



Lucas

Lake Lavon

Tillage Farms | Lennar
Homes for Sale up to \$311,999



Ranger Crossing
Homes for Sale up to \$390K

Arbor Trails South | DR Horton
Homes for Sale up to \$276,990

10.2+/- Acres

Under Development
S2 Land Development

County Road 739



10.2+/- ACRES
County Road 739 | Princeton, Texas 75407

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Vanguard Real Estate Advisors (“VREA”) has been exclusively retained by Ownership to offer the opportunity to purchase a 10.2+/- acre tract located along County Road 739 in Princeton, TX (the “Site”). The Site is within Collin County and is neither zoned or in the ETJ, allowing a future Owner a multitude of possible lesser-regulated uses. The Site is suitable for a range of investors from those who would like to buy-and-hold with the ability to maintain the current agricultural exemption for reduced carrying cost to those who would like to build out their home on a larger lot. Well located on the scenic Princeton Peninsula, the Site is approximately 7 miles south of US 380 and 11 miles east of US 75. **This deal is exceptionally priced at only \$812,000 for the entire 10.2+/- acre lot.**

A 3% 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.

INVESTMENT OVERVIEW ⁽¹⁾	
Property	10.2+/- Acres
Location	Along County Road 739, Princeton, TX 75407 (33.068201, -96.498738)
Access	Via County Road 739
Utilities	Water: Culleoka WSC (6" Line fronting Site along CR 739) Sewer: City of Princeton CCN (6" main along CR 739)
Zoning	Collin County
Appraisal District Property ID	1177817
School District	Princeton ISD (B+ Rating per Niche.com)

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

PRICING	
Asking Price	\$812,000
Price per Acre	\$79,608

TAX INFORMATION	
Taxing Entity	Tax Rate
Collin County	0.149343
Collin College	0.081220
Princeton ISD	1.255200
Total Tax Rate	1.485763

*Please note this property is currently ag exempt. Please verify with appraisal district to confirm.



DEMOGRAPHICS

ESTIMATED POPULATION (2020)



1-MILE | 1,528
3-MILE | 11,714
5-MILE | 64,662

ANNUAL GROWTH RATE (2020-2025)



