



The
CottageGreen



The
SHOPPES
at

The
CottageGreen



The
SHOPPES
at

The
CottageGreen




The
CottageGreen



BAKER DRIVE

Part 2

TOMBALL PARKWAY

Part 1


The
Cottages Green

The
SHOPPES
at

The
Cottages Green







KARAOKE

JEWELRY

MOBILE CONNECT

MO

P
Entrada de Espera
AQUÍ

The Shoppes at The Cottage Green

- Two Parts
 - Part 1 – Pads along the Tomball Parkway (frontage)
 - Serving tenants such as QSR, other small box retail who need frontage
 - Part 2 – The Feature Project
 - Lifestyle Retail – Community Retail – Boutique Retail
- Part 2 Explained
 - Walkable & Intimate
 - Connected to The Cottage Green (TCG)
 - Architecturally Thoughtful with Small Scale Buildings in keeping with the TCG
 - Anchored by a Big User – Office, Fitness, etc.
 - Mostly Retail and Restaurant
 - A Key Community Retail Jewel in Tomball's Important Retail Crown







The Cottage Green

TOMBALL • BROWN RD

THE COTTAGE GREEN

TIC N!
TIC GAT IS
PARKING
NO VEHICLES
NO TRAILERS

MAIN STREET



ENTRY SIGN



LEASING OFFICE




The
Cottage Green

CLUBHOUSE & AMENITIES



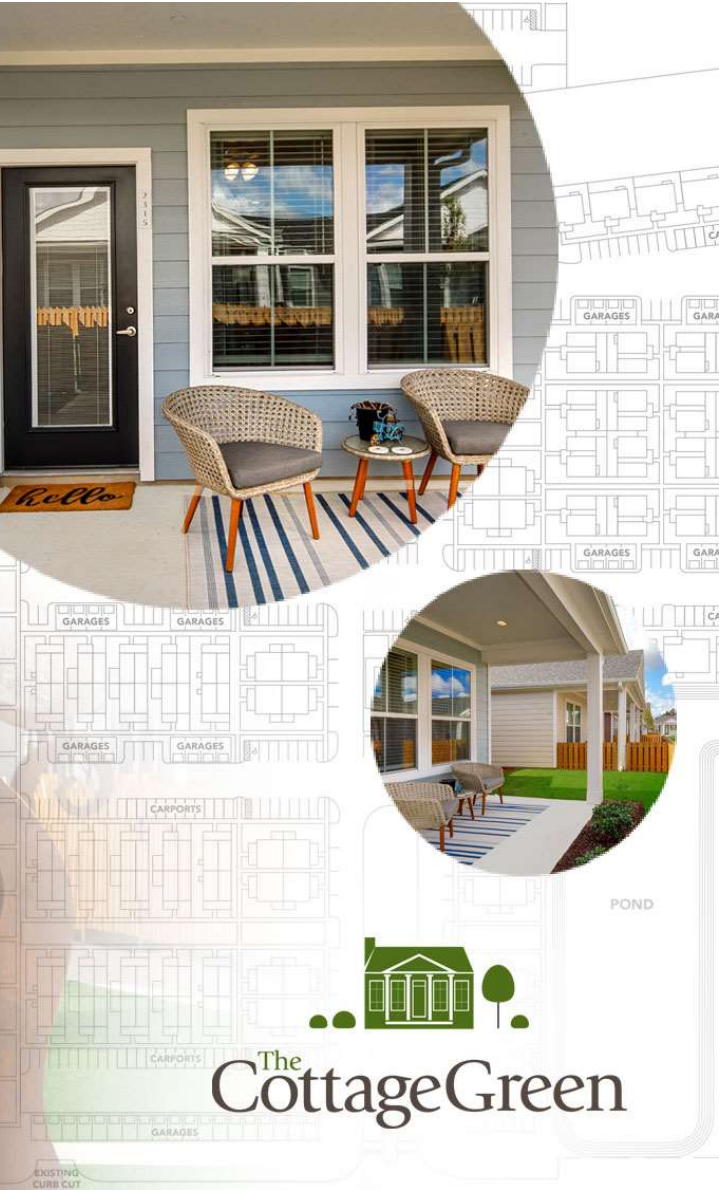

The
Cottage Green

PATIO HOMES




The Cottage Green

COTTAGES




The
Cottage Green

EXISTING CURB CUT

SIXTUPLETS




The
Cottage Green

INTERIORS



The Cottage Green

EXISTING CURB CUT

POND

GARAGES

GARAGES

GARAGES

CARPORTS

GARAGES

Tomball Housing Needs

- Like most of America, there is a need for “Missing Middle” housing
 - Not Apartments
 - Not Single Family Homes
- The Lack of Housing Diversity is driving high-demand demographics out of municipalities that do not offer it
 - Various Life Cycle stages options are needed
 - There is a real demand for rentership by choice growing in our society
 - Need for wider variety of housing options including rentals
- The Cottage Green product type is a logical partner in meeting these needs in your community



