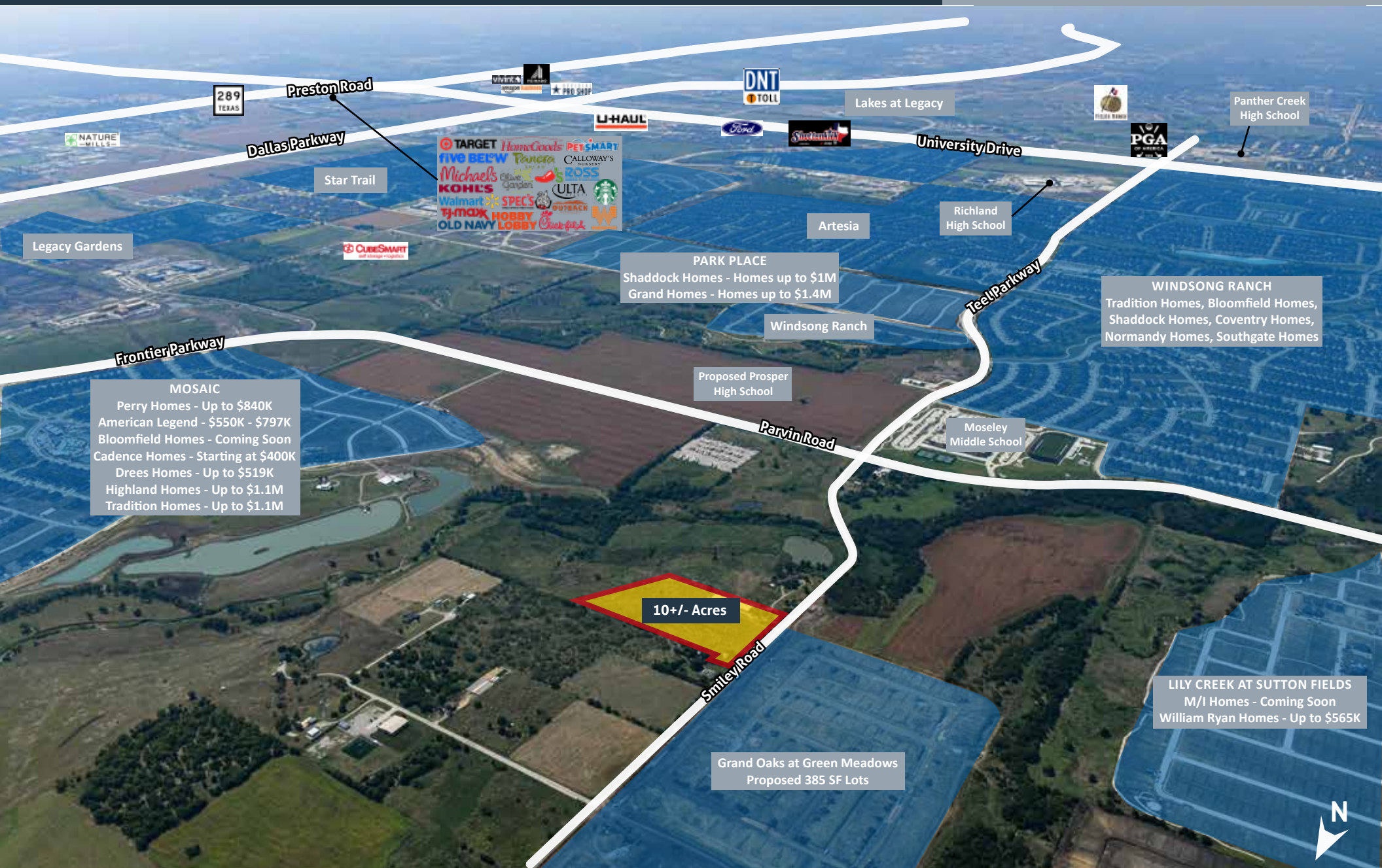
Downtown Celina



Prosper, TX



10+/- ACRES  
CELINA ETJ





10+/- ACRES  
CELINA ETJ



10+/- Acres

Smiley Road

Grand Oaks at Green Meadows  
Proposed 385 SF Lots





# 10+/- ACRES CELINA ETJ



Creeks at Legacy

## MOSAIC

Perry Homes - Up to \$840K  
American Legend - \$550K - \$797K  
Bloomfield Homes - Coming Soon  
Cadence Homes - Starting at \$400K  
Drees Homes - Up to \$519K  
Highland Homes - Up to \$1.1M  
Tradition Homes - Up to \$1.1M