1-MILE | 2.83%
3-MILE | 2.63%
5-MILE | 2.29%

MEDIAN HOUSEHOLD INCOME



1-MILE | \$81,032
3-MILE | \$88,294
5-MILE | \$117,715

MEDIAN HOME VALUE



1-MILE | \$499,123
3-MILE | \$495,615
5-MILE | \$473,862

10.2+/- ACRES
PRINCETON, TEXAS



Ranger Crossing
Homes for Sale up to \$390K

Lake Lavon

10.2+/- Acres

County Road 1739

Under Development
S2 Land Development



10.2+/- ACRES
PRINCETON, TEXAS



Lake Lavon

Wylie

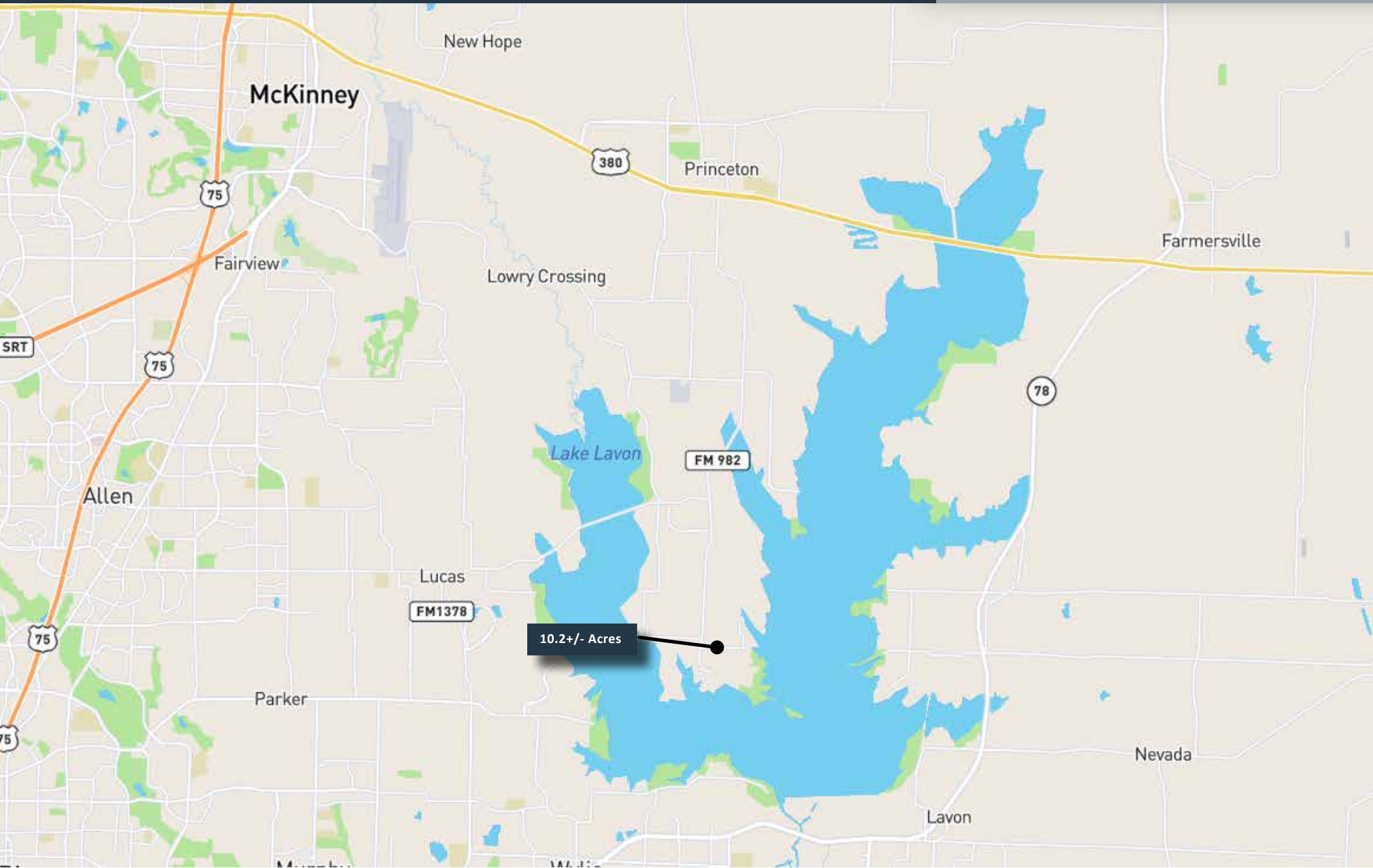
County Road 739

Under Development
S2 Land Development

10.2+/- Acres



10.2+/- ACRES
PRINCETON, TEXAS



INVESTMENT HIGHLIGHTS



Strategic Location

- Strategically positioned within Collin County with convenient access to US 380 and US 75, providing seamless connectivity to the greater Dallas–Fort Worth metroplex, including the booming employment hubs of McKinney, Wylie, Lavon, and Plano.
- Situated in southeast Collin County near the thriving communities of Wylie, Murphy, and Princeton, this property benefits from proximity to established retail, dining, and services while maintaining a scenic natural setting that sets it apart from typical suburban land offerings.
- Located approximately 26 miles from downtown Dallas, this property delivers the rare combination of peaceful lakeside living and effortless access to one of the nation’s largest metropolitan economies.



Zoning

- Located outside incorporated city limits or any ETJ, offering exceptional flexibility with reduced regulatory constraints — ideal for a wide range of development uses including residential or recreational.
- No restrictive municipal zoning overlays means buyers have the opportunity to shape their own vision, whether it’s a near-lake retreat, recreational business, RV/boat storage facility, or long-term investment land hold.
- *Buyer to verify any zoning or county restrictions.*



Population and Demographics

- Between July 2023 and July 2024, Collin County added nearly 46,694 new residents, reaching an estimated 1,254,658 — and since the 2020 Census, the county has added nearly 200,000 residents total (per LandWatch), cementing its status as one of the fastest-growing counties in the nation and a prime target for real estate investment.
- Per County data, as of 2026, the median household income in Collin County stands at \$121,600, reflecting an affluent, high-spending consumer base that drives strong demand for premium residential, recreational, and lifestyle-oriented real estate.
- According to Texas Demographic Center projections, Collin County is expected to be home to over 2.4 million people by 2060 — roughly double its current population — making now the ideal time to secure land in this corridor before values inevitably climb with continued regional expansion.



