

FM 78 Commercial Development Site - Converse, TX



OFFERING MEMORANDUM

7721 Upper Seguin Rd
Converse, TX 78109



FM 78 Commercial Development Site - Converse, TX

CONTENTS

01 Executive Summary

Investment Summary

02 Location

Location Summary

Local Business Map

Major Employers Map

Aerial View Map

Traffic Counts

Drive Times (Heat Map)

03 Property Description

Property Features

Property Images

04 On Market Comps

On Market Comps Summary

On Market Comps Map

05 Sale Comps

Sale Comps Summary

Sale Comps Map

06 Demographics

General Demographics

Race Demographics

07 Company Profile

Company Bio

Advisor Profile

Exclusively Marketed by:



Chris Parreira

W.C. Miller Properties

Broker Associate

(830) 708-5700

chrisp.txrealtor@gmail.com

769776



Wes Miller

W.C. Miller Properties

Broker Owner

(830) 387-6013

wes@nbtacre.com

461375



Brokerage License No.: 9001631

<https://www.wcmillerproperties.com/commercial-listings/>



01 Executive Summary
Investment Summary

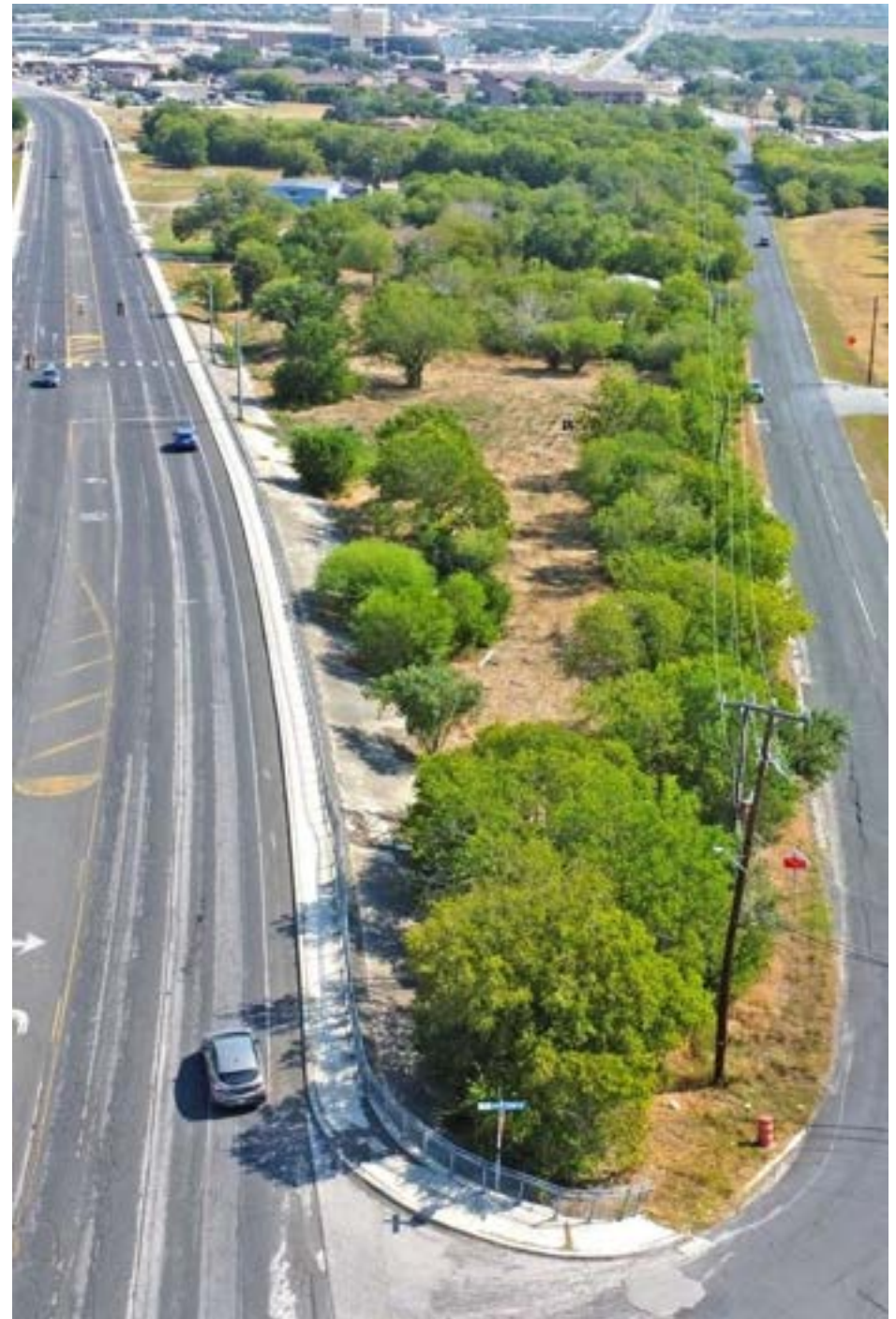
OFFERING SUMMARY

ADDRESS	7721 Upper Seguin Rd Converse TX 78109
COUNTY	Bexar
MARKET	San Antonio
SUBMARKET	Converse
PRICE	\$800,000
PRICE PSF	\$9.05
LAND SF	88,426 SF
LAND ACRES	2.029
OWNERSHIP TYPE	Fee Simple
ZONING TYPE	B-2
# OF PARCELS	6
APN	05071-010-0010

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2026 Population	15,001	99,455	216,575
2026 Median HH Income	\$79,003	\$82,282	\$78,246
2026 Average HH Income	\$89,254	\$96,367	\$95,988

- Unbeatable Location:

This prime ±2.03-acre commercial land opportunity is situated along the bustling FM 78 in Converse, TX, making it a strategic investment choice for savvy buyers looking to capitalize on a major commuter corridor. The property's proximity to key highways and high-traffic areas ensures maximum visibility and accessibility, setting the stage for a lucrative return on investment.



- Traffic Magnet:

With over 33,000 vehicles passing by daily (TxDOT), this property boasts unparalleled exposure that is sure to catch the eye of potential customers and drive foot traffic to any future business development. The strong traffic counts on FM 78 make it an ideal location for businesses seeking to establish a prominent presence in a thriving commercial hub.

- Zoned for Success:

