



28.64+/- ACRES | RESIDENTIAL DEVELOPMENT SITE

O'Neal Street | Gainesville, Texas 75454

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
214-556-1956
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 the opportunity to acquire approximately 28.64+/- acres (the "Site") located along O'Neal Street in the rapidly growing city of Gainesville, Texas. The Site is zoned SF-2, which allows for single family development with a minimum lot width of 75'. The Seller has a concept plan, located on page 5, which contemplates a rezone of 89.46+/- acres to 294 50' single family lots; 60+/- acres is currently under contract. The Site is located less than 500 feet south from East US Highway 82, a major east-west thoroughfare and approximately two miles east from I-35, a major north-south highway. This Site is exceptionally **well-priced at \$1,025,000 (\$35,789 per acre)** and is a great opportunity to acquire a property in the rapidly growing city of Gainesville.

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 register their client upon initial contact with VREA.

INVESTMENT OVERVIEW ⁽¹⁾

Property	28.64+/- Acres
Location	Located along O'Neal Street
Access	Access Via O'Neal Street and Wheeler Creek Drive
Utilities	Gainesville Water CCN Gainesville Sewer CCN
Zoning	Single Family-2 (75' lot min)
Appraisal District Property ID's	113572, 26380
School District	Gainesville ISD

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

PRICING

Asking Price	\$1,025,000
Asking Price per Acre	\$35,789

TAX INFORMATION

Taxing Entity	Tax Rate
Gainesville ISD	0.858200
Cooke County	0.315400
Lateral Road	0.000100
NCT College	0.094500
North TX Medical	0.091200
Gainesville City	0.535700
Total Tax Rate	1.895100

DEMOGRAPHICS

ESTIMATED POPULATION (2024)



1-MILE | 4,420
3-MILE | 18,424
5-MILE | 20,847

ANNUAL GROWTH RATE (2020-2025)