Princeton Municipal Complex



Collin County Courthouse

DFW 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 2024 was \$800 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 8.3 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 155,000 new jobs to be added in 2026, 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 2025, and securing the position of the #6 Most Innovative City in the World.
- Collin County, where the Site is located, is witnessing demographic shifts, and experienced a population surge of 2.95 percent from 2024-2025, per the US Census Bureau.

Positioned within Collin County, a vital component of the Dallas-Fort Worth-Arlington Metropolitan Statistical Area ("DFW"), the Site contributes to the region's robust demographic landscape. DFW, encompassing 12 counties in North Texas, reigns as the largest population center in Texas, the fourth largest in the U.S., and the seventh largest in the Americas.



**GROSS METROPOLITAN
PRODUCT**
\$800 Billion



**DFW POPULATION
GROWTH**
2.18% (2023-2024)



**DFW ESTIMATED
POPULATION**
8.3 Million



Downtown Dallas



Collin County

ECONOMIC OVERVIEW

Princeton is located within Collin County, and has experienced tremendous population growth in recent years, nearly doubling between 2000 and 2010, followed by an increase of 150% from 2010 and 2020. The city is a popular target for planned residential development and presents major opportunities for retail and commercial growth. The Site is strategically positioned in the northeastern sector of the Dallas Fort Worth area, the fourth largest metropolitan statistical area in the country. Princeton has experienced sustained growth due to its proximity to DFW, and because of the consistent outflow of urban dwellers from Dallas and Fort Worth. DFW is one of the fastest growing economies in the nation with Collin County having an impressive average hourly wage of over \$38 across all industries as of Q1 2026 according to the Dallas Federal Reserve Bank. The Dallas-Fort Worth MSA economy centers around well-established industries such as manufacturing, logistics, professional/business services, and healthcare. According to the Federal Reserve Bank of Dallas, the Dallas Fort Worth metro experienced continued job growth seeing employment in DFW rise 2.8 percent in August 2025, with the unemployment rate dipping to only 3.6 percent.



COLLIN COUNTY MAJOR EMPLOYERS

COMPANY NAME	EMPLOYEES
Frito Lay	15,321
JP Morgan Chase	12,000
Conifer Health Solutions	11,000
Liberty Mutual	5,000
Toyota	4,000
Ericsson	4,000
Raytheon	3,000
Encore Wire	1,672
Medical City McKinney	1,149

Per Collin County Business Alliance



AREA OVERVIEW

Princeton is located along US 380, the main east-west thoroughfare in Collin County, situated just east of McKinney, which was rated the sixth fastest growing U.S. city in 2018 and currently has approximately 237,000 residents. Princeton is approximately eight miles east of US 75. Princeton residents benefit from convenient accessibility to major employment hubs including Watters Creek, CityLine, Legacy West, The Star, and the Dallas CBD. Princeton's estimated population in 2025 is 37,000, a 30.6% increase from the previous year, per the U.S. Census Bureau. The population is expected to accelerate over the next several decades and reach a population of nearly 80,000 residents by 2050.

EDUCATION

The Site is served by Princeton ISD, one of the top-rated school districts in Texas receiving numerous awards and recognition. Princeton ISD proudly accommodates a student body of approximately 11,000 students across 13 schools. The Site is served by Janice James Elementary School (5.7 mile north), Mattei Middle School (5.5 miles north), and Princeton High School (9.2 miles north).