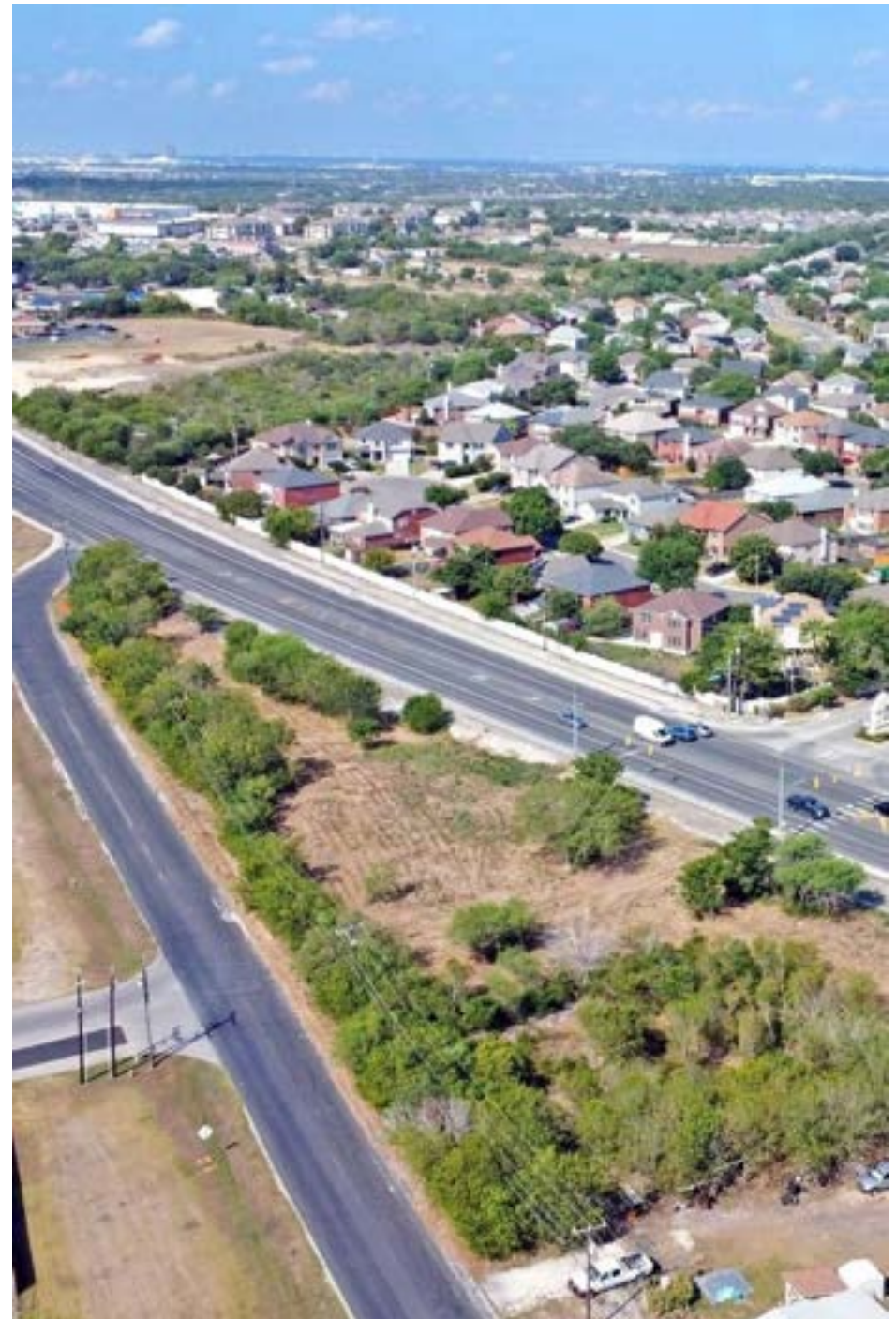
The B-2 Commercial zoning designation opens the door to a wide array of development possibilities, from retail establishments to service-oriented businesses and even mixed-use projects. This flexibility allows investors to tailor the property to suit their specific vision and capitalize on the diverse range of potential uses in this dynamic market.

- Convenient Accessibility:

Positioned within a stone's throw of Judson High School and just minutes away from major highways such as Loop 1604, I-10, and I-35, this property offers unparalleled convenience for both customers and businesses alike. Its central location in a rapidly expanding area of the San Antonio MSA ensures easy access to key amenities and a growing customer base.

- Endless Potential:

Whether you're considering retail ventures, service-oriented enterprises, gas/convenience facilities, or innovative mixed-use developments, this property presents a golden opportunity to bring your investment dreams to life. With its prime location, strong market demand, and development-friendly zoning, the possibilities for success are as vast as the Texas sky. Don't miss out on the chance to secure your stake in this high-growth submarket and unlock the long-term potential of this exceptional commercial land opportunity.





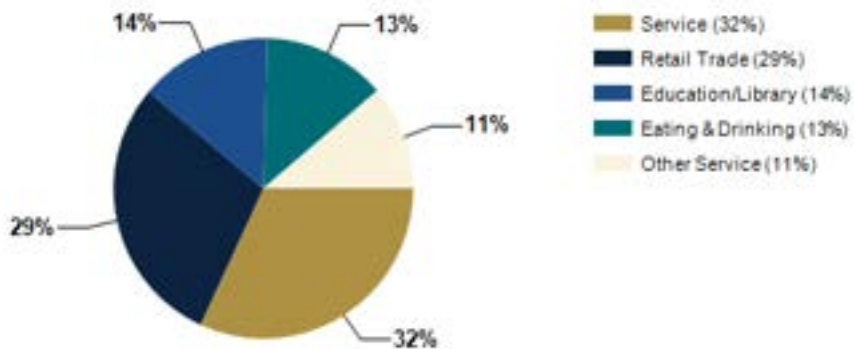
02

Location

- Location Summary
- Local Business Map
- Major Employers Map
- Aerial View Map
- Traffic Counts
- Drive Times (Heat Map)

- The property is located in Converse, TX, a city with a growing population and a diverse economy. Converse is known for its friendly community atmosphere and numerous parks and recreational areas, such as Converse City Park and Coppergate Park.
- The property is situated near major highways, including Interstate 10 and Loop 1604, providing easy access to transportation and enhancing the property's visibility and accessibility to potential customers.
- The surrounding area features a mix of residential neighborhoods, retail centers, and industrial developments, creating a dynamic and vibrant commercial environment. Nearby businesses include restaurants, shops, and service providers, which can attract foot traffic and potential customers to the property.
- The property is in close proximity to schools, such as Judson High School and Converse Elementary School, which can be advantageous for businesses targeting families and students as their primary customer base.
- Converse is part of the greater San Antonio metropolitan area, offering a strong and stable real estate market with opportunities for growth and investment. The city's strategic location and infrastructure support business development and can contribute to the property's long-term value and success.