Conroe TCG Renter Demographics

- For the most unique product, the one-story cottages and patio homes, TCG saw a 22-35% premium in the marketplace.
- For TCG's unique two story "apartment" concept, the premiums in the marketplace were 16-19%
- There is a higher end dweller willing to pay for a higher-end product
- TCG met a community need

This is a **HIGH-END OFFERING**

Cottages & Patio Homes
22-35% Premium Over Market

Unique 2-Story Apartments
16-19% Premium Over Market




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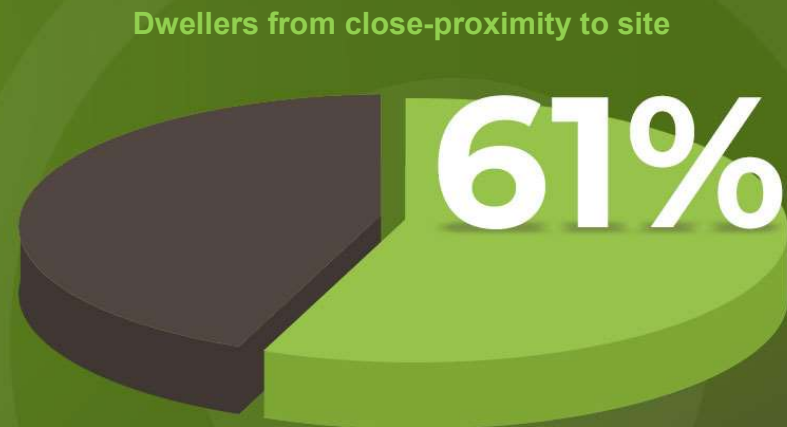
Renter Demographics

- The following slides draw demographic information from The Cottage Green project built in Conroe
- What can be clearly seen is that because of its uniqueness, The Cottage Green (TCG) meets a Community Need in the marketplace that isn't met by other multi-family offerings



Conroe TCG Renter Demographics

- 61% of dwellers in TCG came from close-proximity to the site
- This illustrates that there was a need for the TCG product/housing-type in the area
- TCG meets a community need



Conroe TCG Renter Demographics

- 51% of dwellers came from other apartment or rental options
- TCG offers a different housing product that appeals to renters
- TCG met a community need

Dwellers from other rental homes/apartments



Conroe TCG Renter Demographics

- 39% of dwellers came from a sold home
- TCG offers a product that appeals to people who either are in transition, waiting out their economic situation, and/or are lifestyle renters by choice
- TCG met a community need

Dwellers from a sold single-family home



Conroe TCG Renter Demographics

- 94% of households had no kids, and those with kids were predominately not school age
- TCG offers a product that appeals to dwellers that do not have children and as such it hardly impacts the school system yet contributes to its tax base
- TCG met a community need

