

THE SHOPS AT WILLOW BEND

PLANO, TEXAS

 Centennial
Powered by Lincoln



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**.

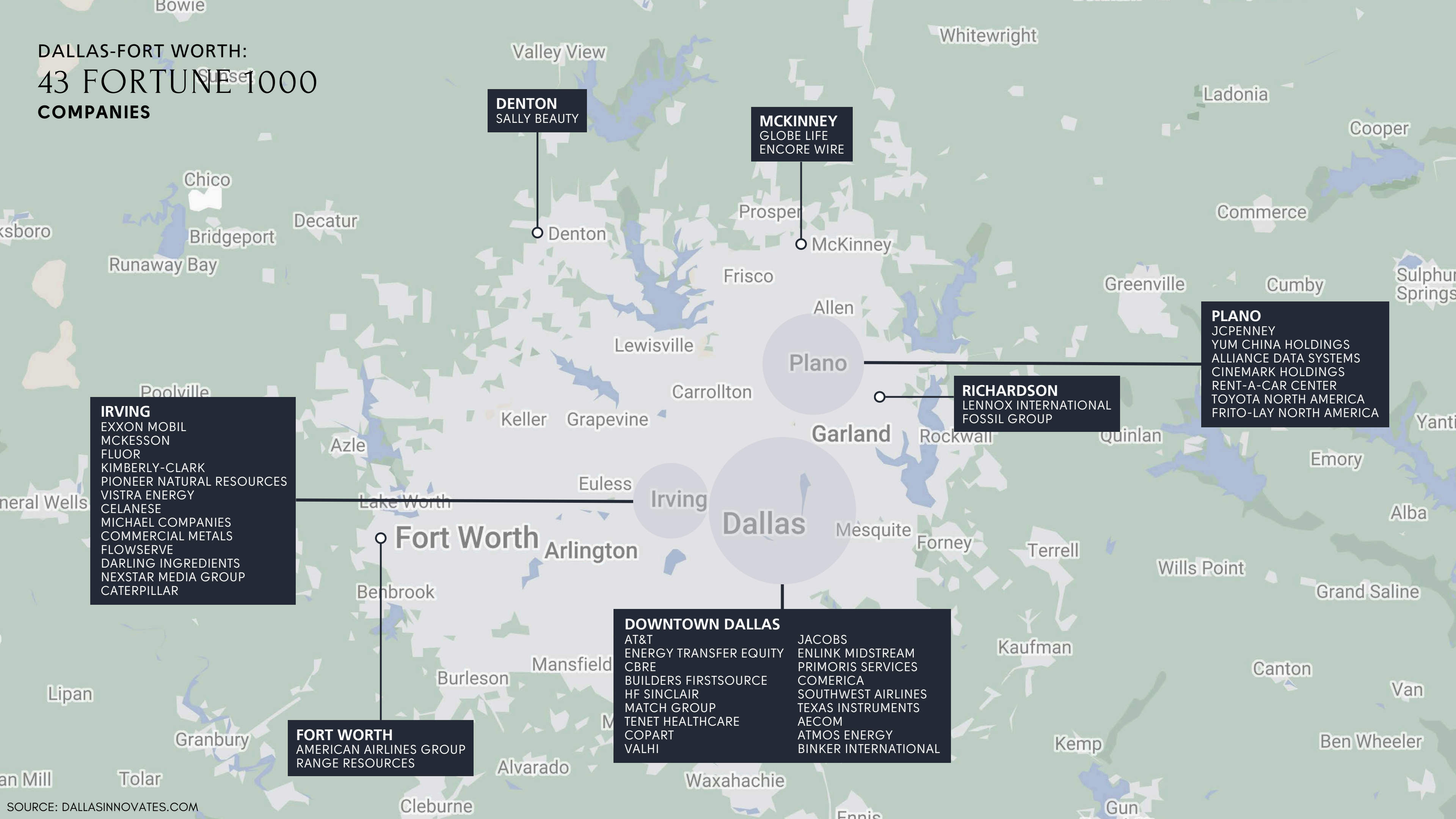
Plano Independent School District ranks as a **top school district** in Texas for the past five years.