Major Industries by Employee Count





FORCE BASE

CITY PARK NORTH



Six Flags



Converse



BOYSVILLE

CONVERSE CITY PARK



E Loop 1604 N

Converse Independent School District

Approx. 1,000 Employees
Approx. 3 miles

City of Converse

Approx. 100 Employees
Approx. 3 miles

Converse Meadows

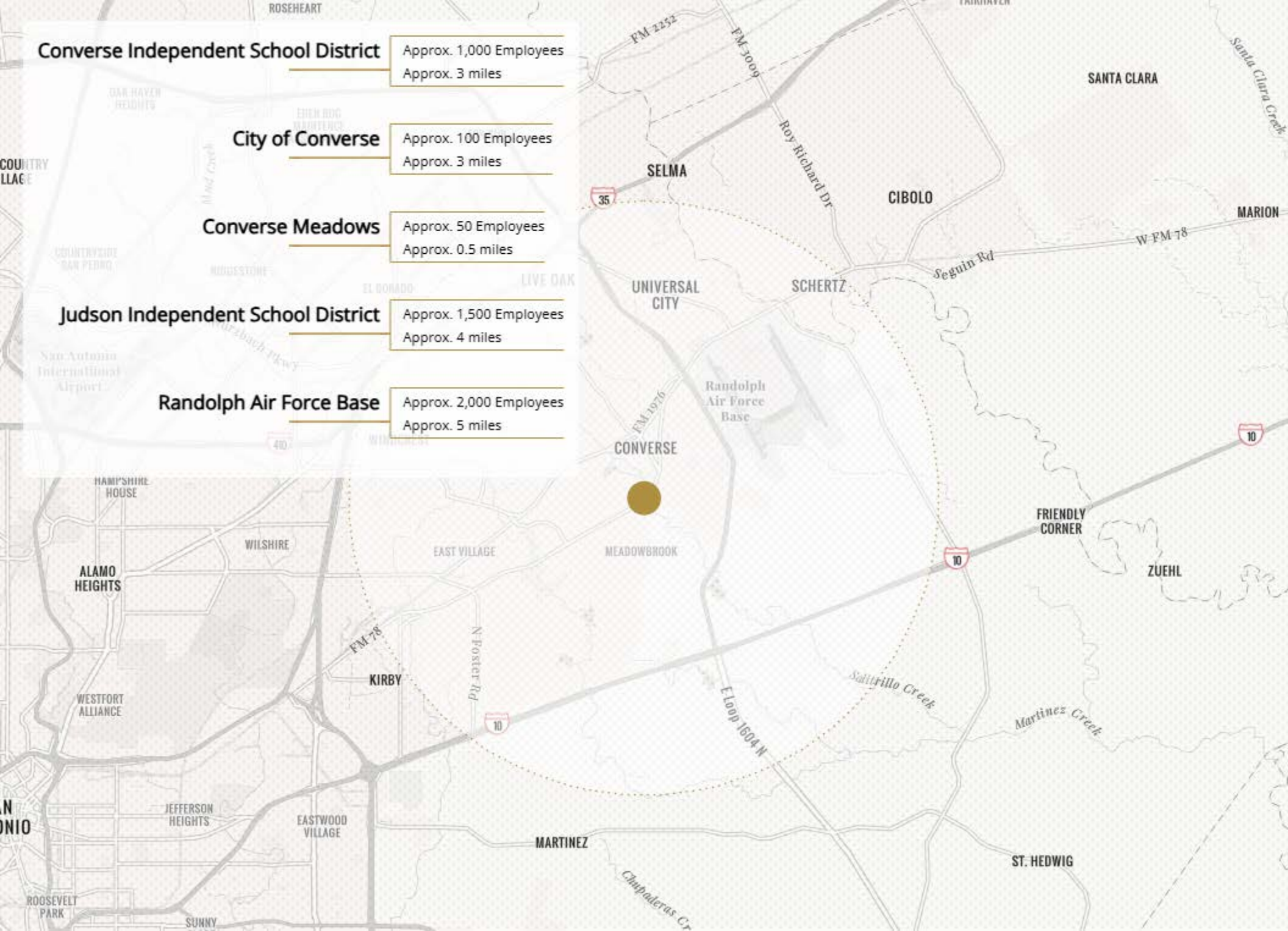
Approx. 50 Employees
Approx. 0.5 miles

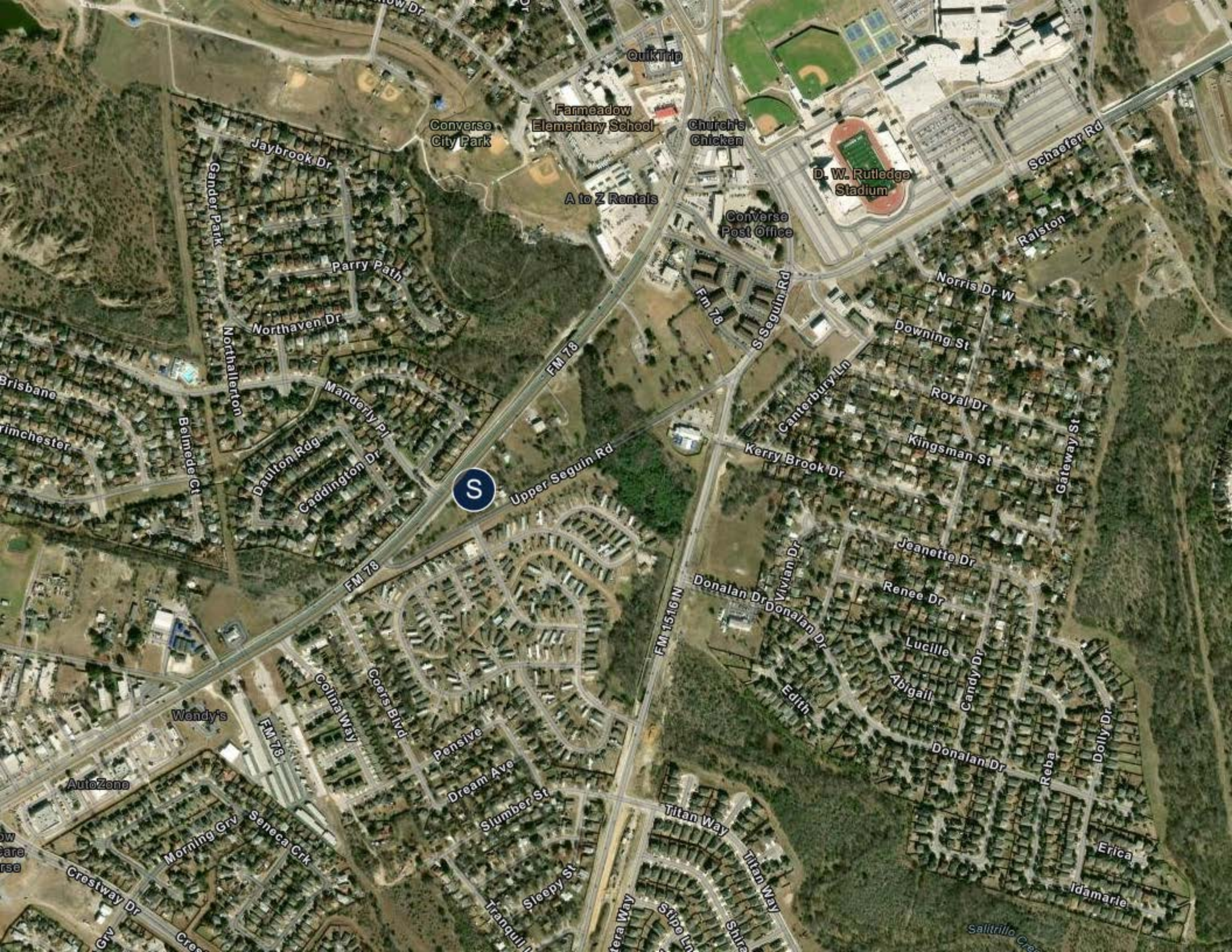
Judson Independent School District

Approx. 1,500 Employees
Approx. 4 miles

Randolph Air Force Base

Approx. 2,000 Employees
Approx. 5 miles





S

Farmeadow Elementary School

Church's Chicken

D. W. Rutledge Stadium

A to Z Rentals

Converse Post Office

Gander Park

Jaybrook Dr

Parry Path

Northaven Dr

Northhallerton

Manderly Pl

Daulton Rdg

Gaddington Dr

Upper Seguin Rd

Kerry Brook Dr

Canterbury Ln

Downing St

Royal Dr

Kingsman St

Jeanette Dr

Renee Dr

Lucille

Abigail

Candy Dr