1-MILE | 0.04%
3-MILE | 0.11%
5-MILE | 0.18%

MEDIAN HOUSEHOLD INCOME



1-MILE | \$60,918
3-MILE | \$53,949
5-MILE | \$56,101

MEDIAN HOME VALUE



1-MILE | \$191,929
3-MILE | \$157,264
5-MILE | \$168,620



28.64+/- ACRES
GAINESVILLE, TEXAS

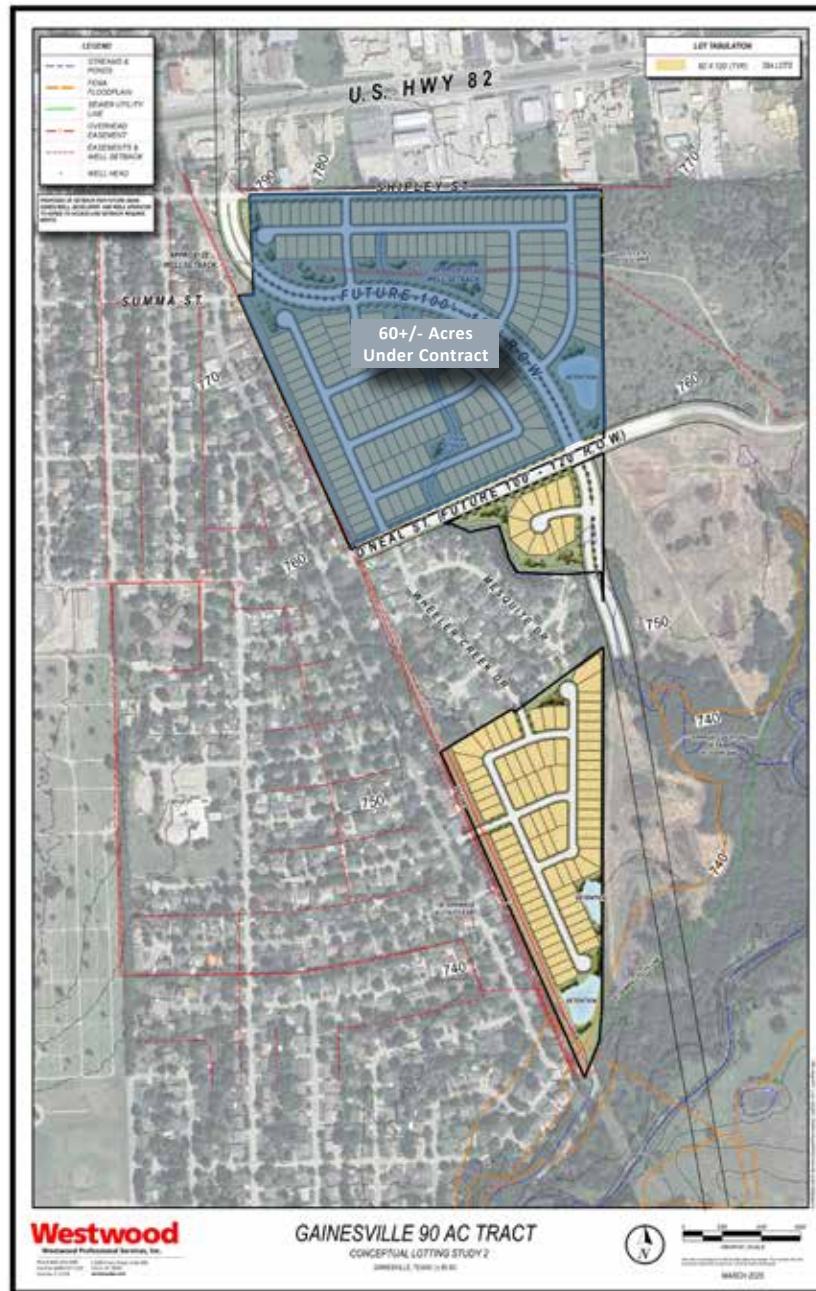
Oklahoma



CONCEPT PLAN

*Please note, this concept plan is predicated on a Buyer rezoning the Site to allow for 50' lots. Buyer to consult with their own consultants.

28.64+/- ACRES
GAINESVILLE, TEXAS





INVESTMENT HIGHLIGHTS



Strategic Location

- The Site is located approximately two miles east of I-35, and less than 500 feet south of US- Highway 82, a major east to west thoroughfare.
- The Site is approximately 10 miles north from Lake Ray Roberts, and just under 20 miles southwest from Lake Texoma, providing excellent options for leisure, entertainment, and employment opportunities in the area.
- WinStar World Casino is located approximately 10 miles north of the Site. It is one of the largest casinos in the world based on total area and employs 2,650 regionally.
- The Site is located close to several Gainesville ISD campuses, making it an excellent location for families. Gainesville High School is located approximately three miles southwest of the Site, Gainesville intermediate school is less than a mile northwest of the Site, and Edison Elementary School is approximately a half mile south of the Site.



Zoning

- The Site is currently zoned SF-2 which allows for low-density single-family development with a minimum lot size of 7,500 square feet with a minimum width of 75 feet.
- The Seller contemplated a concept plan shown on page 5 of this flyer, which depicts 89 50' single family lots. Please note, it's our understanding this would require a rezone.
- *Purchaser to do their own due diligence related to zoning and permitted uses.*

