



OFFERING MEMORANDUM

**4528 N Travis St, Sherman**

**30.892 Acres**



## PRESENTED BY



**Heather Konopka, CCIM, CRE**  
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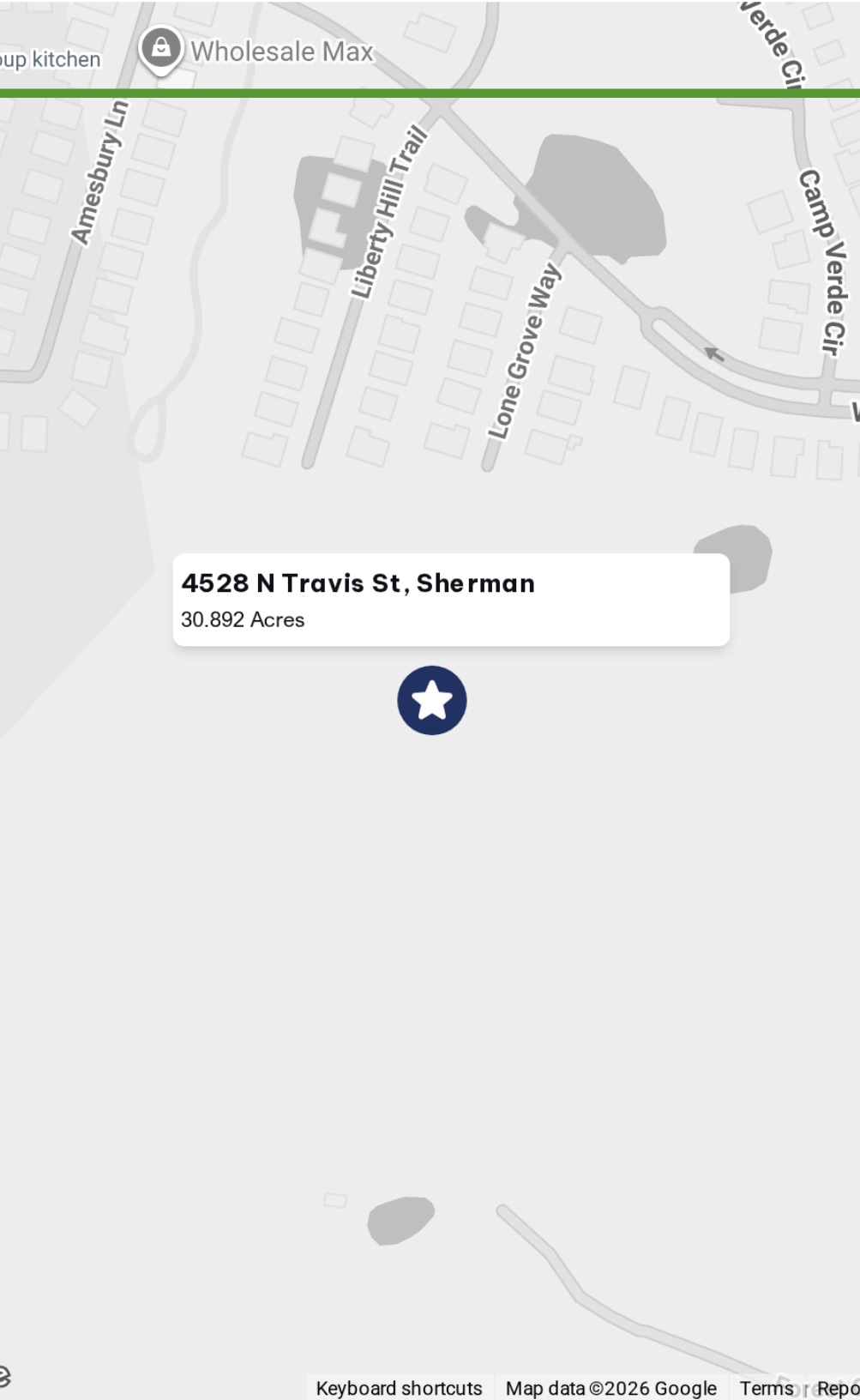
All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations, as well as market conditions, vacancy factors, and other issues in order to determine rents from or for the property.

Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies.

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5751 Kroger Dr Suite 275 Fort Worth, TX 76244



# TABLE OF CONTENTS

The Asset	01
Sale Comparables	02
Market Overview	03
About SPERRY   The HKC Group	04
Outro	05



Sherman

Grayson Bible Baptist Church

Austin College

75

75

75

75

Hwy 75

Grace Bible Church

Knollwood

New Birth Cathedral of Praise Church

Legacy Bible Church



# 1

## The Asset

[Offer summary](#)

[Property overview](#)

[Photos](#)

[Area](#)

[Points of interest](#)

[Area photos](#)

**4528 N Travis St, Sherman**

30.892 Acres

0 units



Texas Veterans Affairs Hospital

# OFFER SUMMARY

Price **\$3,750,000** | Price/SF **\$2.78**

## Offering Summary

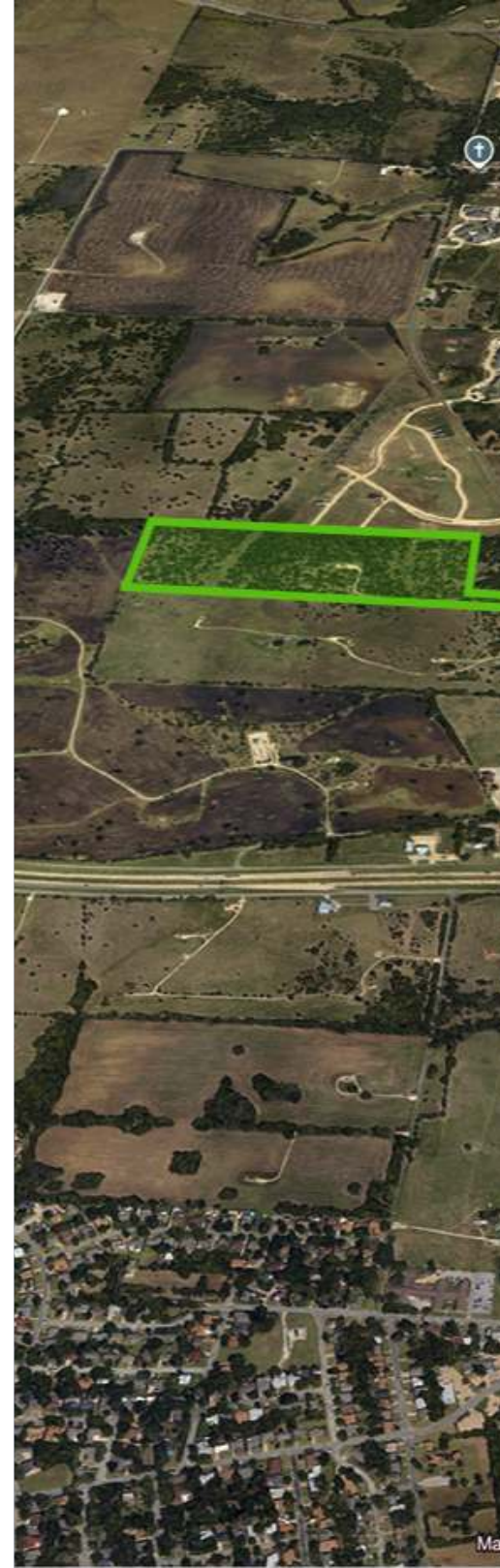
Property type	Land
Zone	Opportunity Zone
Lot Size	30.892 Acres
Use	Development
Sale Price	\$3,750,000

## Location Information

Building Name	30.892 Acres
Street Address	4528 N Travis St
City, State, Zip	Sherman, TX 75092
County	Grayson
Market	Sherman Dennison

## Demographics 0.3 Miles

Total Households	146
Total Population	310
Avg. HH Income	\$99,158





## PROPERTY OVERVIEW

### Description

Located in an Opportunity Zone with Owner Financing Available. 30.892 Acres is adjacent to Heritage Ranch, a 440-acre mixed-use development planned for 760 single-family homes and 950 multifamily units, and just south of Austin Landing, which will deliver an additional 600 single-family homes.

