



THE BACKYARD

TEY TINER

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The Backyard in Sherman is a vibrant new destination that blends the city's historic charm with modern energy. Designed as a central gathering place, it brings together dining, entertainment, and outdoor spaces that celebrate Sherman's growing spirit—creating a welcoming hub for neighbors and visitors alike. From live music to local flavors, The Backyard offers an experience that captures the heart of North Texas.

LOCATION: SWQ Travis St & Crossroads Blvd
Sherman, TX 75090

DEMOGRAPHICS (3 mile radius):

- Total Population: 24,109
- Daytime Population: 26,196
- Average HH Income: \$79,808
- Total Households: 9,354

TRAFFIC COUNTS (2024 bi-directional):

- NCX (US-75): 54,615 VPD
- Heritage Pkwy (FM 1417): 15,033 VPD
- Travis St: 3,809 VPD



THE BACKYARD

Restaurants Thrive in Sherman



SERVICE RADIUS ADVANTAGE

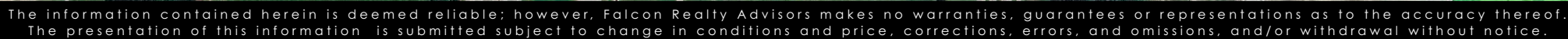
250,000+ SERVICE RADIUS

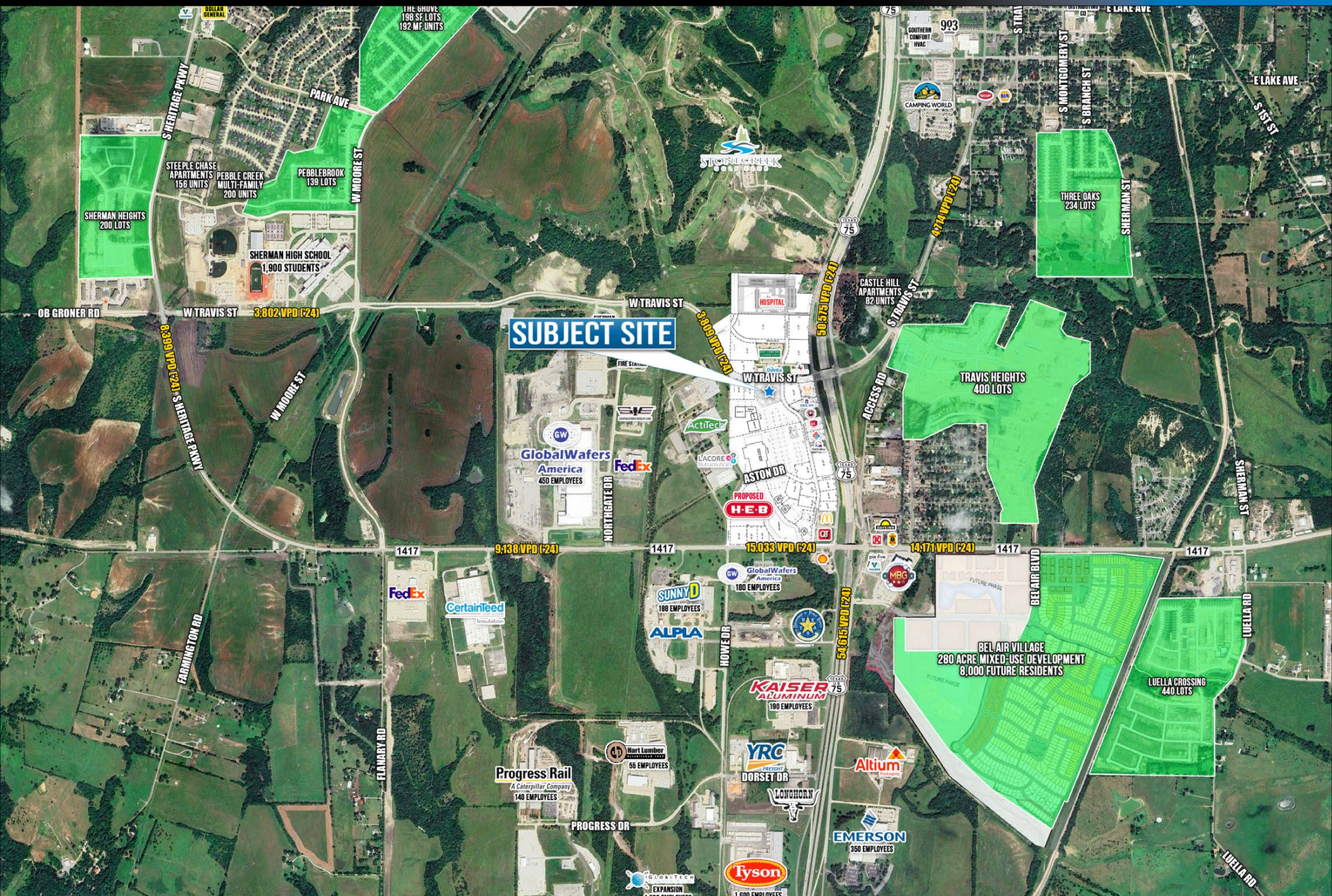
#8 in Texas for sales tax per capita among developed cities in Texas – on par with Coppell and Southlake