Legacy West



Princeton High School



Mattei Middle School

TRANSPORTATION



Air: McKinney National, located 9 miles northwest of the Site, is currently undergoing construction of a new \$72 million commercial passenger terminal, with plans to initially serve over 200,000 passengers annually. DFW International Airport, located approximately 33 miles southwest from the Site, is the third busiest airport in the world by aircraft movement and the second busiest in the world by passenger traffic. The total estimated economic output of DFW Airport was \$78 Billion and it served over 88 million passengers in 2024. Additionally, located 25 miles southwest is Love Field airport. Love Field serves as the operational hub for Southwest Airlines and services about 17 million passengers per year



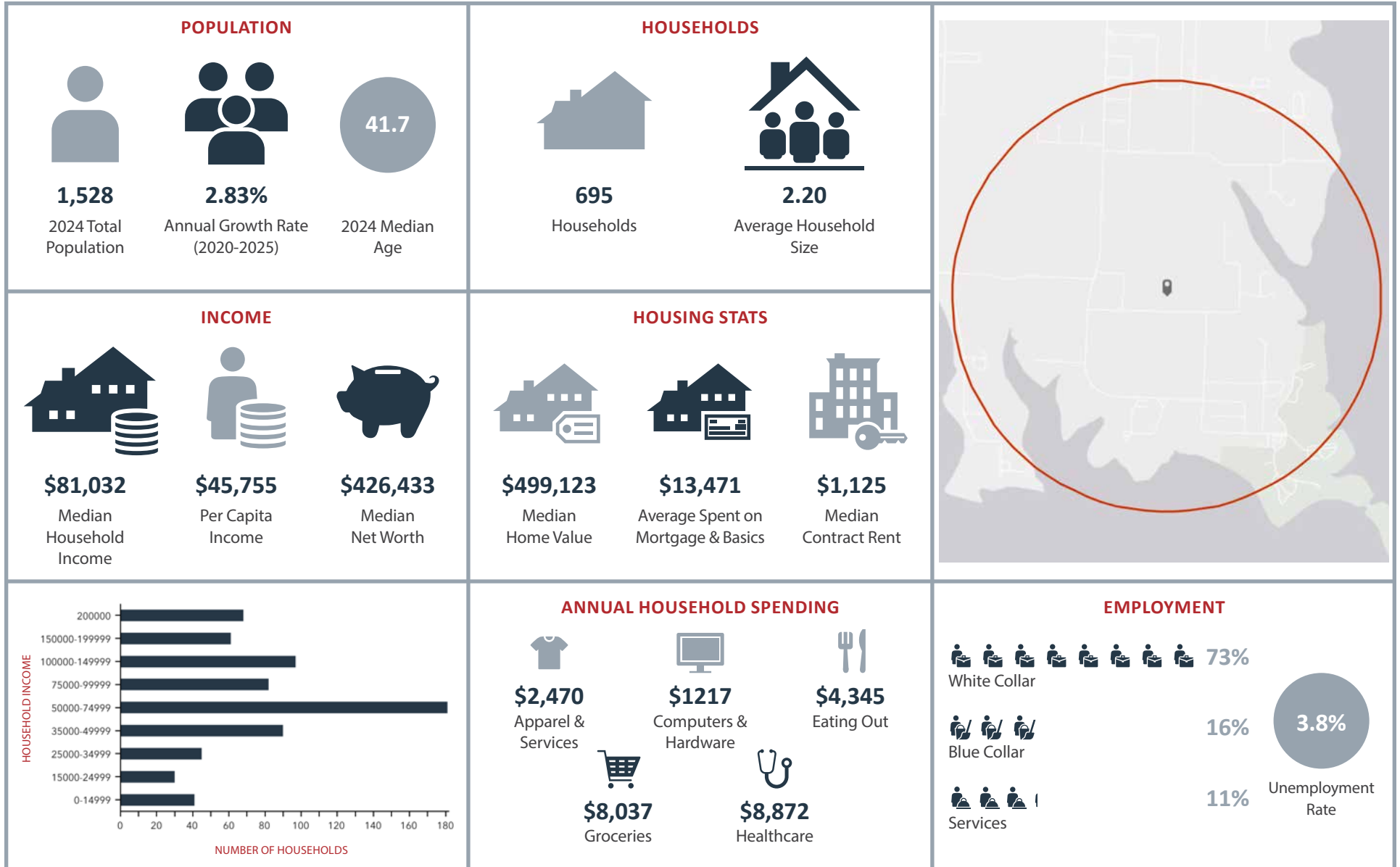
Highway: The Site is approximately 7 miles south of U.S. Highway 380, which gives access to the entirety of the MSA. US Highway 75, which provides convenient access into the City of Dallas, is located just over 11 miles west of the Site.