Donalan Dr

Donalan Dr

Vivian Dr

Edith

Donalan Dr

Reba

Dolly Dr

Erica

Idamarie

FM 1516N

FM 78

FM 78

FM 78

S Seguin Rd

Norris Dr W

Schaefer Rd

Ralston

Wendy's

AutoZone

Morning Grv

Seneca Crk

Pensive

Dream Ave

Slumber St

Tranquil

Sleepy St

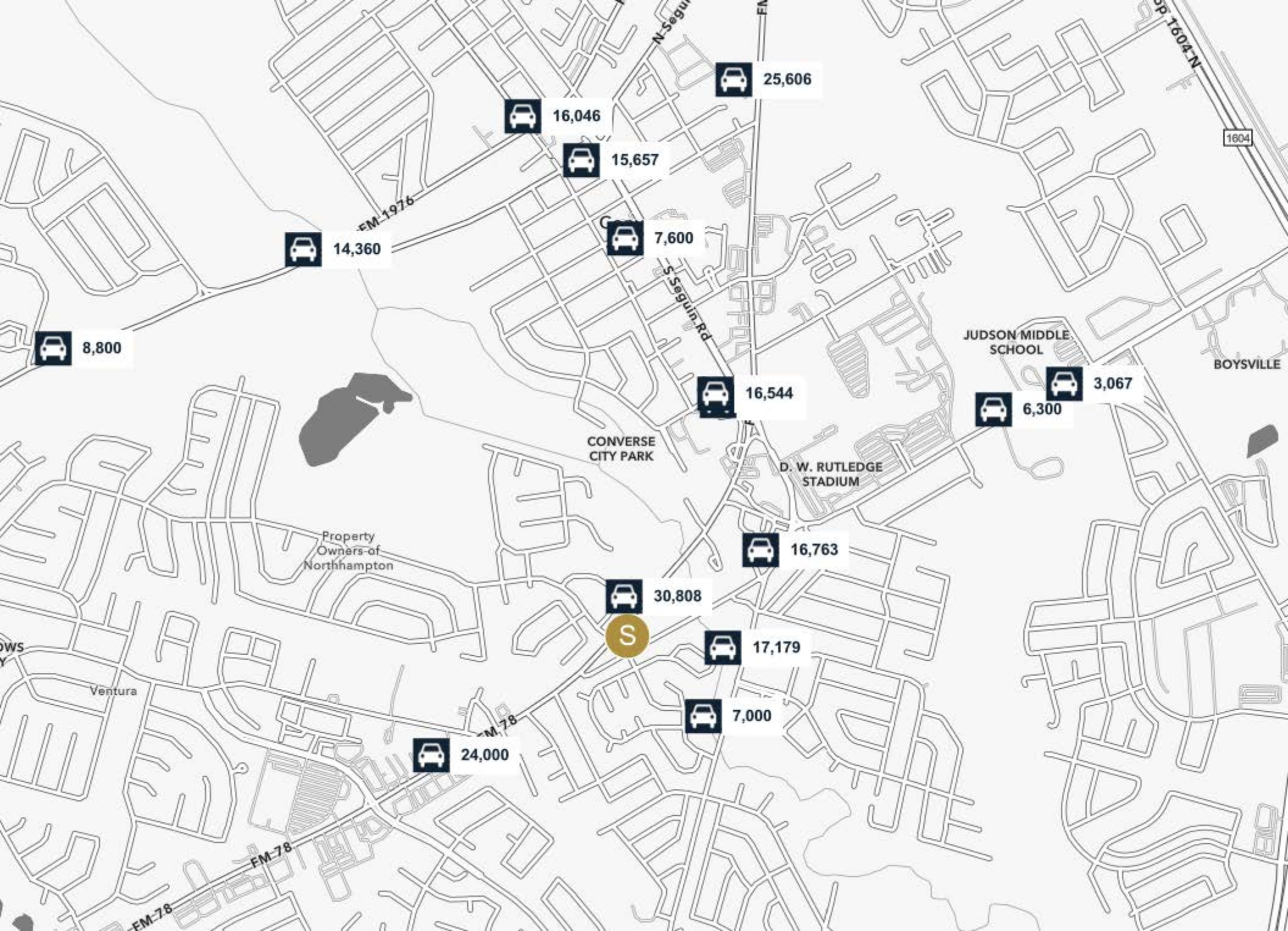
Titan Way

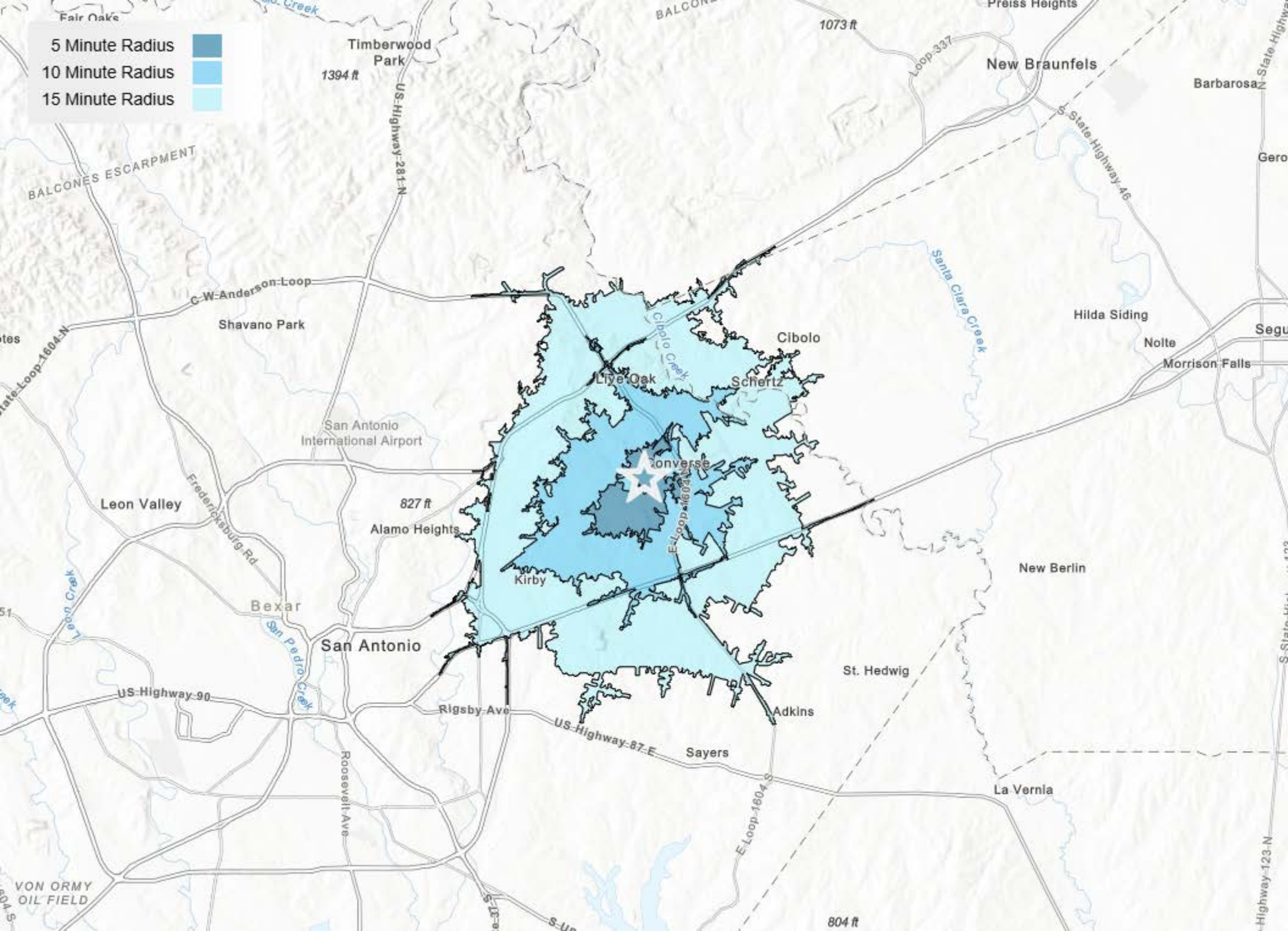
Titan Way

Sleepy St

Sleepy St

Saltillo Crk







03

Property Description

Property Features

Property Images

PROPERTY FEATURES

LAND SF	88,426
LAND ACRES	2.029
# OF PARCELS	6
ZONING TYPE	B-2
CORNER LOCATION	Yes

NEIGHBORING PROPERTIES

NORTH	Residential
SOUTH	Residential
EAST	Residential
WEST	Residential

UTILITIES

WATER	City of Converse
ELECTRICITY / POWER	CPS Energy
SEWER	None






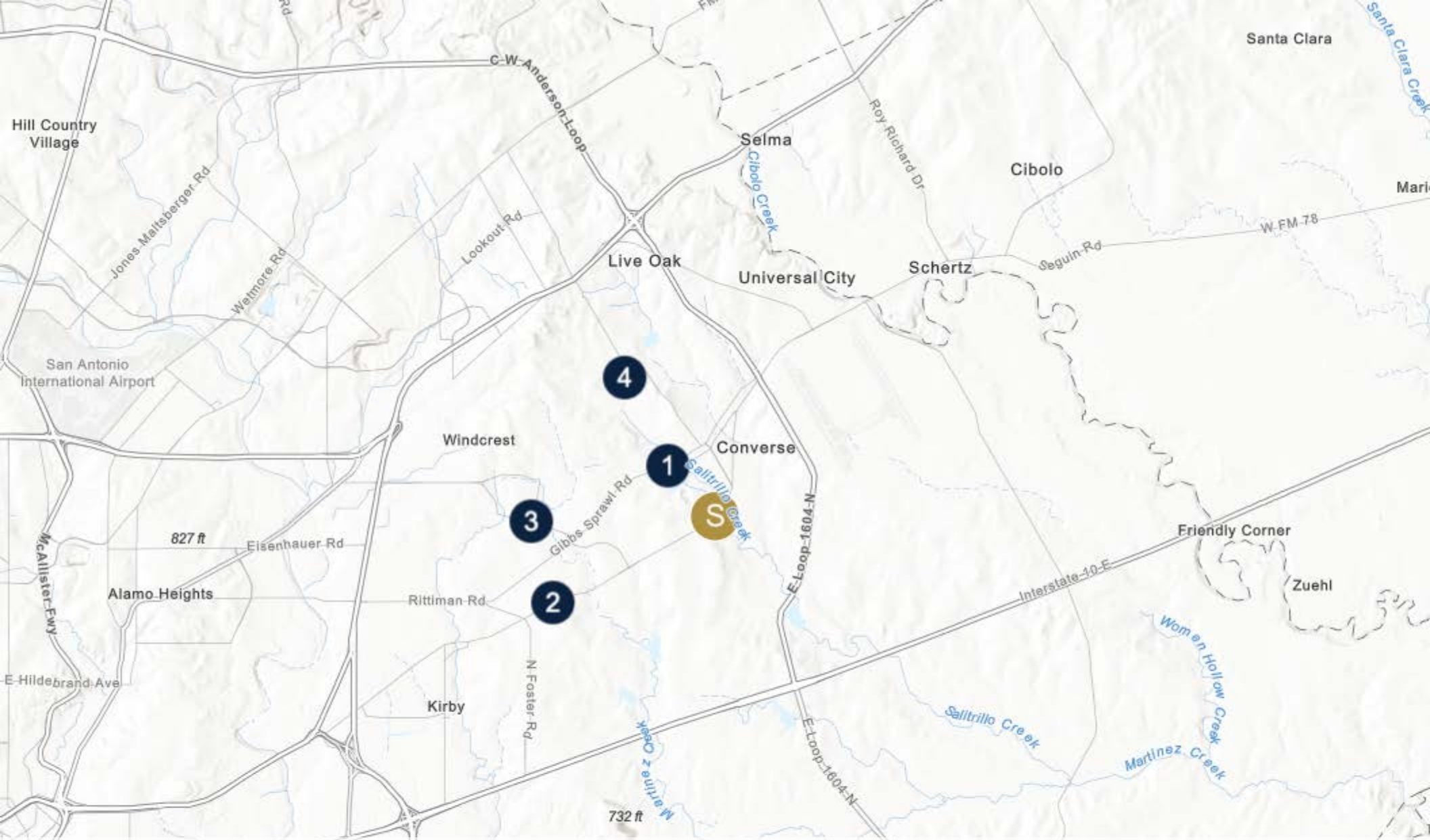
04

On Market Comps

On Market Comps Summary

On Market Comps Map

	PROPERTY	ASK PRICE	LAND AC	PRICE/AC	Land SF	LAND PSF	DISTANCE (mi)