Strong retail access with close proximity to Sherman Town Center, anchored by Walmart, Cinemark, Hobby Lobby, Target, Home Depot, and JCPenney.

Surrounded by a deep roster of national retailers including Kohl's, Academy, Sam's Club, Lowe's, Orscheln Farm & Home, Office Depot, and many others.

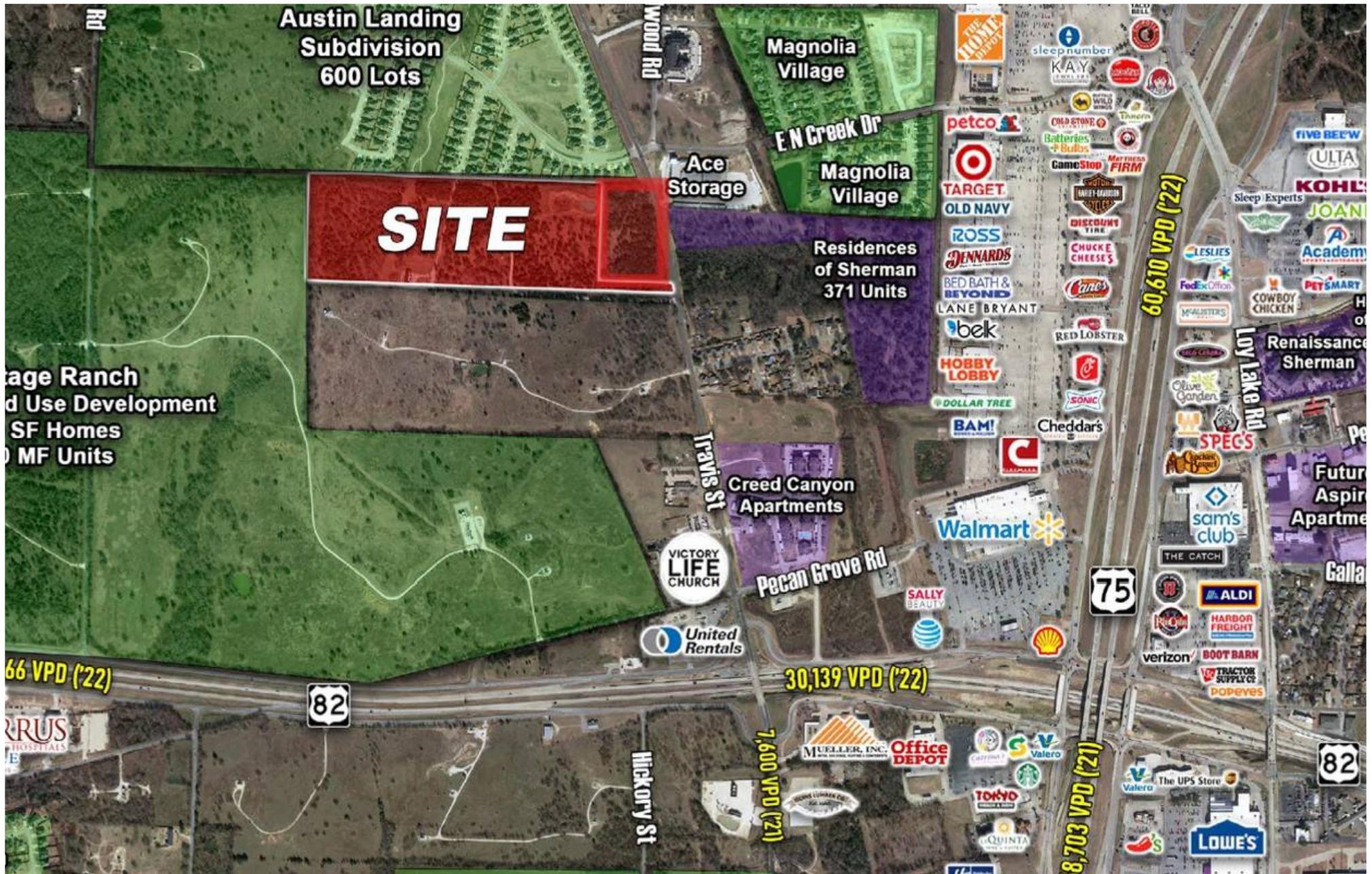
Sherman is home to Texas Instruments, which is developing a new \$40 billion semiconductor fabrication plant expected to come online next year and support up to 3,000 direct jobs over time.

Additional major employers in the area include Tyson Foods, GlobiTech, Finisar, Emerson, Royal Case, Kaiser Aluminum, and Sunny Delight.