Prosper  
High School

H-E-B

Dallas Parkway

Legacy Gardens

CubeSmart  
Self Storage Solutions

Parvin Road

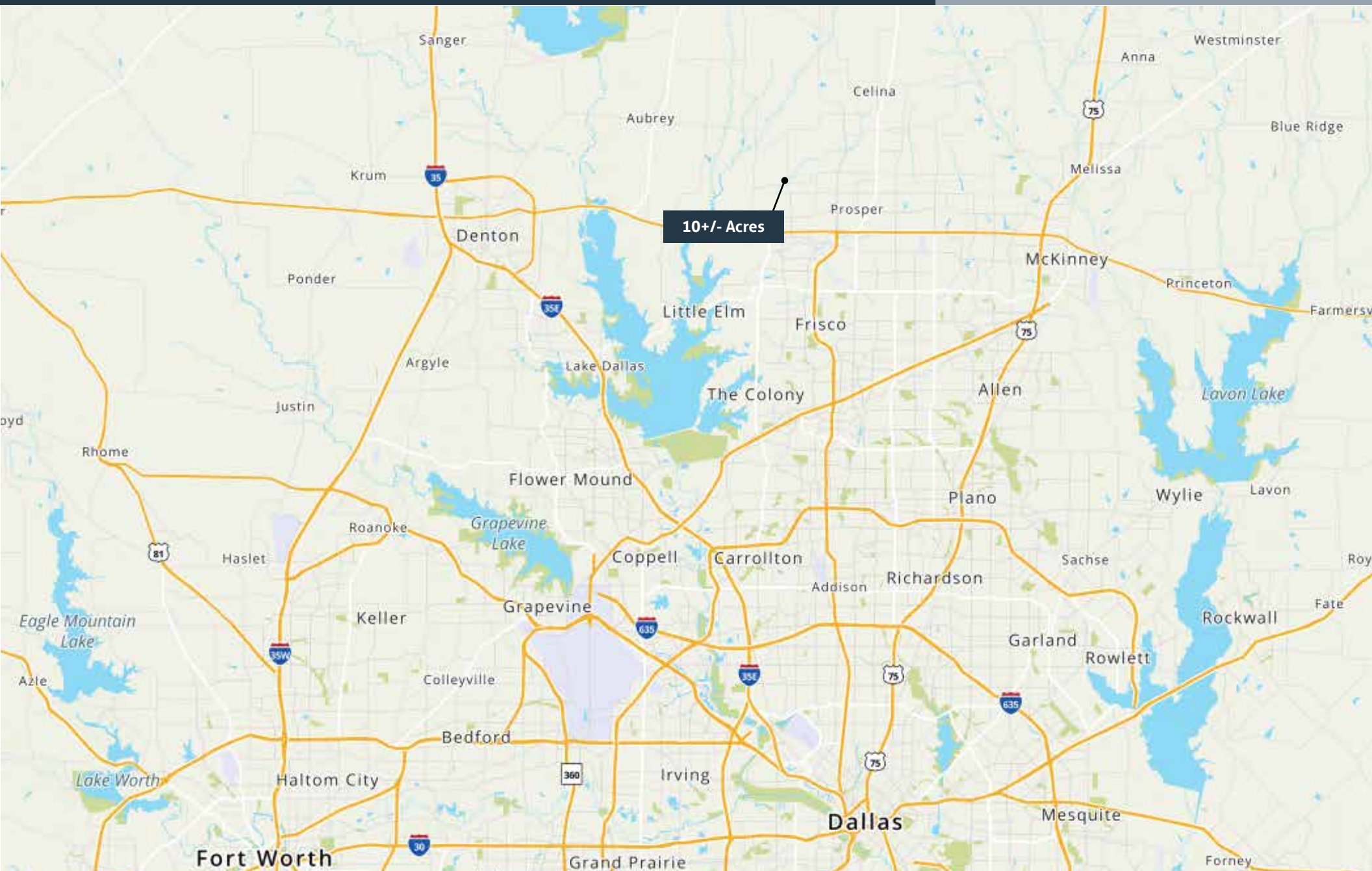
10+/- Acres

Smiley Road





10+/- ACRES  
CELINA ETJ





DUE DILIGENCE INFORMATION

Provided by SEH Engineering for illustrative purposes only. Site outlined in yellow.

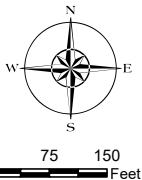