#1 in Texas Roadhouse alcohol sales vs. north Texas sister cities like Prosper, Rockwall, Anna, Flower Mound (10%-91% higher)

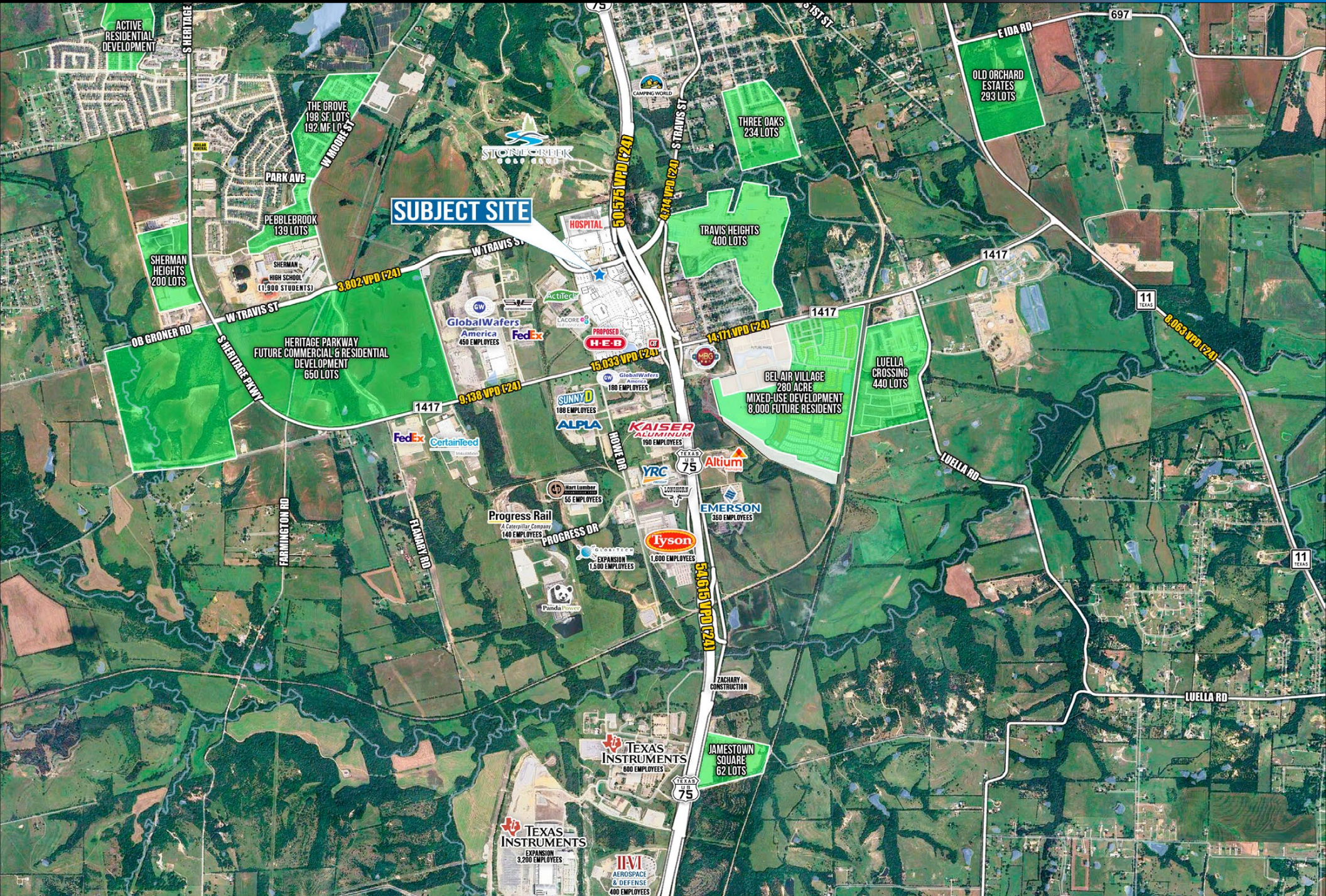
All QSR openings in Crossroads Development are duplicates in Sherman, proving strong market performance: CFA, Chipotle, Panda Express, Whataburger, etc.

