

# THE LODGE

ON BROADWAY



Marcus & Millichap  
MYERS MULTIFAMILY  
GROUP

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# Executive Summary





# 2713 SOUTH BROADWAY AVENUE TYLER, TEXAS 75701

The Lodge on Broadway is a well-positioned multifamily community situated along Broadway Avenue, one of Tyler’s most prominent commercial corridors. Originally constructed in 1972 and extensively renovated in 2020, the property comprises 88 apartment homes offering a diverse mix of one-, two-, and three-bedroom floor plans ranging from approximately 715 to 1,170 square feet. This versatile unit mix appeals to a broad renter demographic and supports strong occupancy and operational stability.

Interior renovations have enhanced the resident experience through the installation of luxury vinyl plank flooring throughout living areas, black appliance packages, updated hardware, fresh paint, and solar window screens. While many cosmetic improvements have already been completed, the property retains original countertops and tile in the kitchen and bathrooms, creating a clear path for continued value-add upgrades and future rent growth. Carpet remains in the bedrooms, offering an opportunity for further interior modernization.

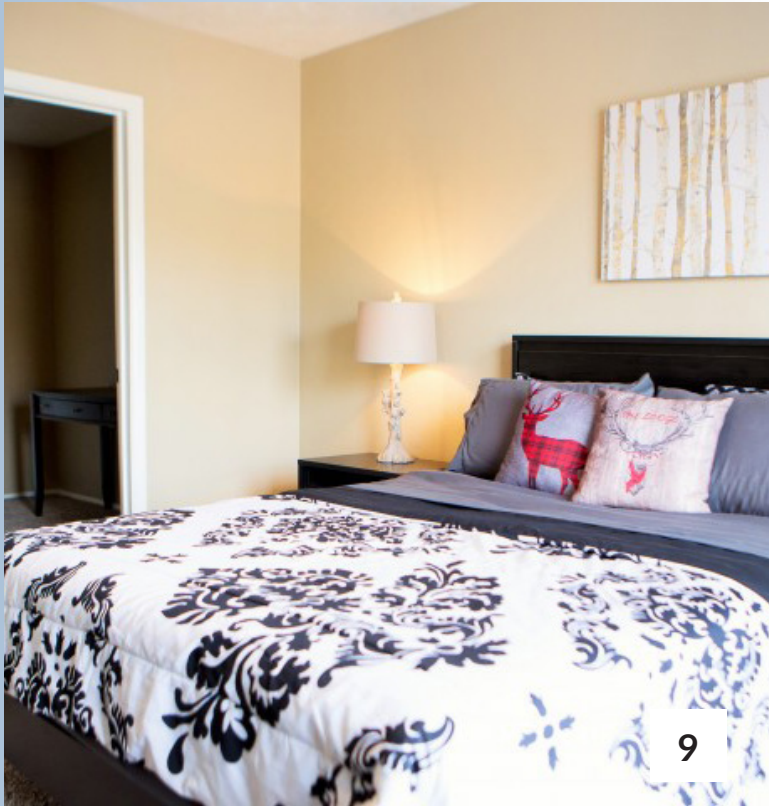
Situated on nearly five gated acres, the community offers an attractive amenity package that includes a swimming pool with sundeck, dog park, clubhouse, fitness center, and business center, helping to drive resident retention and market competitiveness.

The property’s central location is one of its most compelling attributes. Positioned near Tyler’s largest employment centers, healthcare providers, retail destinations, restaurants, and entertainment venues, The Lodge on Broadway benefits from exceptional visibility and accessibility along Broadway Avenue. Convenient access to schools, parks, and everyday services further enhances its appeal to residents.

With a proven renovation history, strong in-place operations, and a highly desirable infill location, The Lodge on Broadway presents an attractive opportunity to acquire a stabilized asset with meaningful upside potential. The combination of strategic location, functional unit mix, and continued value-add opportunities positions the property for durable cash flow and long-term appreciation within the growing Tyler multifamily market.

## INVESTMENT HIGHLIGHTS

- Prime Infill Location on Broadway Ave
- Significant Value-Add Opportunity
- Attractive Unit Count and Efficient Density
- Strong Tyler Market Fundamentals