10 +/- ACRES  
CELINA ETJ

First Look ©  
10.0-ac Tract  
Celina ETJ  
Denton County, TX

Legend

- Site
- Future 120-ft Major Arterial
- NWI Jurisdictional Water
- FEMA 100 Year Flood Zone A
- Municipal Boundary

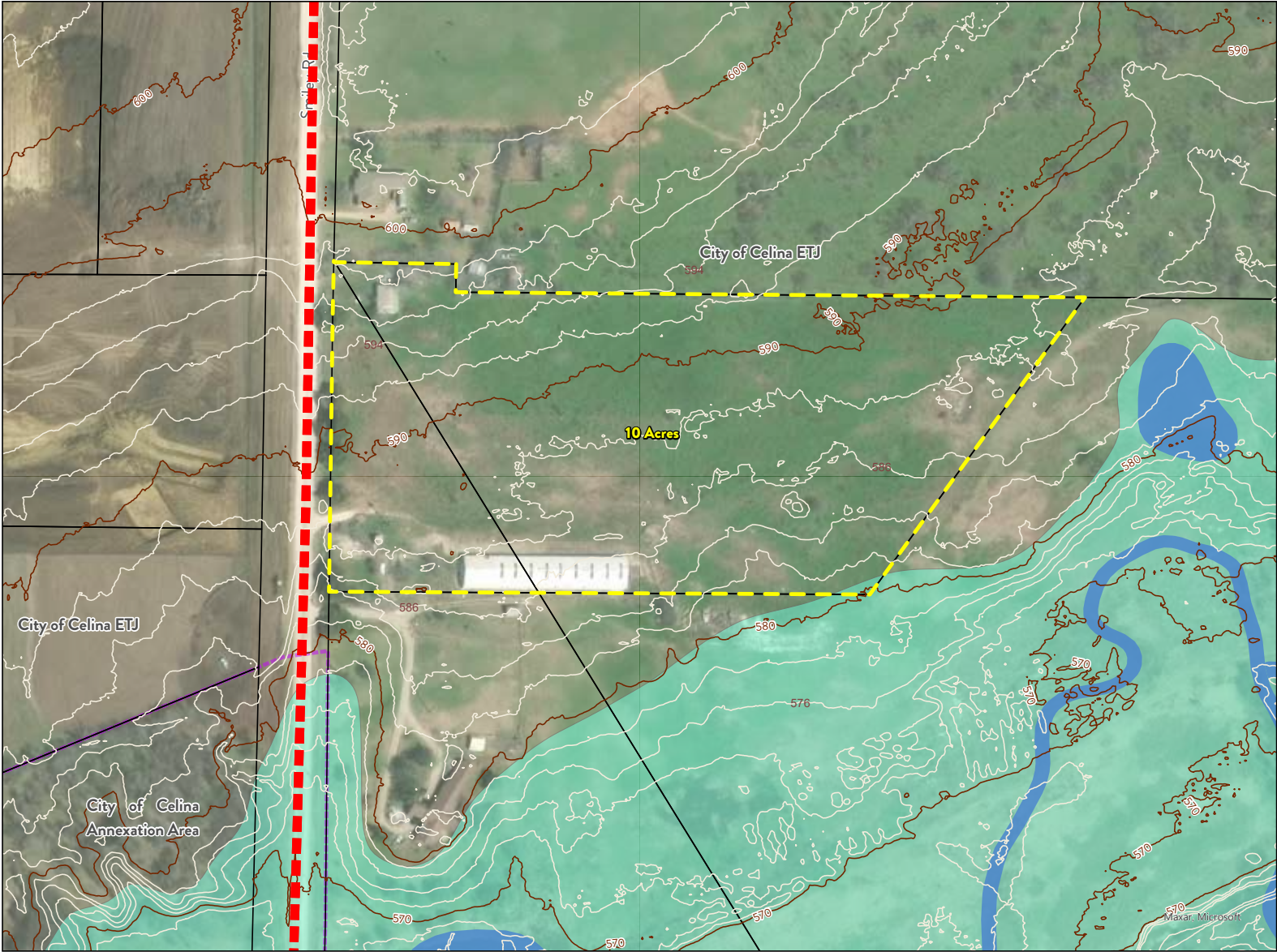
Note: Water and Sanitary services are not readily available, and located east of the site.