1	 <p>Gibbs Sprawl Rd Gibbs Sprawl Rd Converse, TX 78109</p>	\$1,559,448	7.006	\$222,587.50	305,183	\$5.11	2.00
2	 <p>FM 78 FM 78 Converse, TX 78244</p>	\$1,400,000	2.073	\$675,349.73	90,296	\$15.50	2.80
3	 <p>Kitty Hawk 7825 Kitty Hawk Rd Converse, TX 78109</p>	\$795,000	1.823	\$436,094.35	79,410	\$10.01	3.20
4	 <p>New World Dr New World Dr San Antonio, TX 78239</p>	\$1,299,000	2.504	\$518,769.97	109,074	\$11.91	3.30
AVERAGES		\$1,263,362	3.35	\$463,200.39	145,991	\$10.63	
S	 <p>FM 78 Commercial Development Site - Converse, TX 7721 Upper Seguin Rd Converse, TX 78109</p>	\$800,000	2.029	\$394,282.90	88,426	\$9.05	





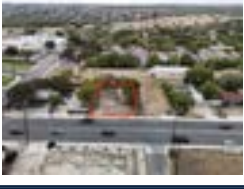


#	Property Name	Address	City
S	FM 78 Commercial Development Site - Converse, TX	7721 Upper Seguin Rd	Converse
1	Gibbs Sprawl Rd	Gibbs Sprawl Rd	Converse
2	FM 78	FM 78	Converse
3	Kitty Hawk	7825 Kitty Hawk Rd	Converse
4	New World Dr	New World Dr	San Antonio

