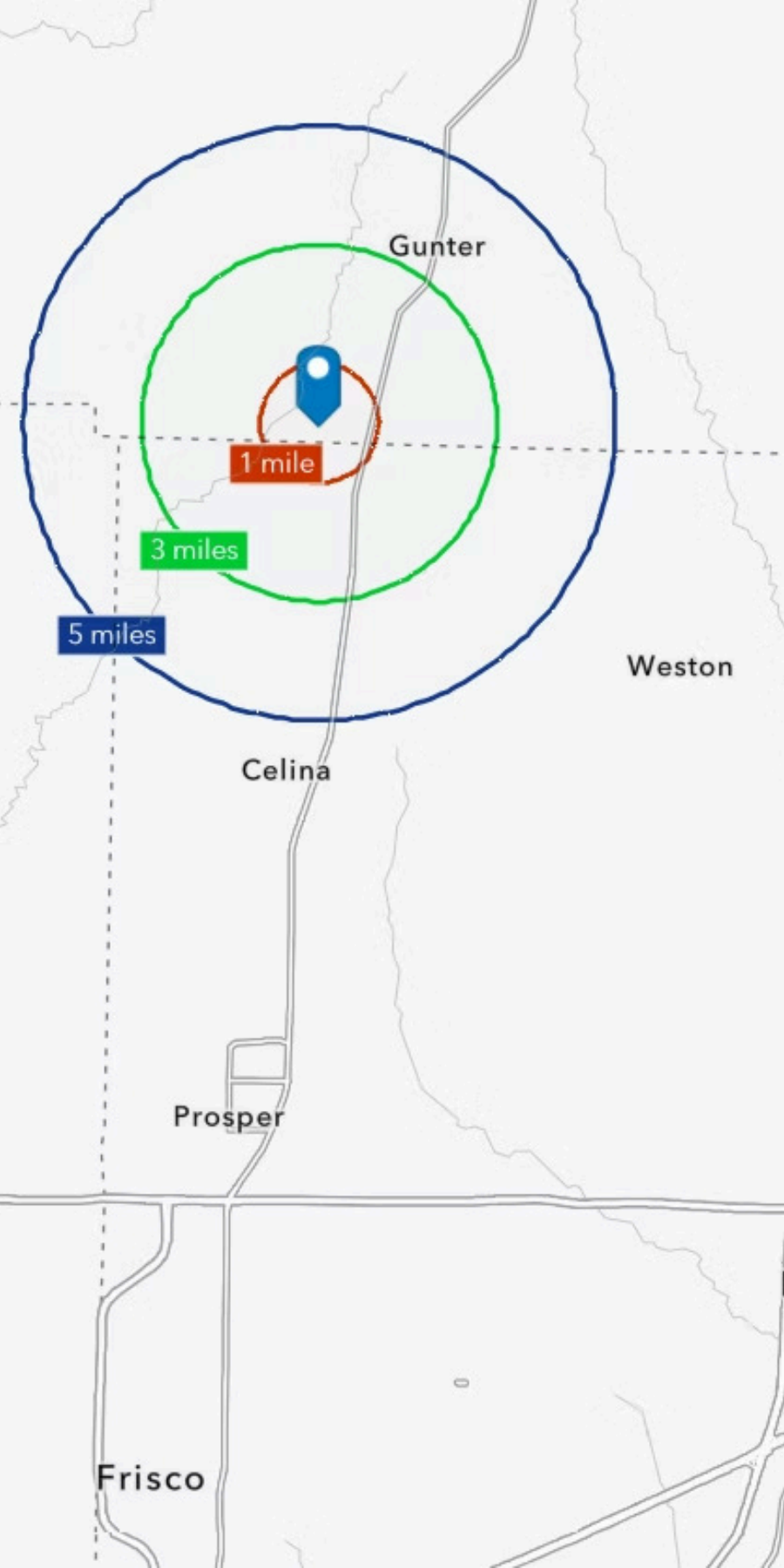


  
**MARILEE**  
RESERVE

 **BRYAN HAGGARD**  
LAND GROUP

[www.BryanHaggardLand.com](http://www.BryanHaggardLand.com)



## Investment Overview

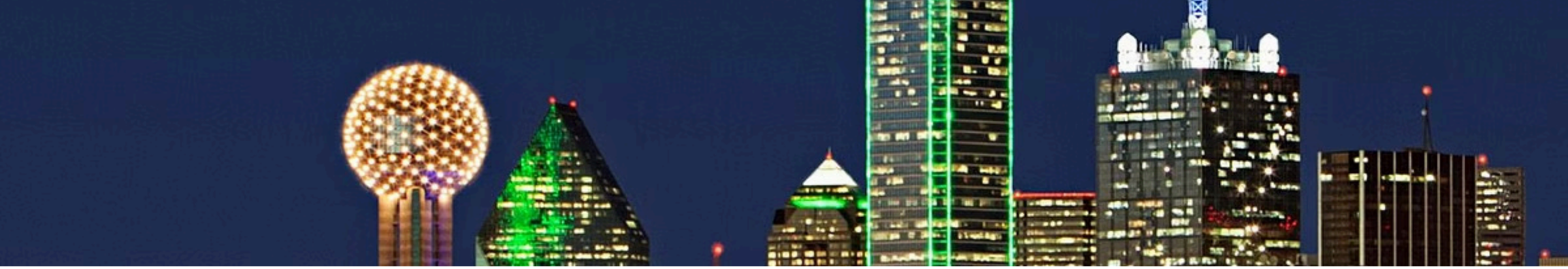
Bryan Haggard Land Group presents **MARILEE RESERVE**, a prime development opportunity comprising approximately **±229 gross acres in Gunter, Texas**. Positioned at the northwest quadrant of **Preston Road and Marilee Road**, the site sits directly adjacent to the 1,200-acre **Platinum Ranch** development.



With access to **Gunter ISD's A-Rated** schools, a procured **concept plan for 578 residential lots**, and proximity to major regional anchors like **Costco, HEB, and Rasor Ranch**, Marilee Reserve offers a compelling opportunity for residential developers in **one of the nation's fastest-growing suburban regions**.