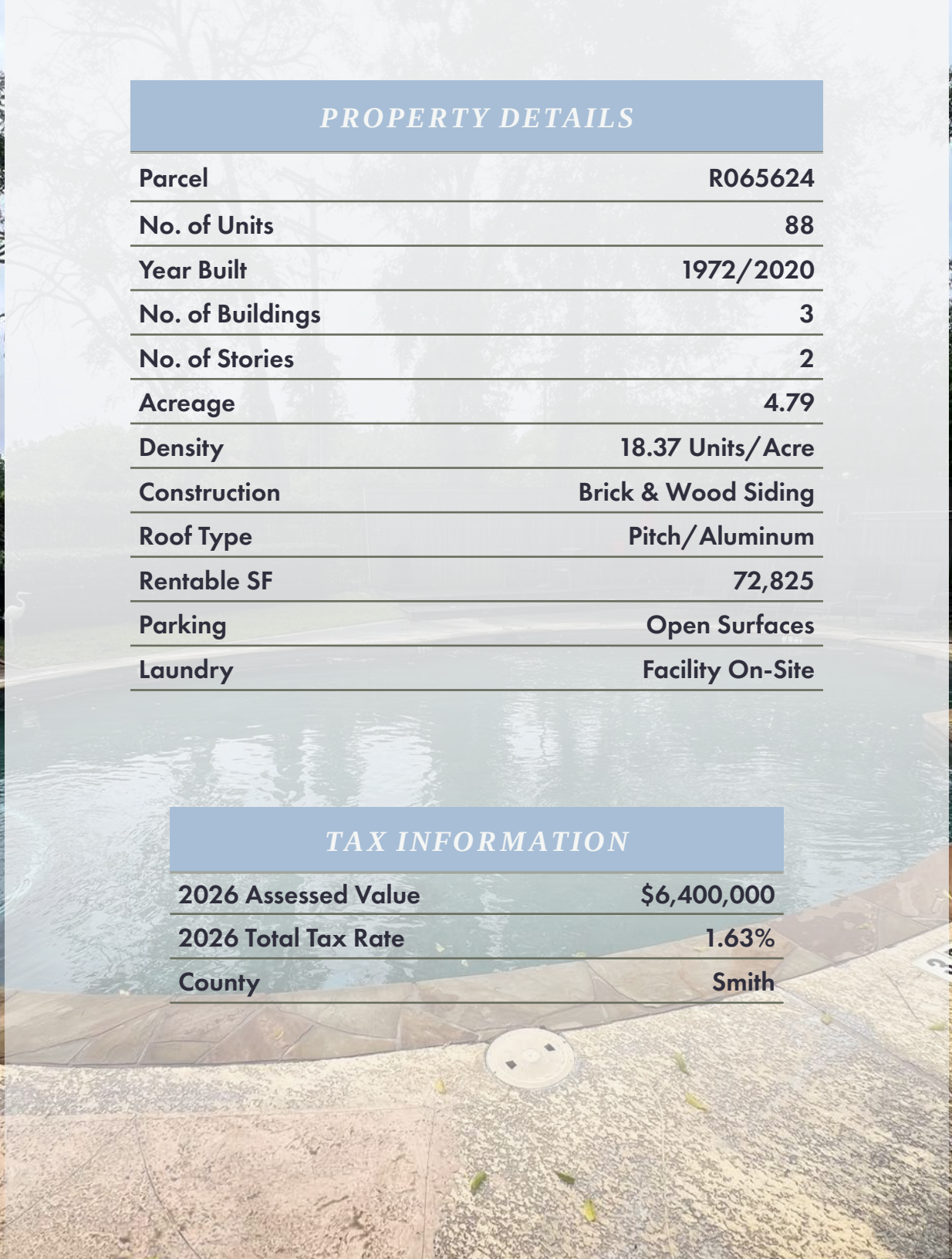


|             |            |                   |         |              |
|-------------|------------|-------------------|---------|--------------|
| 88          | 1972       | 84%               | 4.79    | 832          |
| TOTAL UNITS | YEAR BUILT | CURRENT OCCUPANCY | ACREAGE | AVG. UNIT SF |



# Property Overview





### PROPERTY DETAILS

|                  |                     |
|------------------|---------------------|
| Parcel           | R065624             |
| No. of Units     | 88                  |
| Year Built       | 1972/2020           |
| No. of Buildings | 3                   |
| No. of Stories   | 2                   |
| Acreage          | 4.79                |
| Density          | 18.37 Units/Acre    |
| Construction     | Brick & Wood Siding |
| Roof Type        | Pitch/Aluminum      |
| Rentable SF      | 72,825              |
| Parking          | Open Surfaces       |
| Laundry          | Facility On-Site    |

### TAX INFORMATION

|                     |             |
|---------------------|-------------|
| 2026 Assessed Value | \$6,400,000 |
| 2026 Total Tax Rate | 1.63%       |
| County              | Smith       |



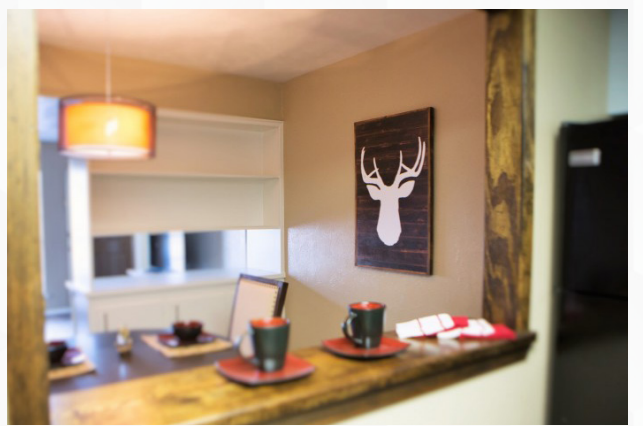
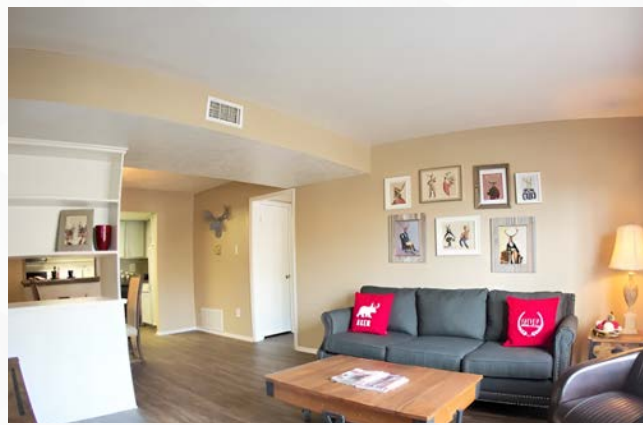
# COMMUNITY AMENITIES

- Fully Renovated in 2020
- Limited Access Hallways
- Individual Laundry Centers
- Gated Community
- Business Center
- Fitness Center
- Upgraded Pool w/ Sun Deck
- Outdoor Flat Screens
- Bark Park & Pet Washing Station
- Rentable Storage Units
- Convenient Location
- On-site Management



# UNIT AMENITIES

- Vinyl Hardwood Flooring
- Black Appliances
- Spacious Floor Plans
- Neutral Paint Scheme
- Modern Ceiling Fans
- Refinished Cabinetry
- Designer Bathroom Mirrors
- Spacious Closets

