

FRISCO MARKET CENTER FRISCO, TX



5252 MAIN ST & 9169-9179 DALLAS PKWY
FRISCO, TX 75034

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Waterford Market Apartments
381 Units



CENTRAL
SQUARE
AT FRISCO
298 Units

Bexford Pullman Apartments
256 Units

Civic at Frisco Square
Apartments
276 Units



Dallas North Tollway - 103,037 VPD



Site
Frisco Market Center



Main St - 41,757 VPD

CBRE

The Offering

Price: Unpriced

Cap Rate: Market

NET OPERATING INCOME \$922,042

YEAR BUILT 2016

GROSS LEASABLE AREA 20,823 SF

LOT SIZE 4.10 ACRES

OCCUPANCY 100%

AVERAGE TERM REMAINING 5.83 YEARS

AVERAGE RENT PSF \$42.95



Investment Highlights



100% Occupied with Long-Term Triple Net Leases – Allows an investor to have limited landlord responsibilities and ease of management



Along the Dallas North Tollway Corridor – Benefits from exceptional visibility, accessibility, and exposure from the Dallas North Tollway boasting 103,037 VPD and Main Street with 41,757 VPD



Shadow-Anchored by H-E-B – Directly adjacent to H-E-B, generating daily consumer traffic and enhancing long-term tenant demand



Located Along Major Retail Corridor – Neighboring national retailers include H-E-B, Lifetime Fitness, LA Fitness, Panera Bread, Smoothie King, Cowboy Chicken, Fed Ex, Ideal Dental, MOOYAH, 54th Street Restaurant, IHOP and many more



Extremely Leasable Small-Shop Configuration – Four of six suites are 3,500 SF or smaller, aligning with the most active segment of the retail leasing market



Densely Developed Residential Market with Ideal Consumer Demographics – There are over 527,267 residents within a 7-mile radius of the property with an average household income of \$199,120



Adjacent to Frisco's Premier Entertainment Corridor – Positioned near Toyota Stadium, the 145-acre headquarters of FC Dallas, driving significant consumer traffic and reinforcing the area's status as one of North Texas' most active mixed-use districts



Curated Tenant Mix of High-Growth Dining and Service Brands – The 20,823 SF center is home to a complementary mix of nationally recognized and regional restaurant concepts including CAVA, Snooze A.M. Eatery, Dog Haus, Snappy Salads, Mero Mero Tex Mex, and Onyx Nail Lounge, creating a destination-oriented retail environment that serves Frisco's affluent consumer base



Texas has NO State Income Tax – Business friendly climate Texas is the world's 9th largest economy, has been the #1 state for export trade for 20 consecutive years, and is currently the #1 state for job creation, population growth, and corporate expansions/relocations

CAVA – 400+ locations nationwide; one of the fastest-growing restaurant brands in the U.S

Snooze A.M. Eatery – 75+ locations across 10+ states; leading brand in the high-growth brunch segment

Snappy Salads – Established Dallas-based concept with a strong regional presence and loyal customer base

Tenant Roster

Tenant	SF	% of Center	Lease Execution	Lease Expiration	Annual Rent	Rent PSF
Snappy Salads	2,500 SF	12.00%	Apr-2017	Apr-2027	\$112,500	\$45.00
CAVA	2,800 SF	13.40%	May-2017	Jun-2031	\$133,980	\$47.85
Dog Haus	2,500 SF	12.00%	Mar-2023	Mar-2033	\$136,600	\$54.64
Snooze an A.M. Eatery	3,505 SF	16.80%	Sep-2022	Sep-2032	\$147,210	\$42.00
Onyx Nail Lounge	4,950 SF	23.80%	May-2017	May-2032	\$158,400	\$32.00
Mero Mero Tex Mex	4,568 SF	21.90%	Jun-2026	Sep-2036	\$205,560	\$45.00
Totals:	20,823 SF	100%			\$894,250	\$42.95