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**



SOURCE: DALLASINNOVATES.COM

PROPERTY AERIAL

MORE THAN
174,060 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

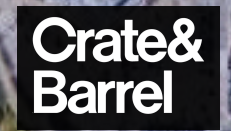
PARK CENTER
236K SF CLASS-A OFFICE BUILDING

CHAPEL HILL BLVD 7,273 CPD

DNT 131, 660 CPD

WEST PLANO PKWY 15,858 CPD

WEST PARK BLVD 19,271 CPD

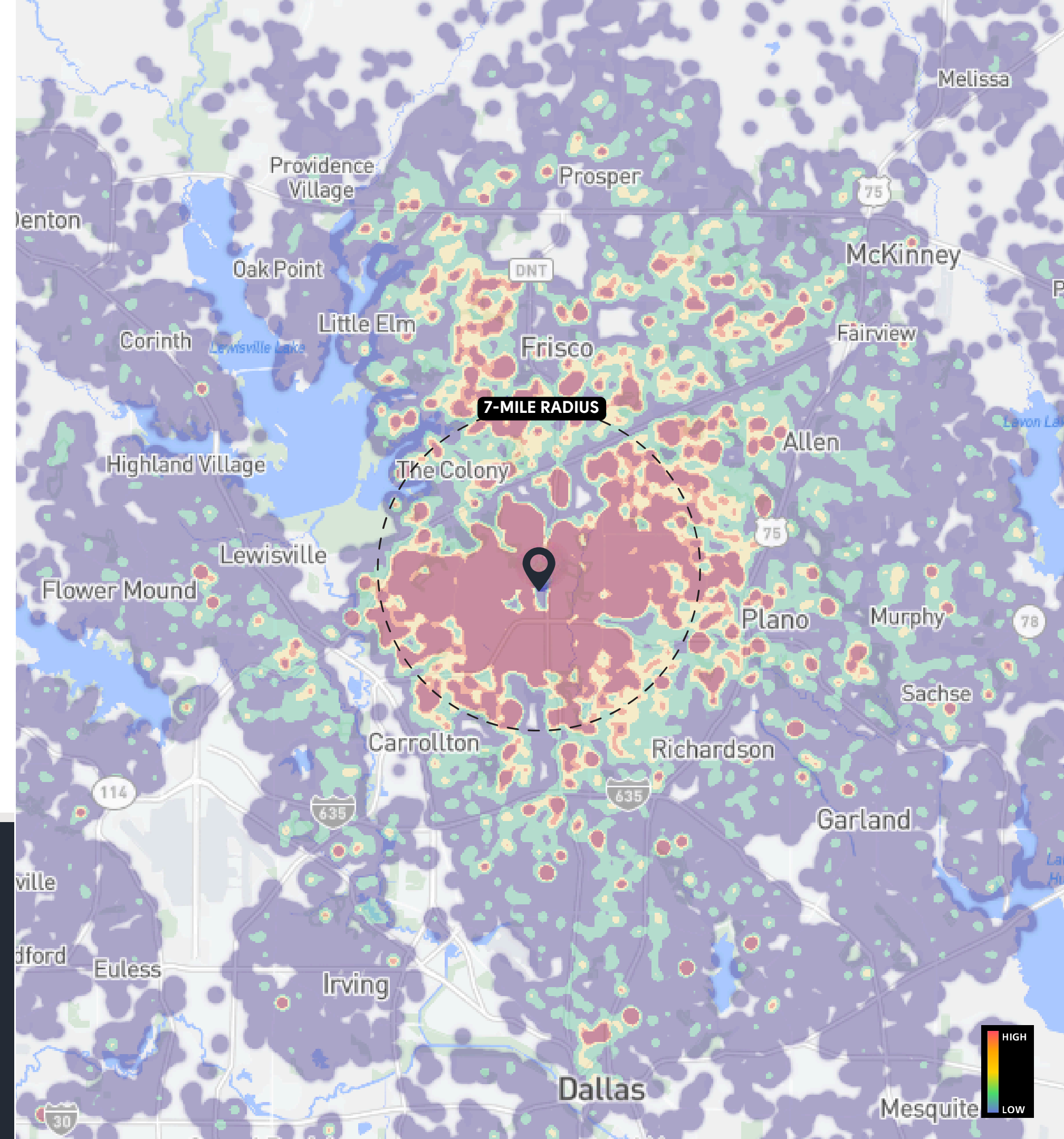


TRAFFIC DATA

Annual Visits **1.4M**
 Annual Avg. Visit Frequency **2.6**
 Avg. Dwell Time **73 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	1.2M	Average HHI	\$184,000
Daytime Population	1.5M	HHI \$150K-\$200K	12%
Employees	660,886	HHI \$200K+	25%
Households	497,914	College Degree+	82%
Family Households	312,589		
Gen Alpha	18%		
Millennials	24%		
Gen X	23%		



WITHIN A 5 MILE RADIUS OF WILLOW BEND
MORE THAN 6,855 HOUSEHOLDS
 EARN \$500K OR MORE IN ANNUAL HHI

CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$500K+	5%	+
Avg. Discretionary Income	\$90,743	+
Discretionary Income \$150K+	21%	+

ABOVE
U.S. AVERAGE

PSYCHOGRAPHICS

Ultra Wealthy Families The nation's wealthiest families.	21%
Young Professionals Well-educated young professionals starting their careers in white-collar or technical jobs.	20%
Young Urban Singles Singles starting their career in trade and service jobs.	17%



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



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