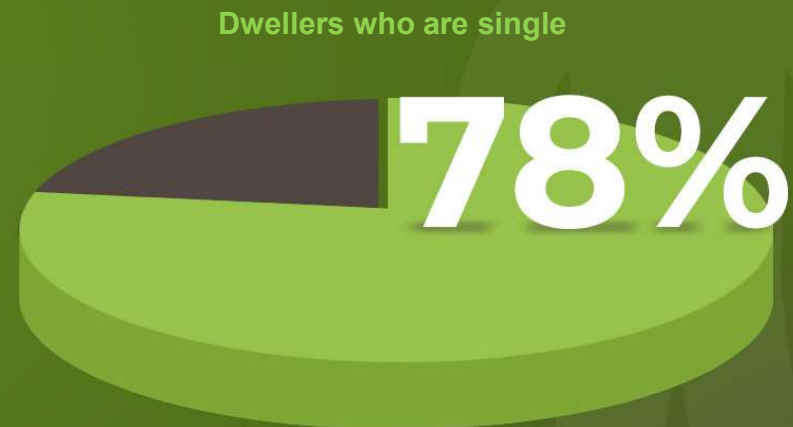
Households with no kids at home



94%

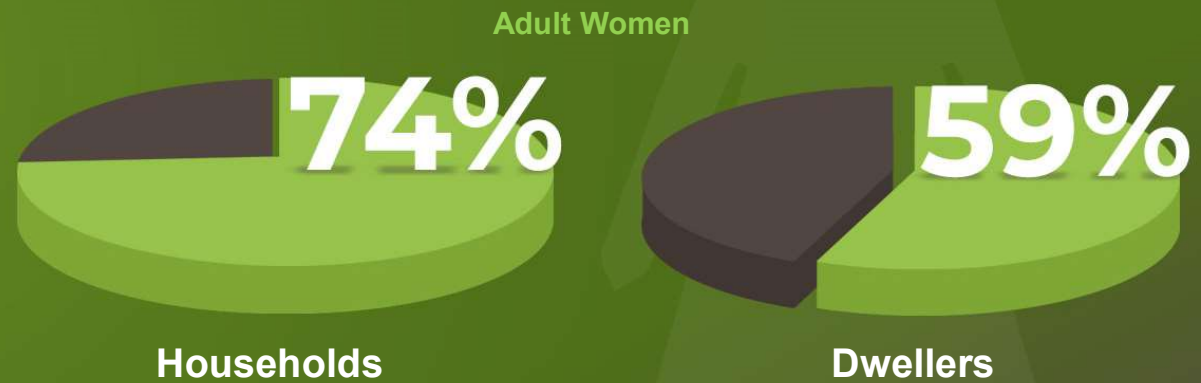
Conroe TCG Renter Demographics

- 78% of dwellers were single
- One of the largest demographics in the USA over the past 20 years has been singleness and traditional multi-family projects don't always meet the need. TCG offers a living option that creates a sense of community for singles.
- TCG met a community need