Site Plan

MAIN EVENT

USMD
Health System

LAIFITNESS

Onyx
NAIL BAR
FRISCO

MERO MERO
MODERN TEX-MEX

DALLAS PKWY - 18,490 VPD

FedEx

PEI WEI
ASIAN KITCHEN

ideal dental
EST. 2008

MOOYAH
FREEBIRDS
WORLD BURRITO

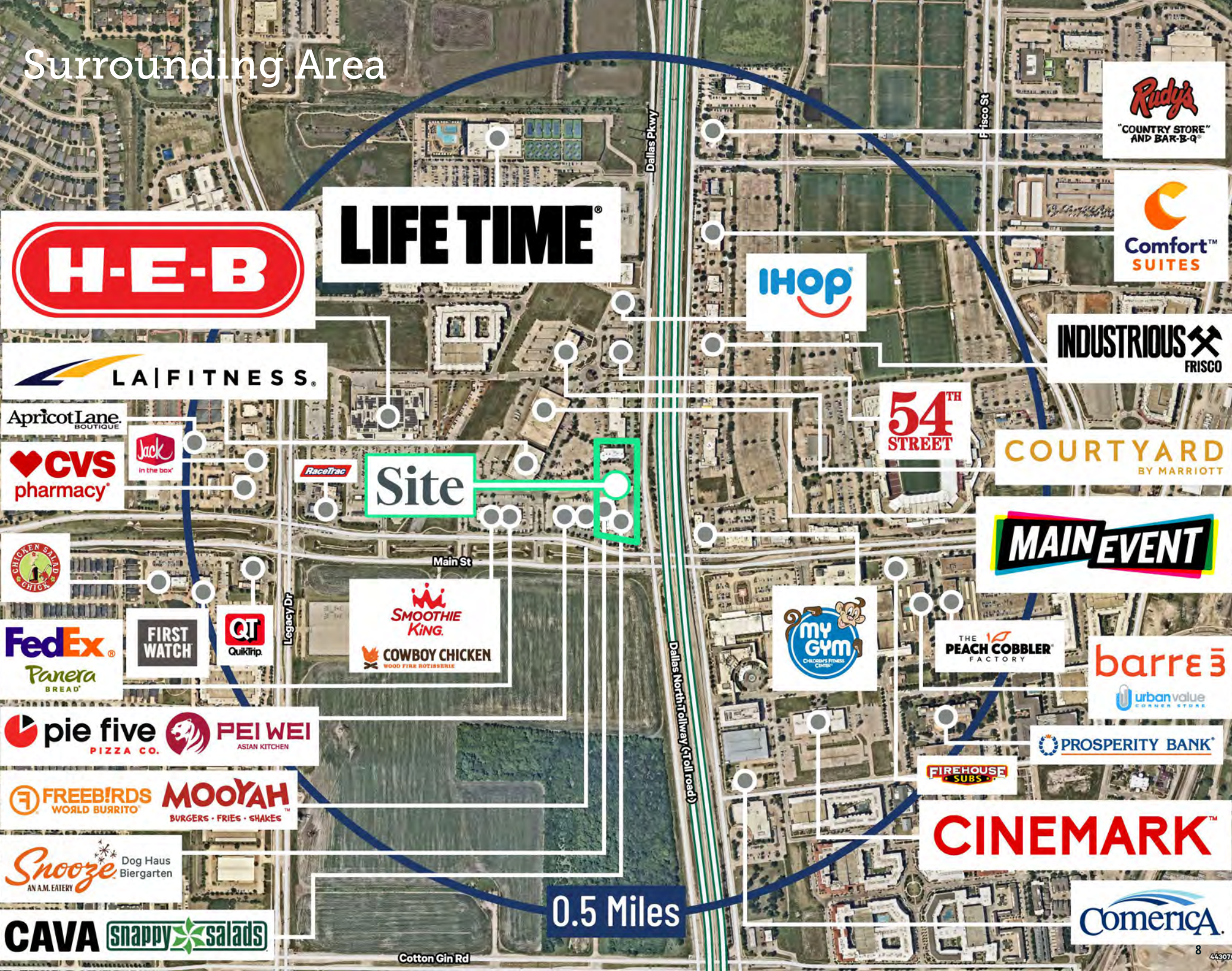
Snooze
AN ALIEN HERE

Door
HAWAII

SHIPPY SALADS

CAVA

Surrounding Area



Surrounding Area

UNIVERSAL KIDS RESORT ↑

ELDORADO MARKETPLACE



PARKWAY TOWNE CROSSING



Dallas North Tollway (Toll road)

Eldorado Pkwy



Site



Main St

Legacy Dr

MAIN STREET VILLAGE



Apricot Lane BOUTIQUE



LIFE TIME

2 Miles

Stonebrook Pkwy

MAIN EVENT LAIFITNESS



289



CINEMARK



Frisco Market Center | Mass Mobile Data

9169, 9179 Dallas Pkwy, Frisco, TX
5252 Main St, Frisco, TX

Study Period: July 2025 to June 2026

Massive Mobile Data – Data sourced from a wide range of varied mobile apps (SDKs) providing a location analysis solution for location decisions. By analyzing sophisticated mobile data, we are creating an accurate picture of customers. Mobile data is the most trusted solution for strategic marketplace analysis.

Common Evening Radius



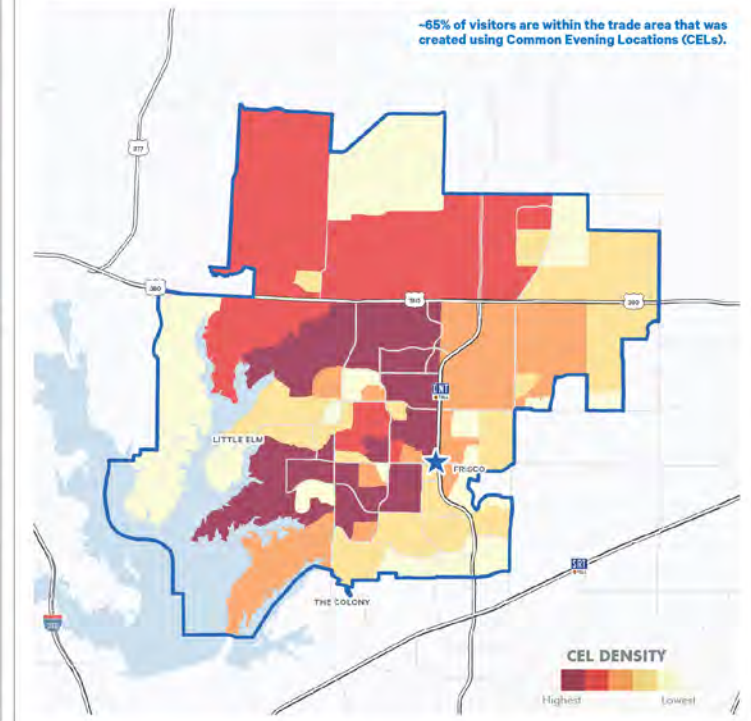
Trade Area Demographics

Total Population	353,377	Average Household Income	\$205,014
Total Households	121,946	2026 Retail Goods Spending	\$6.4 Billion
Educational Attainment	8% Associates 39% Bachelors 24% Graduate	Median Age	36

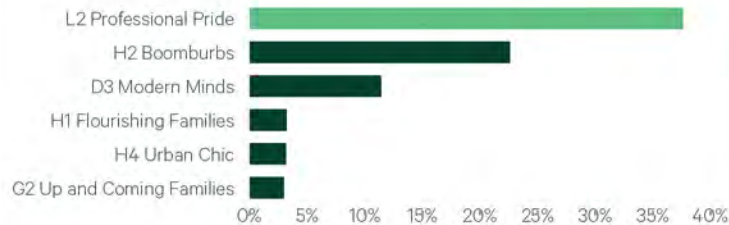
Site Demographics

Dwell Time	17 Minutes	Visitor Frequency	Return 17% One-Time 83%
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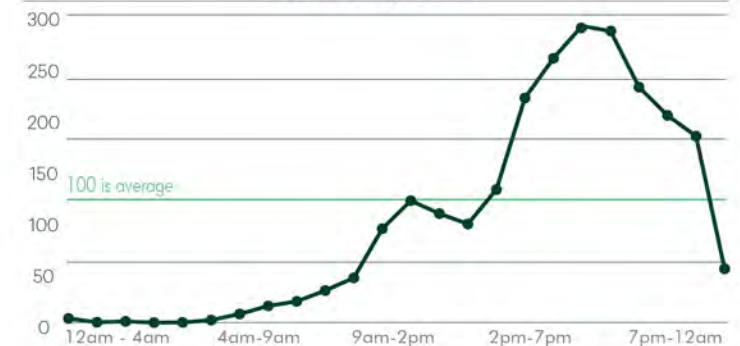
Trade Area