## | Property Details

### Total Acreage

±229 Gross Acres

±160.5 Net Acres

### Location

NWQ of Preston Road and Marilee Road

Gunter ISD Within ETJ of Gunter, Texas

### Zoning

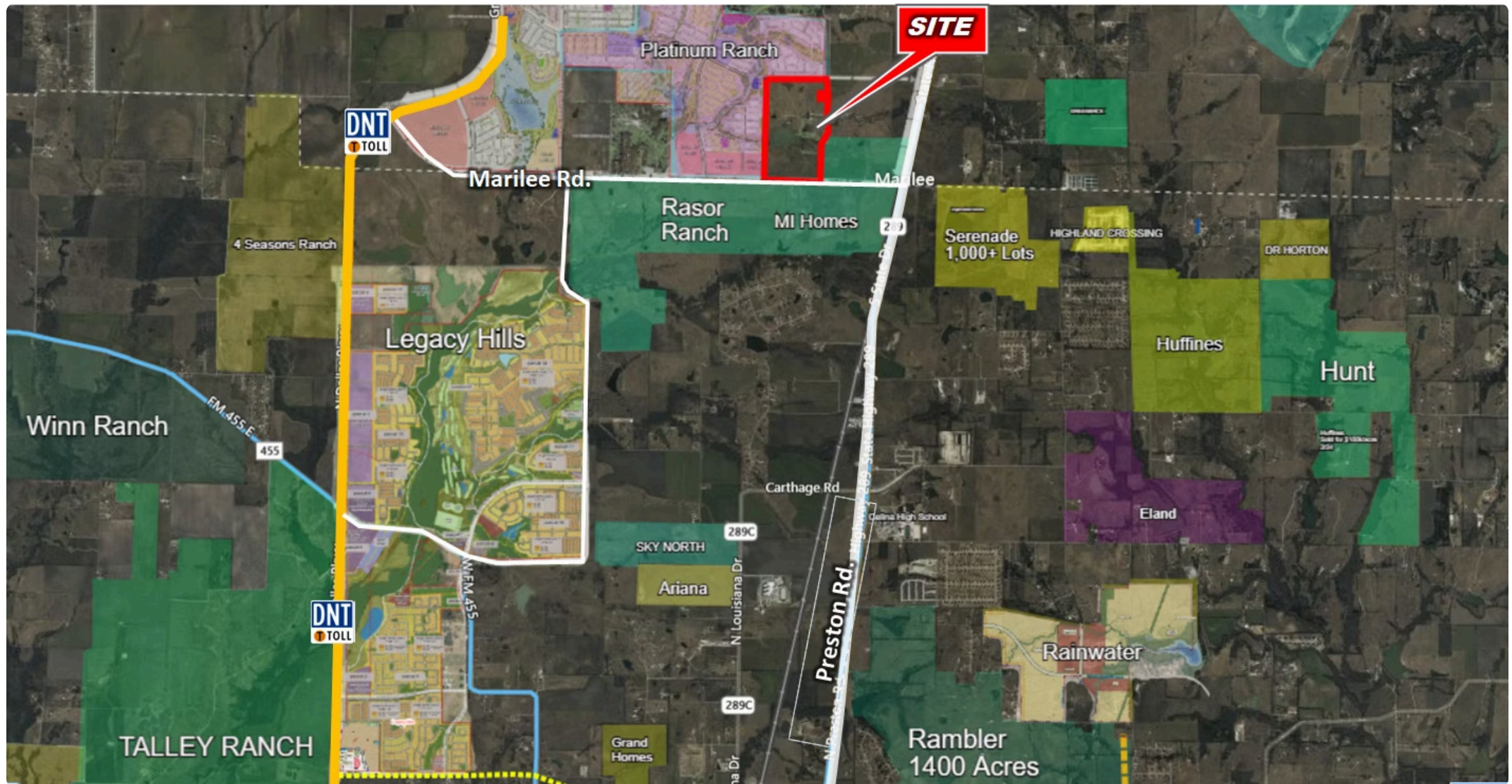
Gunter ETJ

Future Land Use: Single Family

**Utilities** provided through CCNs managed by **Mustang SUD**. Anticipated service and necessary agreements by Centurion American through adjacent Platinum Ranch or Razor Ranch Development of Water and Wastewater facilities.

Tax Entity	Rate %
Gunter ISD	1.443%
City (if annexed)	0.483%
County	0.305%
Grayson College	0.147%
<b>Total ETJ Rate:</b>	<b>1.894704%</b>

# Wide Aerial Map







**MARILEE**  
RESERVE

## Key Strategic Advantages



### Adjacent to Platinum Ranch & Rasor Ranch

Opportunity to coordinate planning with two master-planned community provides immediate development synergies.



### Land Use Progress

Concept plan created based on city meeting containing **578 lots** with 50', 60', and 70' configurations.



### Strategic Location

Positioned between Dallas North Tollway and Preston Road, providing access to both major north-south corridors.



### A-Rated Schools

Gunter ISD ranked A- on Niche.com, known for quality education and high demand among families.



