



HEARTWOOD

PRESERVE



APPLIED
UNDERWRITERS

AN APPLIED UNDERWRITERS, INC. DEVELOPMENT

CBRE

CBRE - COMMERCIAL REAL ESTATE

PRESERVATION **COMMITMENT** VISION

An aerial photograph of a large, green, rectangular preserve area. A central, light-colored path or road runs vertically through the center. A horizontal road crosses the path, with a parking lot full of cars. In the foreground, there is a body of water and a rocky shoreline. The background shows a city skyline under a sunset sky with a bright orange sun.

DISCOVER HEARTWOOD PRESERVE, WHERE LOCAL CHARM MEETS MODERN LIVING,
CREATING A VIBRANT COMMUNITY UNLIKE ANY OTHER IN THE REGION.

PRESERVATION COMMITMENT VISION

Just to the west of Omaha's city center,

a metamorphosis is taking place. A complete reimagining of what a development can be.

With nearly 500 acres of mixed-use, pedestrian-friendly space, Heartwood Preserve will become the cornerstone for gathering, living, working, shopping and playing.

At the core of its being is the integration and protection of the natural beauty of the region. Roughly 80 acres are devoted to green space, eight miles of bike paths and open trails and over 10,000 newly planted trees.

Offering a wide variety of retail, commercial, residential and recreational facilities on an environmentally observant landscape, Heartwood Preserve is designed to foster a sense of community.





HEARTWOOD AT A GLANCE



office space
1.65 MILLION SF



parks & public space
80 AC



hotels
300 ROOMS



single family homes
270 UNITS



retail
500,000 SF



paths & open trails
8 MILES



multifamily residential
1,500 UNITS



senior living
300 UNITS



OMAHA DMA STATISTICS 2025



population
1,232,266



bachelors degree+
37.7%



construction permits (2023)
\$1.575 BILLION



restaurants
2,300+



avg. pop growth since 2000
30.2%
(US = 20.3%)



households
527,295



cost of living index
93.5
(US = 100)