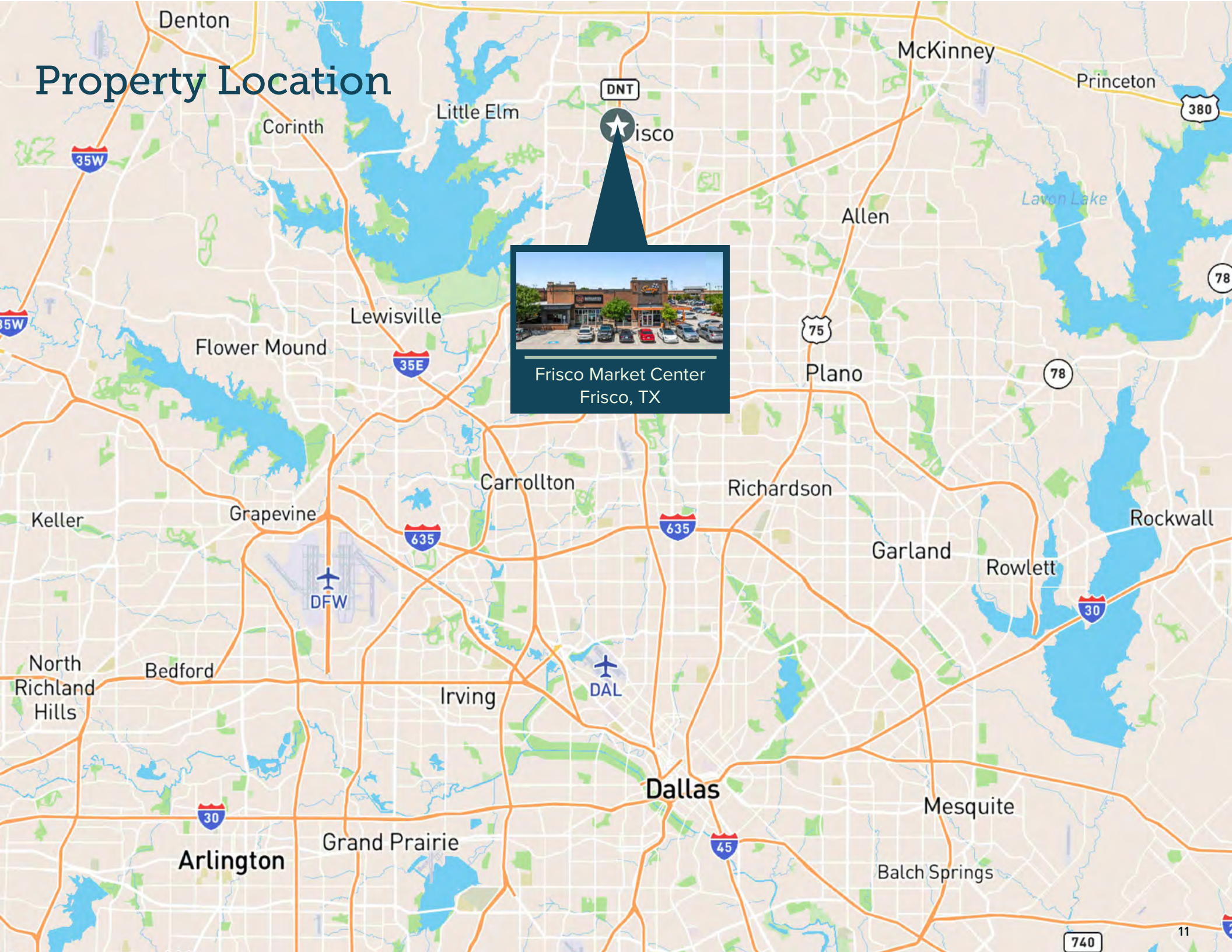
Top Tapestry Segments



Traffic By Hour



Property Location



Frisco Market Center
Frisco, TX

In-Place NOI Summary

	<u>In-Place NOI Jan-27 to Dec-27</u>	<u>\$ PSF</u>
Size of Improvements		20,823 SF
REVENUES		
Scheduled Base Rent		
Gross Potential Rent	\$922,532	\$44.30
Absorption & Turnover Vacancy	0	0.00
Total Scheduled Base Rent	922,532	44.30
Expense Recoveries	373,140	17.92
TOTAL GROSS REVENUE	1,295,672 [1]	62.22
General Vacancy Loss	0	0.00
EFFECTIVE GROSS REVENUE	1,295,672	62.22
OPERATING EXPENSES		
Common Area Maintenance	(140,148)	(6.73)
Management Fee	(38,870)	(1.87)
Insurance	(28,265)	(1.36)
Real Estate Taxes	(166,347)	(7.99)
TOTAL OPERATING EXPENSES	(373,630)	(17.94)
NET OPERATING INCOME	<u><u>\$922,042</u></u>	<u><u>\$44.28</u></u>
Physical Occupancy		100.00%
Economic Occupancy		100.00%

Notes:

[1] In-Place Net Operating Income is calculated using contractual rents and expense reimbursements from Jan-27 to Dec-27 (less a 0.00% General Vacancy Loss).

In-Place NOI does not include vacant lease-up revenue or downtime due to near-term expirations, but does include future rent increases for existing tenants.

Leases that are scheduled to expire within the first fiscal year of the analysis are assumed to continue in place at current rent.

Leases with renewal options that expire within the first fiscal year of the analysis are assumed to roll to the option rents with no downtime.