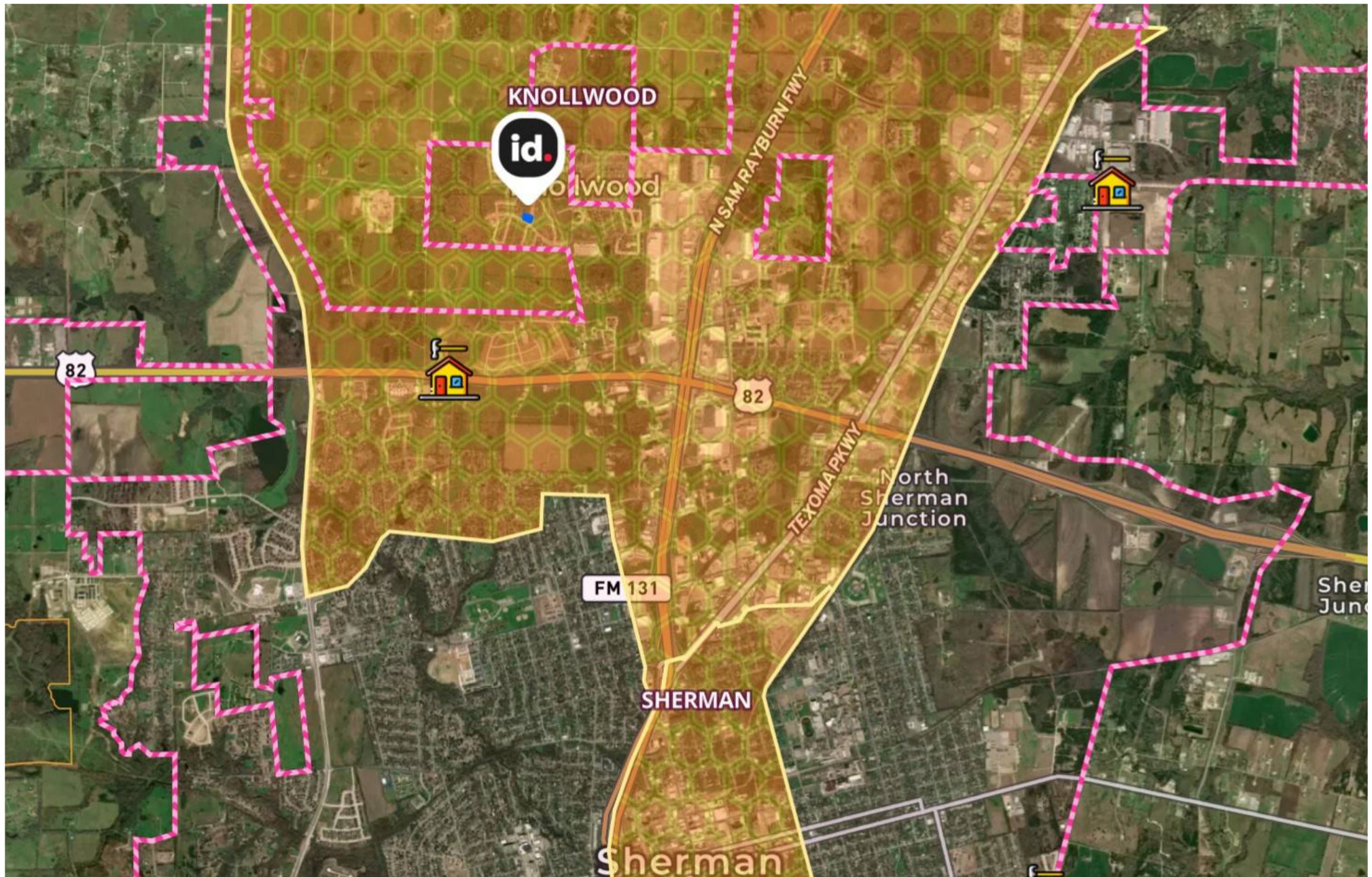
### Property highlights

- Large Contiguous Tract: 30.892 acres providing scale and flexibility for master-planned development
- Owner Financing Available; positioned in a high-growth corridor benefiting from major regional economic expansion
- Opportunity Zone Benefits: Potential tax advantages for eligible investors
- Development Ready: Favorable topography, access, and utilities support multiple development scenarios
- Strong Demographics & Growth: Sherman continues to experience robust population and employment growth driven by major industrial and infrastructure investments

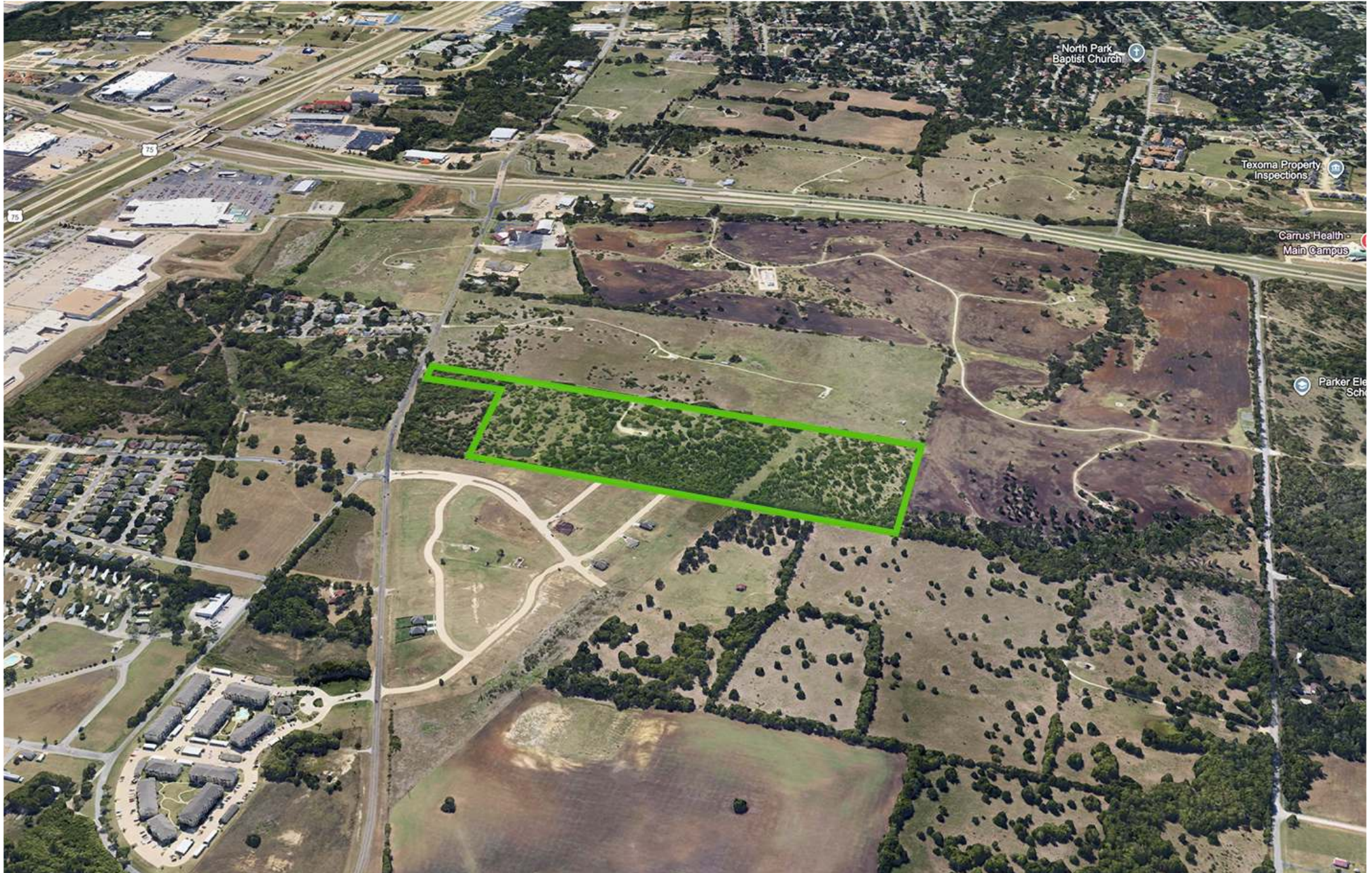
# DEVELOPMENT AND RETAIL MAP



— OPPORTUNITY ZONE



PROPERTY PHOTO



PROPERTY PHOTO



— \$40B TEXAS INSTRUMENTS



# CONCEPT SITE PLAN



355 TOTAL UNITS (1200-1300 SF) - 11.5 UNITS PER ACRE



## — AREA

### Area Description

4528 N Travis St, Sherman, TX 75092, is located in a residential area of Sherman, Texas, which is a city in Grayson County. The neighborhood typically features a mix of residential properties, including single-family homes and possibly some multi-family residences. The area is characterized by mature trees, established landscaping, and streets lined with homes that vary in age and architectural styles.