Sources: Denton County, Texas GIO Hub, TNRS, SEH



www.sehinc.com  
Contact: Jay Marsh 817.914.5615





## 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.
- Denton County, where the site is located, is witnessing demographic shifts and has an estimated 2024 population of 1,045,120 with a growth rate of 15.3% since April 2020, according to US Census Data. Denton county is the 7th largest county in Texas.

The Site is located in the Celina ETJ and Denton 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 Denton 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**

**3.14% (2021-2022)**



**DFW ESTIMATED  
POPULATION**

**8.1 Million**



*Dallas, TX*



*Fort Worth, TX*



## ECONOMIC OVERVIEW

Denton County has a growing economy, due to strong education, manufacturing, healthcare, logistics, and retail sectors. One of the county's biggest drivers is education, with the University of North Texas (UNT) and Texas Woman's University (TWU) bringing in over 55,000 students combined, which keeps local businesses, housing, and job growth booming. UNT enrolls nearly 47,000 students, while TWU is the largest state-supported university for women in the United States. Outside of education, major employers like Peterbilt Motors, and healthcare giants like Texas Health Presbyterian and Medical City Denton help drive strong economic growth. The retail and service industries are also thriving, with big names like Sally Beauty Holdings headquartered in Denton. Additionally, Denton County benefits from major highways such as I-35, which supports logistics, distribution, and trade. With excellent job growth, a skilled workforce, and ongoing investment in infrastructure and development, Denton County's economy is only getting stronger.



### DENTON COUNTY MAJOR EMPLOYERS

| COMPANY NAME                              | EMPLOYEES |
|---|-----------|
| University of North Texas                 | 8,891     |
| Lewisville ISD                            | 6,500     |
| Peterbilt Motors Company                  | 2,000     |
| Texas Health Presbyterian Hospital Denton | 1,100     |
| Texas Women's University                  | 1,077     |
| Sally Beauty Holdings                     | 1,000     |
| Medical City Denton                       | 799       |
| Safran Electrical & Power                 | 571       |
| Tetra Pak                                 | 500       |
| ESAB Welding & Cutting                    | 405       |





## AREA OVERVIEW

**Celina:** Celina, Texas, is quickly emerging as one of the most dynamic growth markets in North Texas. Located in both Collin and Denton counties, Celina has transitioned from a small farming community into a city that is on track to become a major population center. The population has more than doubled since 2020, reaching over 43,000 in 2024. Growth is being driven by the Dallas North Tollway extension and development of large master-planned communities such as Light Farms, Mustang Lakes, Cambridge Crossing, and Green Meadows, which continue to draw families relocating to the metroplex. The city is also investing in community amenities, expanding its park system, and revitalizing its historic downtown with new restaurants, retail, and entertainment. National retailers and service providers are drawn to the growth in the area, adding momentum to the local economy and creating a sizable commercial base. Despite the pace of development, Celina has held onto its small-town feel, making it one of the most attractive places in the region for both residents and investors.