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Cash Flow Projections

Calendar Year	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037
Physical Occupancy	100.00%	94.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Overall Economic Occupancy [1]	100.00%	95.10%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Operating Expense Reimbursement %	99.87%	93.80%	99.49%	99.52%	99.54%	99.58%	99.65%	99.69%	99.73%	99.75%	99.32%
Weighted Average Market Rent	\$43.88	\$45.19	\$46.55	\$47.95	\$49.38	\$50.87	\$52.39	\$53.96	\$55.58	\$57.25	\$58.97
Weighted Average In Place Rent [2]	\$44.30	\$45.50	\$46.34	\$46.92	\$47.84	\$49.52	\$51.00	\$51.64	\$52.29	\$53.40	\$55.43
Total Operating Expenses PSF Per Year	\$17.94	\$18.36	\$19.01	\$19.56	\$20.13	\$20.74	\$21.36	\$21.98	\$22.61	\$23.27	\$23.98
Lease SF Expiring (Initial Term Only)	2,500	0	0	0	2,800	8,455	2,500	0	0	4,568	0
Lease SF Expiring (Cumulative %)	12.01%	12.01%	12.01%	12.01%	25.45%	66.06%	78.06%	78.06%	78.06%	100.00%	100.00%

	[3]	CY 2027										
		\$/SF/YR										
REVENUES												
Scheduled Base Rent												
Shop Potential Base Rent	44.30	922,532	954,862	965,033	977,063	996,103	1,031,092	1,061,997	1,075,281	1,088,898	1,111,897	1,154,291
Shop Absorption & Turnover	0.00	0	(64,375)	0	0	0	0	0	0	0	0	0
Total Scheduled Base Rent	44.30	922,532	890,487	965,033	977,063	996,103	1,031,092	1,061,997	1,075,281	1,088,898	1,111,897	1,154,291
CAM Reimbursement	6.35	132,178	127,459	140,455	144,838	149,294	153,890	158,697	163,656	168,771	173,971	179,334
MGT Reimbursement	2.23	46,350	42,688	46,962	47,837	48,898	50,580	52,252	53,235	54,246	55,528	55,116
INS Reimbursement	1.36	28,265	27,396	29,986	30,886	31,813	32,767	33,750	34,762	35,805	36,879	37,986
RET Reimbursement	7.99	166,347	161,037	176,478	181,772	187,225	192,842	198,627	204,586	210,723	217,045	223,556
TOTAL GROSS REVENUE	62.22	1,295,672	1,249,067	1,358,913	1,382,395	1,413,333	1,461,171	1,505,324	1,531,520	1,558,443	1,595,321	1,650,283
General Vacancy Loss	0.00	0	0	0	0	0	0	0	0	0	0	0
EFFECTIVE GROSS REVENUE	62.22	1,295,672	1,249,067	1,358,913	1,382,395	1,413,333	1,461,171	1,505,324	1,531,520	1,558,443	1,595,321	1,650,283
OPERATING EXPENSES												
Common Area Maintenance	(6.73)	(140,148)	(144,352)	(148,683)	(153,144)	(157,738)	(162,470)	(167,344)	(172,364)	(177,535)	(182,861)	(188,347)
Management Fee	(1.87)	(38,870)	(37,472)	(40,767)	(41,472)	(42,400)	(43,835)	(45,160)	(45,946)	(46,753)	(47,860)	(49,508)
Insurance	(1.36)	(28,265)	(29,113)	(29,986)	(30,886)	(31,813)	(32,767)	(33,750)	(34,762)	(35,805)	(36,879)	(37,986)
Real Estate Taxes	(7.99)	(166,347)	(171,337)	(176,478)	(181,772)	(187,225)	(192,842)	(198,627)	(204,586)	(210,723)	(217,045)	(223,556)
TOTAL OPERATING EXPENSES	(17.94)	(373,630)	(382,275)	(395,914)	(407,273)	(419,175)	(431,914)	(444,881)	(457,658)	(470,817)	(484,645)	(499,398)
NET OPERATING INCOME	\$44.28	\$922,042	\$866,792	\$962,999	\$975,122	\$994,158	\$1,029,257	\$1,060,444	\$1,073,862	\$1,087,626	\$1,110,675	\$1,150,885
CAPITAL COSTS												
Tenant Improvements	0.00	0	(64,375)	0	0	0	0	0	0	0	0	(41,577)
Leasing Commissions	0.00	0	(86,546)	0	0	0	0	0	0	0	0	(31,931)
Capital Reserves	(0.15)	(3,123)	(3,217)	(3,314)	(3,413)	(3,515)	(3,621)	(3,730)	(3,841)	(3,957)	(4,075)	(4,198)
TOTAL CAPITAL COSTS	(0.15)	(3,123)	(154,138)	(3,314)	(3,413)	(3,515)	(3,621)	(3,730)	(3,841)	(3,957)	(4,075)	(77,707)
OPERATING CASH FLOW	\$44.13	\$918,918	\$712,654	\$959,686	\$971,709	\$990,643	\$1,025,636	\$1,056,714	\$1,070,021	\$1,083,670	\$1,106,600	\$1,073,179

[1] This figure takes into account vacancy/credit loss, absorption vacancy, turnover vacancy, and rent abatements.

[2] This figure does not include any amount related to expense reimbursements. Only Scheduled Base Rent and Fixed/CPI Increases are included in this calculation, which is based on the weighted-average physical occupancy during each fiscal year.

[3] Based on 20,823 square feet.

Cash Flow Projections Based on Argus Enterprise Version 14.0.2

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Summary of Financial Assumptions

GLOBAL			VACANT SPACE LEASING		SECOND GENERATION LEASING	
Analysis Period			Occupancy and Absorption		Retention Ratio	
Commencement Date		January 1, 2027	Vacant as of 1/1/27		75%	
End Date		December 31, 2036	Percentage Vacant at 1/1/27		0.00%	
Term		10 Years	Absorption Period		Financial Terms	
			Absorption Period Start Date		2027 Annual Market Rent	
			First Absorption Occurs On		Rent Adjustment	
			Last Absorption Occurs On		Lease Term	
					Expense Recovery Type	
Area Measures (NRSF)					Tenancing Costs	
Rentable Square Feet		20,823 SF			Tenant Improvements (\$/NRSF)	
Growth Rates			Financial Terms & Tenancing Costs			
Consumer Price Index (CPI)		3.00%	2027 Annual Market Rent		New	
Other Revenue		3.00%	Rent Adjustment		Renewal	
Operating Expenses		3.00%	Lease Term		Weighted Average	
Real Estate Taxes		3.00%	Expense Recovery Type			
Market Rent			Tenant Improvements (\$/NRSF)		Leasing Commissions (Base Rent Only)	
CY 2028		- 3.00%	Commissions		New	
CY 2029		- 3.00%			Renewal	
CY 2030		- 3.00%			Weighted Average	
CY 2031		- 3.00%				
CY 2032		- 3.00%				
CY 2033		- 3.00%				
CY 2034		- 3.00%				
CY 2035		- 3.00%				
CY 2036		- 3.00%				
CY 2037+		- 3.00%				
					Downtime [3]	
					New	
					Weighted Average	

Notes:

All market rates are stated on a calendar-year basis.

[1] General Vacancy Loss factor includes losses attributable to projected lease-up or rollover downtime.