Being a part of the Texoma region, Sherman offers a blend of small-town charm with amenities that cater to a comfortable and convenient lifestyle. The area around N Travis St tends to be peaceful and family-friendly, with access to local parks, schools, and community services. Nearby main roads provide easy access to shopping centers, restaurants, and the Sherman Town Center for commercial and entertainment needs.

In terms of accessibility, the neighborhood is likely to be well-connected with major highways such as US-75, which facilitates travel to larger cities like Dallas for additional urban conveniences and employment opportunities. The presence of Austin College and nearby healthcare facilities, like the Texoma Medical Center, contribute to the area's desirability.

Given its location in North Texas, residents of the area may enjoy a suburban feel with the benefits of wide open spaces and proximity to recreational areas such as Lake Texoma, known for its outdoor activities including boating, fishing, and camping. The climate is typically characterized by hot summers and mild to cool winters. Real estate in this area is likely to attract those looking for a balance between community atmosphere and access to outdoor pursuits.

### Area Highlights

- Conveniently located on Travis Road, just north of US Highway 82 and west of US Highway 75, placing it in the heart of Sherman with easy access to major routes.
- Quiet residential area: Nestled in a peaceful neighborhood, 4528 N Travis St provides a tranquil living environment ideal for those seeking a respite from the hustle and bustle of city life.
- Easy commute: With straightforward access to major roads and highways, commuting to and from work or nearby cities is made easier for the residents of 4528 N Travis St.
- Proximity to local schools: Located near several schools, this property offers easy access to educational institutions for families with children.



**Walk score**  
Car-Dependent

**21**



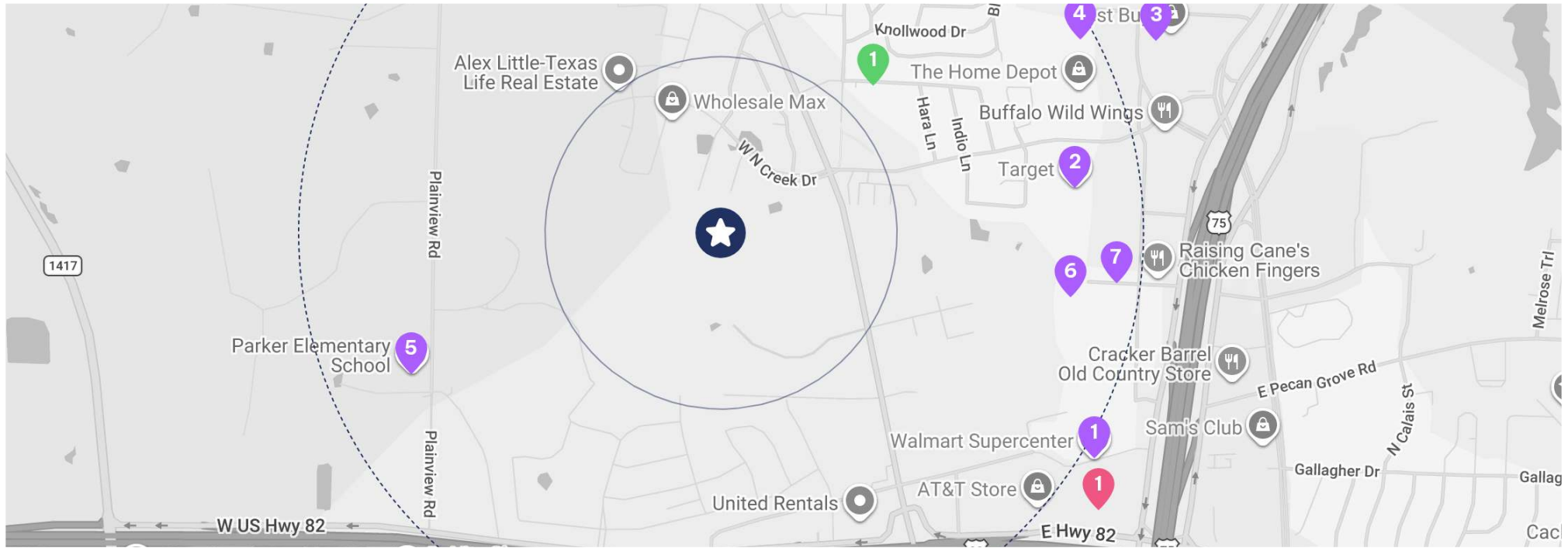
**Bike score**  
Somewhat Bikeable

**34**

Walk Score®

# POINTS OF INTEREST

— 5min walk --- 10min walk



## DEMAND ANCHORS

- 1 Walmart Supercenter
- 2 Target
- 3 T.J. Maxx
- 4 JCPenney
- 5 Parker Elementary School
- 6 Belk Market
- 7 Sherman Town Center

## INFRASTRUCTURE

- 1 Murphy USA

## ENVIRONMENTAL / AMENITY

- 1 Sherman Rotary Club...