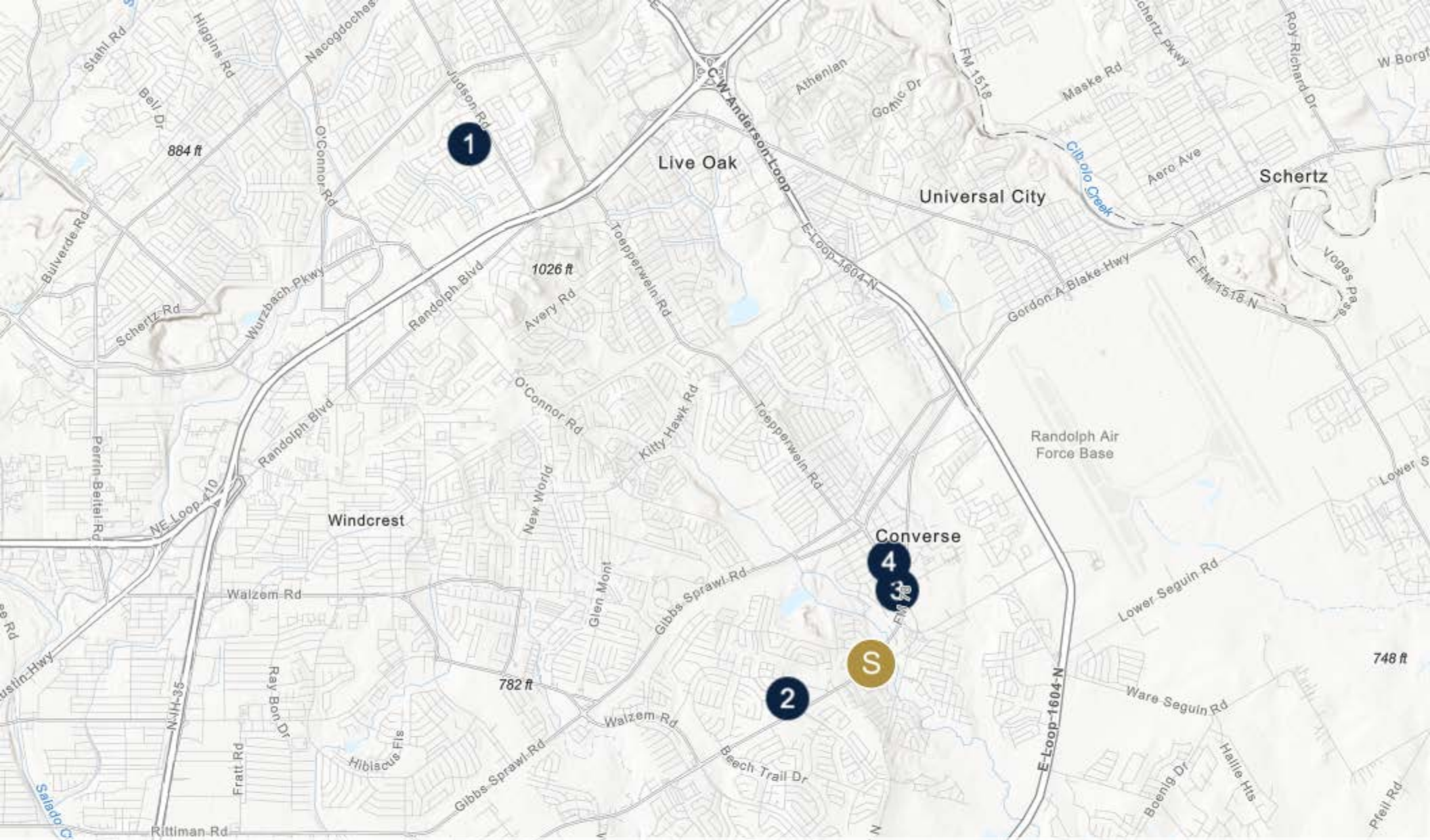
05

Sale Comps

Sale Comps Summary

Sale Comps Map

	PROPERTY	SALE PRICE	LAND AC	PRICE/AC	Land SF	LAND PSF	CLOSE DATE	DISTANCE (mi)
1	 <p>Helmcamp Helmcamp Live Oak, TX 78233</p>	\$303,240	1.085	\$279,483.87	47,247	\$6.42	9/29/2025	8.70
2	 <p>0000 Crestway Dr 0000 Crestway Dr Converse, TX 78109</p>	\$230,000	1.169	\$196,749.36	50,965	\$4.51	4/12/2024	1.30
3	 <p>801 S Seguin Rd 801 S Seguin Rd Converse, TX 78109</p>	\$95,000	0.210	\$452,380.95	9,148	\$10.38	11/10/2024	0.70
4	 <p>301 Converse Center St 301 Converse Center St Converse, TX 78109</p>	\$1,090,600	3	\$363,533.33	130,983	\$8.33	8/27/2024	1.00
AVERAGES		\$429,710	1.37	\$323,036.88	59,586	\$7.41		
S	 <p>FM 78 Commercial Development Site - Converse, TX 7721 Upper Seguin Rd Converse, TX 78109</p>	\$800,000	2.029	\$394,282.90	88,426	\$9.05		



#	Property Name	Address	City
S	FM 78 Commercial Development Site - Converse, TX	7721 Upper Seguin Rd	Converse
1	Helmcamp	Helmcamp	Live Oak
2	0000 Crestway Dr	0000 Crestway Dr	Converse
3	801 S Seguin Rd	801 S Seguin Rd	Converse
4	301 Converse Center St	301 Converse Center St	Converse



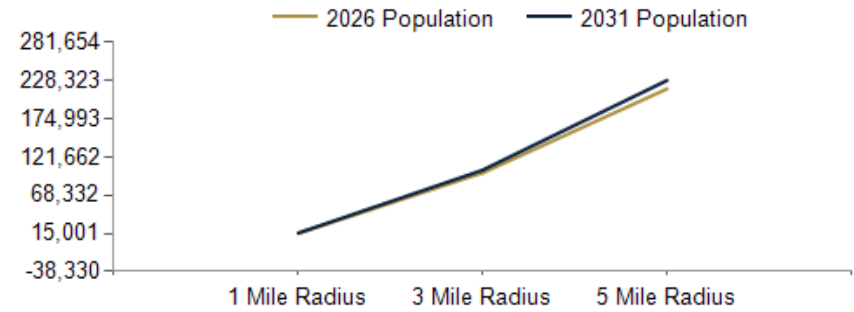
06

Demographics

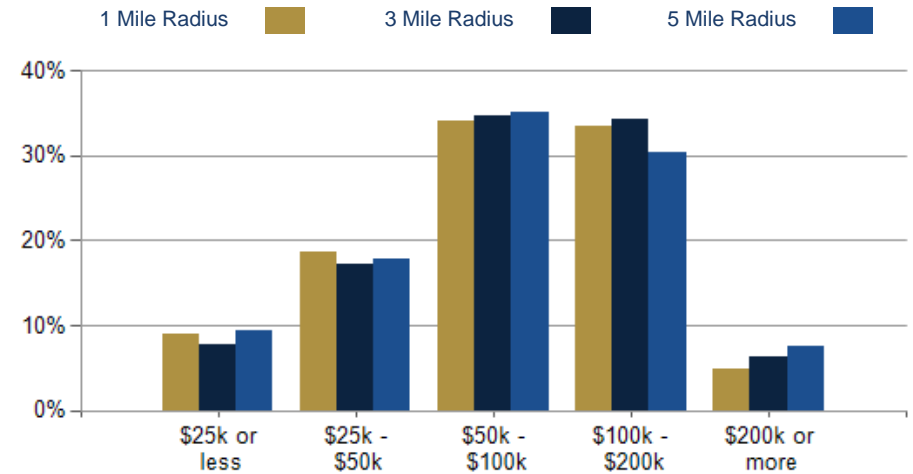
- General Demographics
- Race Demographics