The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.

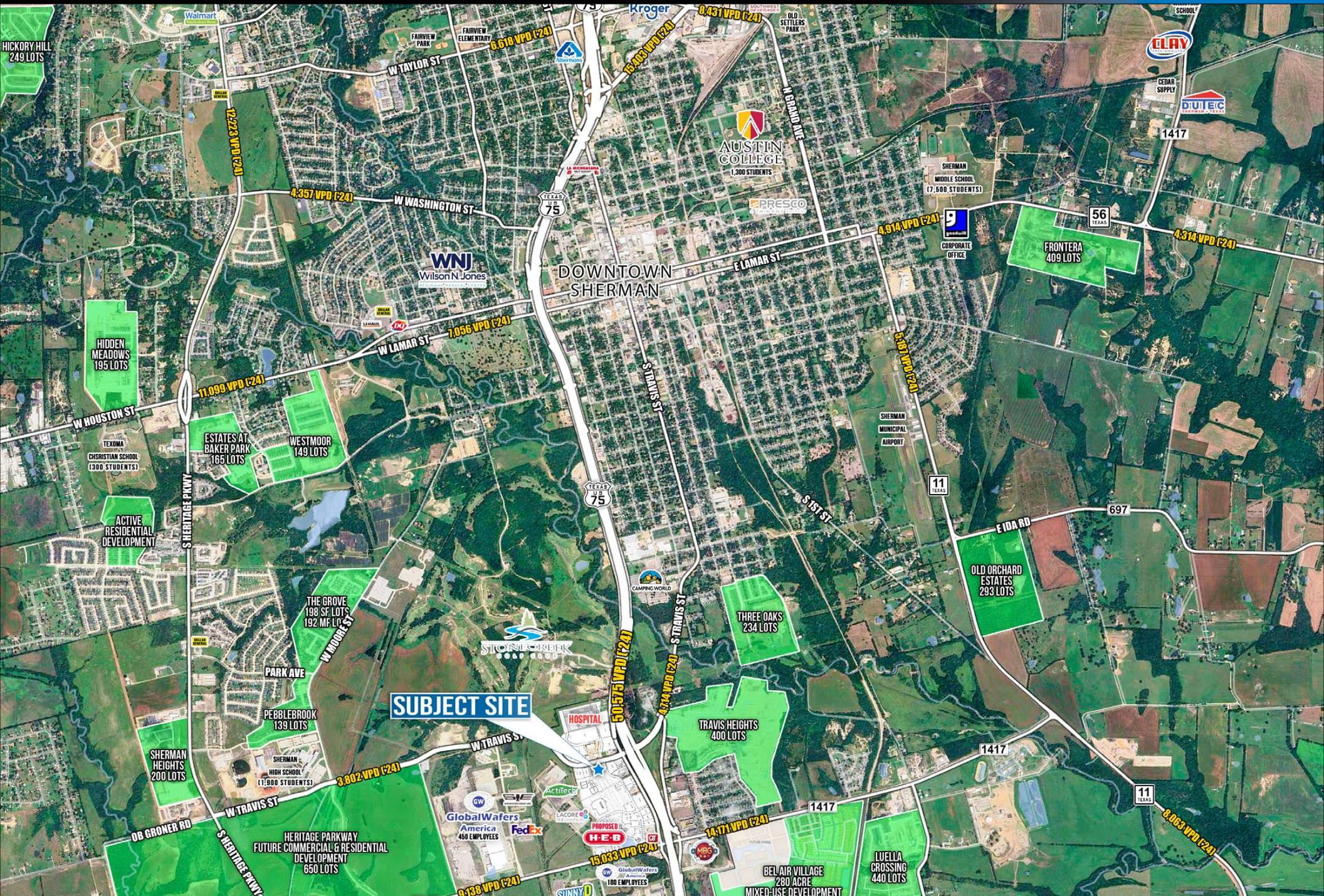