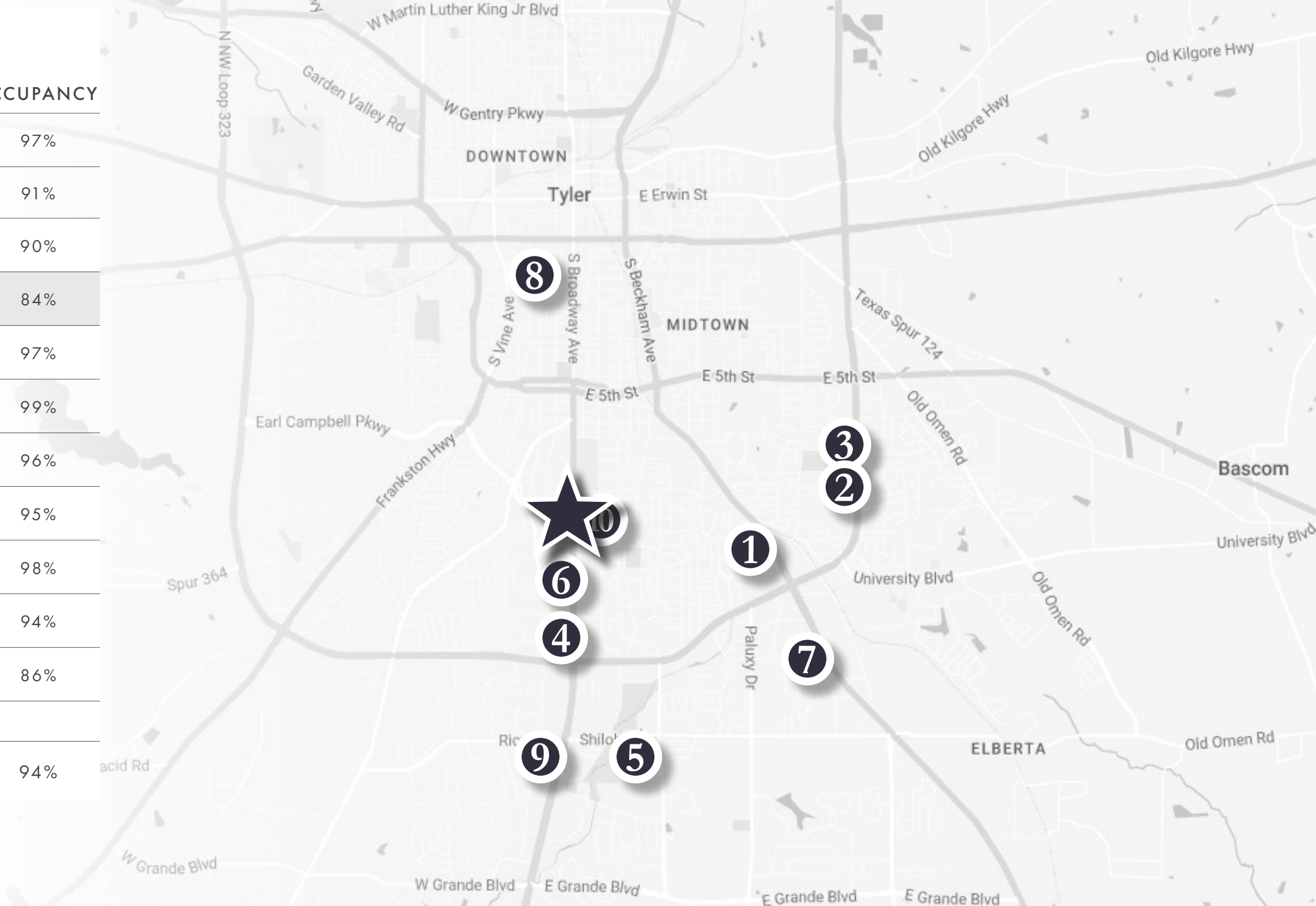




# Rent Comparables



| PROPERTY              | BUILT     | UNITS | AVG SQ<br>FT | MARKET  |         | EFFECTIVE |         | OCCUPANCY |
|-----------------------|-----------|-------|--------------|---------|---------|-----------|---------|-----------|
|                       |           |       |              | RENT    | RENT/SF | RENT      | RENT/SF |           |
| 1 CYPRESS FLATS       | 1985      | 128   | 594          | \$968   | \$1.63  | \$968     | \$1.63  | 97%       |
| 2 NEST                | 1978      | 104   | 669          | \$1,083 | \$1.62  | \$1,083   | \$1.62  | 91%       |
| 3 FOX RUN             | 1978      | 128   | 638          | \$937   | \$1.47  | \$937     | \$1.47  | 90%       |
| ★ LODGE ON BROADWAY   | 1972      | 88    | 832          | \$1,155 | \$1.39  | \$1,080   | \$1.30  | 84%       |
| 4 THE DODSON          | 1971      | 104   | 820          | \$1,142 | \$1.39  | \$1,046   | \$1.28  | 97%       |
| 5 THE HUDSON          | 1983      | 144   | 906          | \$1,182 | \$1.30  | \$1,182   | \$1.30  | 99%       |
| 6 BARCLAY             | 1963      | 76    | 854          | \$1,060 | \$1.24  | \$1,060   | \$1.24  | 96%       |
| 7 THE EVERGREENS      | 1978      | 104   | 805          | \$909   | \$1.13  | \$909     | \$1.13  | 95%       |
| 8 VILLA MILANO        | 1964      | 44    | 760          | \$857   | \$1.13  | \$857     | \$1.13  | 98%       |
| 9 VILLAGE ON BROADWAY | 1970      | 63    | 1,048        | \$1,150 | \$1.10  | \$1,150   | \$1.10  | 94%       |
| 10 BROADWAY RESERVE   | 1974/2005 | 100   | 1,015        | \$1,107 | \$1.09  | \$1,107   | \$1.09  | 86%       |
| WEIGHTED AVERAGES     |           |       | 815          | \$1,070 | \$1.30  | \$1,045   | \$1.27  | 94%       |





**Lodge on Broadway**  
2713 South Broadway Ave  
Tyler, TX

**Year Built** 1972  
**Occupancy** 84%

| UNIT TYPE            | UNITS | SF    | RENT    | RENT/SF |
|----------------------|-------|-------|---------|---------|
| 1 Bed x 1 Bath       | 19    | 715   | \$1,025 | \$1.43  |
| 1 Bed x 1 Bath       | 21    | 755   | \$1,197 | \$1.59  |
| 1 Bed x 1 Bath - HUD | 13    | 715   | \$1,197 | \$1.67  |
| 1 Bed x 1 Bath - HUD | 11    | 755   | \$1,250 | \$1.66  |
| 2 Bed x 1 Bath       | 4     | 955   | \$1,105 | \$1.16  |
| 2 Bed x 1 Bath       | 4     | 995   | \$1,050 | \$1.06  |
| 3 Bed x 2 Bath       | 8     | 1,130 | \$1,195 | \$1.06  |
| 3 Bed x 2 Bath       | 8     | 1,170 | \$1,195 | \$1.02  |

|                 |    |     |         |        |
|-----------------|----|-----|---------|--------|
| TOTAL/WTD. AVG. | 88 | 832 | \$1,155 | \$1.39 |
|-----------------|----|-----|---------|--------|

1



**Cypress Flats**  
3304 Golden Rd  
Tyler, TX

**Year Built** 1985  
**Occupancy** 97%

| UNIT TYPE      | UNITS | SF  | RENT    | RENT/SF |
|----------------|-------|-----|---------|---------|
| Studio         | 65    | 517 | \$855   | \$1.65  |
| Studio         | 32    | 541 | \$900   | \$1.66  |
| 2 Bed x 2 Bath | 31    | 811 | \$1,274 | \$1.57  |

|                 |     |     |       |        |
|-----------------|-----|-----|-------|--------|
| TOTAL/WTD. AVG. | 128 | 594 | \$968 | \$1.63 |
|-----------------|-----|-----|-------|--------|