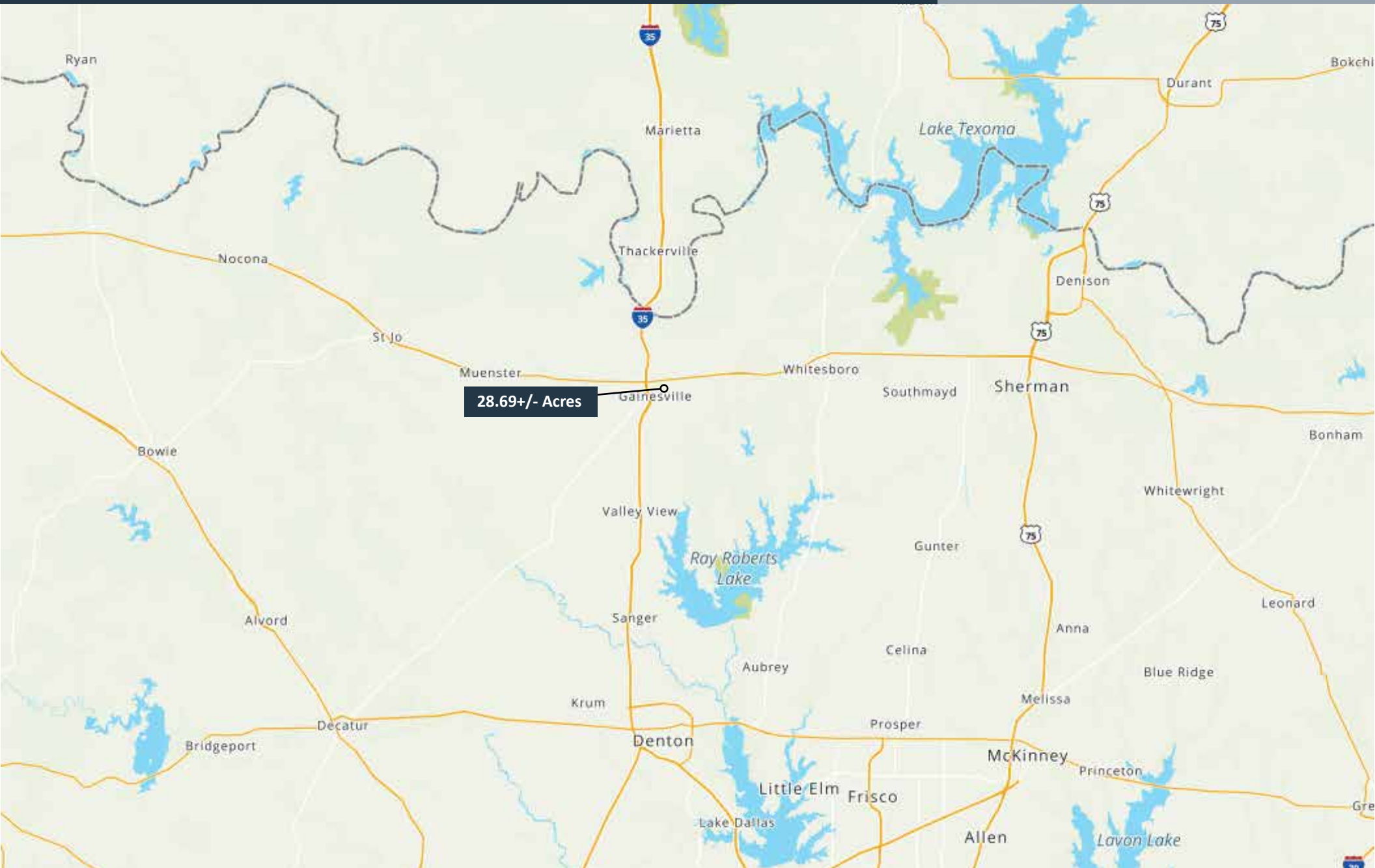


Population and Demographics

- According to the US Census Bureau, Gainesville has a population of approximately 18,295 as of 2024, with a growth rate of 5.2% since 2020.
- Cooke County has an estimated population of 44,258 as of 2024, with a growth rate of 6.2% since 2020.
- As of May 2025, the average home sale price in Cooke County was \$360,000 per Redfin.com.



28.64+/- ACRES
GAINESVILLE, TEXAS



DFW CSA 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
- Cooke County, where the site is located, is witnessing demographic shifts and has an estimated 2024 population of 44,258 with a growth rate of 6.2% since 2020, according to US Census Data.

The Site is located in the City of Gainesville and Cooke County, TX, which is part of the Dallas-Fort Worth-Arlington Combined Statistical Area ("DFW"). The DFW CSA encompasses 20 counties in North Texas, with the Site being in Cooke County. DFW has a population of 8.6 million, making it the fourth largest population center in the country.



**GROSS METROPOLITAN
PRODUCT**

\$744 Billion



**DFW POPULATION
GROWTH**

2.18% (2023-2024)



**DFW ESTIMATED
POPULATION**

8.3 Million



Dallas



Fort Worth

ECONOMIC OVERVIEW

Gainesville's economy is driven primarily by manufacturing and their close proximity to WinStar World Casino, which heavily drives both employment and tourism to the city. The two largest employers for the city are WinStar and Safran Seats, one of the world's leading suppliers of seating for airplanes and helicopters. Gainesville is also the home of North Texas Medical Center, an acute-care hospital facility and level IV trauma center, which is another major employer and economic driver for the city. In addition to these employers, Gainesville has a strong employment base in education, with Gainesville ISD, Gainesville State School, and North Central Texas College all included in the cities' top 10 employers. Gainesville also offers easy access to the DFW and Sherman markets, making it an ideal location for commuters. Gainesville has experienced strong economic growth in recent years, achieving nearly 15% growth in median household income and a nearly 35% increase in median property value. These strong economic indicators prime Gainesville for continued growth.