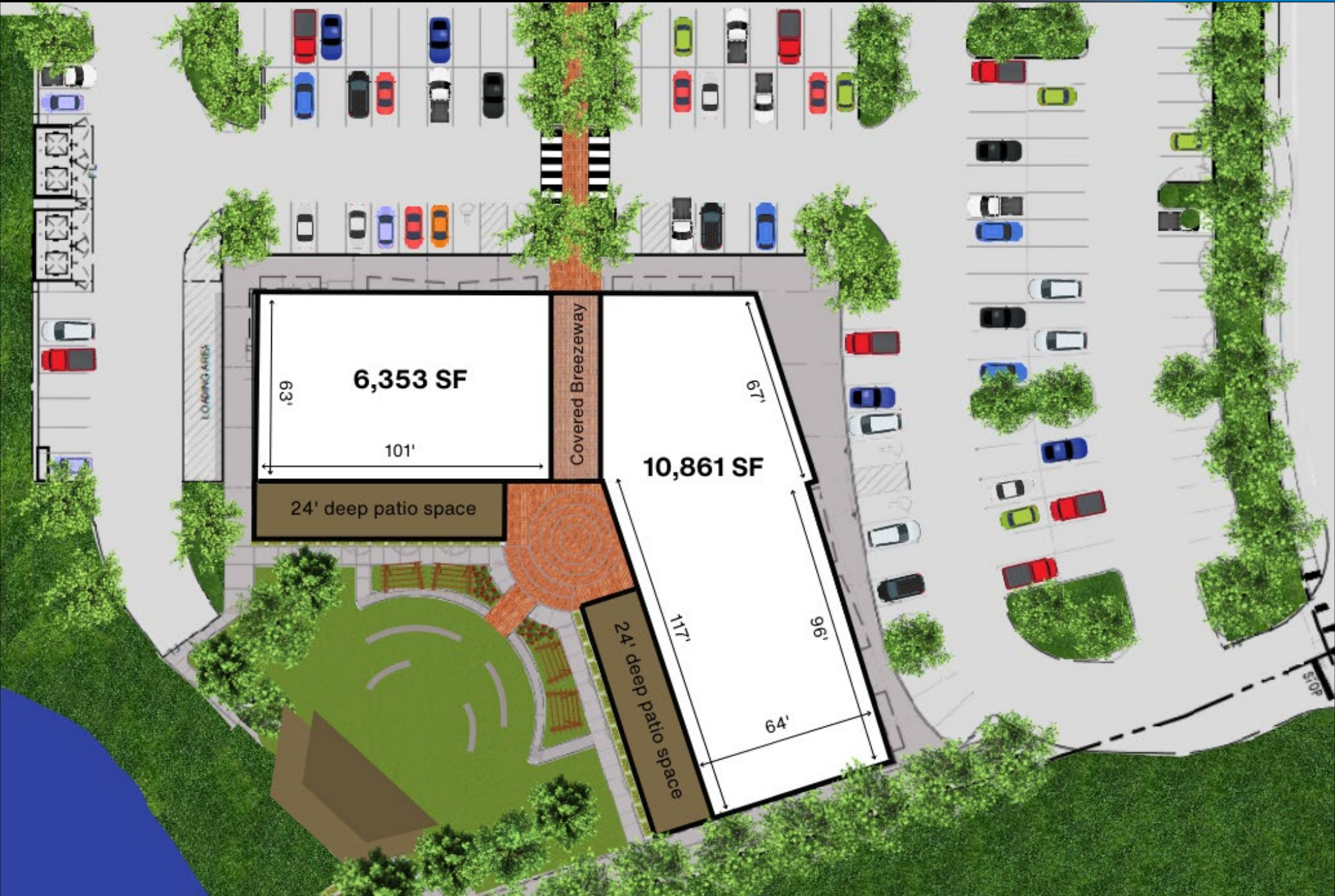
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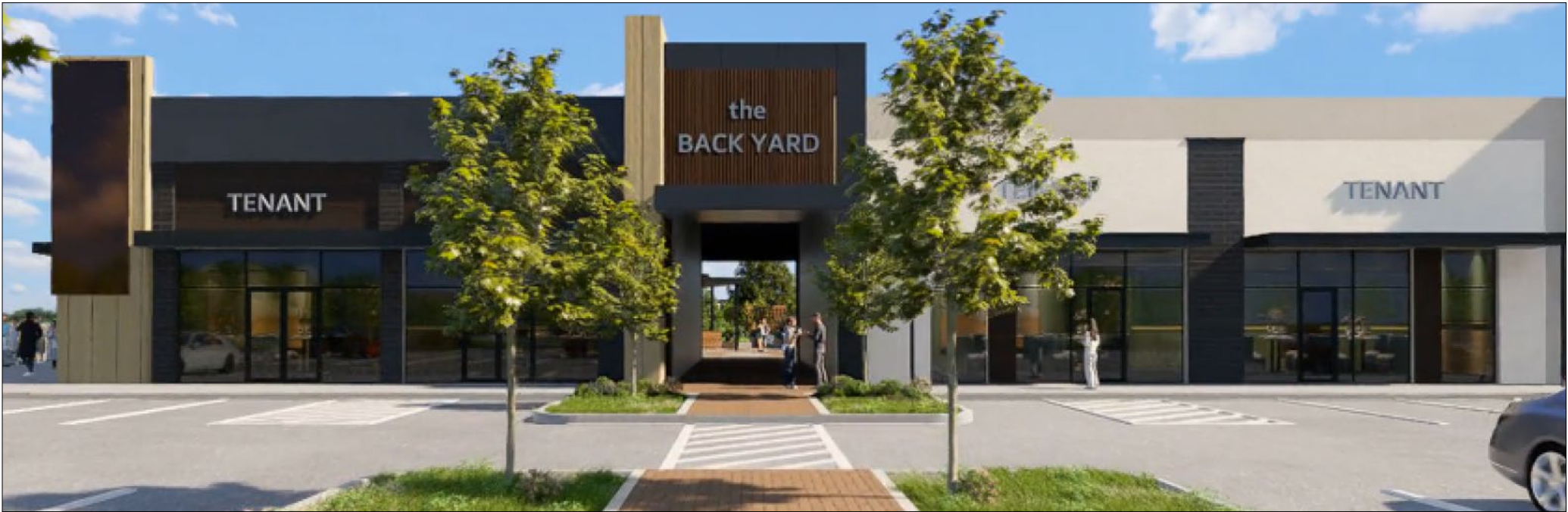