2



**Nest**  
2611 S Se Loop 323  
Tyler, TX

**Year Built** 1978  
**Occupancy** 91%

| UNIT TYPE      | UNITS | SF  | RENT    | RENT/SF |
|----------------|-------|-----|---------|---------|
| Studio         | 17    | 445 | \$920   | \$2.07  |
| 1 Bed x 1 Bath | 40    | 602 | \$1,020 | \$1.69  |
| 2 Bed x 1 Bath | 37    | 800 | \$1,170 | \$1.46  |
| 2 Bed x 2 Bath | 10    | 830 | \$1,295 | \$1.56  |

|                 |     |     |         |        |
|-----------------|-----|-----|---------|--------|
| TOTAL/WTD. AVG. | 104 | 669 | \$1,083 | \$1.62 |
|-----------------|-----|-----|---------|--------|

3



**Fox Run**  
2601 S Southeast Loop  
Tyler, TX

**Year Built** 1978  
**Occupancy** 90%

| UNIT TYPE      | UNITS | SF  | RENT    | RENT/SF |
|----------------|-------|-----|---------|---------|
| 1 Bed x 1 Bath | 48    | 500 | \$879   | \$1.76  |
| 1 Bed x 1 Bath | 48    | 600 | \$839   | \$1.40  |
| 2 Bed x 2 Bath | 32    | 900 | \$1,169 | \$1.30  |

|                 |     |     |       |        |
|-----------------|-----|-----|-------|--------|
| TOTAL/WTD. AVG. | 128 | 638 | \$937 | \$1.47 |
|-----------------|-----|-----|-------|--------|

4



**The Dodson**  
3900 Old Bullard Rd  
Tyler, TX

**Year Built** 1971  
**Occupancy** 97%

| UNIT TYPE       | UNITS | SF  | RENT    | RENT/SF |
|-----------------|-------|-----|---------|---------|
| 1 Bed x 1 Bath  | 44    | 651 | \$999   | \$1.53  |
| 2 Bed x 1 Bath  | 36    | 931 | \$1,150 | \$1.24  |
| 2 Bed x 2 Bath  | 24    | 965 | \$1,390 | \$1.44  |
| TOTAL/WTD. AVG. | 104   | 820 | \$1,142 | \$1.39  |

5



**The Hudson**  
701 Shiloh Rd  
Tyler, TX

**Year Built** 1983  
**Occupancy** 99%

| UNIT TYPE       | UNITS | SF    | RENT    | RENT/SF |
|-----------------|-------|-------|---------|---------|
| 1 Bed x 1 Bath  | 48    | 763   | \$1,060 | \$1.39  |
| 2 Bed x 1 Bath  | 48    | 920   | \$1,190 | \$1.29  |
| 2 Bed x 2 Bath  | 48    | 1,036 | \$1,295 | \$1.25  |
| TOTAL/WTD. AVG. | 144   | 906   | \$1,182 | \$1.30  |

6



**Barclay**  
3301 S Broadway Ave  
Tyler, TX

**Year Built** 1963  
**Occupancy** 96%

| UNIT TYPE       | UNITS | SF  | RENT    | RENT/SF |
|-----------------|-------|-----|---------|---------|
| 1 Bed x 1 Bath  | 38    | 750 | \$995   | \$1.33  |
| 2 Bed x 2 ath   | 38    | 958 | \$1,125 | \$1.17  |
| TOTAL/WTD. AVG. | 76    | 854 | \$1,060 | \$1.24  |

7



**The Evergreens**  
4123 Southpark Dr  
Tyler, TX

**Year Built** 1978  
**Occupancy** 95%

| UNIT TYPE        | UNITS | SF    | RENT    | RENT/SF |
|------------------|-------|-------|---------|---------|
| 1 Bed x 1 Bath   | 4     | 498   | \$828   | \$1.66  |
| 1 Bed x 1 Bath   | 28    | 586   | \$828   | \$1.41  |
| 1 Bed x 1 Bath   | 8     | 680   | \$828   | \$1.22  |
| 1 Bed x 1.5 Bath | 6     | 881   | \$1,112 | \$1.26  |
| 2 Bed x 1 Bath   | 32    | 837   | \$845   | \$1.01  |
| 2 Bed x 2 Bath   | 12    | 983   | \$996   | \$1.01  |
| 2 Bed x 2 Bath   | 8     | 1,094 | \$996   | \$0.91  |
| 3 Bed x 2 Bath   | 6     | 1,217 | \$1,300 | \$1.07  |
| TOTAL/WTD. AVG.  | 104   | 805   | \$909   | \$1.13  |

8



**Villa Milano**  
620 W Houston St  
Tyler, TX

**Year Built** 1964  
**Occupancy** 98%

| UNIT TYPE       | UNITS | SF  | RENT    | RENT/SF |
|-----------------|-------|-----|---------|---------|
| 1 Bed x 1 Bath  | 24    | 645 | \$800   | \$1.24  |
| 2 Bed x 1 Bath  | 16    | 891 | \$875   | \$0.98  |
| 2 Bed x 2 Bath  | 4     | 924 | \$1,125 | \$1.22  |
| TOTAL/WTD. AVG. | 44    | 760 | \$857   | \$1.13  |

9



**Village on Broadway**  
5315 S Broadway Ave  
Tyler, TX

**Year Built** 1970  
**Occupancy** 94%

| UNIT TYPE        | UNITS | SF    | RENT    | RENT/SF |
|------------------|-------|-------|---------|---------|
| 1 Bed x 1 Bath   | 18    | 600   | \$1,095 | \$1.83  |
| 2 Bed x 1 Bath   | 6     | 1,200 | \$1,050 | \$0.88  |
| 2 Bed x 1.5 Bath | 29    | 1,200 | \$1,165 | \$0.97  |
| 3 Bed x 1 Bath   | 2     | 1,200 | \$1,180 | \$0.98  |
| 3 Bed x 1.5 Bath | 4     | 1,200 | \$1,210 | \$1.01  |
| 3 Bed x 2 Bath   | 4     | 1,500 | \$1,360 | \$0.91  |
| TOTAL/WTD. AVG.  | 63    | 1,048 | \$1,150 | \$1.10  |

