

# THE SHOPS AT WILLOW BEND

PLANO | TEXAS



# BIGGER IN TEXAS BETTER IN PLANO

THE SHOPS AT WILLOW BEND ARE LOCATED IN PLANO – A NORTH DALLAS SUBURB KNOWN FOR ITS COMBINATION OF SMALL TOWN VIBES AND BIG CITY BENEFITS.

NICHE RANKS PLANO AS **#11 AMONG THE BEST CITIES TO LIVE IN AMERICA** IN 2023 REPORT.

PLANO IS A **MAJOR HUB FOR FORTUNE 1,000 COMPANIES** & CORPORATE HEADQUARTERS WITH 19 COMPANIES INDIVIDUALLY EMPLOYING 1,000+ AND 16 COMPANIES EACH WITH 500-999 EMPLOYEES.

**23 BUSINESSES** RELOCATED TO PLANO IN 2022.

PLANO **RANKED 7TH IN THE NATION AND 1ST IN TEXAS** FOR THE MOST COWORKING SPACES.

PLANO INDEPENDENT SCHOOL DISTRICT HAS BEEN RANKED A **TOP SCHOOL DISTRICT IN TEXAS** FOR THE PAST FIVE YEARS.



 **3<sup>RD</sup>**

SAFEST CITY IN  
AMERICA

 **12<sup>TH</sup>**

BEST CITY IN AMERICA  
TO FIND A JOB

DALLAS-FORT WORTH HAS

# 43 FORTUNE 1000 COMPANIES

**DENTON**  
SALLY BEAUTY

**MCKINNEY**  
GLOBE LIFE  
ENCORE WIRE

**PLANO**  
JCPENNEY  
YUM CHINA HOLDINGS  
ALLIANCE DATA SYSTEMS  
CINEMARK HOLDINGS  
RENT-A-CAR CENTER  
TOYOTA NORTH AMERICA  
FRITO-LAY NORTH AMERICA

**RICHARDSON**  
LENNOX INTERNATIONAL  
FOSSIL GROUP

**IRVING**  
EXXON MOBIL  
MCKESSON  
FLUOR  
KIMBERLY-CLARK  
PIONEER NATURAL RESOURCES  
VISTRA ENERGY  
CELANESE  
MICHAEL COMPANIES  
COMMERCIAL METALS  
FLOWSERVE  
DARLING INGREDIENTS  
NEXSTAR MEDIA GROUP  
CATERPILLAR

**DOWNTOWN DALLAS**  
AT&T  
ENERGY TRANSFER EQUITY  
CBRE  
BUILDERS FIRSTSOURCE  
HF SINCLAIR  
MATCH GROUP  
TENET HEALTHCARE  
COPART  
VALHI  
JACOBS  
ENLINK MIDSTREAM  
PRIMORIS SERVICES  
COMERICA  
SOUTHWEST AIRLINES  
TEXAS INSTRUMENTS  
AECOM  
ATMOS ENERGY  
BINKER INTERNATIONAL

**FORT WORTH**  
AMERICAN AIRLINES GROUP  
RANGE RESOURCES

**THE CLUBS OF PRESTONWOOD + THE HILLS**  
- PRIVATE GOLF COURSE  
- 725 HOMES

**TOWNS OF CHAPEL HILL**  
- 232 APARTMENTS

**CHAPEL HILL BLVD CPD - 8,123**

**PARKWAY CENTER V**  
- 201K SF OFFICE BUILDING

**PARK CENTER**  
- 236K SF CLASS-A OFFICE BUILDING

**DALLAS NORTH TOLLWAY CPD - 169,896**

**W PARK BLVD CPD - 28,018**

**W PLANO PKWY CPD - 17,046**

THE SHOPS AT WILLOW BEND HAVE PRIME LOCATION IN THE MARKET, SURROUNDED BY MULTIPLE RESIDENTIAL COMMUNITIES, RETAIL CENTERS AND OFFICE COMPLEXES.

WILLOW BEND SEES **223K+** VEHICLES PER DAY.