# North Facing Aerial



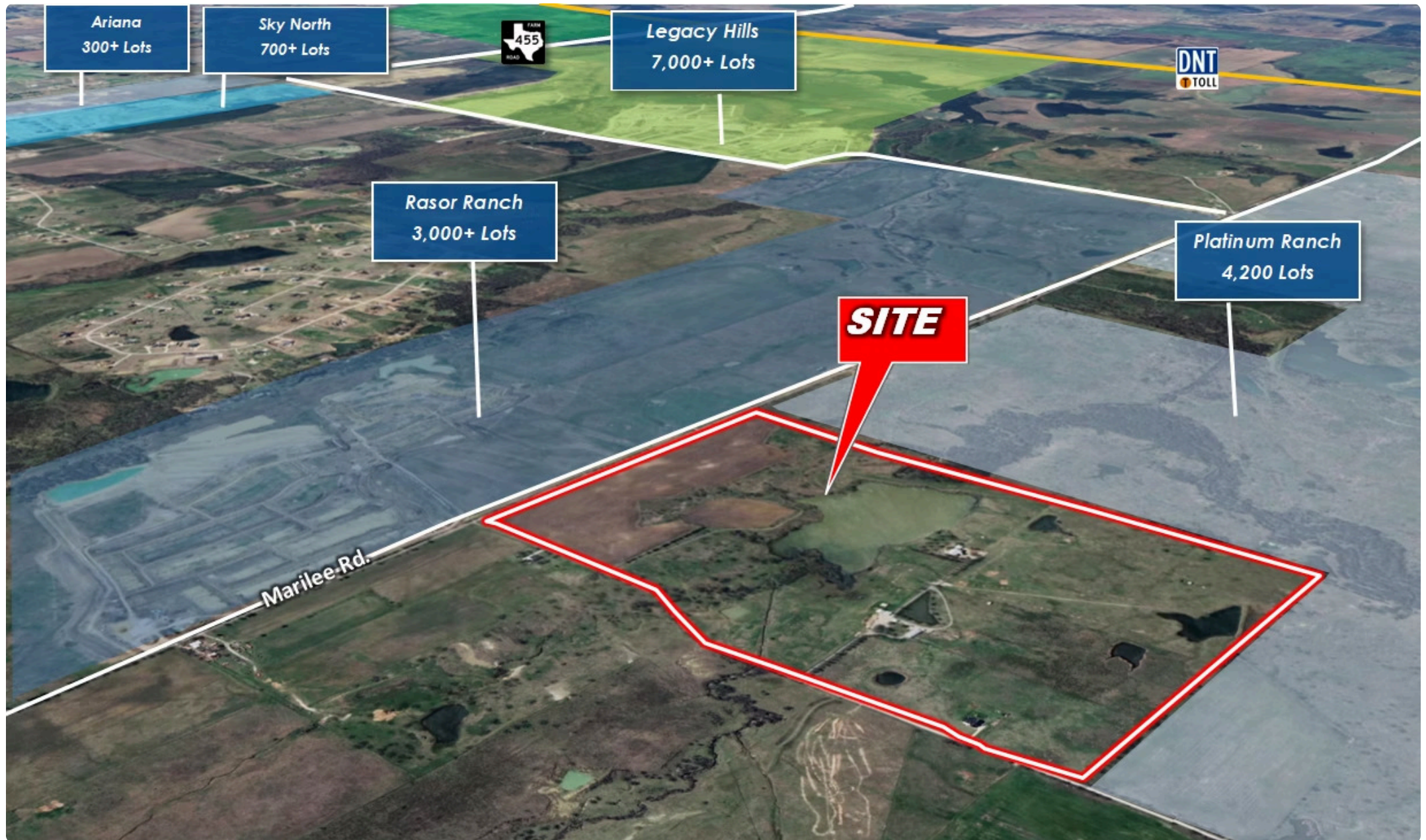


## North East Facing Aerial





# South West Facing Aerial





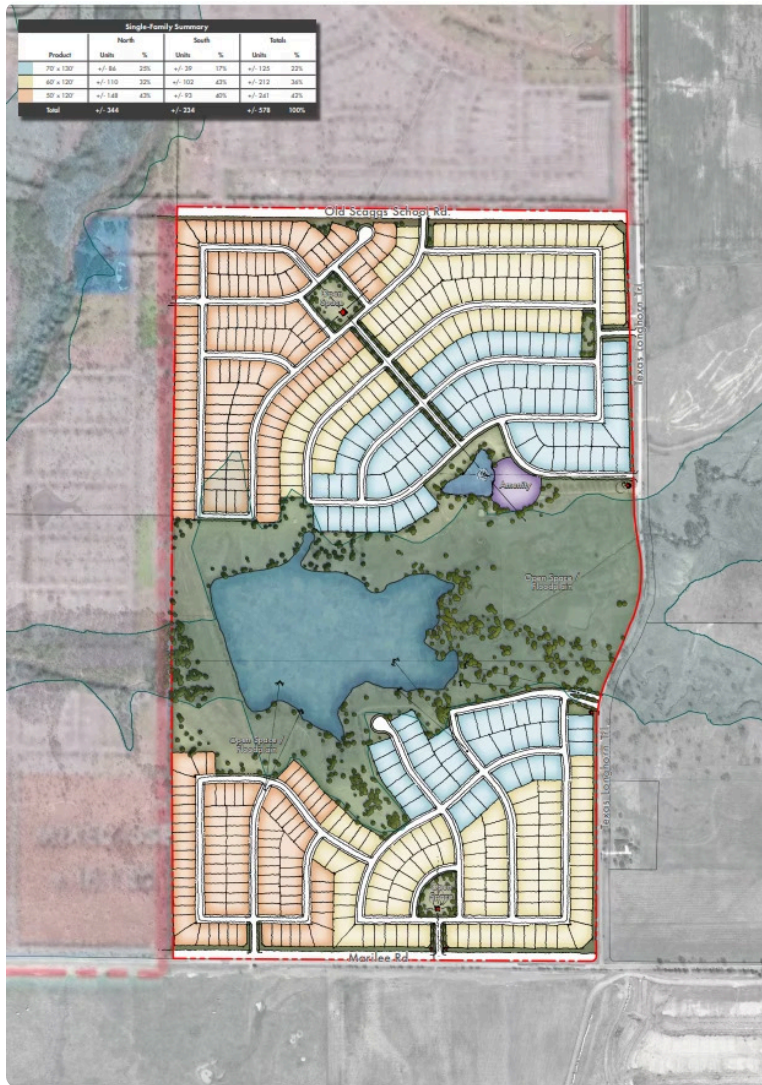
# Birdseye Wide View Aerial





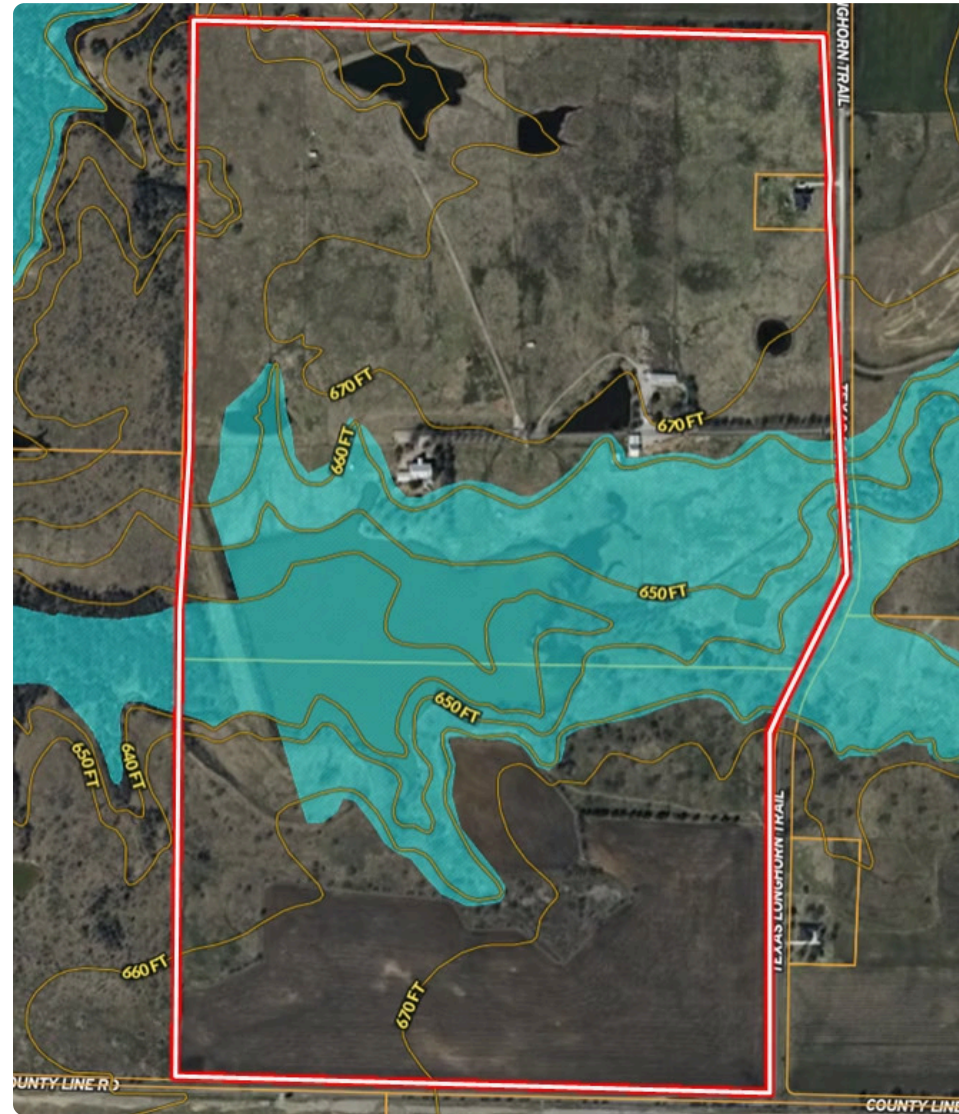
# Conceptual Lot Layout

\*For Illustrative Purposes Only