10



**Broadway Reserve**  
2720 S Broadway Ave  
Tyler, TX

**Year Built** 1974/2005  
**Occupancy** 86%

| UNIT TYPE        | UNITS | SF    | RENT    | RENT/SF |
|------------------|-------|-------|---------|---------|
| 1 Bed x 1 Bath   | 25    | 697   | \$970   | \$1.39  |
| 1 Bed x 1 Bath   | 11    | 910   | \$1,020 | \$1.12  |
| 2 Bed x 2 Bath   | 28    | 965   | \$1,080 | \$1.12  |
| 2 Bed x 2.5 Bath | 18    | 1,179 | \$1,170 | \$0.99  |
| 3 Bed x 2 Bath   | 18    | 1,432 | \$1,330 | \$0.93  |
| TOTAL/WTD. AVG.  | 100   | 1,015 | \$1,107 | \$1.09  |

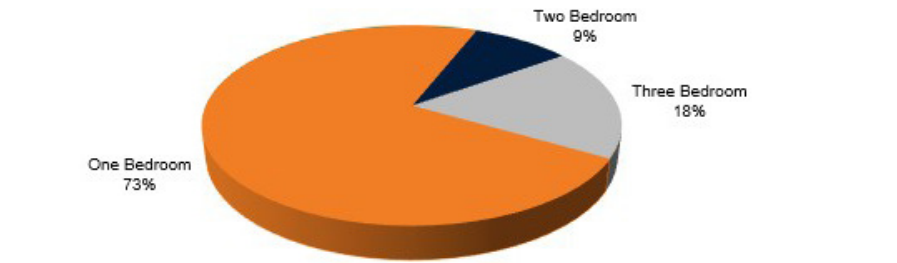


# Financial Analysis

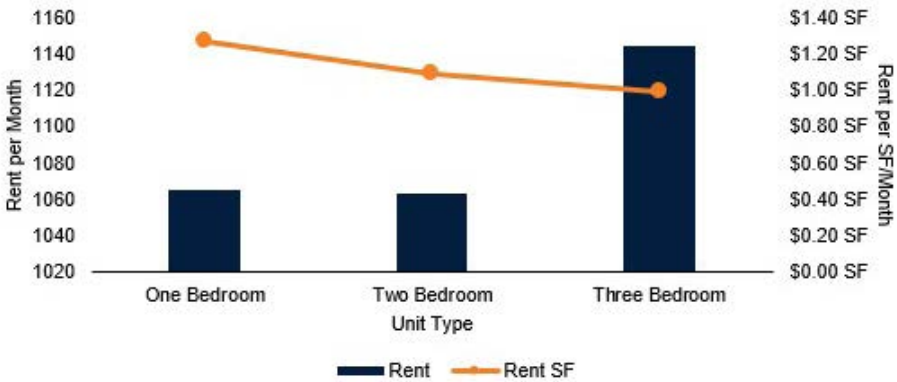
# Rent Roll Summary

|                          |            |            | CURRENT      |                 |                | SCHEDULED    |                 |                |
|--------------------------|------------|------------|--------------|-----------------|----------------|--------------|-----------------|----------------|
| UNIT TYPE                | # OF UNITS | AVERAGE SF | AVERAGE RENT | AVERAGE RENT/SF | MONTHLY INCOME | AVERAGE RENT | AVERAGE RENT/SF | MONTHLY INCOME |
| 1 Bed x 1 Bath           | 19         | 715        | \$1,025      | \$1.43          | \$19,475       | \$996        | \$1.39          | \$18,923       |
| 1 Bed x 1 Bath           | 21         | 755        | \$1,197      | \$1.59          | \$25,137       | \$994        | \$1.32          | \$20,874       |
| 1 Bed x 1 Bath - HUD     | 13         | 715        | \$1,197      | \$1.67          | \$15,561       | \$1,184      | \$1.66          | \$15,396       |
| 1 Bed x 1 Bath - HUD     | 11         | 755        | \$1,250      | \$1.66          | \$13,750       | \$1,181      | \$1.56          | \$12,992       |
| 2 Bed x 1 Bath           | 4          | 955        | \$1,105      | \$1.16          | \$4,420        | \$1,078      | \$1.13          | \$4,310        |
| 2 Bed x 1 Bath           | 4          | 995        | \$1,050      | \$1.06          | \$4,200        | \$1,050      | \$1.06          | \$4,200        |
| 3 Bed x 2 Bath           | 8          | 1,130      | \$1,195      | \$1.06          | \$9,560        | \$1,156      | \$1.02          | \$9,251        |
| 3 Bed x 2 Bath           | 8          | 1,170      | \$1,195      | \$1.02          | \$9,560        | \$1,133      | \$0.97          | \$9,063        |
|                          |            |            |              |                 |                |              |                 |                |
| Totals/Weighted Averages | 88         | 832        | \$1,155      | \$1.39          | \$101,663      | \$1,080      | \$1.30          | \$95,008       |
| Gross Annualized Rents   |            |            | \$1,219,956  |                 |                | \$1,140,102  |                 |                |

## Unit Distribution



## Unit Rent



Operating Statement

| INCOME                  | TRAILING 12 |      | TRAILING 6  |      | TRAILING 3  |      | CURRENT     |       | YEAR 1      |       | NOTES | PER       | PER SF  |
|-------------------------|-------------|------|-------------|------|-------------|------|-------------|-------|-------------|-------|-------|-----------|---------|
| Gross Potential Rent    | \$1,094,802 |      | \$1,094,802 |      | \$1,094,802 |      | \$1,219,956 |       | \$1,219,956 |       |       | 13,863    | 16.66   |
| Loss / Gain to Lease    | \$-         | 0.0% | \$-         | 0.0% | \$-         | 0.0% | \$(79,854)  | 6.5%  | \$(45,651)  | 4%    | [1]   | (519)     | (0.62)  |
| Gross Current Rent      | \$1,094,802 |      | \$1,094,802 |      | \$1,094,802 |      | \$1,140,102 |       | \$1,174,305 |       |       | 13,344    | 16.03   |
| Physical Vacancy        | \$(48,589)  | 4.4% | \$(57,073)  | 5.2% | \$(63,531)  | 5.8% | \$(174,436) | 15.3% | \$(117,430) | 10.0% | [2]   | (1,334)   | (1.60)  |
| Economic Vacancy        |             |      |             |      |             |      |             |       |             |       |       |           |         |
| Bad Debt                | \$-         | 0.0% | \$-         | 0.0% | \$-         | 0.0% | \$(22,802)  | 2.0%  | \$(23,486)  | 2.0%  | [3]   | (267)     | (0.32)  |
| Non-Revenue Units       | 0.0%        |      | \$-         | 0.0% | \$-         | 0.0% | \$(45,300)  | 4.0%  | \$(46,659)  | 4.0%  | [4]   | (530)     | (0.64)  |
| Total Vacancy           | \$(48,589)  | 4.4% | \$(57,073)  | 5.2% | \$(63,531)  | 5.8% | \$(242,538) | 21.3% | \$(187,576) | 16.0% |       | (\$2,132) | (\$3)   |
| Economic Occupancy      | 95.56%      |      | 94.79%      |      | 94.20%      |      | 78.73%      |       | 84.03%      |       |       |           |         |
| Effective Rental Income | \$1,046,213 |      | \$1,037,729 |      | \$1,031,271 |      | \$897,564   |       | \$986,729   |       |       | 11,213    | 13.47   |
| Other Income            |             |      |             |      |             |      |             |       |             |       |       |           |         |
| All Other Income        | \$-         |      | \$-         |      | \$-         |      | \$105,779   |       | \$105,779   |       | [5]   | 1,202     | 1.44    |
| Non-Revenue Units       | \$-         |      | \$-         |      | \$-         |      | \$105,779   |       | \$105,779   |       |       | \$1,202   | \$1.44  |
| Effective Gross Income  | \$1,046,213 |      | \$1,037,729 |      | \$1,031,271 |      | \$1,003,344 |       | \$1,092,509 |       |       | \$12,415  | \$14.92 |