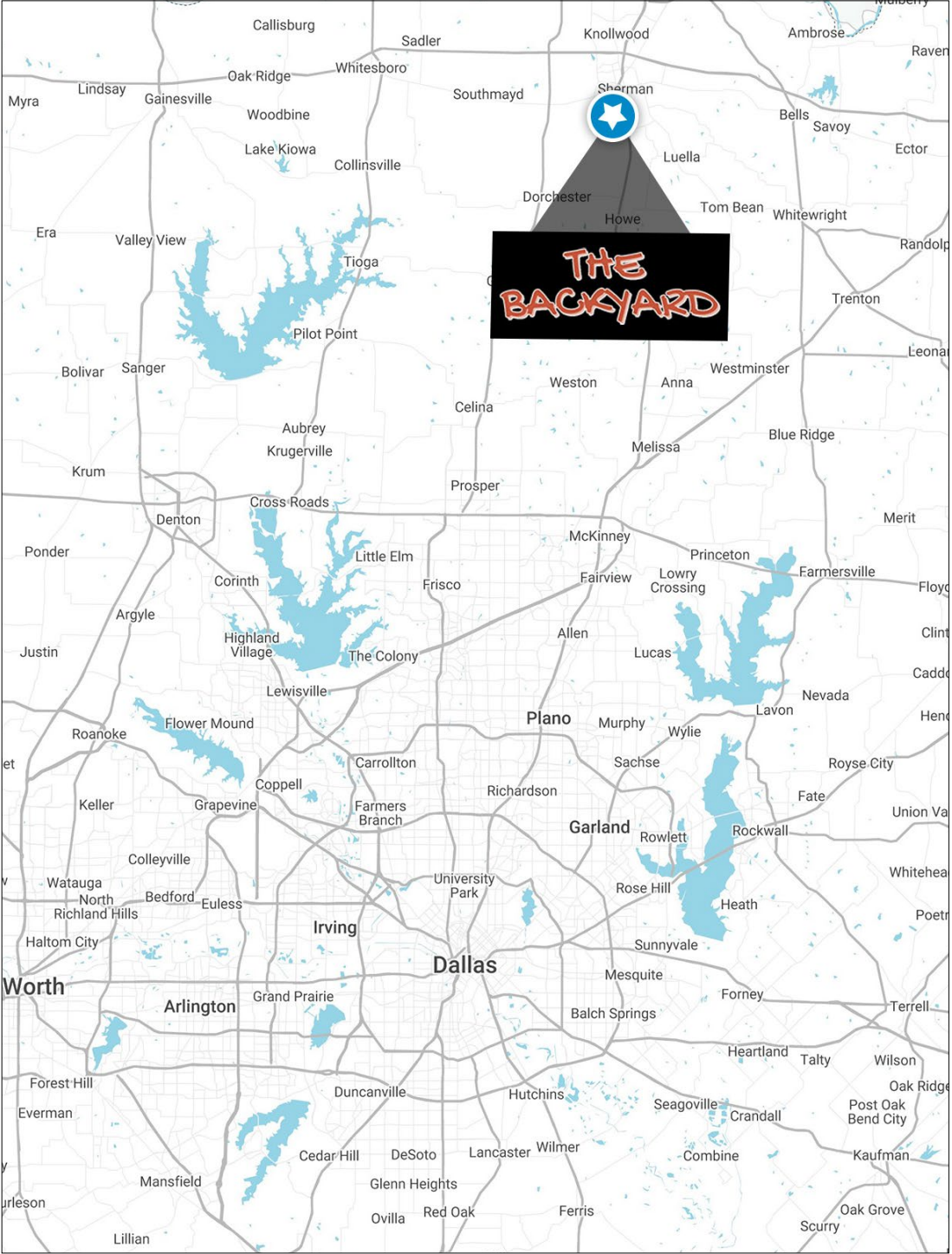
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DEMOGRAPHIC SUMMARY