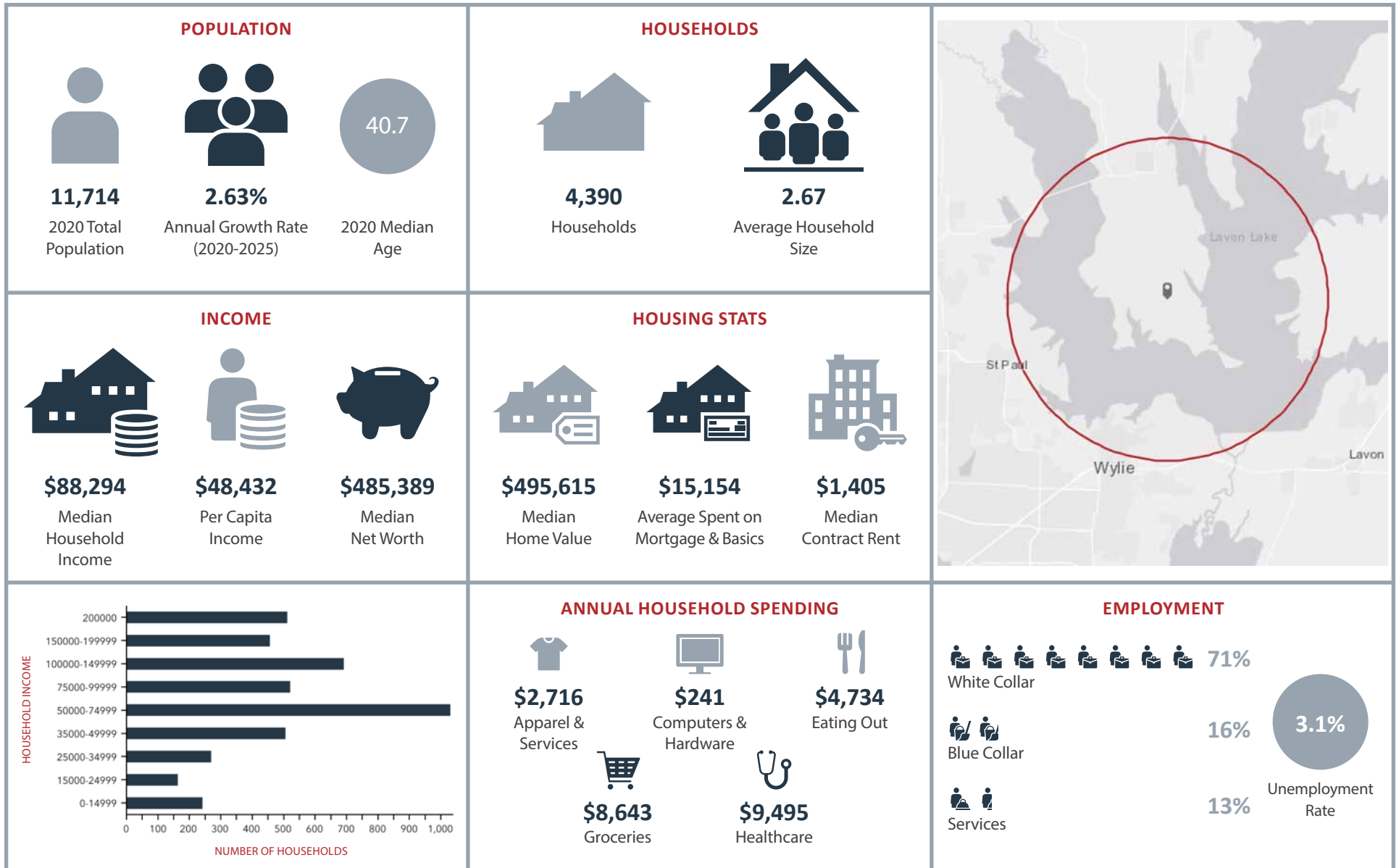
Public Transit: Dallas Area Rapid Transit (DART) Mobility Service provides public transportation for Collin County Transit. Collin County Transit is a rider assistance program for eligible riders that offers transit options for McKinney Urban Transport District (MUTD) service area cities.



