

# 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**.

Plano consistently ranks within the **top 10 Safest Large Cities in the U.S.**

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.

Plano has become a **magnet for business relocations** and **expansions**, especially over the last decade, due to its pro-business environment, strategic location, highly educated workforce and quality of life.

Plano ranks **7th in the nation** and **1st in Texas** for the **most coworking spaces**.

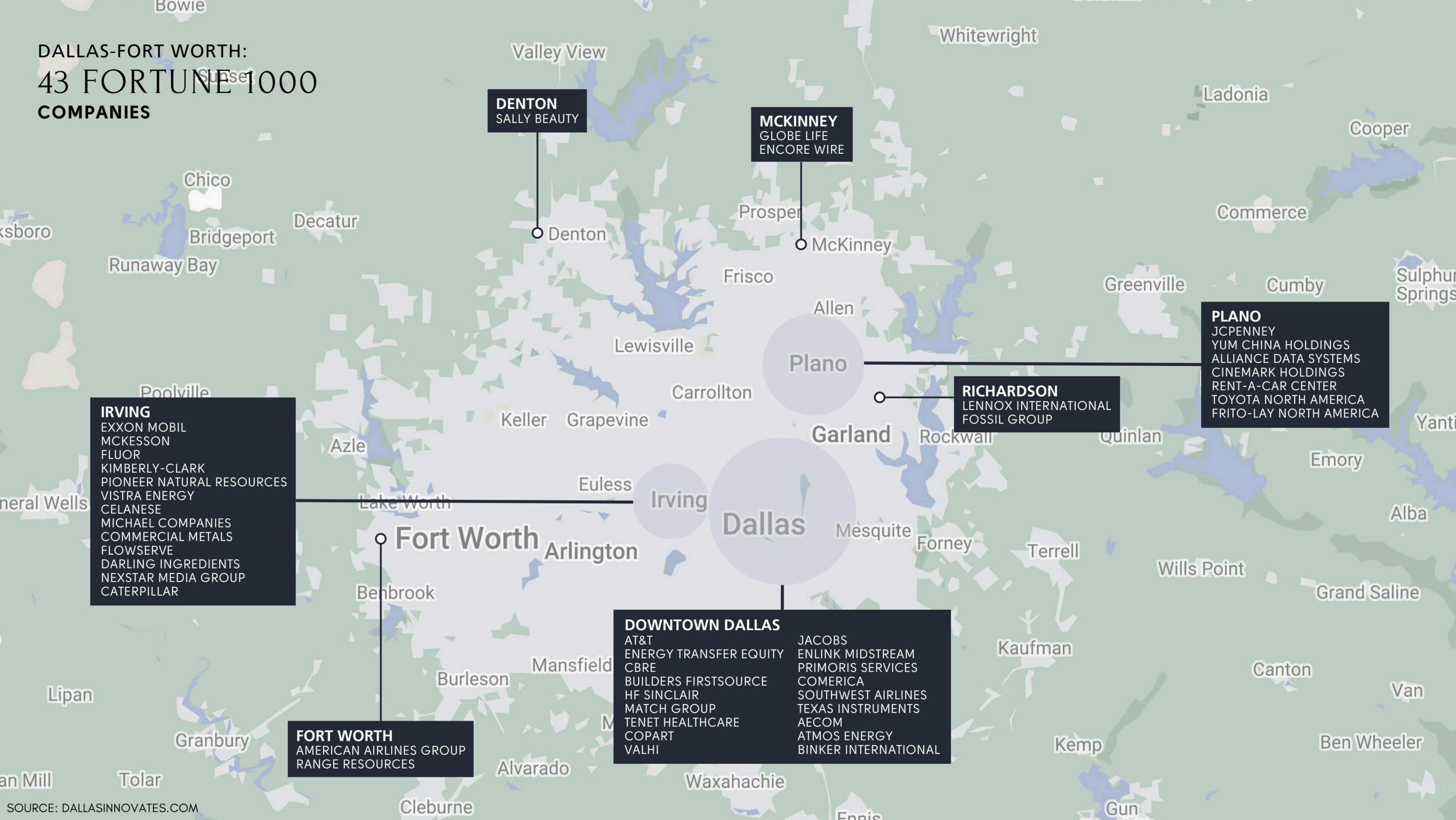
Plano Independent School District ranks as a **top school district** in Texas for the past five years.