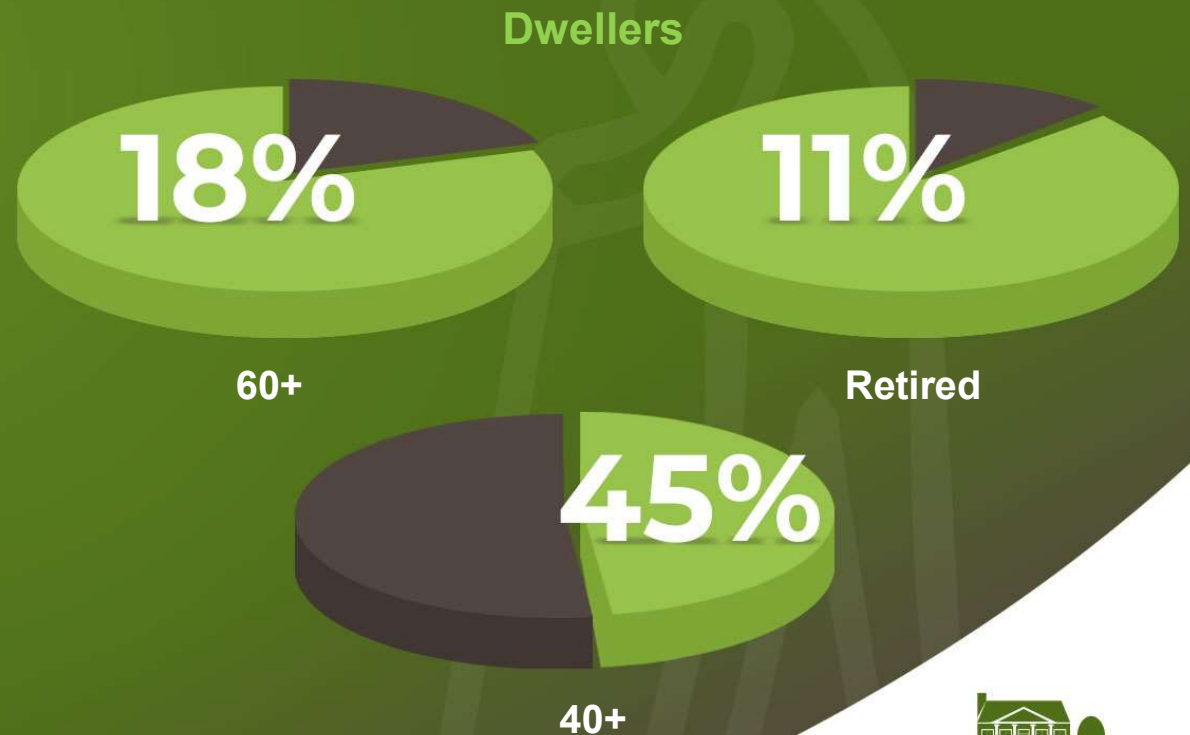
Conroe TCG Renter Demographics

- 74% of households include women, including 59% woman-only households
- Women dwellers find TCG perfect for them with the different maintenance-free housing options and the sense of community we offer
- TCG met a community need



Conroe TCG Renter Demographics

- TCG is not a retirement community but is an all age community.
- 18% were 60+ but only 11% were retired. A mix of ages in a community allows better interaction of all ages. Not all aging and retired people want to live in a retirement community.
- TCG met a community need



Conroe TCG Renter Demographics

- 16% of dwellers were in the education, law enforcement, and government workforce category
- Those who serve value what TCG offers. TCG is high-end, but has affordable enough options to meet the need of workforce housing for those who serve the larger community.
- TCG met a community need

Dwellers who serve the public



16%

John Burns Real Estate Consulting

Studies

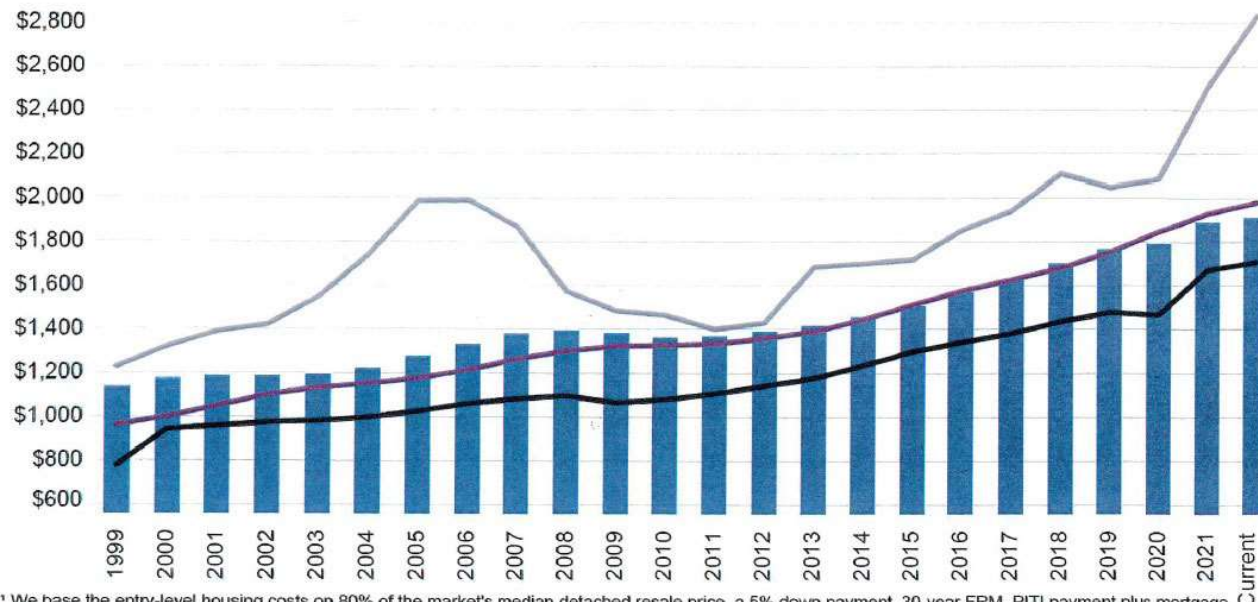
Housing Costs and Rents

Owning an entry-level home costs more than renting an apartment in many markets. The current spread is \$X. The spread between home costs and single-family rents is much smaller at \$1,128.