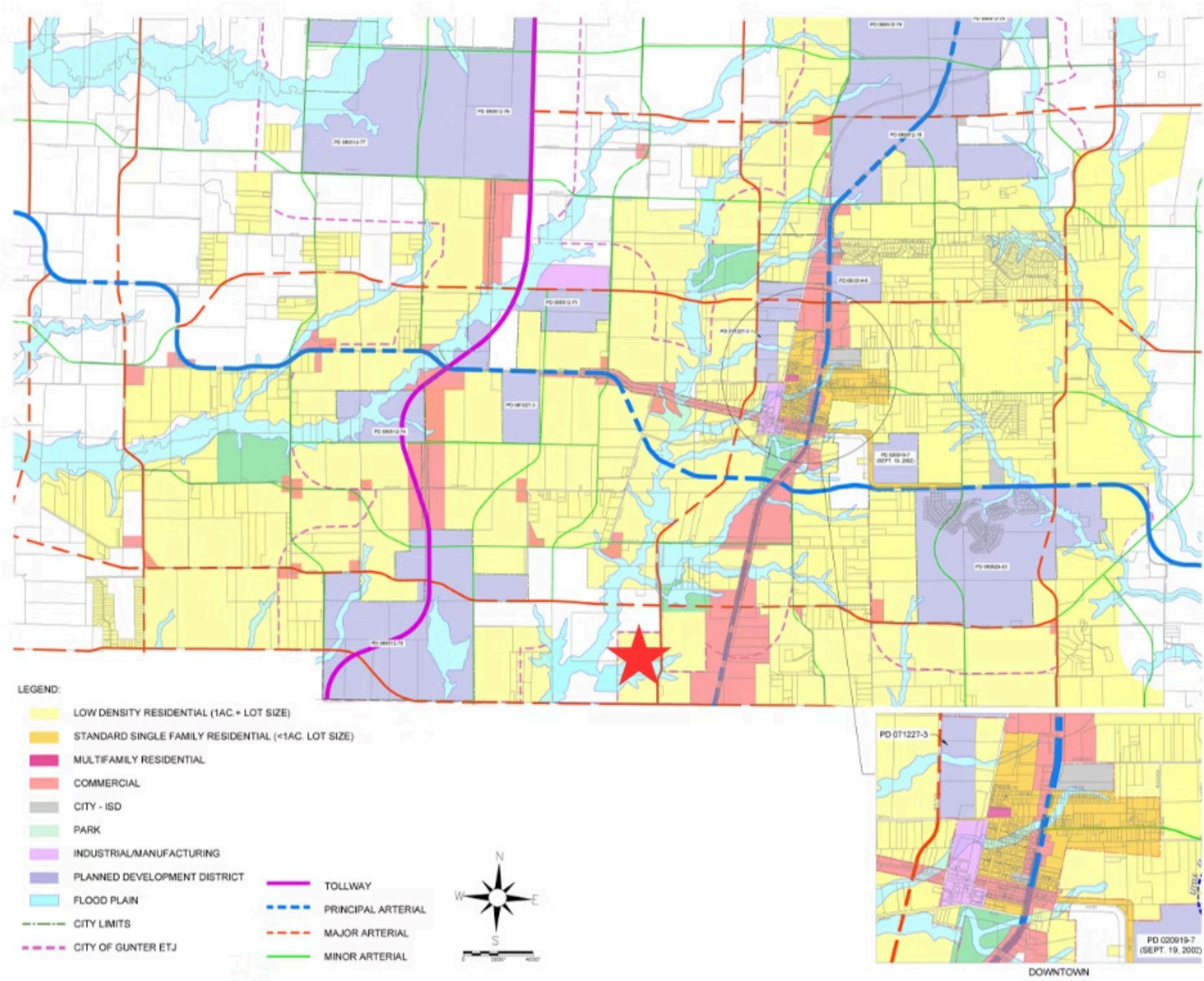




# | Contour Map



# Future Land Use Map

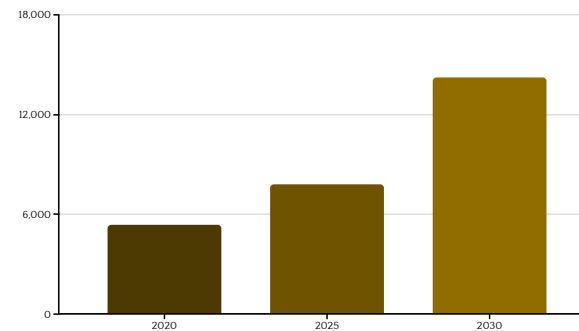






# | Demographic Explosion

Population Growth (5-Mile Radius)



**12.78%**

Annual Growth

Projected 2025-2030

**\$150K**

Median Income

2025

**72.8%**

Homeownership

Owner-occupied units

*SOURCE: ESRI 2025*







## | Market Fundamentals

The Gunter-Celina corridor represents exceptional demographic strength with household growth outpacing national averages and income levels supporting premium residential development.