GAINESVILLE MAJOR EMPLOYERS

COMPANY NAME	EMPLOYEES
WinStar World Casino & Resort	2,650
Safran Seats US	1,007
Gainesville ISD	425
North Texas Medical Center	351
Walmart	350
Cooke County	290
IFS Coatings	258
Gainesville State School	250
North Central Texas College	236
City of Gainesville	236

Source: Gainesville EDC



AREA OVERVIEW

Gainesville, serving as the county seat for Cooke County, is approximately 60 miles north of downtown Dallas. Gainesville blends small-town charm with modern amenities and has a vibrant downtown area featuring local shops, restaurants, and cultural attractions. The city is served primarily by Gainesville ISD, which enrolls approximately 3,100 students and has a B- rating on Niche.com. Located exceptionally close to the Texas-Oklahoma border, Gainesville is often associated with the gambling industry. WinStar World Casino, located less than 10 miles north of the Site, is one of the world's largest casinos, and helps drive Gainesville's thriving tourism industry.

TRANSPORTATION



Air: DFW International Airport is located about 50 miles south of the Site, offering both domestic and international flights. Gainesville Municipal Airport, a general aviation facility serving North Texas, is just under 5 miles west of the Site. Additionally, the North Texas Regional Airport is located approximately 25 miles south of the Site.



Highway: The Site is located within Cooke County, Texas, and is close to several major thoroughfares. US Highway 82 is located less than 500 feet north of the Site, and I-35 is approximately 2 miles west of the Site. Additionally, FM-372 is located less than a mile to the west of the Site.



Public Transit: Public transportation is provided within the Lake Texoma area is served by Texoma Area Paratransit System (TAPS). TAPS offers curb-to-curb service to residents for in-town, out-of-town, and out-of-county trips. Counties served include Cooke, Grayson, Fannin, Montague, Clay and Wise are also supported by TAPS.