All tenants are subject to this loss factor.

[2] Operating Expenses:

a) Operating Expenses for CY2026 are based on the 2025 CAM Rec grown 6.09%.

b) Analysis does not include Direct Billed Revenue or Direct Billed Expenses assuming they offset to zero with no slippage.

c) Real estate taxes for CY2027 are based on the total 2026 assessed value of \$10,200,000 and a tax rate of 1.630855%, as indicated on Denton CAD. Taxes are assumed to grow 3% annually beginning CY2028.

d) Analysis does not factor in the Texas Margin Tax and assumes a buyer will consult with their tax advisor to evaluate their exposure to this expense.

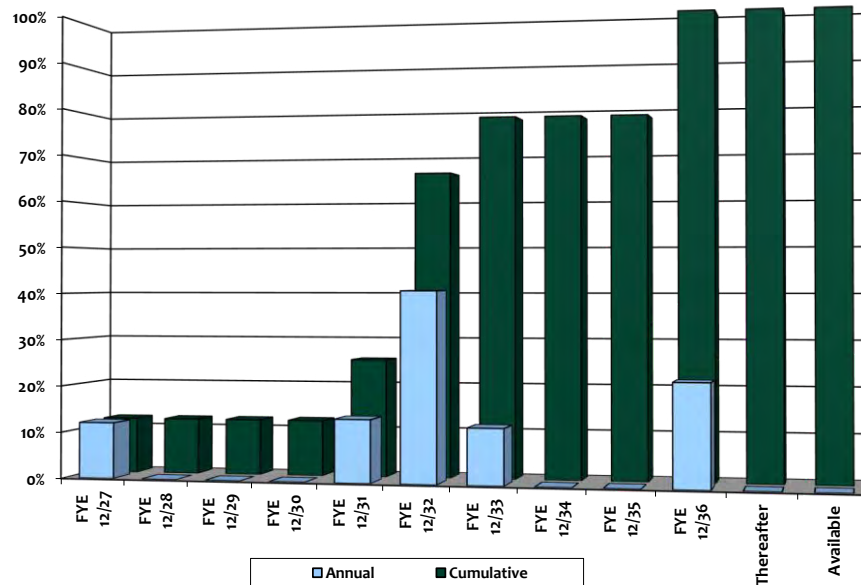
e) Expense reimbursement calculations are based on the CY2025 operating expense reconciliation, lease review, and Q&A.

[3] Analysis assumes no downtime during the residual year where necessary to stabilize residual net operating income.

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Existing Lease Expirations

Suite	Tenant	Lease Expiration	WALT	FYE 12/27	FYE 12/28	FYE 12/29	FYE 12/30	FYE 12/31	FYE 12/32	FYE 12/33	FYE 12/34	FYE 12/35	FYE 12/36	Thereafter	Available
01.5252_100	Snappy Salads	Apr-27	1.00	2,500											
01.5252_120	CAVA	Jun-31	4.50					2,800							
03.9179_100	Onyx Nail Lounge	May-32	5.33						4,950						
02.9169_120	Snooze an A.M. Eatery	Sep-32	5.75						3,505						
02.9169_100	Dog Haus	Mar-33	6.25							2,500					
03.9179_170	Mero Mero Tex Mex	Sep-36	9.67										4,568		
Existing Lease WALT			5.83												
Fiscal Year Totals:				2,500	0	0	0	2,800	8,455	2,500	0	0	4,568	0	0
Percent:				12%	0%	0%	0%	13%	41%	12%	0%	0%	22%	0%	0%
Count:				1	0	0	0	1	2	1	0	0	1	0	0
Cumulative SF:				2,500	2,500	2,500	2,500	5,300	13,755	16,255	16,255	16,255	20,823	20,823	20,823
Cumulative %:				12%	12%	12%	12%	25%	66%	78%	78%	78%	100%	100%	100%



Summary of Lease Expirations					
Year	Suites	SF	Percent	Cumulative SF	Cumulative Percent
FYE 12/27	1	2,500	12%	2,500	12%
FYE 12/28	0	0	0%	2,500	12%
FYE 12/29	0	0	0%	2,500	12%
FYE 12/30	0	0	0%	2,500	12%
FYE 12/31	1	2,800	13%	5,300	25%
FYE 12/32	2	8,455	41%	13,755	66%
FYE 12/33	1	2,500	12%	16,255	78%
FYE 12/34	0	0	0%	16,255	78%
FYE 12/35	0	0	0%	16,255	78%
FYE 12/36	1	4,568	22%	20,823	100%
Thereafter	0	0	0%	20,823	100%
Available	0	0	0%	20,823	100%

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Rent Roll

Suite	Tenant Name	Square Feet	% of Property	Lease Term		Rental Rates				Recovery Type	Market Assumption / Market Rent	
				Begin	End	Begin	Monthly	Annually	PSF			
Frisco Market Center												
	Asset 01 - 5252 Main St, Frisco, TX (5,300 SF)											
01.5252_100	Snappy Salads	2,500	12.00%	Apr-2017	Apr-2027	Current	\$9,375	\$112,500	\$45.00	-	NNN+MGT, 5%C (Snappy)	Vacate \$50.00 NNN (Shop-100)
General Notes: Analysis assumes Snappy Salads extends through 12/31/27 at current rent. Actual tenant expiration in 04/27. SPEC VACATE - Analysis assumes tenant will vacate the premises upon lease expiration on 12/31/27. Expense Cap: 5% cumulative compounding cap on CAM excluding SNOW, UTIL, INS, and RET with an estimated CY2027 basis of \$11.11 PSF. MGT equal to 4% of property gross revenues. Guarantor: Snappy Salads Enterprises, LLC.												
01.5252_120	CAVA	2,800	13.40%	May-2017	Jun-2031	Current	\$11,165	\$133,980	\$47.85	-	NNN+MGT, 4%C (CAVA)	Option \$50.00 NNN (Shop)
Notes: Renewal Option: Three 5 year renewal options @ annual rates of \$52.64, \$57.90, and \$63.69. Analysis takes options. Expense Cap: 4% cap on prior year CAM excluding SNOW, UTIL, INS, and RET with an estimated CY2027 basis of \$5.69 PSF. MGT equal to 4% of property gross revenues. Guarantor: CAVA Holding Company.												