**Prosper:** Prosper, Texas, 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%.





## TRANSPORTATION



**Air:** Dallas/Fort Worth International Airport (DFW), located 27 miles from the Site, offers both domestic and international flights for commercial and private travel. Dallas Love Field (DAL), situated 29 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. Highway 380, a key east-west corridor in the northern metroplex, is less than 3 miles south of the Site. Additionally, the Dallas North Tollway is less than 2.5 miles west of the site, providing convenient north-south access to and from Dallas.



**Public Transport:** Public transit in Prosper, Texas 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*



*DART*



## July 2025 Market Statistics - Prosper

**Median Price**  
**\$864,500**  
▼ -6.8% YoY

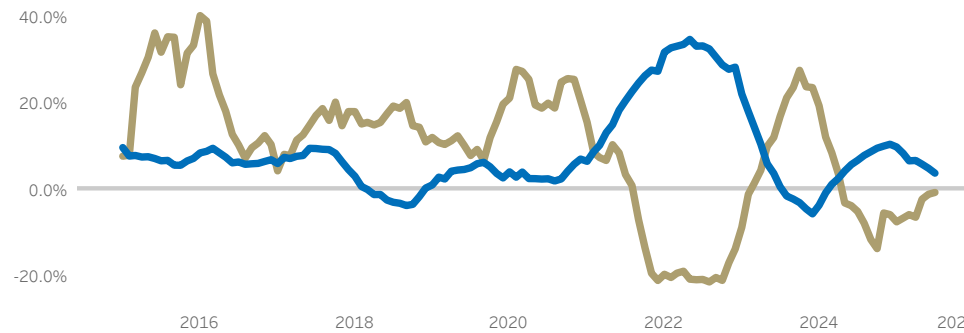
**Closed Sales**  
**83**  
▲ 12.2% YoY

**Active Listings**  
**389**  
▲ 37.0% YoY

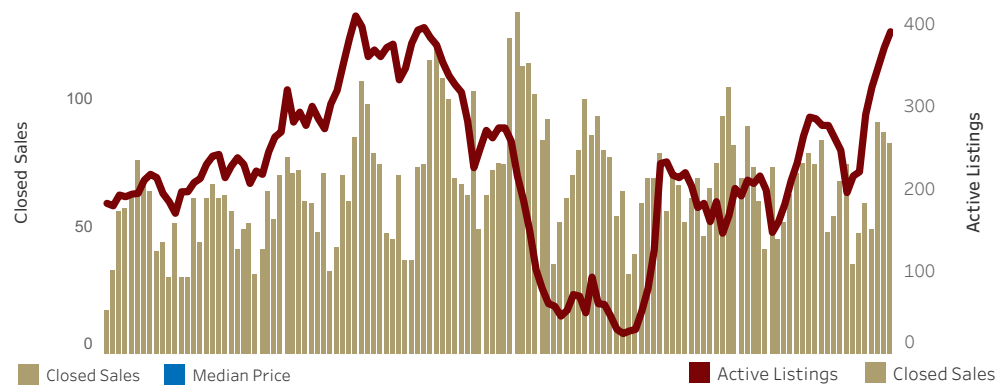
**Months Inventory**  
**6.0**  
▲ 1.7 YoY



### GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



### CLOSED SALES AND ACTIVE LISTINGS



### PRICE DISTRIBUTION

|            |       |
|------------|-------|
| < \$100k   | 0.0%  |
| \$100-199k | 0.0%  |
| \$200-299k | 0.0%  |
| \$300-399k | 5.0%  |
| \$400-499k | 5.0%  |
| \$500-749k | 18.8% |
| \$750-999k | 38.8% |
| \$1M +     | 32.5% |