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	7,026	50,586	117,250
2010 Population	11,659	69,478	155,954
2026 Population	15,001	99,455	216,575
2031 Population	15,538	103,339	228,323
2026 African American	3,902	22,848	42,186
2026 American Indian	187	1,192	2,584
2026 Asian	439	3,278	7,564
2026 Hispanic	7,145	46,882	103,704
2026 Other Race	2,141	13,776	30,538
2026 White	5,070	35,972	83,872
2026 Multiracial	3,201	21,964	48,979
2026-2031: Population: Growth Rate	3.55%	3.85%	5.30%

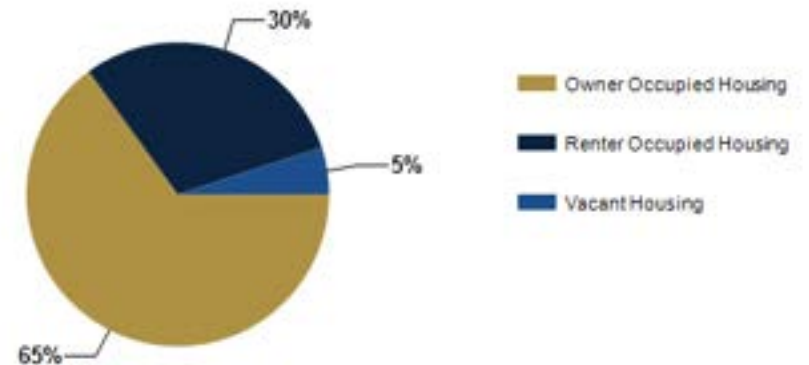
2026 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	158	1,160	3,626
\$15,000-\$24,999	287	1,481	3,758
\$25,000-\$34,999	200	1,796	4,897
\$35,000-\$49,999	709	4,084	8,935
\$50,000-\$74,999	950	6,742	15,880
\$75,000-\$99,999	720	5,085	11,450
\$100,000-\$149,999	1,354	8,846	17,312
\$150,000-\$199,999	285	2,829	6,342
\$200,000 or greater	239	2,131	5,853
Median HH Income	\$79,003	\$82,282	\$78,246
Average HH Income	\$89,254	\$96,367	\$95,988



2026 Household Income



2026 Own vs. Rent - 1 Mile Radius

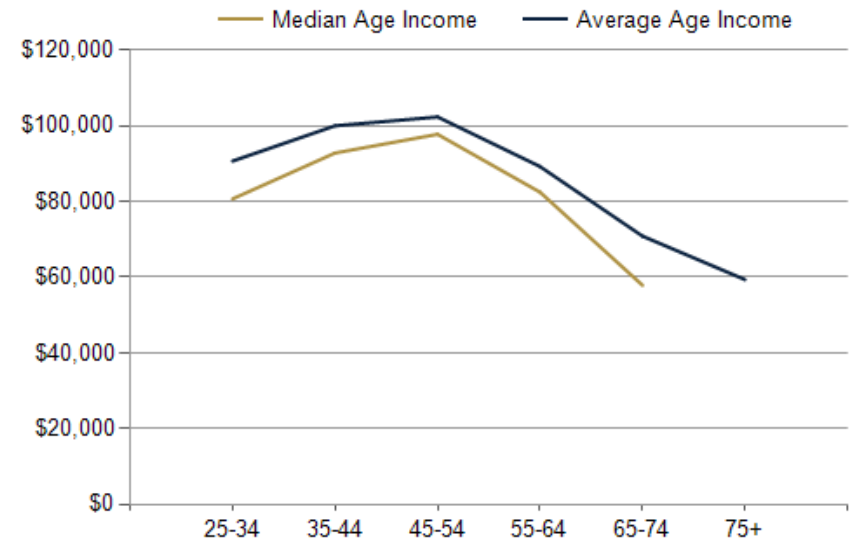
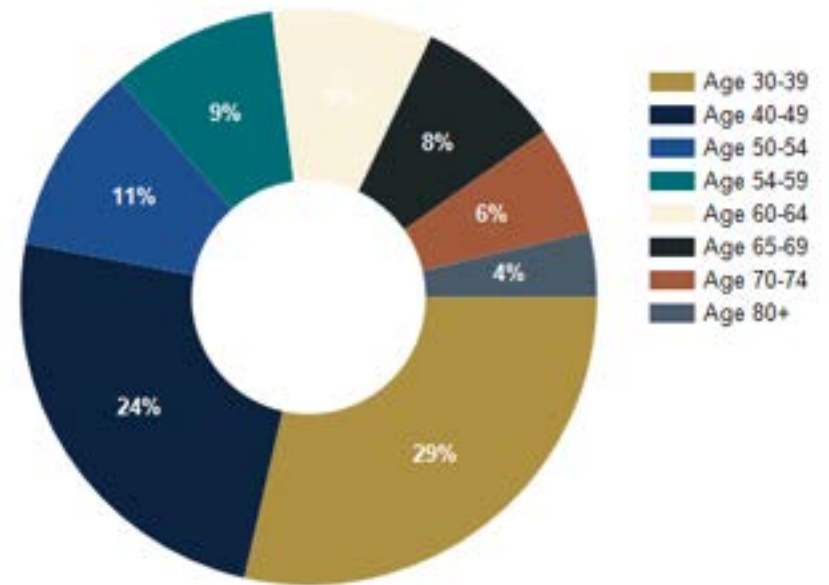


Source: esri

2026 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2026 Population Age 30-34	1,131	7,412	16,473
2026 Population Age 35-39	1,171	7,493	16,018
2026 Population Age 40-44	1,079	7,227	15,230
2026 Population Age 45-49	886	6,072	12,944
2026 Population Age 50-54	852	5,806	12,576
2026 Population Age 55-59	753	5,189	11,540
2026 Population Age 60-64	727	4,984	11,523
2026 Population Age 65-69	662	4,508	10,231
2026 Population Age 70-74	494	3,459	7,960
2026 Population Age 75-79	294	2,418	5,881
2026 Population Age 80-84	148	1,441	3,575
2026 Population Age 85+	98	1,086	2,828
2026 Population Age 18+	11,017	74,104	163,451
2026 Median Age	34	35	36
2031 Median Age	34	36	37

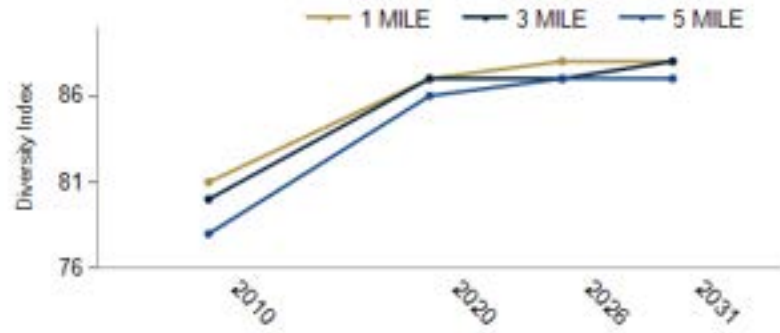
2026 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$80,683	\$83,440	\$80,093
Average Household Income 25-34	\$90,683	\$95,873	\$96,489
Median Household Income 35-44	\$92,816	\$99,404	\$94,132
Average Household Income 35-44	\$100,011	\$107,879	\$108,820
Median Household Income 45-54	\$97,759	\$100,767	\$96,231
Average Household Income 45-54	\$102,348	\$109,738	\$110,511
Median Household Income 55-64	\$82,450	\$88,045	\$84,650
Average Household Income 55-64	\$89,238	\$100,684	\$101,893
Median Household Income 65-74	\$57,850	\$63,643	\$61,782
Average Household Income 65-74	\$70,846	\$78,849	\$79,350
Average Household Income 75+	\$59,355	\$67,694	\$67,004