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Rent Roll

Suite	Tenant Name	Square Feet	% of Property	Lease Term		Rental Rates				Recovery Type	Market Assumption / Market Rent	
				Begin	End	Begin	Monthly	Annually	PSF			
Asset 02 - 9169 Dallas Pkwy, Frisco, TX (6,005 SF)												
02.9169_100	Dog Haus	2,500	12.00%	Mar-2023	Mar-2033	Current	\$11,383	\$136,600	\$54.64	-	NNN+MGT (Dog)	Option
						Apr-2027	\$11,723	\$140,675	\$56.27	2.98%		\$55.00 NNN (Shop)
						Apr-2028	\$12,075	\$144,900	\$57.96	3.00%		
						Apr-2029	\$12,438	\$149,250	\$59.70	3.00%		
						Apr-2030	\$12,810	\$153,725	\$61.49	3.00%		
						Apr-2031	\$13,196	\$158,350	\$63.34	3.01%		
						Apr-2032	\$13,590	\$163,075	\$65.23	2.98%		
General Notes: Actual expiration date is 03/15/33. Renewal Option: Two 5 year renewal options @ \$67.19 /sf/yr and \$77.89 /sf/yr, each with 3.00% annual increases. Analysis takes options. Percentage Rent: % Rent @ 5% of gross sales over \$2,500,000. Expense Cap: MGT equal to 4% of property gross revenues. Guarantor: J&E Acquisitions, Dawn Sipera, and Joshua Sipera.												
02.9169_120	Snooze an A.M. Eatery	3,505	16.80%	Sep-2022	Sep-2032	Current	\$12,268	\$147,210	\$42.00	-	NNN+MGT, 5%C (Snooze)	Option
						Mar-2027	\$13,494	\$161,931	\$46.20	10.00%		\$42.00 NNN (Shop)
General Notes: Actual expiration date on 9/27/32. Renewal Option: Two 5 year renewal options @ \$50.82 /sf/yr and \$55.90 /sf/yr. Analysis takes options. Expense Cap: 5% cap on prior year CAM excluding INS and RET with an estimated CY2027 basis of \$11.71 PSF. MGT equal to 4% of property gross revenues. Guarantor: Snooze HoldCo, Inc.												

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Rent Roll

Suite	Tenant Name	Square Feet	% of Property	Lease Term		Rental Rates				Recovery Type	Market Assumption / Market Rent	
				Begin	End	Begin	Monthly	Annually	PSF			
Asset 03 - 9179 Dallas Pkwy, Frisco, TX (9,518 SF)												
03.9179_100	Onyx Nail Lounge	4,950	23.80%	May-2017	May-2032	Current	\$13,200	\$158,400	\$32.00	-	NNN+MGT, 5%C (Onyx)	Option
						May-2027	\$14,520	\$174,240	\$35.20	10.00%		\$32.00 NNN (Shop)
General Notes: Actual expiration date on 05/02/32. Renewal Option: One 5 year renewal option @ \$38.72 /sf/yr. Analysis takes option. Expense Cap: 5% cumulative compounding cap on CAM excluding SNOW, UTIL, INS, and RET with an estimated CY2027 basis of \$9.21 PSF. MGT equal to 4% of property gross revenues. Guarantor: Joseph Pham.												
03.9179_170	Mero Mero Tex Mex	4,568	21.90%	Jun-2026	Sep-2036	Current	\$17,130	\$205,560	\$45.00	-	NNN+MGT (MKT)	Option
						Jun-2027	\$17,473	\$209,671	\$45.90	2.00%		\$45.00 NNN (Shop)
						Jun-2028	\$17,822	\$213,865	\$46.82	2.00%		
						Jun-2029	\$18,178	\$218,142	\$47.75	2.00%		
						Jun-2030	\$18,542	\$222,505	\$48.71	2.00%		
						Jun-2031	\$18,913	\$226,955	\$49.68	2.00%		
						Jun-2032	\$19,291	\$231,494	\$50.68	2.00%		
						Jun-2033	\$19,677	\$236,124	\$51.69	2.00%		
						Jun-2034	\$20,071	\$240,846	\$52.72	2.00%		
						Jun-2035	\$20,472	\$245,663	\$53.78	2.00%		
						Jun-2036	\$20,881	\$250,576	\$54.85	2.00%		
General Notes: Actual expiration date on 9/14/36. Renewal Option: Two 5 year renewal options @ \$55.95 /sf/yr and \$61.78 /sf/yr, each with 2.00% annual increases. Analysis takes options. Expense Cap: Beginning CY2028, 5% cumulative compounding cap on CAM excluding INS and RET. MGT not to exceed 4% of property gross revenues (not modeled). The following charges are limited through the first full calendar year of the tenant's term (not modeled): CAM at \$8.31 PSF, INS at \$1.20 PSF, and RET at \$8.21 PSF. Guarantor: Praful and Manisha Patel.												

TOTALS / AVERAGES

20,823

\$74,521 \$894,250 \$42.95

OCCUPIED SqFt

20,823

100.0%

VACANT SqFt

0

0.0%

TOTAL SqFt

20,823

100.0%

WEIGHTED-AVERAGE LEASE TERM REMAINING:

5.83 Years

WEIGHTED-AVERAGE LEASE TERM LAPSED:

6.00 Years

WEIGHTED-AVERAGE LEASE TERM FROM INCEPTION:

11.83 Years

You are solely responsible for independently verifying the information in this Memorandum. ANY RELIANCE ON IT IS SOLELY AT YOUR OWN RISK.

Demographics

	1 Mile	3 Miles	5 Miles	7 Miles
POPULATION				
2025 Population - Current Year Estimate	12,023	105,549	282,442	527,267
2030 Population - Current Year Estimate	14,777	114,728	320,435	589,206
2020-2025 Annual Population Growth Rate	6.85%	1.97%	2.13%	2.19%
2025-2030 Annual Population Growth Rate	4.21%	1.68%	2.56%	2.25%
HOUSEHOLDS				
2025 Households - Current Year Estimate	6,433	39,797	102,937	190,695
2030 Households - Current Year Estimate	8,160	44,767	119,024	216,931
2020-2025 Compound Annual Household Growth Rate	7.80%	3.22%	2.93%	2.78%
2025-2030 Annual Household Growth Rate	4.87%	2.38%	2.95%	2.61%
HOUSEHOLD INCOME				
2025 Average Household Income	\$151,346	\$206,072	\$200,448	\$199,120
2030 Average Household Income	\$161,904	\$219,225	\$218,323	\$217,477
TRAFFIC COUNTS				
	MAIN ST	DALLAS PKWY	DALLAS NORTH TOLLWAY	
Vehicles Per Day	41,757 VPD	18,490 VPD	103,037 VPD	



Frisco Market Overview

Frisco, TX is powered on innovation and is at the top of its game, leading the way in population growth, premium education, business innovation, and extraordinary quality of life. It is one of the fastest growing cities in America and considered by many to be the hottest market to do business in the nation, attracting a diverse business base and talented workforce. Frisco prides themselves on having a culture of unrivaled performance with an unwavering commitment to human potential.