WinStar World Casino



DFW International Airport

2025 Q1 Market Statistics - Cooke County

Median Price
\$350,975
▲ 10.7% YoY

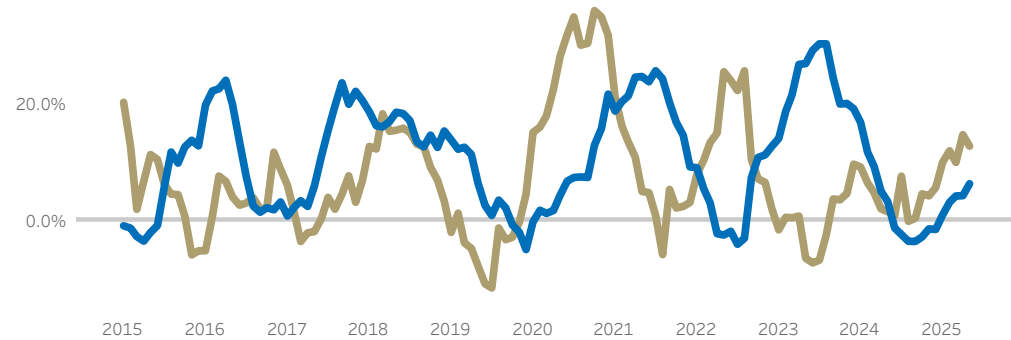
Closed Sales
106
▲ 1.0% YoY

Active Listings
269
▲ 13.5% YoY

Months Inventory
6.6
▲ 0.5 YoY



GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



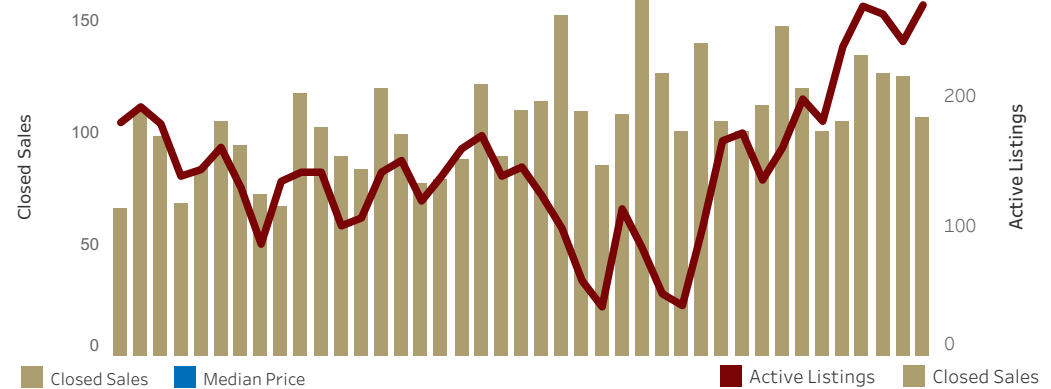
TRANSACTION TIME STATS

Days on Market
100
20 days more than 2024 Q1

Days to Close
32
1 day less than 2024 Q1

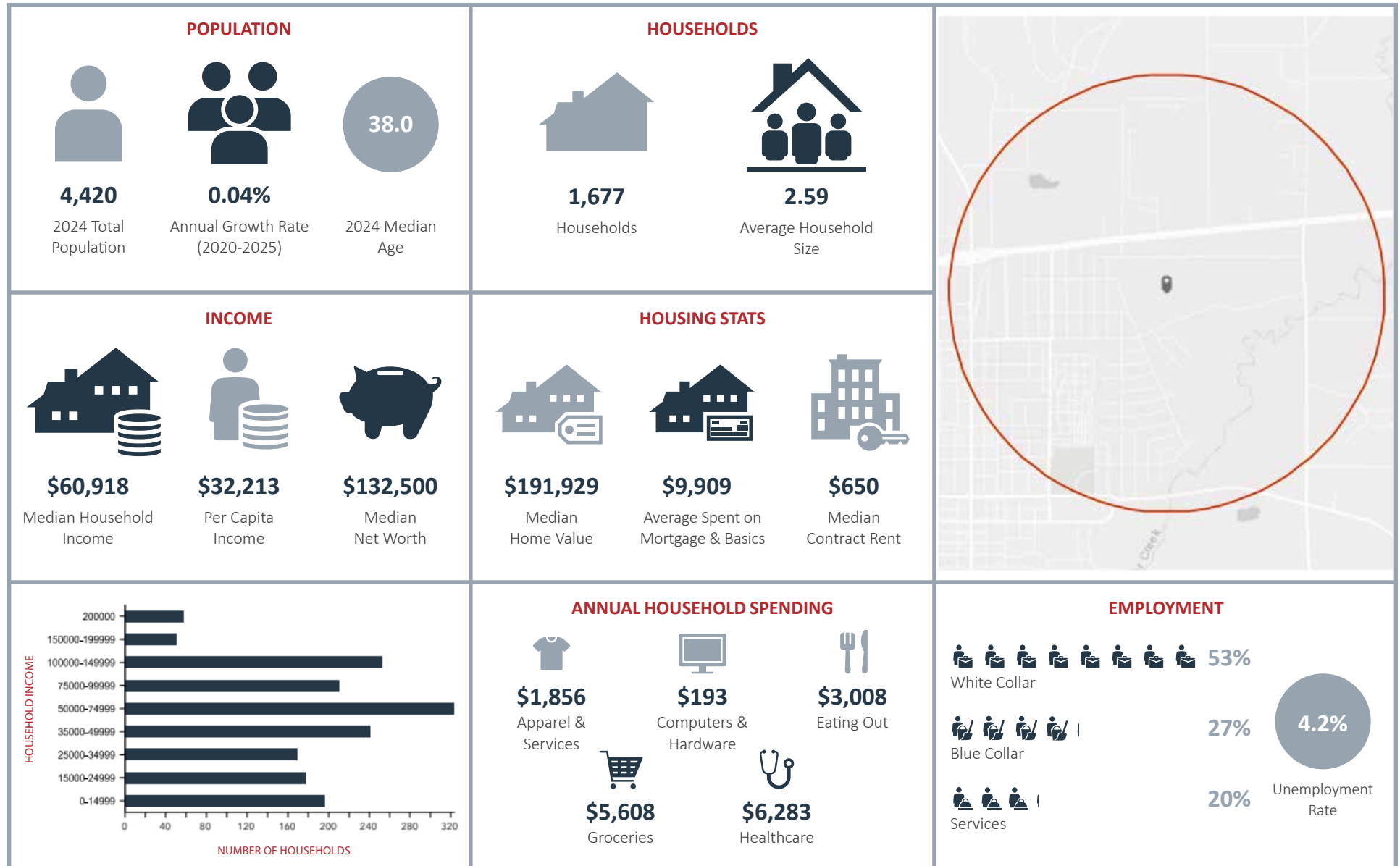
Total Days
132
19 days more than 2024 Q1