NOTES

- ▶ [1] Year 1 GCR grown 3% over current
- ▶ [2] Year 1 vacancy stabilized at 10%
- ▶ [3] Current & Year 1 bad debt assessed at 2%
- ▶ [4] Reflects lost income from leasing office, model unit and storage unit
- ▶ [5] Current & Year 1 other income reflects revenue from RUBS, post office parking, clubhouse income and misc. fees

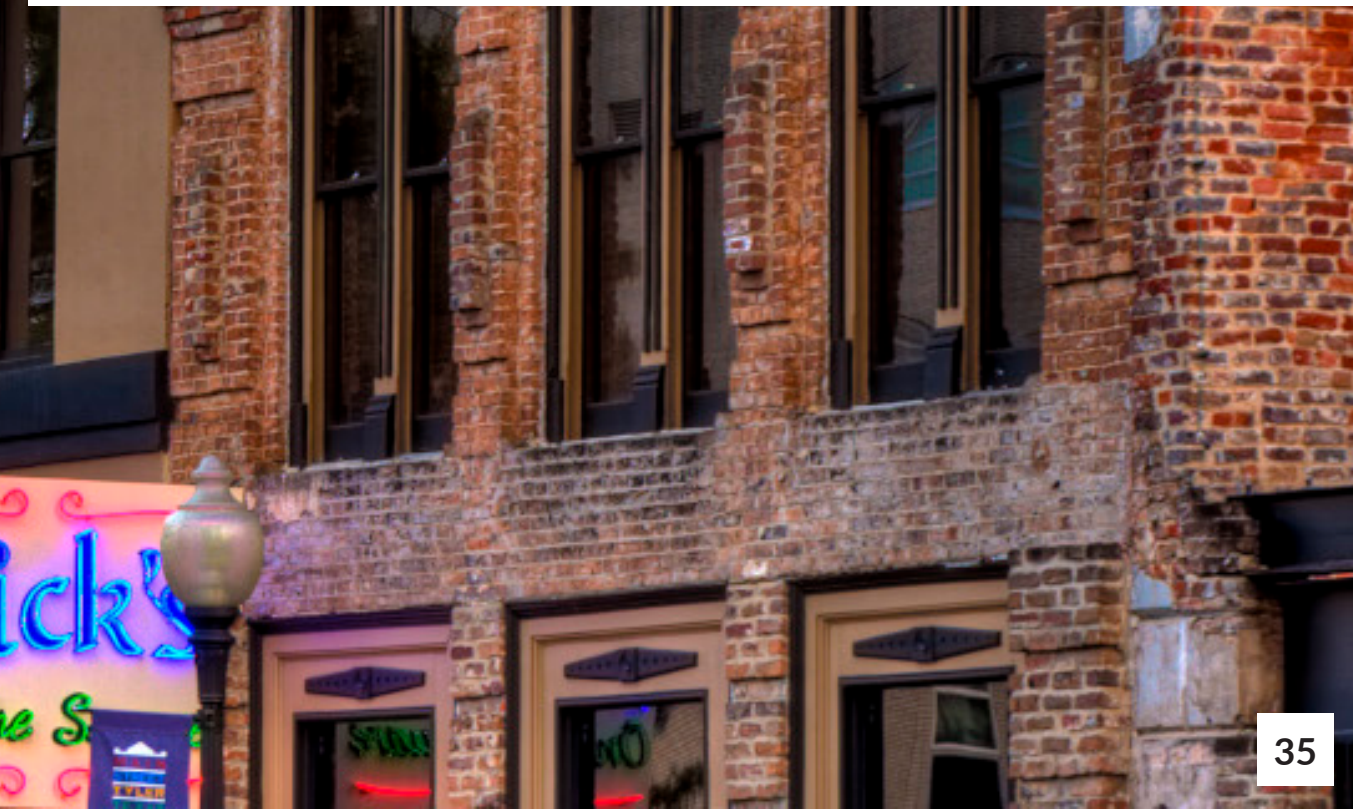
| EXPENSES                 | TRAILING 12 |  | TRAILING 6 |  | TRAILING 3 |  | CURRENT   |      | YEAR 1    |      | NOTES | PER UNIT | PER SF |
|--------------------------|-------------|--|------------|--|------------|--|-----------|------|-----------|------|-------|----------|--------|
| Real Estate Taxes        | \$92,364    |  | \$92,364   |  | \$92,364   |  | \$96,982  |      | \$96,982  |      | [6]   | 1,102    | 1.32   |
| Insurance                | \$42,429    |  | \$42,429   |  | \$42,429   |  | \$53,000  |      | \$53,000  |      | [7]   | 602      | 0.72   |
| Utilities                | \$165,217   |  | \$165,217  |  | \$165,217  |  | \$165,217 |      | \$165,217 |      | [8]   | 1,877    | 2.26   |
| Repairs & Maintenance    | \$30,533    |  | \$30,533   |  | \$30,533   |  | \$70,400  |      | \$70,400  |      | [9]   | 800      | 0.96   |
| Make-Ready               | \$-         |  | \$-        |  | \$-        |  | \$8,800   |      | \$8,800   |      | [10]  | 100      | 0.12   |
| Marketing & Advertising  | \$-         |  | \$-        |  | \$-        |  | \$8,800   |      | \$8,800   |      | [11]  | 100      | 0.12   |
| Contract Services        | \$46,894    |  | \$46,894   |  | \$46,894   |  | \$46,894  |      | \$46,894  |      |       | 533      | 0.64   |
| General & Administrative | \$5,734     |  | \$5,734    |  | \$5,734    |  | \$5,734   |      | \$5,734   |      |       | 65       | 0.08   |
| Operating Reserves       | \$22,000    |  | \$22,000   |  | \$22,000   |  | \$22,000  |      | \$22,000  |      | [12]  | 250      | 0.30   |
| Management Fee           | \$-         |  | \$-        |  | \$-        |  | \$60,201  | 6.0% | \$65,551  | 6.0% | [13]  | 745      | 0.90   |
| Total Expenses           | \$405,172   |  | \$405,172  |  | \$405,172  |  | \$538,029 |      | \$543,378 |      |       | \$6,175  | \$7.42 |
| Expenses as % of EGI     | 38.7%       |  | 39.0%      |  | 39.3%      |  | 53.6%     |      | 49.7%     |      |       |          |        |
| Net Operating Income     | \$641,042   |  | \$632,557  |  | \$626,099  |  | \$465,315 |      | \$549,130 |      |       | \$6,240  | \$7.50 |