HOME TO GLOBAL BRANDS



WORKFORCE

2M+ SKILLED WORKERS

within 30 min

2X TECH WORKERS

vs national avg

LIFESTYLE

#1 SAFEST CITY IN AMERICA

-Smart Asset

#1 RISING CITY IN THE US

-Finance Buzz

**#2 MOST ATTRACTIVE
REAL ESTATE MARKET**

-Wallethub

#1 BEST DALLAS SUBURB

-Livability

EDUCATION

A+ RATED SCHOOLS

88 languages

98.3% grad rate

67% BACHELOR DEGREES

Residents 25+

#1

Best Place to Live in America

(Money Magazine)

#1

Fastest Growing Large City in the
U.S. Over the Last Decade

(U.S. Census Bureau, 2020)

660%

Population Growth Since 2000

(U.S. Census)

\$2.0 B

Annual Visitor Spending

(U.S. Census)

5 FORTUNE 500

Corporate Innovation and Research & Development Centers

(U.S. Census)



SPORTS CITY USA

5 world-class sports facilities including:

The Star, PGA of America HQ, Toyota Stadium,
Commercia Center, and Riders Field



25 MINUTES TO

DFW & LOVE

4-hour flight or less to all major U.S. cities



This signature development anchoring North Frisco, will have an estimated \$2.5+ billion economic impact over the next 20 years.

PGA Headquarters & Omni PGA Resort:

The PGA Frisco is a public-private partnership between PGA of America, Omni Hotels & Resorts, the City of Frisco and the Frisco Independent School District. Spanning 660 acres, the campus is the new home of the PGA of America and a premier golf and travel destination.

- Fields Ranch, featuring two 18-hole world class courses and a state-of-the-art clubhouse will host five major championships over the next 10 years.
- Sitting at the heart of modern golf culture, Omni PGA Frisco Resort offers a one-of-a-kind experience from tee time to cocktail hour. It features 500 guest rooms and suites, 10 exclusive four-bedroom Ranch Houses, 13 dining destinations, four pools, a spa, and a 127,000-sf meeting and event space.

- The Monument Realty PGA District is the community hub with limitless opportunities to enjoy, eat, drink, shop, and play. A destination for golfers of all experiences with a lighted 10-hole short course and 2-acre putting course along with the Ice House hitting bays and Topgolf simulation lounge.
- In 2018, PGA of America decided to move its headquarters from Plam Beach County, FL to Frisco, TX. Today, the brand-new building situated on the PGA Frisco campus, is a hub for professional development and will help drive the growth of the game for years to come.

Source: PGA Frisco, Visit Frisco

The Star District:

The Star District is a 91-acre entertainment district anchored by the Dallas Cowboys World Headquarters. A premiere dining, shopping, event, and entertainment destination, the District has more than 35 restaurants, shops, and specialty services and is one of Frisco's main attractions.

- Guided tours give fans the ultimate behind the scenes experience of The Dallas Cowboys Headquarters and where the organization works and trains 355 days a year.
- The anchor of the Star, the Ford Center is comprised of a multi-purpose, 12,000 seat, indoor stadium as well as the entire Dallas Cowboys football operations and practice fields. The indoor stadium at Ford Center provides a state-of-the-art facility shared by the Dallas Cowboys, City of Frisco and Frisco ISD. Visitors are welcomed to Ford Center at the Tostitos Championship Plaza, a 50-yard Dallas Cowboys replica turf field.
- The Omni Frisco Hotel at the Star serves as the cornerstone of the entertainment district with its premiere location just steps away from exciting dining, nightlife, and shopping. The Omni captures the energy and future of the vibrant North Texas community and offers timeless guest rooms and suites, a relaxing pool, and an array of world-class amenities at The Star.
- Twelve Cowboys Way is the most coveted address at the Star. The 17-story residential tower overlooks the 91-acre campus of the Dallas Cowboys World Headquarters and presents luxury amenities with exclusive access to a first-class lifestyle. Residents can find unparalleled convenience, special events, and superior perks unmatched by any other community.

Source: The Star District, Omni Hotels, Twelve Cowboys Way

With the presence of the Dallas Cowboys, The Star is a one-of-a-kind entertainment district from football to local events and world-class cuisine, The Star District has it all.



Universal Amusement Park

Now open in Frisco is the new Universal Kids Resort offering a unique theme park experience geared towards a younger audience.

- This smaller-scale theme park has family-friendly attractions and immersive themed lands, playful interactive shows and character meet and greets.
- Universal's resort in Frisco has a different look and feel of existing destinations while still celebrating the iconic brand of entertainment, humor, and fun.
- On-site, there is a 300-room hotel, giving families a place to stay right in the action of the resort.
- Limited test operation started on June 24, 2026, before officially opening its doors to the public on July 1, 2026.
- Universal is focused on “ensuring the resort adds value and positively serves the community.”

Source: Universal Kids Resort, FriscoTexas.Gov



The Mix Development

The \$3 billion, 112-acre project, The Mix, was approved in September of 2023 and will include roughly 2 million square feet of office, 375,000 square feet of retail, two hotels, for-sale townhomes and more than 3,000 multifamily units. The project is a blend of architectural styles and design centered around a 9-acre central park focused on bringing the outside in and the inside out.

Located at the southwest corner of Dallas North Tollway and Lebanon Road, The Mix is currently under construction and expected to open in 2027.

Source: The Mix Frisco, The Real Deal



THE MIX

- 2M SF Office
- 375K SF Retail
- 2 Hotels
- 3,000 Units Multifamily



FIELDS WEST

- 350K SF Retail
- 325K SF Office
- 1,200 Residences
- 375 Hotel Keys

Fields West Development

Located within the bursting, upscale city of Frisco, Fields West is a 55-acre urban village representing what modern work and life looks like. The community includes 350,000 SF of dedicated retail, restaurant, and entertainment space, 325,000 SF in office space, 1,200 urban residences, and 375 hotel rooms planned by the Ritz Carlton and Marriot. This urban core represents the future of modern work and life with immediate proximity to all the action and excitement while still offering a sense of community.