CLOSED SALES AND ACTIVE LISTINGS

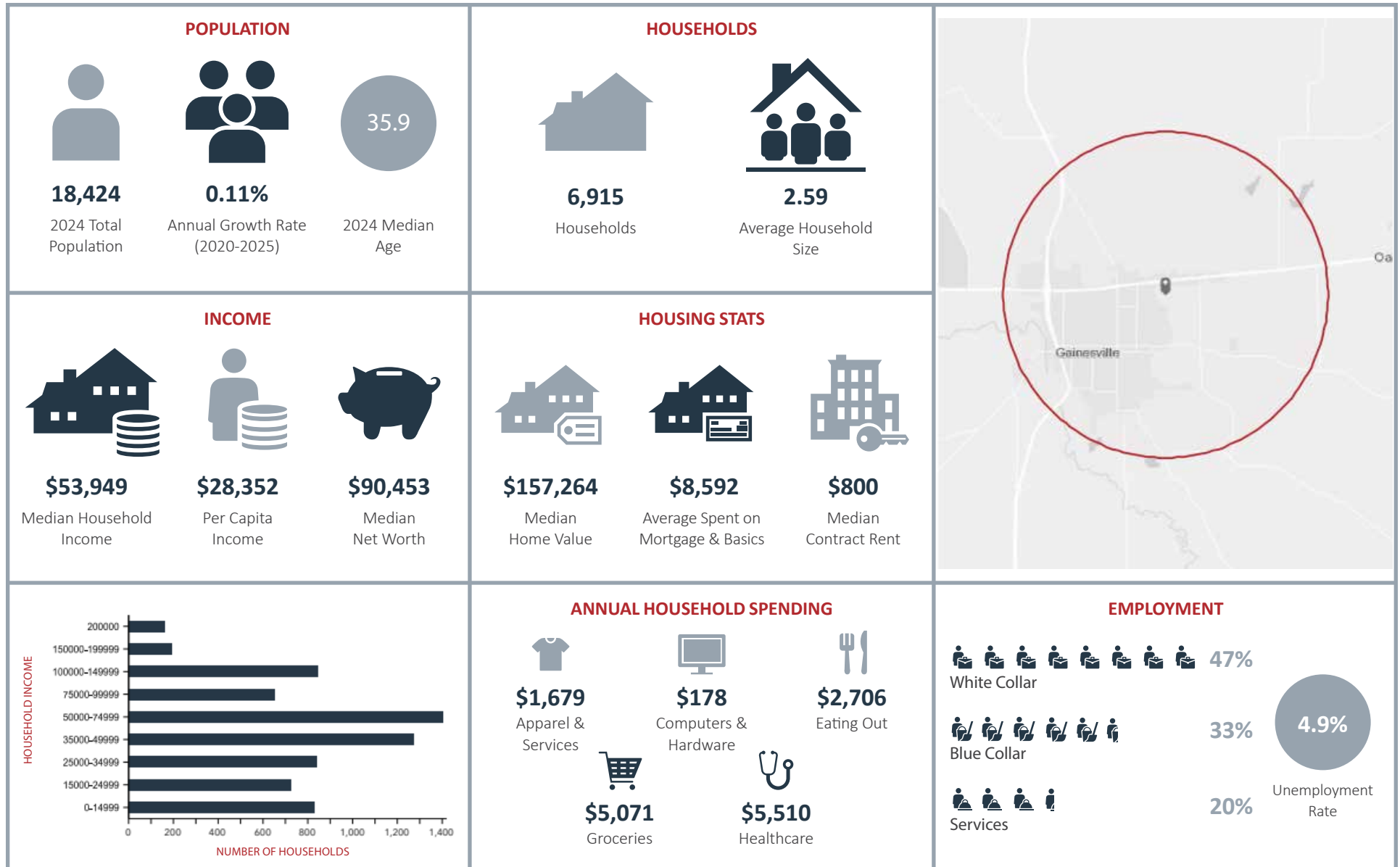


© 2025 Texas REALTORS® - Data used in this report come from the Texas REALTOR® Data Relevance Project, a partnership among Texas REALTORS® and local REALTOR® associations throughout the state. Analysis provided through a research agreement with the Real Estate Center at Texas A&M University.