Population By Age



DIVERSITY INDEX	1 MILE	3 MILE	5 MILE
Diversity Index (+5 years)	88	88	87
Diversity Index (current year)	88	87	87
Diversity Index (2020)	87	87	87
Diversity Index (2010)	81	80	78

POPULATION DIVERSITY



POPULATION BY RACE

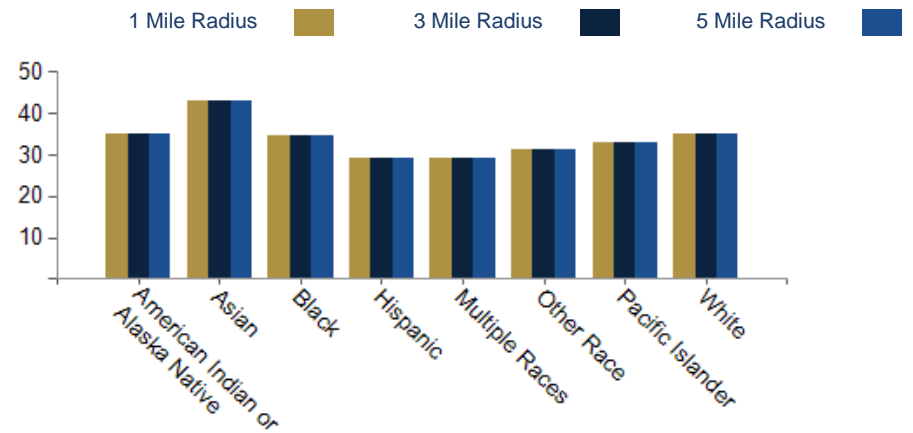


2026 POPULATION BY RACE	1 MILE	3 MILE	5 MILE
African American	18%	16%	13%
American Indian	1%	1%	1%
Asian	2%	2%	2%
Hispanic	32%	32%	32%
Multiracial	14%	15%	15%
Other Race	10%	9%	10%
White	23%	25%	26%

2026 MEDIAN AGE BY RACE

	1 MILE	3 MILE	5 MILE
Median American Indian/Alaska Native Age	35	36	36
Median Asian Age	43	43	41
Median Black Age	35	37	36
Median Hispanic Age	29	30	31
Median Multiple Races Age	29	30	31
Median Other Race Age	31	32	33
Median Pacific Islander Age	33	33	34
Median White Age	35	37	39

2026 MEDIAN AGE BY RACE





07

Company Profile

Company Bio
Advisor Profile

W.C. Miller Properties is a locally rooted, full-service real estate brokerage with a distinguished fifth-generation legacy dating back to 1874. With deep ties to the community and a long-standing reputation for integrity, our firm brings a uniquely local perspective to every commercial real estate assignment.

Our commercial division is the foundation of our business, specializing in retail, industrial, land, and investment properties. We provide comprehensive advisory services including acquisitions, dispositions, leasing, and asset strategy. By combining real-time market intelligence with hands-on experience, we help investors, developers, and business owners uncover opportunities, optimize performance, and execute with confidence.

What sets W.C. Miller Properties apart is our level of engagement within the markets we serve. We don't just operate here—we are embedded in the fabric of the community. Our team actively tracks regional development trends, zoning changes, infrastructure projects, and key economic drivers that directly influence property values and investment outcomes. This insight allows us to deliver strategies that national firms and out-of-area brokers simply cannot replicate.

We take a relationship-driven, advisory-first approach, prioritizing long-term partnerships over transactional volume. Whether representing a single asset or an entire portfolio, we provide tailored guidance, proactive communication, and a hands-on level of service that ensures no detail is overlooked.

Supported by our residential division, we offer a fully integrated platform that connects commercial opportunities with residential growth—providing clients with a broader strategic advantage in evolving markets.

At W.C. Miller Properties, we combine heritage, local expertise, and forward-thinking strategy to deliver results that drive both immediate performance and long-term value.



Chris Parreira
Broker Associate

Chris Parreira is a Real Estate Broker Associate with W.C. Miller Properties and a Mortgage Advisor with NEXA Mortgage, serving the Central Texas Hill Country. He specializes in commercial real estate sales and leasing, advising investors, owner-users, and developers on acquisitions, dispositions, and strategic capital positioning.

With experience spanning brokerage and financing, Chris approaches each assignment with an underwriting mindset—analyzing cash flow, risk exposure, and long-term value to position assets effectively in the market. His dual perspective allows him to understand both buyer behavior and capital constraints, helping transactions move efficiently from marketing to closing.

Known for clear communication, disciplined execution, and responsiveness, Chris is committed to representing clients with professionalism and strategic focus while delivering results in competitive markets.



Wes Miller
Broker Owner

Wes Miller is a fifth-generation Texas broker leading W.C. Miller Properties, a family firm established in 1874. With more than 25 years of specialized experience in commercial real estate, Wes provides comprehensive solutions for retail, industrial, land, and investment products through sales, leasing, and management. His focus includes helping clients acquire income-producing assets, optimize portfolios, and execute strategic transactions with precision and long-term vision.

Real estate is fundamentally a relationship business. Wes builds lifelong partnerships through transparent guidance, meticulous attention to detail, and an unwavering commitment to client success. His approach is hands-on and straightforward: listening closely to goals, offering clear strategic counsel, and delivering outcomes rooted in heritage and integrity.

An avid fly fisherman, Wes finds balance and perspective on the water. He currently serves as the 2026 President of the Four Rivers Association of Realtors®, where he advocates for professionalism, education, and community in the industry.

FM 78 Commercial Development Site - Converse, TX

CONFIDENTIALITY and DISCLAIMER

The information contained in the following offering memorandum is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from W.C. Miller Properties and it should not be made available to any other person or entity without the written consent of W.C. Miller Properties.

By taking possession of and reviewing the information contained herein the recipient agrees to hold and treat all such information in the strictest confidence. The recipient further agrees that recipient will not photocopy or duplicate any part of the offering memorandum. If you have no interest in the subject property, please promptly return this offering memorandum to W.C. Miller Properties. This offering memorandum has been prepared to provide summary, unverified financial and physical information to prospective purchasers, and to establish only a preliminary level of interest in the subject property.

The information contained herein is not a substitute for a thorough due diligence investigation. W.C. Miller Properties has not made any investigation, and makes no warranty or representation with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, the compliance with local, state and federal regulations, the physical condition of the improvements thereon, or financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property.

The information contained in this offering memorandum has been obtained from sources we believe reliable; however, W.C. Miller Properties has not verified, and will not verify, any of the information contained herein, nor has W.C. Miller Properties conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Prospective buyers shall be responsible for their costs and expenses of investigating the subject property.



Exclusively Marketed by:



Chris Parreira

W.C. Miller Properties
Broker Associate
(830) 708-5700
chrisp.txrealtor@gmail.com
769776



Wes Miller

W.C. Miller Properties
Broker Owner
(830) 387-6013
wes@nbtcre.com
461375



Brokerage License No.: 9001631
<https://www.wcmillerproperties.com/commercial-listings/>