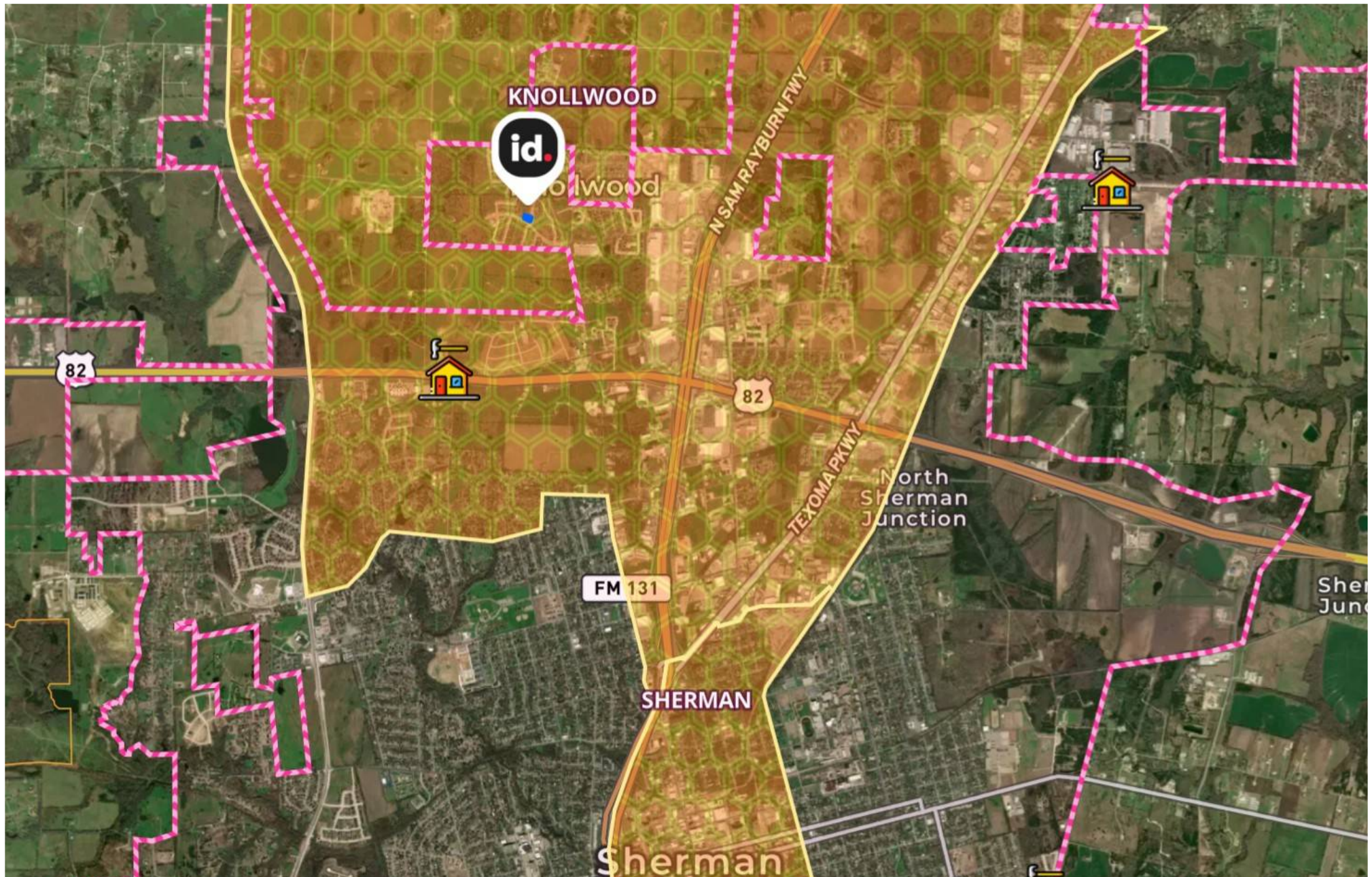
AREA PHOTO



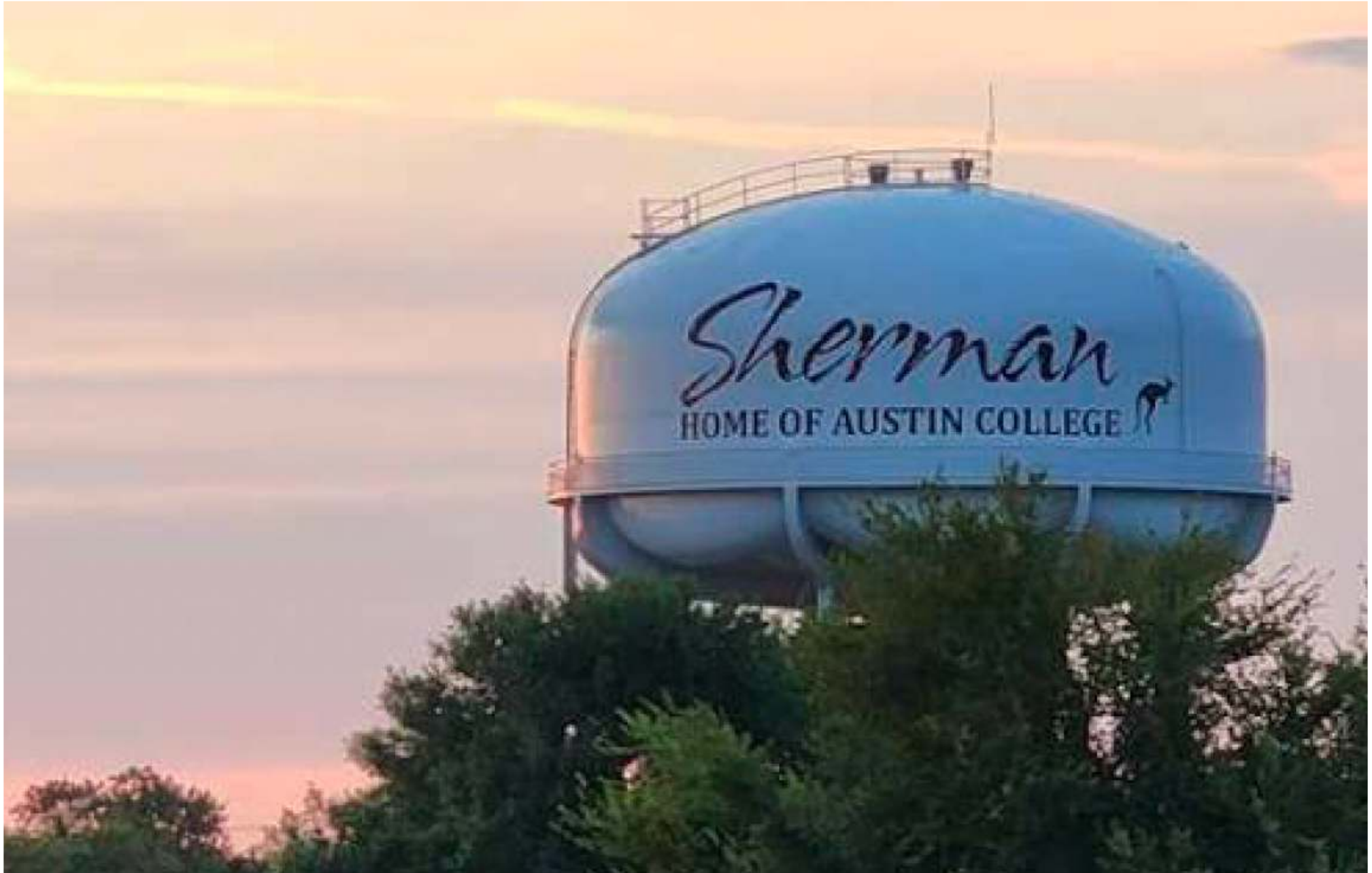
# AREA PHOTO



— OPPORTUNITY ZONE



— AREA PHOTO



— AREA PHOTO



# Employment Trend Analysis

Metro Below

San-Denison, TX ▼

10-Year Annual Employment Change

Year	US Emp.	Metro Emp.	US YoY%	Metro YoY%
2013	138,919.5	44.7		
2014	141,801.3	45.5	2.1%	1.9%
2015	144,332.4	46.0	1.8%	1.0%
2016	146,610.8	46.6	1.6%	1.3%
2017	148,896.6	47.7	1.6%	2.3%
2018	150,906.0	48.8	1.3%	2.4%
2019	142,164.5	47.9	-5.8%	-1.8%
2020	146,275.9	49.1	3.1%	2.5%
2021	152,531.3	50.6	4.3%	3.1%
2022	156,065.5	52.9	2.3%	4.6%
2023	158,366.9	54.1	1.7%	3.2%