### Median Home Value

5 Mile Radius

**\$605,281 in 2025 projected to be  
\$652,632 by 2030**

Strong market pricing supports premium development



### Average Household Income

3 Mile Radius

**\$179,755 by 2030**

Well above regional and national averages



### Household Growth

5 Mile Radius

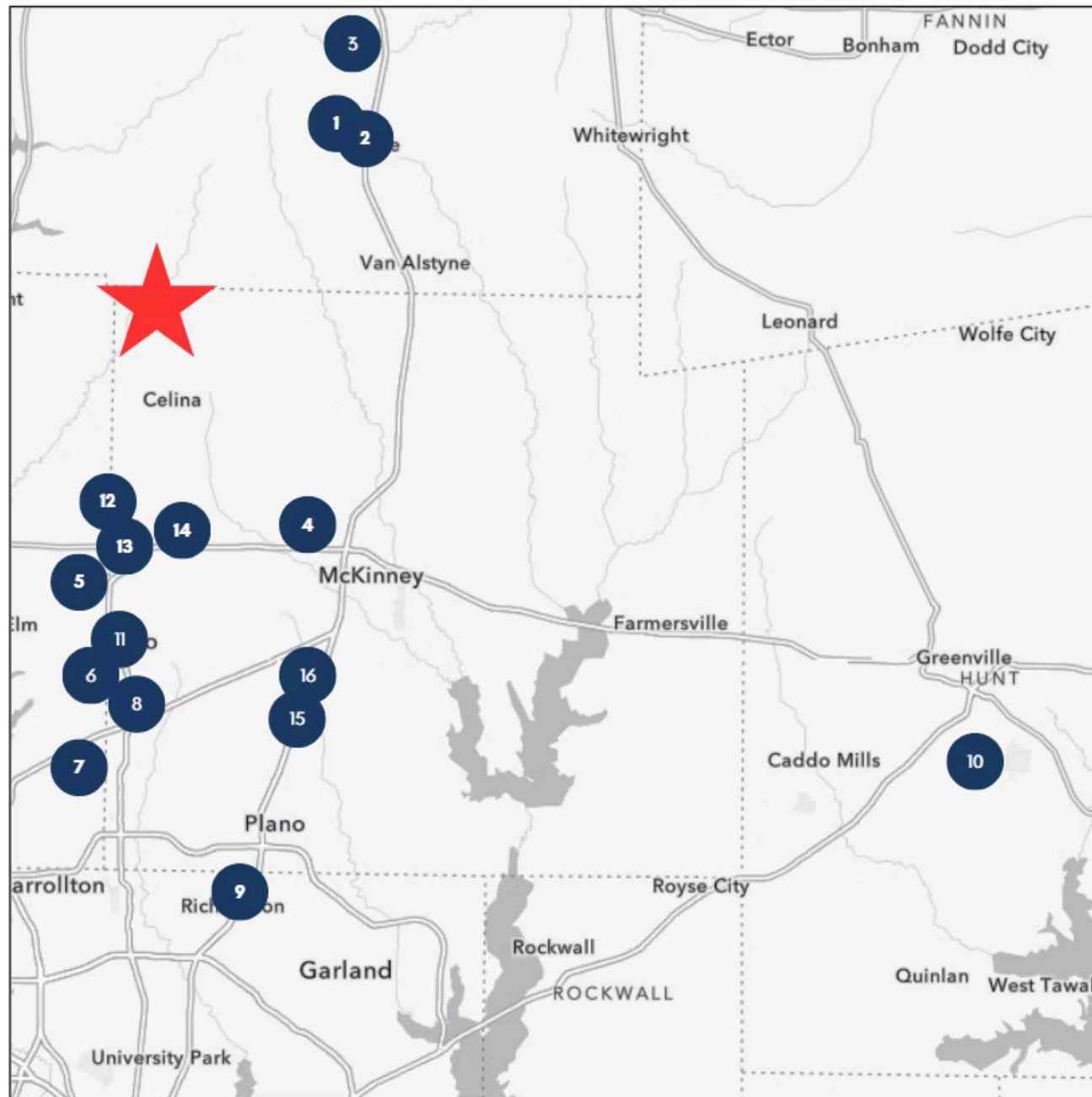
**4,259 by 2030**

164% increase from 2020 baseline

**SOURCE: ESRI 2025**



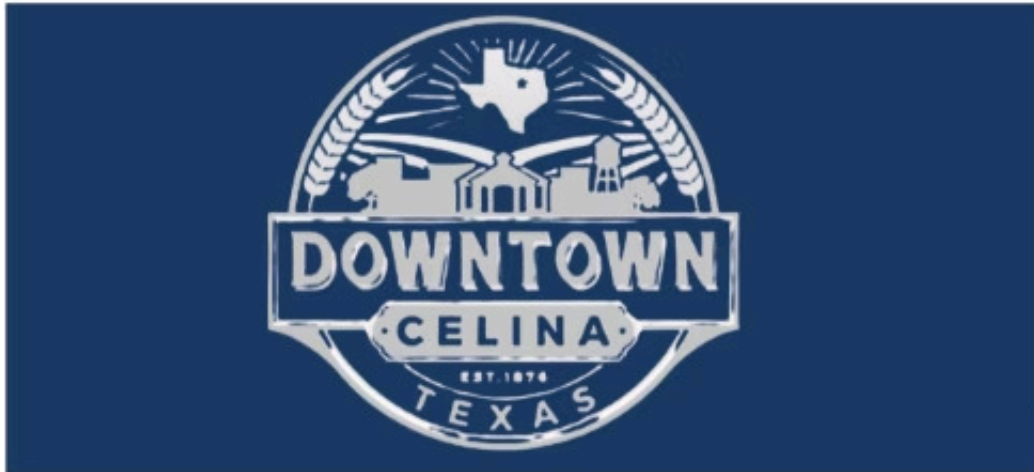
# Major Employment Centers



1. Texas Instruments (\$30 Billion Expansion).
2. Coherent
3. Globiwafer (\$5 Billion facility)
4. Raytheon
5. PGA Frisco / Fields Development
6. The Star
7. Toyota HQ/ Legacy West
8. Hall Office Park
9. State Farm/ CityLine
10. L3 Engineering
11. Frisco Station
12. Children's Medical
13. Firefly
14. The Gates of Prosper
15. Fannie Mae
16. Samsung



## Nearby Destinations





# Nearby Destinations



OMNI  
HOTELS & RESORTS

PGA Frisco is a public/private partnership between the PGA of America, Omni Hotels & Resorts, the City of Frisco and the Frisco Independent School District. The 660-acre campus is a unique destination that includes:

- Fields Ranch, with two world-class 18-hole championship golf courses and a state-of-the-art clubhouse.
- Omni PGA Frisco Resort & Spa, features 500 guest rooms, suites, 10 exclusive four-bedroom Ranch Houses, four pools, a spa, and 127,000 sq. ft. of meeting and event space.
- The PGA District, which features The Swing, a lighted 10-hole short course; The Dance Floor, a lighted 2-acre putting course; and an expansive retail and entertainment district, including an outdoor area for concerts and events.
- The Home of the PGA Of America.
- The Jerry J. Ransom Northern Texas PGA Section.

Designed to be fun and welcoming to all, PGA Frisco and the PGA District are an inviting destination for people from all walks of life and combine playability, practice, and fun programming that is growing interest and inclusion in the game, while also positively impacting the local community.