Housing Costs, Entry-Level¹ vs. Effective Apartment Rent vs. SF Rents

Annually weighted average of 82-market roll-up

■ 28% of Median Income = \$1,916
— Avg housing costs, entry-level = \$2,840 — Avg Single-Family Rent = \$1,969 — Effective apartment rent = \$1,712



¹ We base the entry-level housing costs on 80% of the market's median detached resale price, a 5% down payment, 30-year FRM, PITI payment plus mortgage insurance, and maintenance costs ranging from 0.85% to 1.25% of the home price set in 2014 and historically adjusted for inflation, factored in monthly. Our analysis assumes no tax deduction. Apartment rent data is the market's average effective rent. Annual values (excluding the current quarter) are for Q4 of each year.

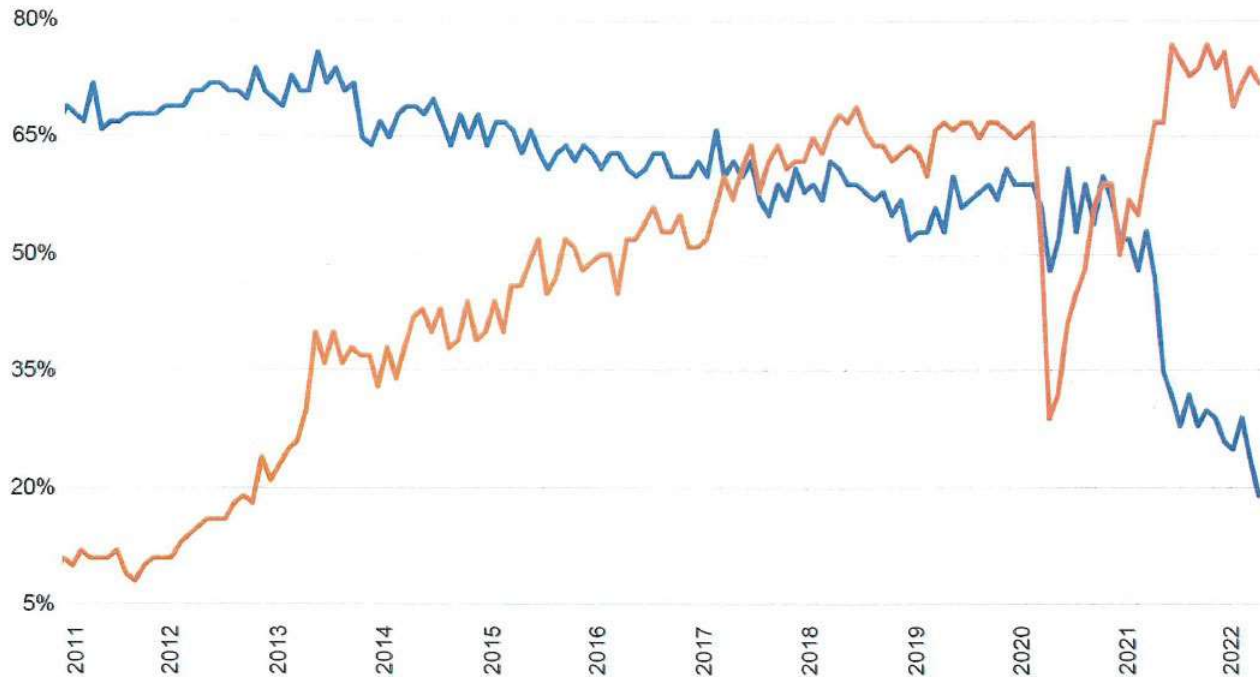
Source: John Burns Real Estate Consulting based on aggregated data from RealPage, Inc. (Data: Mar-22, Pub: May-22)

Home Buyer and Seller Sentiment

72% of consumers believe that now is a good time to sell a house, down from a recent high of 77%. Only 19% of consumers believe now is a good time to buy a house, a record low.

National Housing Survey: Consumer Sentiment

— Good time to buy = 19% — Good time to sell = 72%



Note: The sample size is roughly 1,000 Americans, 18 years or older, who are surveyed via telephone.
Source: Fannie Mae National Housing Survey (Data: Apr-22, Pub: May-22)

Main Reason Single-Family Renters Do Not Own

Based on our May 2021 *Single-Family Rental Survey Insights Report*, 54% of respondents noted the need to save for a down payment the #1 obstacle to owning a home.