Source: Fields West

HALL PARK

- 16 Story Class AAA Office
- 224 Hotel Keys
- The Monarch Luxury Residential
- 10K SF Eatery
- 5.7 acre Park



HALL Park Development

Underway is HALL Park's \$7 billion new masterplan, transforming it from a singular office focus into a dynamic, urban-like, mixed-use community. Phase one of the project includes a 16-story, class AAA, trophy office tower, an Autograph Collection 224-key hotel and suites, a 19-story luxury multifamily tower known as The Monarch, and a 10,000 SF eatery and 5.7-acre park.

Source: Hall Park

Dallas-Fort Worth Overview



Dallas-Fort Worth, the fourth-largest metropolitan area in the United States, offers unparalleled business advantages and an exceptional quality of life. Centrally located within the U.S., residents and businesses alike benefit from the great connectivity and easy accessibility to anywhere in the country. With a lower cost of living than most other major metros, the region has experienced population growth over 25% since 2010. The booming population, businesses, and real estate market in DFW sees no signs of slowing anytime soon. According to CBRE's 2024 U.S. Investor Intentions Survey, DFW was the most preferred real estate investment market for the third consecutive year, as well as the top market for total property returns. Retail specifically in the area is strong, with the industry reaching the highest occupancy levels on record at 95.2% in 2024.

Dallas-Fort Worth is one of the top regions in the nation for business, thanks to a low cost of living, no state corporate or income taxes, strong base of well educated and skilled employees, and robust access to both U.S. and international markets through its transportation network. The strength and diversity of the DFW economy is represented by the host of North American headquarters located in the area, including 24 Fortune 500 Companies and 49 Fortune 1000 Companies. Revenues earned by Fortune 500 companies located in DFW total \$1.4 trillion, second only to the New York metro area. Dallas Fort Worth has been an attractive destination for companies looking to relocate or expand and was the first among large metros to recover pandemic job losses, adding more jobs in the past 5 years than the next two metros combined. Over the past 10 years, DFW has gained a significant number of international investments as well, creating nearly 42,000 new jobs and a total capital expenditure of \$13.68 billion. In 2023, Financial Times ranked three DFW cities—Plano, Irving, and Dallas—among the top five best U.S. cities for foreign multinationals to do business. 25

Dallas-Fort Worth Overview

4TH LARGEST MSA

in United States

LARGEST MSA

in Texas

24

Fortune 500 Companies

49

Fortune 1000 Companies

\$600+ BILLION

GDP

OVER 8 MILLION RESIDENTS

10.5 Million Residents Estimated by 2040

#1 METRO

for Population Growth over the Past Decade (25%)

#1 REAL ESTATE

Investment Market

#1 LARGE METRO FOR JOB GROWTH

250,000+ jobs added per year

#1 STATE FOR DOING BUSINESS

for 19 Consecutive Years

#1 QUANTITY & QUALITY ENTREPRENEURSHIP

Among U.S. Metros

2ND BUSIEST AIRPORT

in the World (DFW International)

99.3 MILLION

Annual Passengers (DFW International & Dallas Love Field)

48.9 MILLION

Annual Visitors

Disclosure and Agreement

Affiliated Business Disclosure

CBRE, Inc. operates within a global family of companies with many subsidiaries and related entities (each an “Affiliate”) engaging in a broad range of commercial real estate businesses including, but not limited to, brokerage services, property and facilities management, valuation, investment fund management and development. At times different Affiliates, including CBRE Global Investors, Inc. or Trammell Crow Company, may have or represent clients who have competing interests in the same transaction. For example, Affiliates or their clients may have or express an interest in the property described in this Memorandum (the “Property”), and may be the successful bidder for the Property. Your receipt of this Memorandum constitutes your acknowledgement of that possibility and your agreement that neither CBRE, Inc. nor any Affiliate has an obligation to disclose to you such Affiliates’ interest or involvement in the sale or purchase of the Property. In all instances, however, CBRE, Inc. and its Affiliates will act in the best interest of their respective client(s), at arms’ length, not in concert, or in a manner detrimental to any third party. CBRE, Inc. and its Affiliates will conduct their respective businesses in a manner consistent with the law and all fiduciary duties owed to their respective client(s).

Confidentiality Agreement

Your receipt of this Memorandum constitutes your acknowledgement that (i) it is a confidential Memorandum solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property, (ii) you will hold it in the strictest confidence, (iii) you will not disclose it or its contents to any third party without the prior written authorization of the owner of the Property (“Owner”) or CBRE, Inc., and (iv) you will not use any part of this Memorandum in any manner detrimental to the Owner or CBRE, Inc.

If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return it to CBRE, Inc.

Disclaimer

This Memorandum contains select information pertaining to the Property and the Owner, and does not purport to be all-inclusive or contain all or part of the information which prospective investors may require to evaluate a purchase of the Property. The information contained in this Memorandum has been obtained from sources believed to be reliable, but has not been verified for accuracy, completeness, or fitness for any particular purpose. All information is presented “as is” without representation or warranty of any kind. Such information includes estimates based on forward-looking assumptions relating to the general economy, market conditions, competition and other factors which are subject to uncertainty and may not represent the current or future performance of the Property. All references to acreages, square footages, and other measurements are approximations. This Memorandum describes certain documents, including leases and other materials, in summary form. These summaries may not be complete nor accurate descriptions of the full agreements referenced. Additional information and an opportunity to inspect the Property may be made available to qualified prospective purchasers. You are advised to independently verify the accuracy and completeness of all summaries and information contained herein, to consult with independent legal and financial advisors, and carefully investigate the economics of this transaction and Property’s suitability for your needs. ANY RELIANCE ON THE CONTENT OF THIS MEMORANDUM IS SOLELY AT YOUR OWN RISK.

The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property, and/or to terminate discussions at any time with or without notice to you. All offers, counteroffers, and negotiations shall be non-binding and neither CBRE, Inc. nor the Owner shall have any legal commitment or obligation except as set forth in a fully executed, definitive purchase and sale agreement delivered by the Owner.

FRISCO MARKET CENTER FRISCO, TX



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