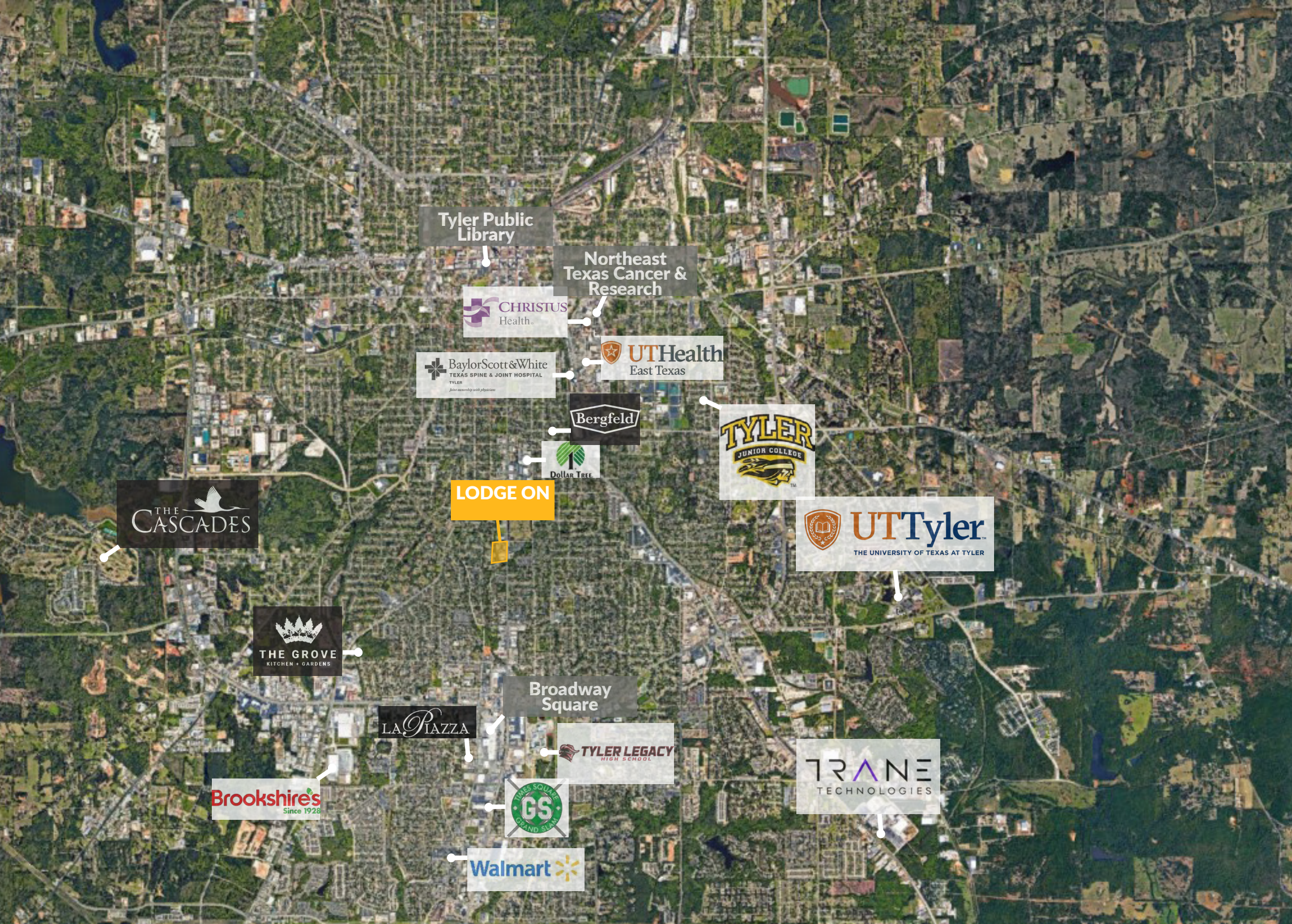
NOTES

- ▶ [6] Current & Year 1 tax assessed at 5% increase over Trailing-12 taxes
- ▶ [7] Insurance assessed at \$602/unit
- ▶ [8] Utility expense includes cost of water, electricity and gas
- ▶ [9] Curent & Year 1 R&M assessed at \$800/unit
- ▶ [10] Make-Ready assessed at \$100/unit
- ▶ [11] Marketing expense assessed at \$100/unit
- ▶ [12] Operating Reserves assessed at \$250/unit
- ▶ [13] Management fee assessed at 6% of EGI



# Market Overview





# LOCAL POINTS OF INTEREST

## EMPLOYERS

- BSW Texas Spine & Joint Hospital
- UT Health Tyler
- CHRISTUS Mother Frances Hospital - Tyler
- Northeast Texas Cancer & Research Institute
- Brookshire Grocery Company Corporate Office
- Trane Technologies

### MILES FROM PROPERTY

- 1.9 Mi
- 2.0 Mi
- 2.4 Mi
- 2.5 Mi
- 2.5 Mi
- 4.7 Mi

## SHOPPING

- Dollar Tree
- Bergeld Center
- Broadway Square Mall
- La Piazza Mall
- Walmart Supercenter

### MILES FROM PROPERTY

- 0.5 Mi
- 0.7 Mi
- 1.5 Mi
- 1.9 Mi
- 3.3 Mi

## RECREATION

- The Grove Kitchen & Gardens
- Times Square Grand Slam
- Tyler Public Library
- Cascades Country Club