**TOP 5**  
CITIES FOR JOB GROWTH  
IN THE U.S.

**45%**  
HIGHER AVERAGE HHI OF **\$110,000**  
VS. THE NATIONAL AVERAGE

DALLAS-FORT WORTH:  
**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

**FORT WORTH**  
 AMERICAN AIRLINES GROUP  
 RANGE RESOURCES

**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

SOURCE: DALLASINNOVATES.COM

# PROPERTY AERIAL

MORE THAN  
**247,181 CPD**

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

**TOWNS OF CHAPEL HILL**  
232 APARTMENTS

**PARKWAY CENTRE V**  
201K SF OFFICE BUILDING

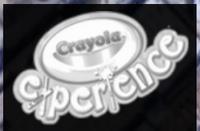
**PARK CENTER**  
236K SF CLASS-A OFFICE BUILDING

**CHAPEL HILL BLVD 8,153 CPD**

**DNT TOLL**  
**193,316 CPD**

**WEST PLANO PKWY 17,052 CPD**

**WEST PARK BLVD 28,660 CPD**



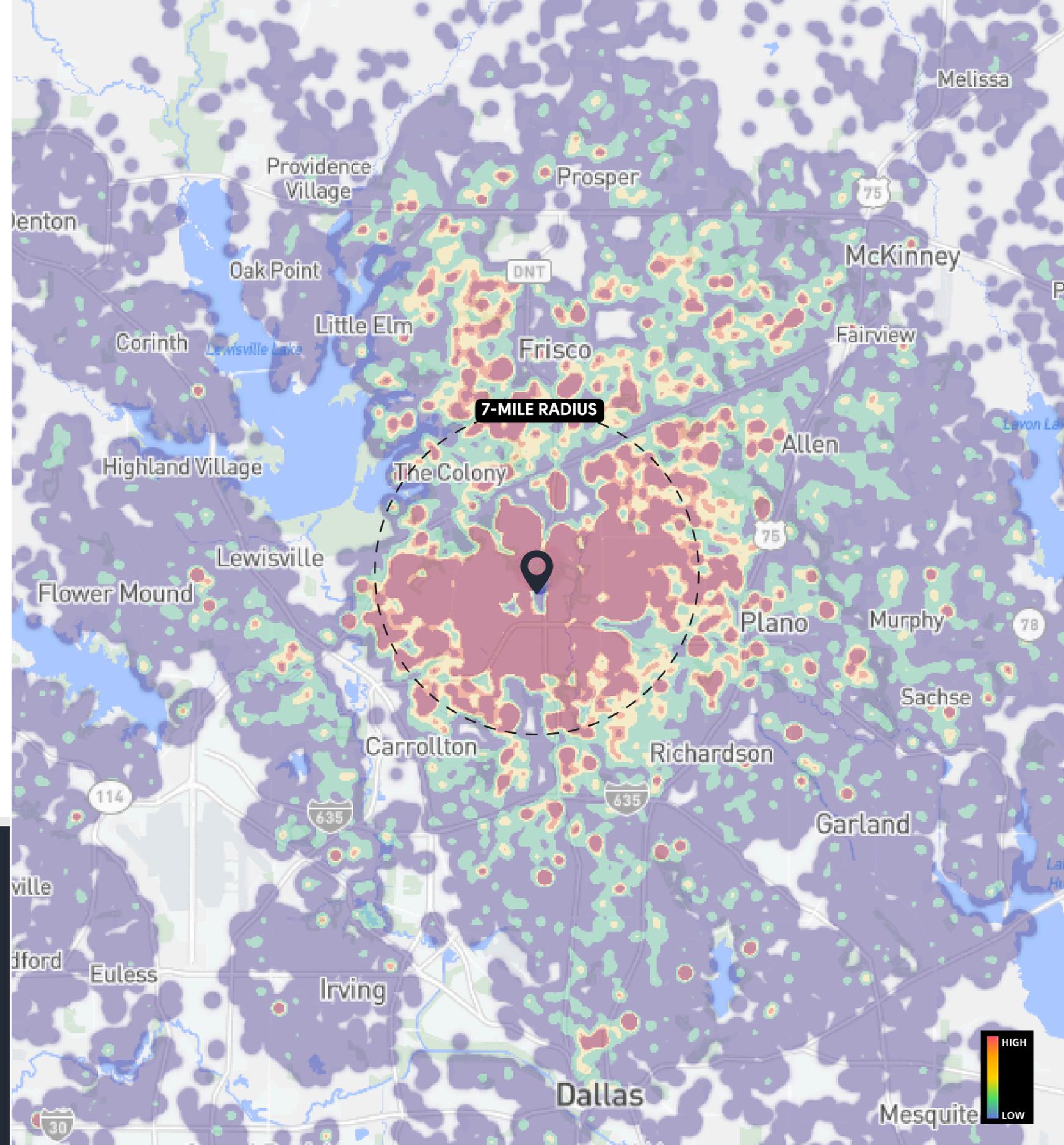
# TRAFFIC DATA

Annual Visits **1.8M**  
Annual Avg. Visit Frequency **2.7**  
Avg. Dwell Time **70 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>1.2M</b>	Average HHI	<b>\$176,000</b>
Daytime Population	<b>1.4M</b>	HHI \$150K-\$200K	<b>12%</b>
Employees	<b>660,756</b>	HHI \$200K+	<b>22%</b>
Households	<b>459,224</b>	College Degree+	<b>82%</b>
Family Households	<b>291,208</b>		
Gen Alpha	<b>18%</b>		
Millennials	<b>24%</b>		
Gen X	<b>23%</b>		

WITHIN A 5 MILE RADIUS OF WILLOW BEND  
**MORE THAN 4,900 HOUSEHOLDS**  
EARN \$500K OR MORE IN ANNUAL HHI



# CORE CUSTOMER INSIGHTS

## SPENDING PATTERNS

Household Income \$500K+	3%	+
Avg. Discretionary Income	\$81,023	+
Discretionary Income \$150K+	15%	+

ABOVE  
U.S. AVERAGE

## PSYCHOGRAPHICS

Young Professionals Well-educated young professionals starting their careers in white-collar or technical jobs.	22%
Ultra Wealthy Families The nation's wealthiest families.	18%
Young Urban Singles Singles starting their career in trade and service jobs.	18%



WILLOW BEND'S CORE CUSTOMERS ARE IDENTIFIED AS SOME OF THE **MOST AFFLUENT** PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.



**NATIONAL LEASING**

EARL HARRIS

EHARRIS@CENTENNIALREC.COM

469.951.6683

**LOCAL LEASING, POP-UPS, ADVERTISING  
& EVENT TOURS**

HEIDI KEMPF

HKEMPF@CENTENNIALREC.COM

813.333.3993

THE SHOPS AT  
**WILLOW BEND**

 [SHOPWILLOWBEND.COM](http://SHOPWILLOWBEND.COM)