golf courses
60+



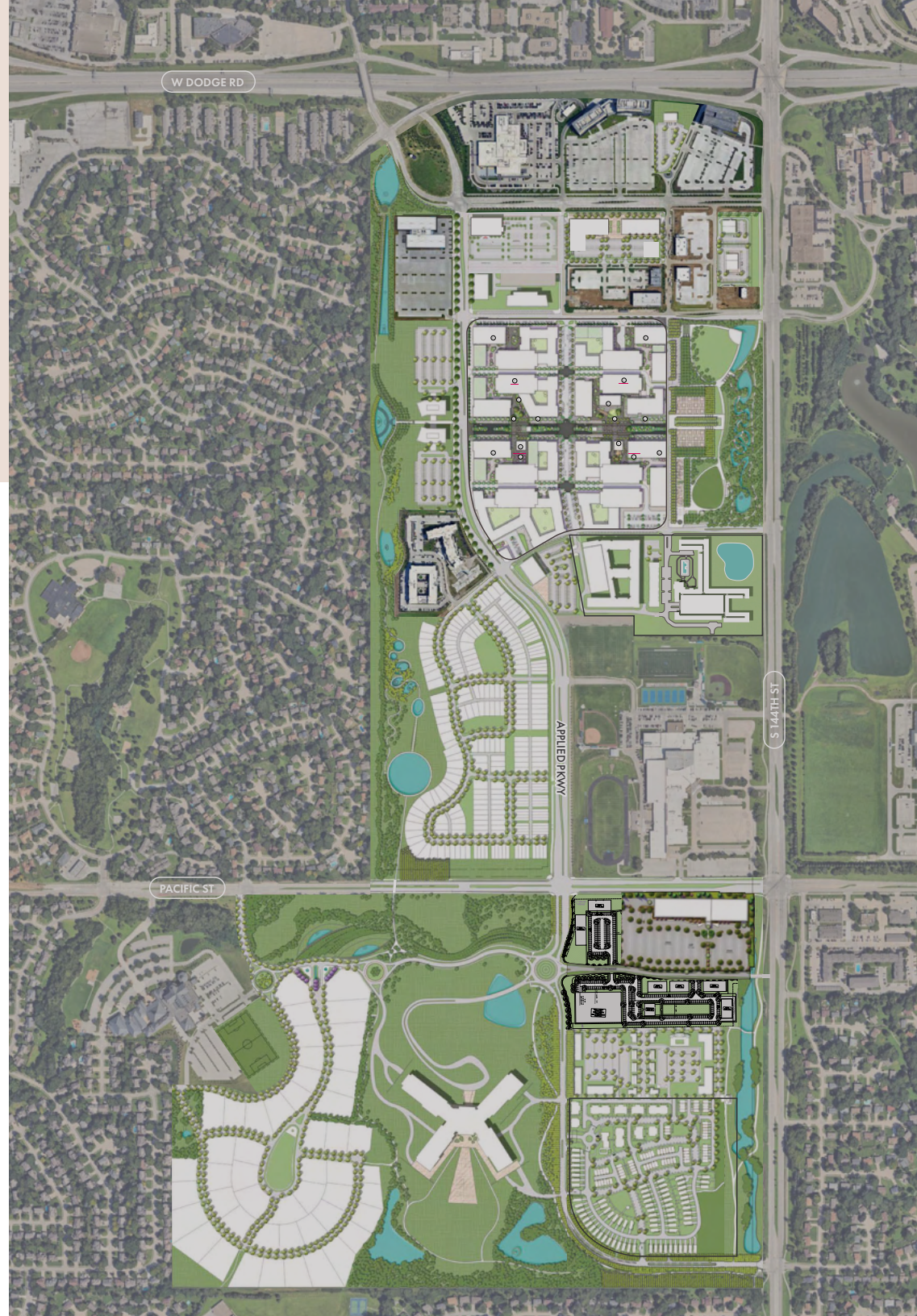
HEARTWOOD PRESERVE

AVAILABLE LOTS

- 3.32_{AC}
- ±25_{AC}
- 3.6_{AC}

— HOVER OVER EACH TO VIEW ON MAP

Currently Available



LIVE HEARTWOOD

Heartwood's network of neighborhoods provides a variety of housing options:

- Cottages
- Villas
- Condos
- Single-family homes
- Large-lot estate homes

All are designed to have access to the extensive recreational trail system, allowing ease of access to Heartwood's many services and amenities.





THE ROW AT HEARTWOOD PRESERVE — The Row will be a walkable streetfront of shops and restaurants with a generous central promenade. The central promenade will contain park features and seasonal shops, with approximately 1,500 residential units above retail.

HEARTWOOD ESTATES — The Estates are arranged for ±50 luxury estate homes. The lots average one half acre in size, and many homes are currently under construction.

Ovation — The active, adult lifestyle village offers independent living, assisted living and memory care in a state-of-the-art facility with a high level of service and sophistication.

THE ARBOUR — Heartwood's variety of residential pockets are planned to host a variety of living options. A single-family residential neighborhood with freestanding homes, cottages and rowhouses will be nestled along Greenway A, east of Applied Parkway, north of Pacific Street.

The homes will be built on a variety of lot sizes, offering a range of price points and living styles. The neighborhood is within easy walking distance of the village center and will be attractive to those families who desire a more urban lifestyle with the comfort of a single-family home.



THE RESIDENCES — Heartwood's Residential District will be built on a variety of lot sizes, offering a range of price points and living styles. This neighborhood will be within easy walking distance of the village center and will be attractive to those who desire an urban lifestyle with the comfort of a single-family unit.





WORK **HEARTWOOD**

Heartwood Preserve is designed to accommodate over two million square feet of Class A office space with single-tenant, multi-tenant and build-to-suit leases available. Applied Underwriters, Carson Group, Valmont Industries, Union Bank & Trust, PayPal and Olsson Associates are among the premiere businesses already committed.



APPLIED UNDERWRITERS CAMPUS

Applied Underwriters' corporate campus will feature its 275,000 SF headquarters building with 1,000 heated underground parking stalls. Applied Underwriters focused on every detail from its 80-foot entry to the highly energy efficient electrochromatic windows that tint as the sun progresses across the sky.



CARSON GROUP HEADQUARTERS

Carson Group Headquarters opened its 200,000 SF building in early 2021. It features a stunning atrium and rooftop balcony with bounding views. Goldenrod Companies and J.E. Dunn Construction Company also call this their home base.



ONE HEARTWOOD PLACE

Cizek Companies purchased 5.8 acres located directly at the west end of Heartwood Row and will be developing a 137,000 SF Class A office building. This amenity-rich project will feature private balconies, an outdoor patio with fire pits, floor-to-ceiling glass, a fitness center, and training rooms. Site work is underway with completion targeted for Summer 2027.