Fields Ranch



Ice House

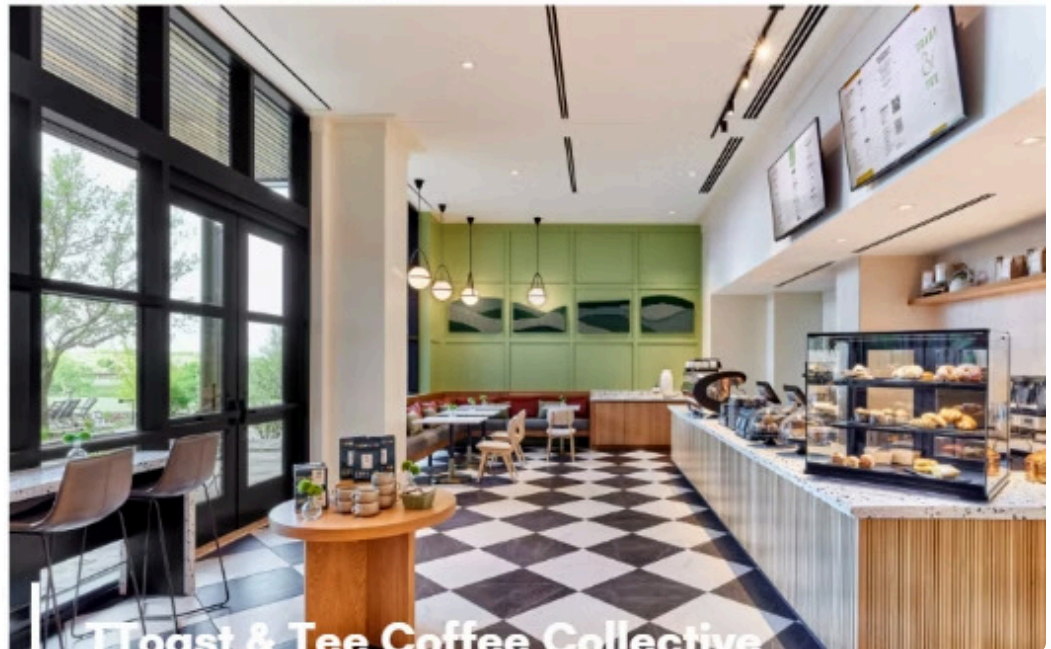


## | Nearby Destinations





## Nearby Destinations

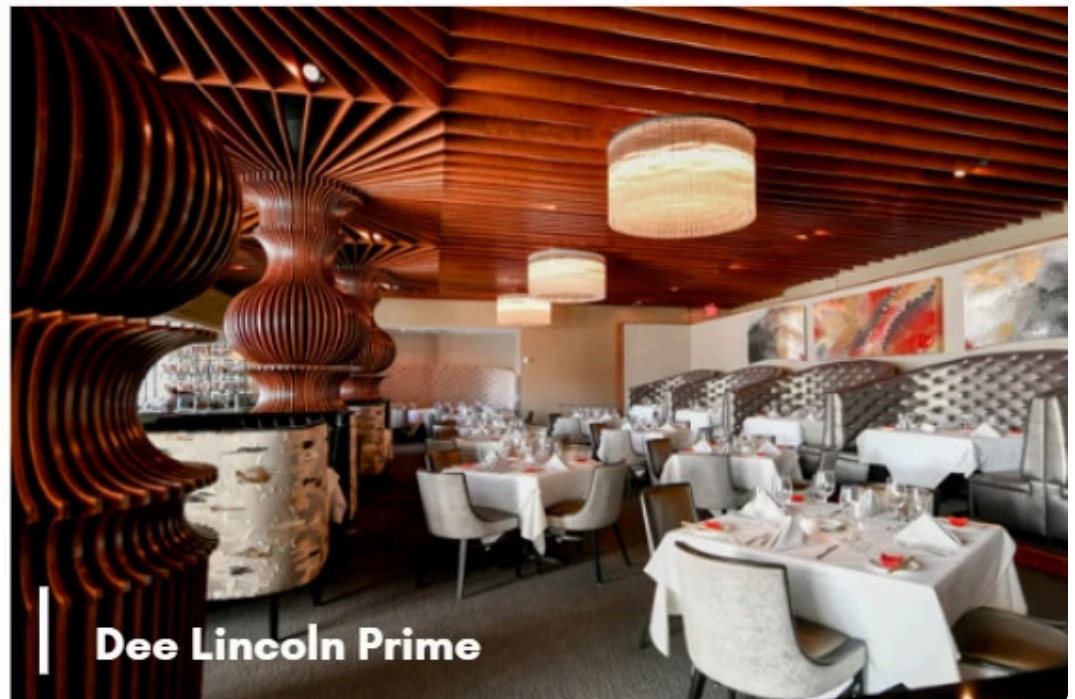




## | Nearby Destinations

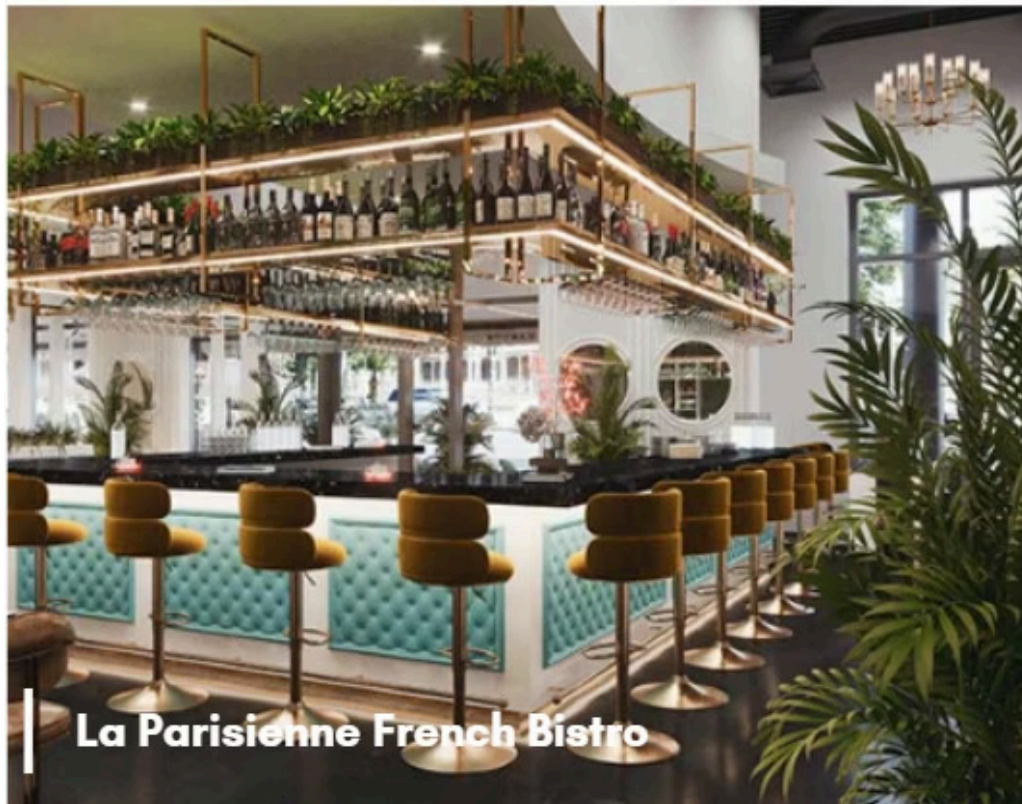


**The Star** is the 91-acre campus of the Dallas Cowboys World Headquarters and practice facility in Frisco, Texas. Developed as a first-of-its-kind partnership between the City of Frisco and Frisco ISD, The Star gives fans the opportunity to connect with the Dallas Cowboys in ways they have never imagined.





## Nearby Destinations





# | Dallas Fort Worth Overview



## Dallas Fort-Worth (DFW) Metro Area

With a population of over 8.1 million, the Dallas-Fort Worth (DFW) Metroplex is the 4th largest metropolitan area in the U.S. and is projected to surpass Chicago by 2034 to become the 3rd largest. Known for its rapid population and employment growth, DFW has become a highly desirable destination for people of all ages due to its central location, expanding job market, high quality of life, and relatively low cost of living. As one of the top-performing economic regions in the country, DFW attracts a young, educated, and dynamic population, drawing both businesses and visitors to the area.