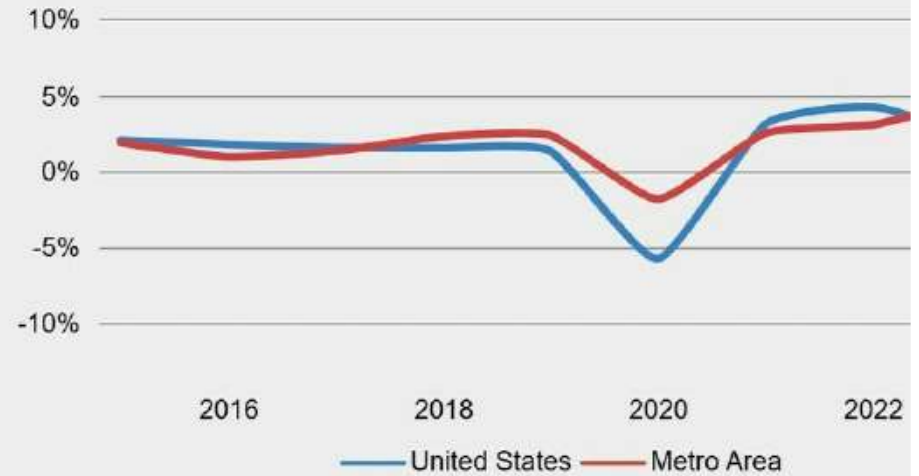
10-year Growth Rate

Metro Area	United States
2.3%	3.4%

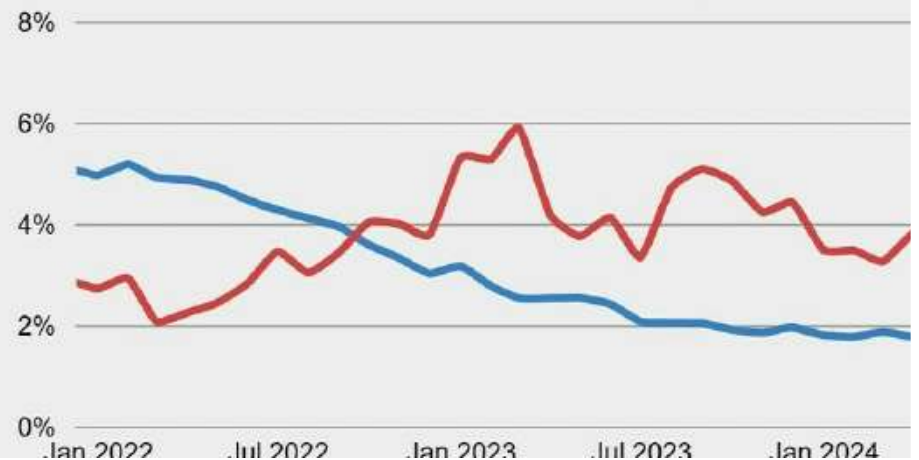
Standard Deviation

Metro Area	United States

10-Year Annual Employment Change



Year-to-Date Monthly Employment Change





Hilltop Pediatrics

75

75

Hwy 75

75





# 2

## Sale Comparables

[Sale Comps Map](#)

[Sale comps summary](#)

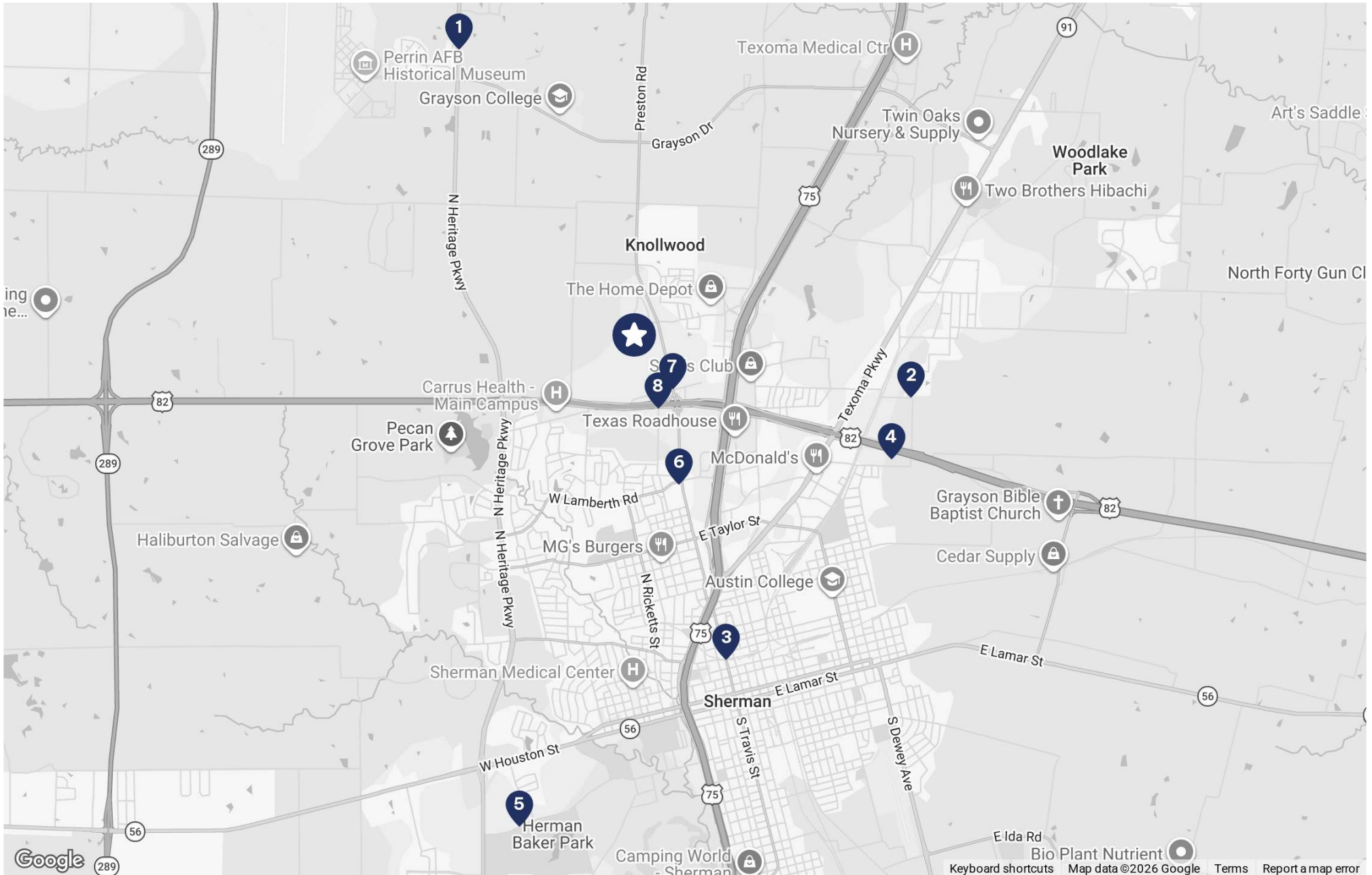
[Sale comps chart](#)