### VALUATION STATS

**Median Price/Sq Ft**  
**\$250.84**  
▼ -2.8% YoY

**Median Home Size**  
**3,661 sq ft**

**Median Year Built**  
**2019**

**Close/Original List**  
**94.0%**

### TRANSACTION TIME STATS

**Days on Market**  
**54**  
3 days more than July 2024

**Days to Close**  
**39**  
5 days less than July 2024

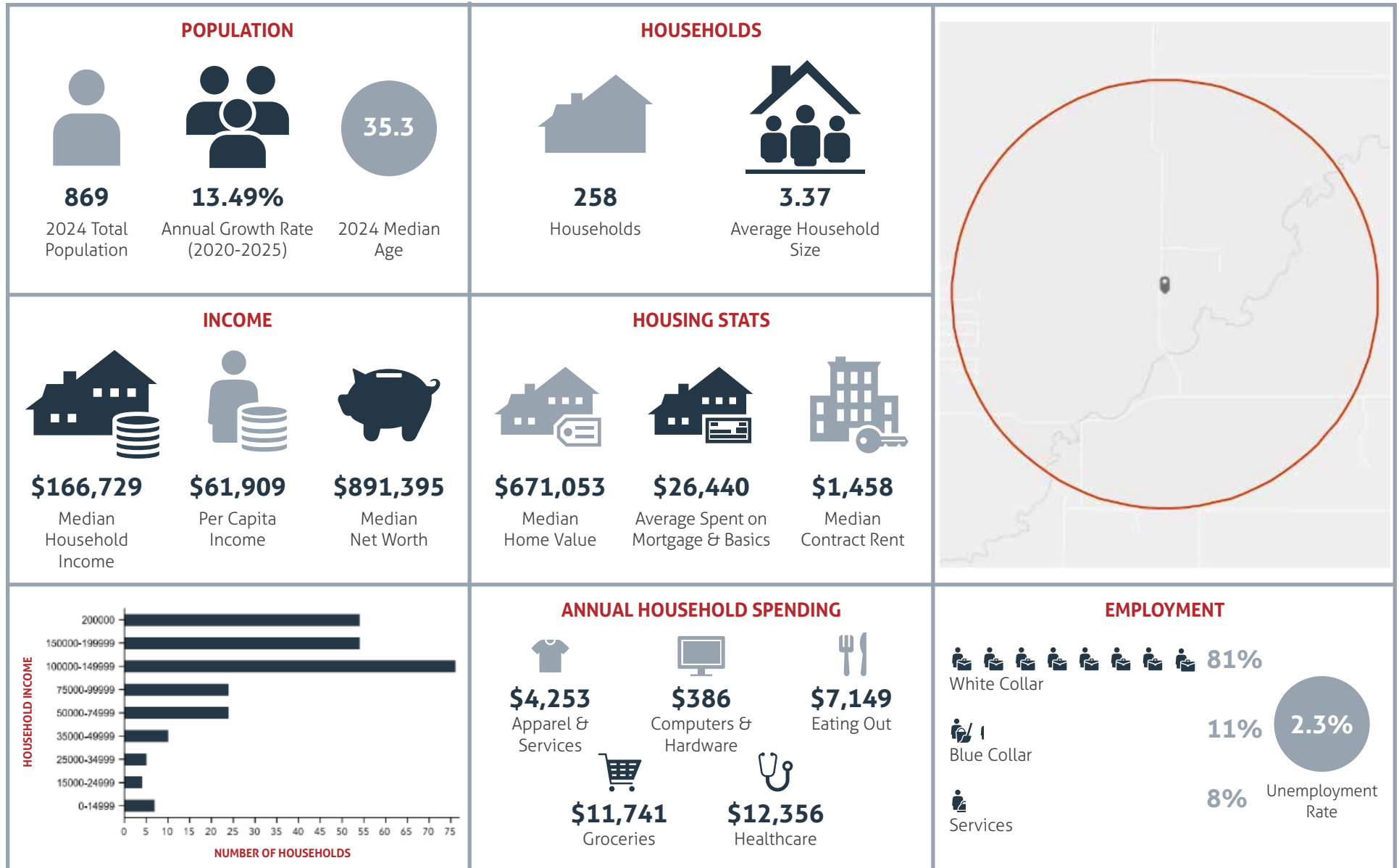
**Total Days**  
**93**  
2 days less than July 2024



