

CRCA Newsletter-October 2014

Developer's Corner by David Craig

Fall is in full swing with football games, the State Fair of Texas, Fall Festivals and Halloween! October may be the most fun month in Texas with nice weather and visitors streaming into North Texas for a wide variety of reasons. This year – many of our visitors are coming from much further away as the DFW Metroplex continues to generate jobs and attract major companies.

Although we see a lot of relocating families from a wide variety of companies through the Craig Ranch Information Center doors, the biggest move currently sending visitors our way is TOYOTA. Over 4,000 employees and their families are expected to relocate to our area in the next couple of years as Toyota builds its new corporate headquarters at Legacy Business Park.

Since July, we've been flooded with Toyota visitors trying to learn the North Texas landscape to decide whether they want to make the move in the coming years. We've already sold homes to Toyota executives and the City of McKinney is considered to one of the top cities in their search, according to *Dallas Morning News* writer Terry Box.

What we've learned:

- Families are moving primarily from California, Tennessee and New York, according to Plano City Manager Bruce Glasscock.
- Toyota families are looking for communities with lots of green space, trees, amenities, good school systems and easy access primarily in Collin and Denton counties.
- The younger singles and couples from New York are heading to the Uptown area –the urban lifestyle of choice since many don't own cars so they prefer to rent and live near the Dallas city core for nightlife, entertainment and transportation systems.

For 27 straight weeks starting last August, Toyota is hosting 200 people every weekend for seminars and visits to Collin County cities including McKinney, Plano, Allen, Frisco as well as Prosper to gather information on communities and school systems. Kudos to the City of McKinney, McKinney CVB and McKinney EDC for their leadership and marketing efforts that have paid off with our city being named one of the top ranked cities in America to live.

Craig Ranch is at the epicenter of it all. Our location is without equal in terms of quick access to shopping, major airports, sports and entertainment venues as well as Toyota's Legacy Business Park location....just 10 minutes from Craig Ranch. We've also got the most diverse lifestyle options, price ranges of homes and mix of amenities of any master-planned development in North Texas.

Craig Ranch is introducing new builders and new neighborhoods:

- Our Country Homes opened their new model home last month in The Settlement

- Huntington Homes and other custom home builders in The Estates are already making sales as a result of the Toyota move.
- New residential neighborhoods opening along Custer Road will offer a wider range of traditional single family home designs including Landon Homes' new community at Tour Drive. Beazer Homes will open a little further north in 2015.

As you see all the development and new building activity going on around Craig Ranch, you'll also see a lot more Toyotas driving around the next couple of years.... Just smile, wave and welcome them to the neighborhood! They are coming.