**4528 N Travis St, Sherman**








30.892 Acres

0 units


# SALE COMPS MAP



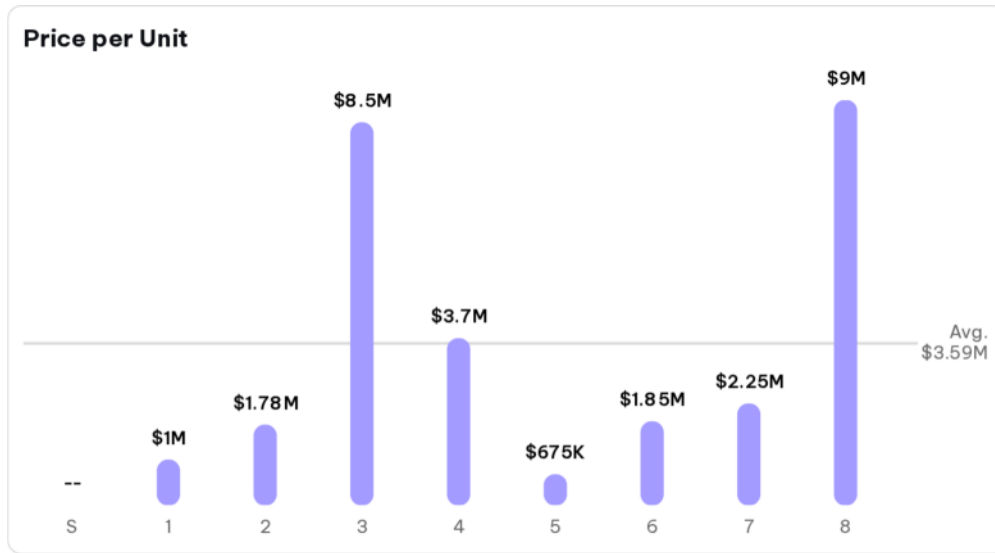
# SALE COMPS SUMMARY

property	built /renovated	units	sale price /date	\$/unit	RSF	\$/SF	avg SF
 <p><b>TBD FM-1417</b> Pottsboro, TX 75076, USA</p>		--	<b>\$1M</b>	--	435,600	\$2.30	--
 <p><b>2615 Graystore Dr</b> 2615 E Graystone Dr, Sherman, TX 75090, USA</p>		--	<b>\$1.78M</b>	--	869,022	\$2.04	--
 <p><b>99 Acres W Washington St</b> W Washington St, Sherman, TX 75090, USA</p>		--	<b>\$8.5M</b>	--	4,344,676	\$1.96	--
 <p><b>2700 E US 82</b> 2700 US-82, Sherman, TX 75090, USA</p>		--	<b>\$3.7M</b>	--	835,046	\$4.43	--
 <p><b>0000 HWY 75</b> 0000 HWY 75 Sherman, TX 75092</p>		--	<b>\$675,000</b>	--	273,557	\$2.47	--
 <p><b>12.118 Acres Lamberth Rd</b> Lamberth Rd, Sherman, TX 75092, USA</p>		--	<b>\$1.85M</b>	--	581,090	\$3.18	--
 <p><b>TBD E Canyon Grove Rd</b> TBD E Canyon Grove Rd, Sherman, TX 75092, USA</p>		--	<b>\$2.25M</b>	--	808,473	\$2.78	--

# SALE COMPS SUMMARY

property	built /renovated	units	sale price /date	\$/unit	RSF	\$/SF	avg SF
 <b>0000 Hickory</b> 3398 Hickory St, Sherman, TX 75092, USA		--	<b>\$9M</b>	--	4,443,120	\$2.03	--
<b>Averages</b>		--	<b>\$3.59M</b>	--	1,573,823	\$2.65	--
<b>Subject</b>		--	<b>\$3.75M</b>	--	1,349,576	\$2.78	--

# SALE COMPS CHART



**SITE**

**Heritage Ranch**

**440 AC Mixed Use Development**

**760 SF Homes**

**950 MF Units**

**21,366 VPD ('22)**

Lexoma  
Bank

**CARRUS**  
HOSPITALS

82

VIC  
LI  
CH





# 3

## Market Overview

- City overview
- Demographics
- Employers
- Employment

4528 N Travis St, Sherman  
30.892 Acres  
0 units

## Area Description

Sherman-Denison, TX, a dynamic pair of adjacent cities in Texoma, is known for its rich history and vibrant culture. Nestled easily between Dallas and Oklahoma, Sherman-Denison attracts residents with its affordable living and welcoming atmosphere. The cities are renowned for their thriving business landscape, picturesque parks, and strong community spirit. As a hub for arts, education, and recreation, Sherman-Denison celebrates Texas tradition while embracing modern development, making it a great place to live, work, and play.

## Recreational Delights

Nature enthusiasts will be in their element in Sherman-Denison, boasting numerous parks, hiking trails, and lakes. The expansive Pecan Grove Park features walking trails, playgrounds, and picnic areas. Lake Texoma, just minutes away, offers fishing, boating, and swimming opportunities beside stunning scenic views. For those seeking sports, the Sherman Sports Complex includes soccer fields and baseball diamonds, ensuring year-round activity. Other notable recreational spots include West Park, known for its beautiful gardens and community events, and the serene Craig Ranch Park, perfect for nature walks and family outings. Whether biking, hiking, or participating in local sports leagues, Sherman-Denison offers recreational fun for everyone.

## Culinary Scene

Sherman-Denison boasts a burgeoning culinary scene that reflects Texas's diverse flavors. The cities are home to a variety of dining establishments, from classic barbecue joints to authentic Mexican restaurants. The historic downtown area features trendy cafes and bistros, showcasing local ingredients and innovative dishes. Popular food districts, such as Texoma Avenue, provide a vibrant atmosphere for foodies to explore. Residents and visitors alike enjoy the annual Sherman Farmers Market, where local farmers and artisans come together to celebrate fresh produce and homemade goods. As food trucks gain popularity, the culinary landscape continues to evolve, allowing for an adventurous dining experience throughout the year.