Circumstances Causing Single-Family Renters Who Would Prefer to Own to Rent*

■ Financial circumstances ■ Non-financial circumstances

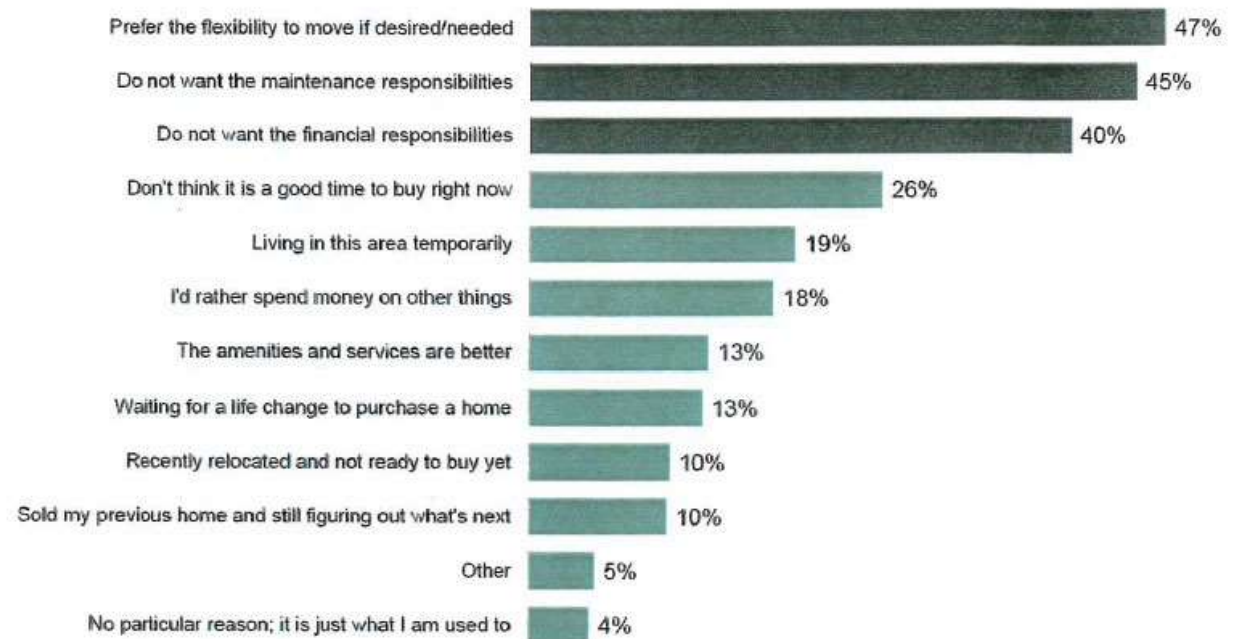


*Respondents selected all that apply to them. Results will not total to 100%.

Source: New Home Trends Institute by John Burns Real Estate Consulting, LLC, April survey of 1,160 single-family renters with a household budget for rent of \$1,000+
Data: 1Q21; Pub: May-22)

Main Reasons Single-Family Renters Prefer to Rent

Share of Single-Family Renters Who Prefer to Rent, by Reason(s) They Prefer to Rent*



47% of single-family renters prefer the flexibility to move if desired/needed.

*Respondents selected all that apply to them. Results will not total to 100%.

Source: New Home Trends Institute by John Burns Real Estate Consulting, LLC, April survey of 1,160 single-family renters with a household budget for rent of \$1,000+ Data: 1Q21; Pub: Mar-22)



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NO PARKING
NO STANDING

Timing/Phasing

- Spring 2024 – Close on the land after zoning entitlements
 - Immediately start permitting
 - For The Cottage Green
 - For The Shoppes – Part I
- Early Summer 2024
 - Start construction on same parts above
 - Start filling in tenant need for The Shoppes Part II
- Before end of 2024
 - The Shoppes Part I – pads would be leased/sold
 - The Shoppes Part II – would be in permitting
- Fall 2025
 - Complete The Cottage Green (with first residents moving in early in 2025)