301-399 W Travis St

3 Mile Radius

Ring of 3 miles

KEY FACTS



24,109

Population



26,196

Daytime Population



1.37%

'23-'28 Compound
Annual Growth Rate



9,354

Households



\$247,490

Median Home Value



35.6

Median Age

EDUCATION



29%

High School Diploma



21%

Some College



20.43%

Bachelor's Degree or
Graduate Degree

INCOME



\$58,742

Median
Household Income



\$79,808

Average
Household Income



\$30,634

Per Capita
Income



\$113,946

Median
Net Worth

AVERAGE ANNUAL HOUSEHOLD SPENDING



\$70,040

Total Annual
Expenditures



\$2,877

2023 Meals at
Restaurants



\$5,342

2023 Meals at
Home



\$22,913

Retail Goods



\$2,855

Entertainment



\$741

Personal Care



\$5,584

Health Care

BUSINESS



925

Total Businesses



11,146

Total Employees



49.38%

Blue Collar
Occupation

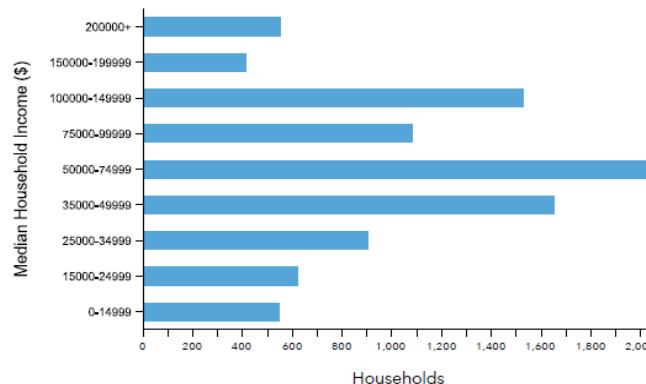


50.60%

White Collar
Occupation

Tapestry segments

No segments found



2025 Race and ethnicity (Esri)

The largest group: White Alone (56.54)

The smallest group: Pacific Islander Alone (0.08)

Indicator ▲	Value	Diff	
White Alone	56.54	-10.81	
Black Alone	10.33	+6.04	
American Indian/Alaska Native Alone	1.69	-7.43	
Asian Alone	3.57	+2.40	
Pacific Islander Alone	0.08	+0.02	
Other Race	15.42	+9.90	
Two or More Races	12.38	-0.10	
Hispanic Origin (Any Race)	28.69	+16.55	

Bars show deviation from Sherman, TX-Ada, OK

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FOR LEASING INFORMATION, CONTACT:

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INFORMATION ABOUT BROKERAGE SERVICES

TYPES OF REAL ESTATE LICENSE HOLDERS:

- A **BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A **SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

Falcon Realty Advisors
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Business Name

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Sales Agent / Associate's Name

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Phone

Buyer / Tenant / Seller / Landlord Initials

Date