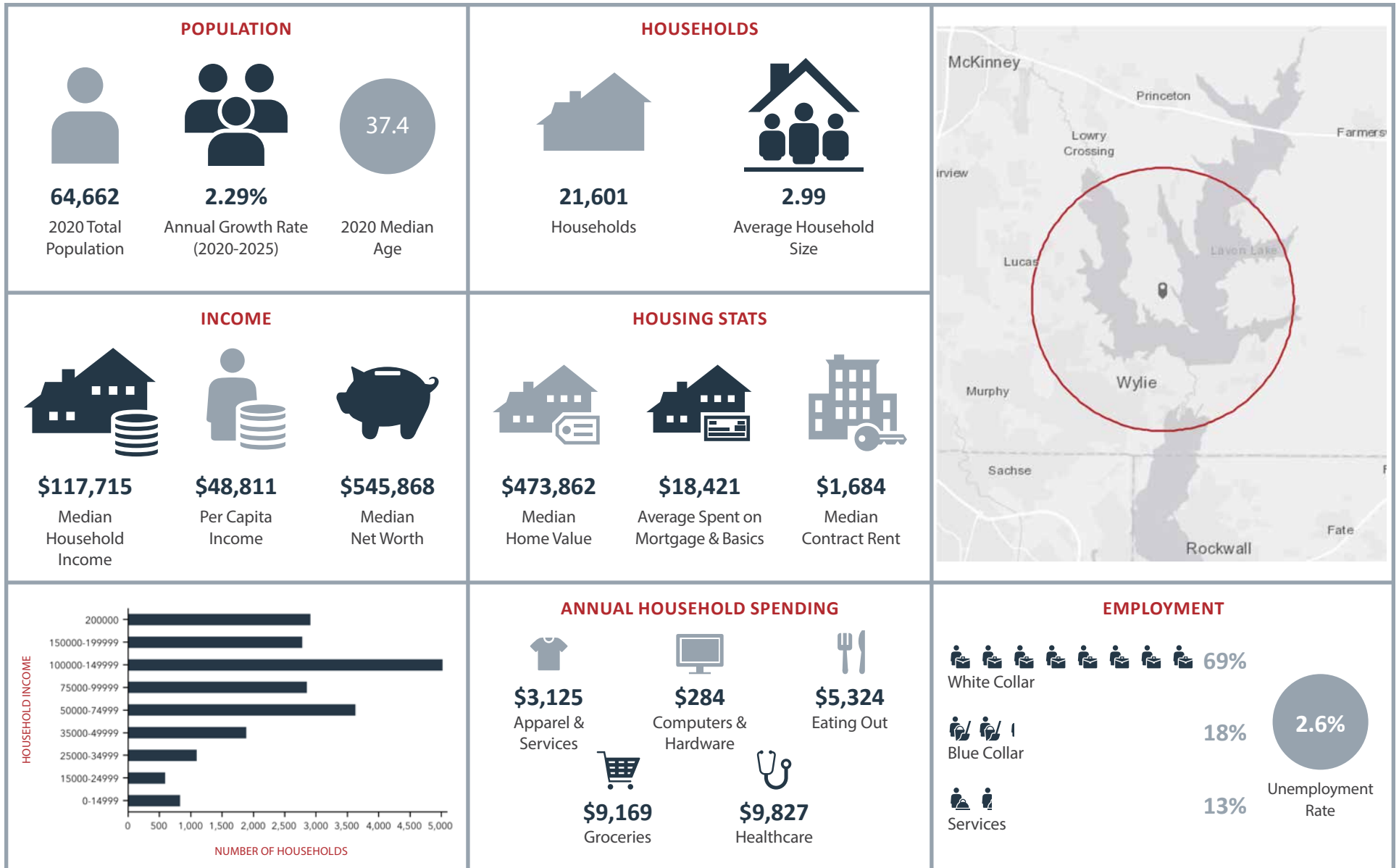
DEMOGRAPHIC OVERVIEW | 1-MILE RADIUS



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

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