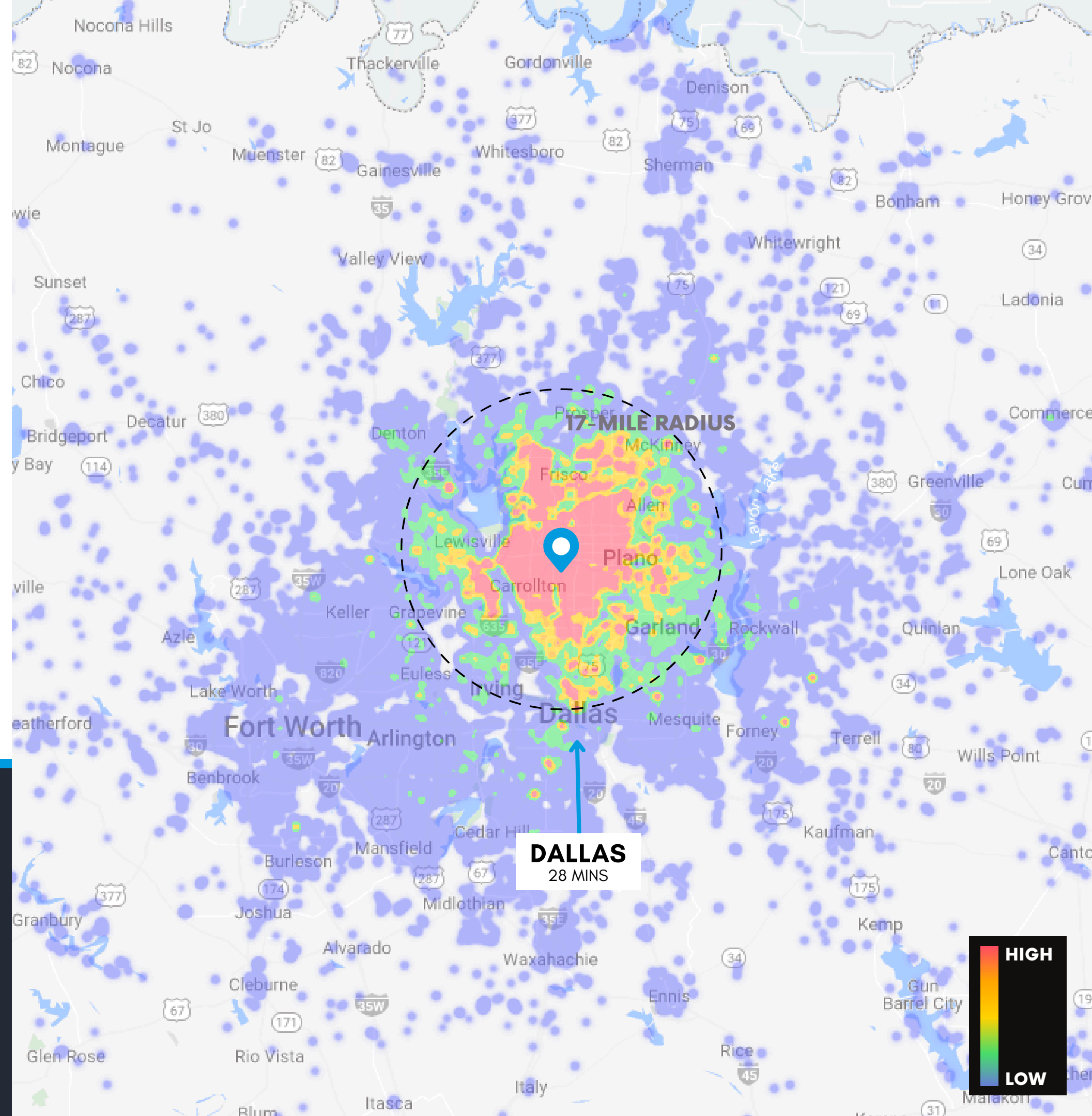
# TRAFFIC DATA

Annual Visits **2.3M**  
Annual Avg. Visit Frequency **2.77**  
Annual Avg. Dwell Time **71 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **1.2M**  
Daytime Population **1.5M**  
Households **486,561**  
Family Households **307,513**  
Average HHI **\$141,682**  
College Degree+ **81%**

**26,200+ HOUSEHOLDS**  
WITHIN 5 MILES OF WILLOW BEND  
**EARN \$200,000 OR HIGHER**





# OUR CORE CUSTOMER

DATA BASED ON 40% OF TRADE AREA

## SPENDING PATTERNS

Household Income **\$500K+**

ABOVE  
U.S. AVERAGE  
**2.6%** +

Avg. Discretionary Income

**\$73,523** +

Discretionary Income **\$150K+**

**8.4%** +

## GENERATIONAL BREAKDOWN

Gen Z

**11.4%**

Millennial

**26.6%**

Gen X

**20.6%**

## PSYCHOGRAPHICS

**SINGLES & STARTERS**

**25.9%**

Young singles starting out and some starter families living a city lifestyle

**POWER ELITE**

**23.2%**

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer



23.2% OF WILLOW BEND'S CORE CUSTOMER CONSISTS OF THE WEALTHIEST PSYCHOGRAPHIC SEGMENT IN PLACER.A- NEARLY 3X HIGHER THAN THE NATIONAL AVERAGE.



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