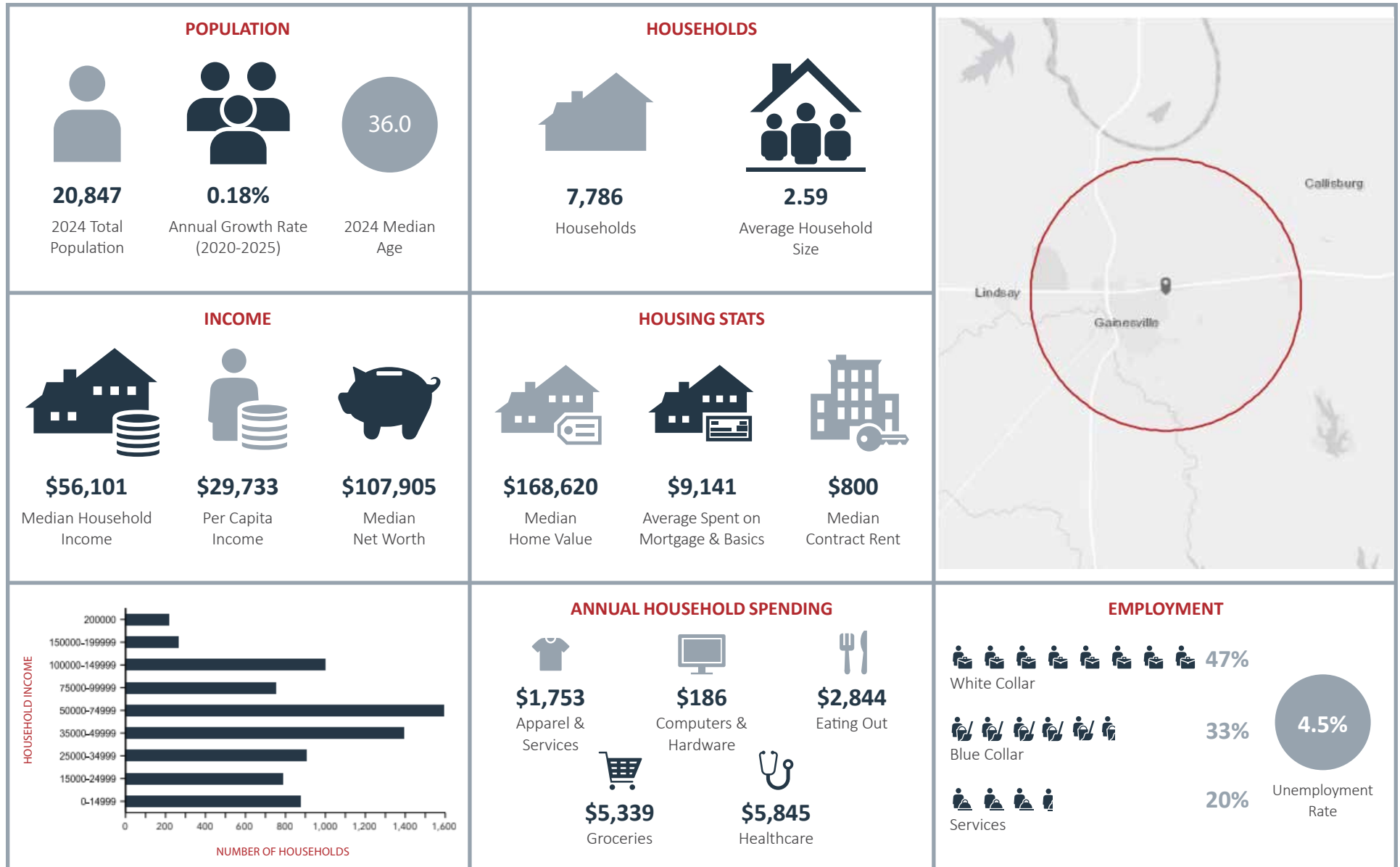
DEMOGRAPHIC OVERVIEW | 1-MILE RADIUS



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

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



28.64+/- Acres | O'Neal Street | Gainesville, Texas



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* | 214-556-1956 | 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