DFW's economic success is reflected in its impressive population growth rate, which from 2023 to 2027 is projected to be more than four times the national average. This influx of new residents, coupled with a strong job market and vibrant business climate, has fueled corporate relocations and expansions throughout the region. As a result, DFW continues to rank among the nation's leaders in both population growth and commercial real estate activity.

In 2023, for the third consecutive year, DFW led the country in commercial real estate sales, according to MSCI Inc., solidifying its position as a top destination for corporate investment.



**4TH**  
**LARGEST MSA IN**  
**THE USA**  
  
**150+**  
**CITIES**

**8.10 M**  
**2023**  
**POPULATION**  
  
**9,000**  
**SQUARE MILES**

**14**  
**COUNTIES**  
  
**1.71 M**  
**RESIDENTS ADDED**  
**FROM 2010-2023**



# Major Regional DFW Developments

Project Name	Location	Details
Texas Instruments Semiconductor Plant	Sherman	\$30 billion investment
GlobalWafers Semiconductor Facility	Sherman	\$4 billion investment
Preston Harbor Development	Denison	\$6 billion investmnet
DFW Airport Terminal F	Dallas-Fort Worth	\$4.8 billion investment
PGA of America	Frisco	\$550 million, 660 Acres
Fort Worth Convention Center	Fort Worth	\$95 million Phase 1
Reunion Redevelopment	Dallas	\$5 billion, 20-acre redevelopment
UNT Dallas STEM Facility	Dallas	\$100 million, 4-story facility
DART Silver Line	Dallas-Fort Worth	26-mile commuter rail, \$1.89 billion
Newpark—A Smart District	Dallas	\$3.5 billion, 20-acre development
Dallas International District	North Dallas	450-acre area, \$5 billion Midtown project
Texas Research Quarter	Plano	\$4 billion, 200-acre life science complex
Field Street District	Dallas	\$1 billion, 6-acre mixed-use development
Sloan Corners	Allen & Fairview	\$3 billion, 500-acre development
Hensley Field	Dallas	738 acres, \$390 million master plan
Haggard Farm West	Plano	\$700 million investment
Harold Simmons Park	Dallas	250-acre park, \$325 million
The Mix	Frisco	\$2 billion, 112-acre development
Dallas Convention Center	Dallas	\$3 billion, 2.5M sq ft
The Shops at RedBird	Dallas	95 acres, \$200 million redevelopment
Goldman Sachs Campus	Dallas	800,000 sq ft, \$500 million
Arlington Entertainment District	Arlington	\$2.25 billion mixed-use
Wells Fargo Regional Campus	Irving	\$455 million, 22-acre site

Project Name	Location	Details
Texas A&M Fort Worth Research Center	Fort Worth	\$150 million research campus
Grandscape Mixed-Use Development	The Colony	\$1.5 billion, 433 acres
Legacy West Expansion	Plano	\$3 billion, 255-acre expansion
Southern Gateway Park	Dallas	\$172 million, 5-acre park
Pegasus Park Expansion	Dallas	23-acre life science hub
McKinney Cotton Mill Redevelopment	McKinney	\$933 million redevelopment
Comerica Bank High-Rise	Frisco	314,000 sq ft, 11-story commercial tower
McAfee & Boingo Wireless Headquarters	Frisco	Corporate headquarters expansion
TIAA Office Tower	Frisco	15-story, \$110 million office tower
Hall Park Redevelopment	Frisco	\$7 billion
Toshiba Innovation Hub	Frisco	5.7-acre technology and research facility
Frisco Performing Arts Complex	Frisco	Large-scale entertainment and cultural venue
Kaleidoscope Park	Frisco	Public park and recreational area
Autograph Collection Hotel	Frisco	Luxury boutique hotel
TIAA Office Tower	Frisco	15-story, 500,000 sq ft office building
Sunset Amphitheatre	McKinney	\$220 Million
Methodist Celina Medical Center	Celina	\$200 Million
Prosper Arts District	Prosper	\$300 Million
H-E-B Dallas Expansion	Dallas	10-acre site for grocery store
Firefly Park	Frisco	\$2.5-4 Billion
Sunny Delight Expansion	Sherman	Expansion of existing facility
Universal Kids Resort	Frisco	\$550 million
Fields West Development	Frisco	\$2 Billion, 55 Acres
Toyota Stadium Renovation	Frisco	\$182 million



## CONTACT US



**JOSH BRYAN**  
PARTNER

PH: 972.265.9609  
EMAIL: [Josh@BryanHaggardLand.com](mailto:Josh@BryanHaggardLand.com)  
TX Real Estate License: 583582

**AUSTIN FREET**  
SENIOR ASSOCIATE

PH: 972.265.9609  
EMAIL: [Austine@BryanHaggardLand.com](mailto:Austine@BryanHaggardLand.com)  
TX Real Estate License: 697931

**ALICIA BUSH**  
ASSOCIATE

PH: 972.265.9609  
EMAIL:  
[Alicia@BryanHaggardLand.com](mailto:Alicia@BryanHaggardLand.com)  
TX Real Estate License: 837304



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- 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
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**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.

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- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
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Rodney Haggard	0159098	RodneyOHaggard@Gmail.com	972-422-2500
Designated Broker of Firm	License No.	Email	Phone
Josh Bryan	583582	Josh@BryanHaggardLand.com	972-265-9609
Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
Austin Freet	697931	Austine@BryanHaggardLand.com	972-265-9609
Sales Agent/Associate's Name	License No.	Email	Phone

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Josh Bryan	583582	Josh@BryanHaggardLand.com	972-265-9609
Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
Alicia Bush	837304	Alicia@BryanHaggardLand.com	972-265-9609
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BUILDING TEXAS LEGACY

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