VALMONT HEADQUARTERS

The H-shaped, three-story structure is located south of the 150th Street and West Dodge Road interchange. Valmont's HQ opened in early 2021 and designed to accommodate up to 500 employees.



UNION BANK & TRUST

Located prominently against West Dodge Road, Union Bank & Trust has completed its Omaha headquarters and open. PayPal is also located in the building.

SHOP HEARTWOOD

Heartwood Preserve's retail districts will provide an elevated shopping and dining experience.

Approximately 500,000 square feet of space will be incorporated to the development to accommodate a rich variety of stores and restaurants, from national chains to independent boutiques, for first-class shopping and dining.

Divided into several key areas, Heartwood intends to offer a dynamic blend of national, regional, and local retail tenants like Gunderson's Jewelry, Mahogany Prime Steakhouse, Charleston's, Starbucks, the Apiary and 30Hop.





Heartwood Preserve retail districts will provide an elevated shopping and dining experience.

Diverse Retail Options

Explore a vibrant mix of boutiques, artisanal shops and specialty stores, all showcasing the best of local craftsmanship, regional products and known nationals.

Gourmet Dining

Savor culinary delights from renowned local chefs and emerging food artisans, offering a range of cuisines that celebrate any occasion.

Cultural Hub

Experience a dynamic cultural scene with art, live performances and community workshops that highlight local talent and creativity.

Community-Centric

Designed to foster a sense of community, Heartwood Preserve is a place where residents and visitors can connect, engage and thrive.







PLAY **HEARTWOOD**

Heartwood Preserve offers 80-acres of greenways, public gathering nodes, walking trails, bike paths and more. These areas are well-composed, resilient and simply beautiful, relying on the vernacular of our Omaha home with oak savannahs, woodlands, riparian corridors and beautiful limestone sitework. The jewel of Heartwood Preserve is Heartwood Park, a gathering place for events and outdoor activities.



HEARTWOOD PARK

Heartwood Park features 15 acres of area open to the community with the ability to host various outdoor events year-round including festivals, markets, concerts and special seasonal events.

BIKE AND WALKING TRAILS

Approximately eight miles of wide trails for community biking and walking will wind among natural vistas and pathways throughout Heartwood Preserve.

ICE RINK

Winterland is set at the center of Heartwood Park and features a fun, free, family-friendly ice skating rink that is open seasonally during the winter months.

AMPHITHEATER

The amphitheater located in Heartwood Park will feature a full band shell with the ability to accommodate thousands of people. Hosting local bands to nationally recognized performers, theater groups, comedians and other entertainers, this outdoor venue is bound to become a popular Omaha attraction.



THE
ELOWEN

The Elowen, a Marriott Autograph Collection hotel, will serve as the hospitality centerpiece of The Row and a defining addition to the Heartwood Preserve district. The 160-room luxury hotel will introduce a new level of hospitality and guest experience to West Omaha.

Scheduled to open in 2028, The Elowen will feature luxury guest rooms, a signature restaurant, a rooftop lounge, and thoughtfully curated gathering spaces that extend the energy of The Row throughout the property. CAMPO, the hotel's Tuscan-inspired chop house, and Luminary, a rooftop lounge overlooking the district, are envisioned as destination dining experiences that will enhance the development's vibrancy.

The hotel will also feature approximately 9,000 square feet of meeting and event space, including a ballroom to host weddings, corporate functions, and community events.

Combined with a 3,000-square-foot amenity deck and premium guest offerings, The Elowen is positioned to become a sought-after destination for business and leisure travelers alike.

As a key component of The Row's mixed-use vision, The Elowen strengthens the district's role as a place to live, work, gather, and stay.

– Photos and content sourced from lanoha.com.

CONSUMERS LIVING WITHIN
A 10-MINUTE DRIVE OF THE
DEVELOPMENT SPEND:



more than

\$335 MILLION

annually on food & beverage



approximately

\$265 MILLION

on home furnishings & decor



MORE THAN 1/3 OF THE HOUSEHOLDS WITHIN A 3-MILE RADIUS OF HEARTWOOD PRESERVE FALL INTO THESE CONSUMER CATEGORIES:

PROFESSIONAL PRIDE

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading.

SAVVY SUBURBANITES

Savvy Suburbanite residents are well-educated, well-read and well-capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

SOCCER MOMS

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city, but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.



HEARTWOOD

PRESERVE

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