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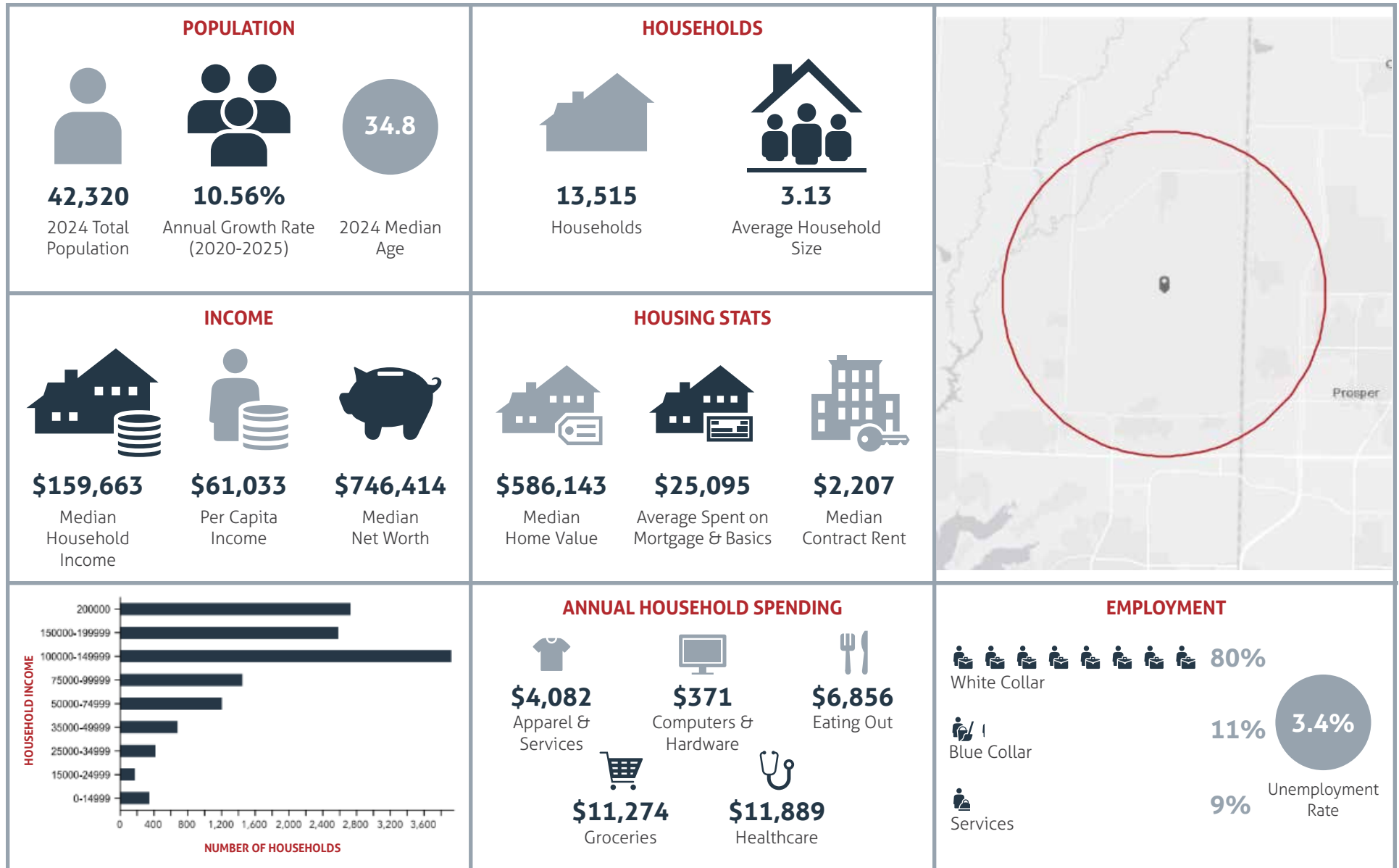