# DEMOGRAPHICS

within 3 mile radius

**23,952**

Total population

**82%**

5 year population growth projection

**500**

Vehicles per day on Lone Grove Way

**9,733**

Total households

**\$35,206**

Per capita income

## 2022 Population by age

**6%**

0-4 Years

**20%**

5-19 Years

**6%**

20-24 Years

**24%**

25-44 Years

**26%**

45-64 Years

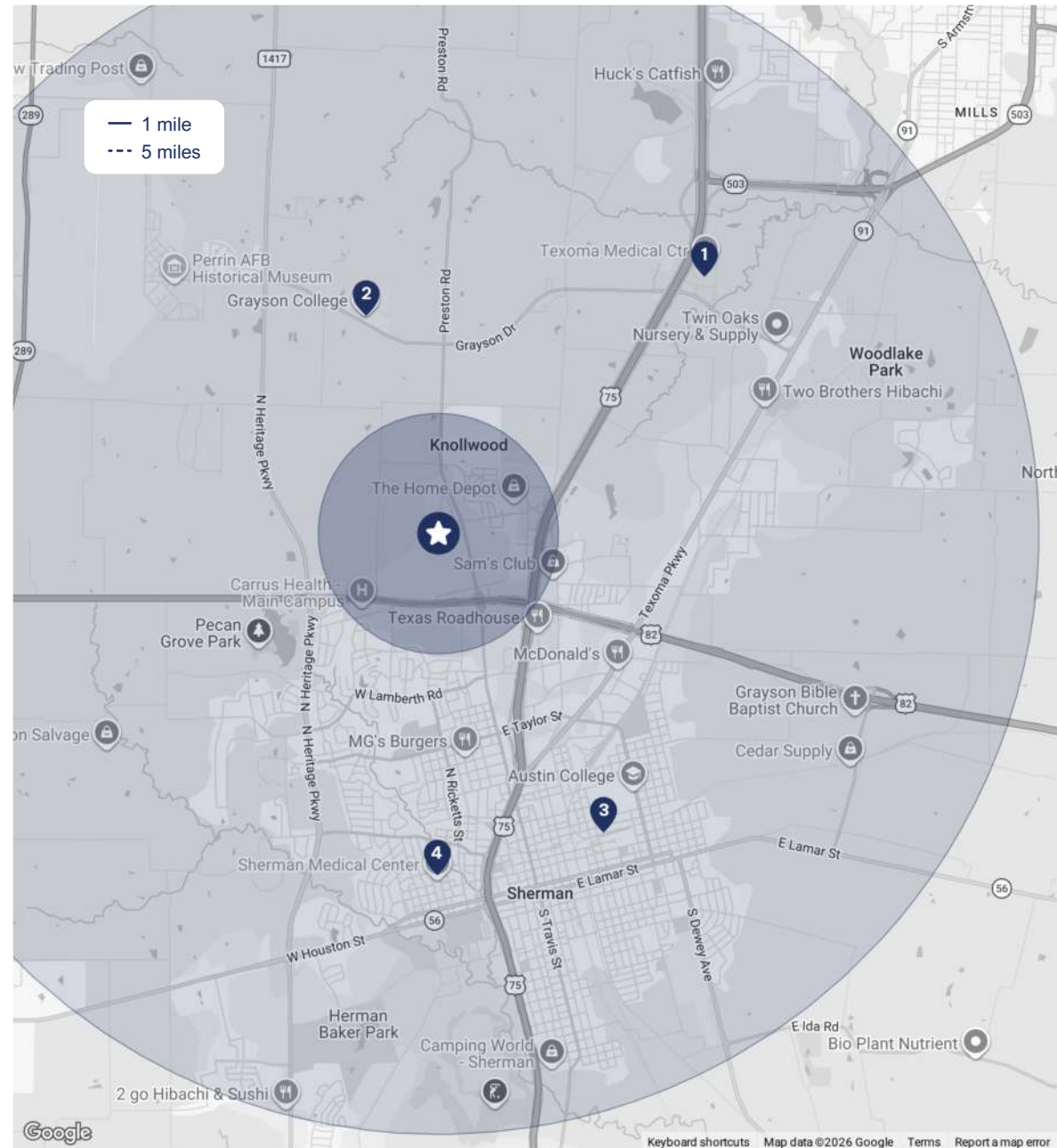
**18%**

65+ Years

	1 Mile	3 Miles	5 Miles
Total population	2,018	23,952	47,720
5 year projected total population	--	43,673	65,718
Total households	873	9,733	18,580
Current Median Household Income	\$81,326	\$59,075	\$61,484
5 year projected median household income	--	\$74,139	\$80,364
Current Per Capita Income	\$36,625	\$35,206	\$31,457
5 year projected per capita income	--	\$53,307	\$42,763
Median home value	\$216,040	\$202,291	\$191,399

# EMPLOYERS

- 1 Texoma Medical Center
- 2 Grayson College
- 3 Sherman Independent School District
- 4 Wilson N. Jones Regional Medical Center-  
Emergency Room



# EMPLOYMENT

Retail Trade	15.05%
Health Care and Social Assistance	12.31%
Manufacturing	12.2%
Construction	9.83%
Educational Services	8.72%
Accommodation and Food Services	8.12%
Finance and Insurance	5.8%
Professional, Scientific, and Technical Services	5.14%
Transportation and Warehousing	4.44%
Public Administration	4.15%
Administrative and Support and Waste Management Services	4.01%
Arts, Entertainment, and Recreation	2.79%
Wholesale Trade	2.6%
<b>Other</b>	<b>4.85%</b>



# 4

## About SPERRY | The HKC Group

About Sperry

Advisory Bio

4528 N Travis St, Sherman

30.892 Acres

0 units



# ABOUT SPERRY

## Full Brokerage Services

We provide comprehensive acquisition, disposition, exchange, leasing and consulting services.

Our specialists average 15 years of extensive real estate experience, and are among the most experienced professionals in the industry.

Our marketing associates are diverse and come from a variety of backgrounds, many having advanced degrees and professional designations.

Sperry Commercial associates are always current on real estate trends and forces that are shaping their local and regional markets.

Each Sperry Commercial associate knows the buyers, the buildings, the property owners, building characteristics, market rents, market trends, and demographics in their market area.

## Agent Specialization

Our agents are specialized in their services by

- Property Type Discipline
- Sales and/or Leasing Expertise
- Geographic Area Focus

## Our Technology



# SERVICES



## Commercial Real Estate Sales



## Leasing Services



## Full Range of Asset Categories

- Multi-Family
- Retail
- Office
- Industrial
- Land
- Hospitality
- Mobile Home Parks
- Special Purpose



# Heather Konopka, CCIM, CRE

Managing Director

Sperry | The HKC Group

## Professional Background

With over 25 years of experience in commercial real estate, Heather Konopka is a trusted expert in land development, investment sales, and 1031 exchanges across the Dallas–Fort Worth Metroplex. As Managing Director of a Sperry Commercial franchise, she combines deep market knowledge with strategic foresight to guide clients through complex transactions, always with integrity, precision, and heart.

Heather holds the prestigious CCIM designation (earned in 2005) and was recently invited to join The Counselors of Real Estate (CRE), an elite global organization recognizing seasoned, high-impact advisors. Her commitment to professional excellence is matched by her dedication to mentorship, having served as a CCIM instructor and a mentor with Project Destined, where she helped develop future leaders in commercial real estate.

Her leadership journey includes senior roles at Marcus & Millichap and C21 Commercial, as well as ownership of a successful Sperry Van Ness franchise. In 2004, Heather helped launch Keller Williams' first commercial division alongside co-founder Joe Williams, a pioneering move that reflected her entrepreneurial spirit. Heather has advised on a wide range of asset classes, from industrial and multifamily to residential land development. She's especially known for sourcing off-market multifamily deals and guiding clients through land entitlement processes, often drawing on her background as a principal in commercial land ventures. What truly sets Heather apart is her relationship-driven approach. She serves her clients not only as an advisor but as a trusted partner, passionate about their success and committed to delivering results with care, transparency, and respect.

When she's not closing deals or scouting new opportunities, Heather cherishes time with family, friends and faith, she enjoys fine wine, and finds peace sailing or soaking in sunsets at the lake or beach.

## Awards & Affiliations

- Counselors of Real Estate (CRE)
- Certified Commercial Investment Member (CCIM Since 2005)
- Top 5 at Sperry 2024
- 2022 Globe St. Women of Influence – Investment Sales
- NAR National Commercial Award (2018)
- William C. Jennings Outstanding Commercial Transaction Award (2017)
- Sperry Van Ness (SVN) Achievers Award – Top 10
- C21 #2 in the Nation (2021), #4 in the Nation (2018)
- Active in CCIM, NTCAR, TAR, NAR, and MetroTex Commercial

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## CONTACT US



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