## DEMOGRAPHIC OVERVIEW | 1-MILE RADIUS



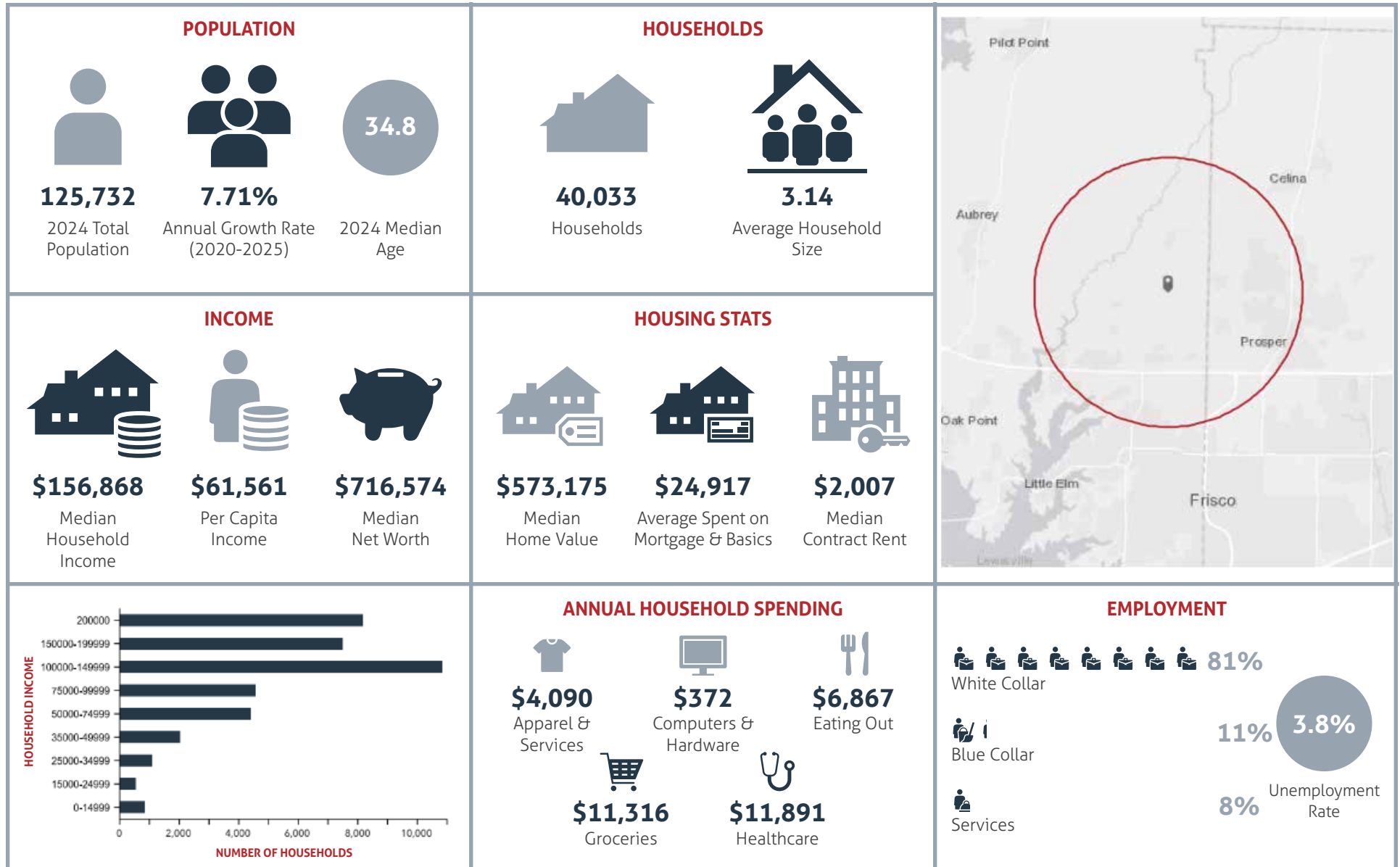


## DEMOGRAPHIC OVERVIEW | 3-MILE RADIUS





## 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.

**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 Droese | 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

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