### MILES FROM PROPERTY

- 1.7 Mi
- 2.1 Mi
- 2.2 Mi
- 4.7 Mi

## SCHOOLS/CITY

- Tyler Legacy High School
- Tyler Junior College
- The University of Texas at Tyler

### MILES FROM PROPERTY

- 1.7 Mi
- 2.2 Mi
- 3.9 Mi

# City of Tyler

Tyler, Texas is a dynamic and growing city located in the heart of East Texas and serves as the county seat of Smith County. With a population of more than 108,000 residents, Tyler blends the amenities of a regional economic center with the charm and hospitality of a close-knit community. Strategically positioned along U.S. Highway 69, State Highway 155, and Loop 323, the city provides convenient access to major Texas markets including Dallas, Shreveport, and Houston. Known as the “Rose Capital of America,” Tyler embraces a rich cultural heritage celebrated through annual events, beautiful public gardens, and a strong sense of community pride.

Economically, Tyler serves as the commercial, healthcare, and educational hub of East Texas. The city benefits from a diverse economic base anchored by healthcare, manufacturing, retail, education, finance, and professional services. Major employers include leading healthcare systems, educational institutions, and regional corporations that support a stable employment environment. Tyler’s business-friendly climate, skilled workforce, and strategic location continue to attract new investment and commercial development, contributing to sustained economic growth throughout the region.

In terms of quality of life, Tyler offers residents an attractive combination of affordability, accessibility, and recreational opportunities. The city maintains a cost of living that is generally lower than many larger Texas metropolitan areas, making housing and homeownership more attainable. Residents enjoy access to highly regarded healthcare facilities, quality schools, higher education institutions, parks, lakes, and a vibrant retail and dining scene. Attractions such as the Tyler Rose Garden, numerous outdoor recreation areas, and a thriving arts and cultural community enhance the city’s appeal. This blend of economic vitality, natural beauty, and community-focused living makes Tyler a highly desirable place to live, work, and invest within East Texas.



## Five Advantages for Businesses in Tyler, Texas

### Strategic East Texas Location

Tyler serves as the economic hub of East Texas, providing businesses with access to a large regional customer base while maintaining connectivity to major markets such as Dallas-Fort Worth, Houston, Shreveport, and Longview through an extensive highway network.

### Diverse and Stable Economy

The local economy is supported by multiple sectors, including healthcare, manufacturing, education, retail, logistics, and professional services. This economic diversity helps reduce dependence on any single industry and promotes long-term business stability.

### Skilled Workforce and Educational Resources

Tyler benefits from a strong labor pool supported by institutions such as Tyler Junior College and the University of Texas at Tyler, which provide workforce training, continuing education, and talent development for local employers.

### Business-Friendly Operating Costs

Compared to larger Texas metropolitan areas, Tyler offers lower real estate costs, competitive labor expenses, and an overall cost-effective business environment, allowing companies to maximize profitability and growth potential.

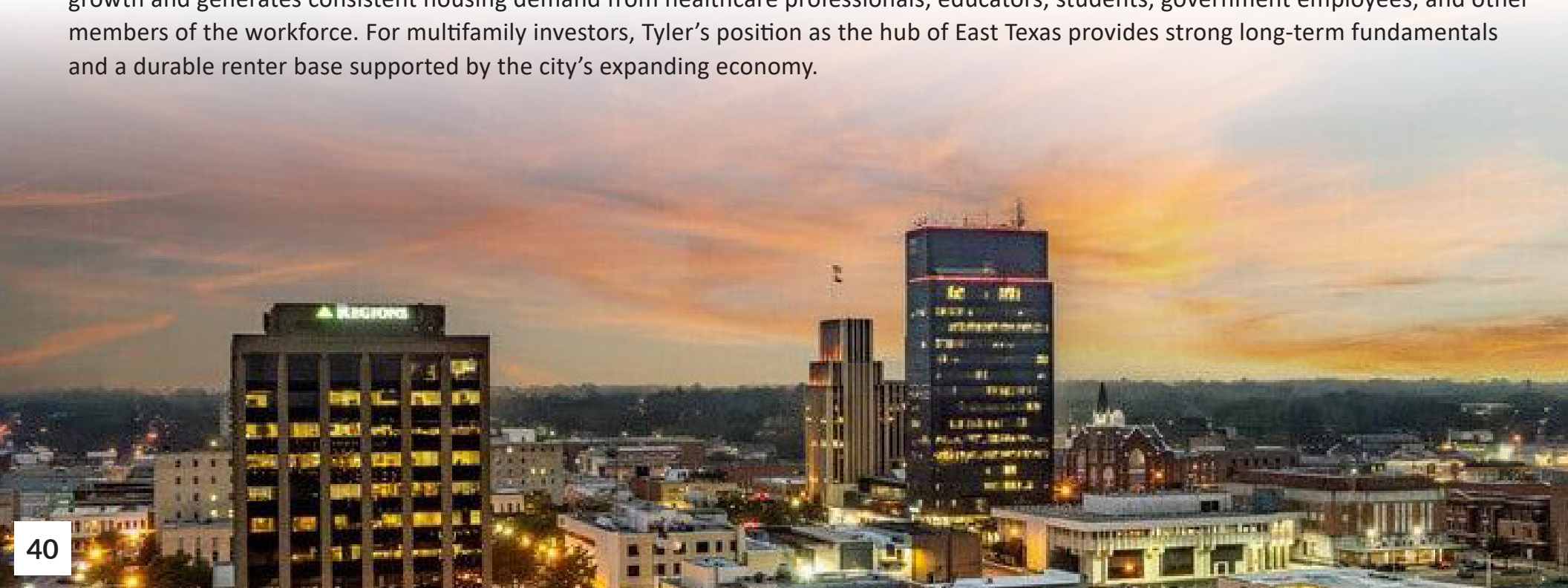
### Exceptional Quality of Life that Supports Talent Retention

Affordable housing, highly rated healthcare facilities, recreational amenities, cultural attractions, and a family-friendly atmosphere make Tyler an attractive place for employees to live and work, helping businesses recruit and retain quality talent.

# The Economic Hub of East Texas

Tyler serves as the economic, healthcare, educational, and commercial center of East Texas, making it one of the region’s most influential markets. Located approximately 95 miles southeast of Dallas, the city anchors a broad trade area that extends well beyond Smith County and attracts residents, businesses, students, and visitors from across East Texas. As the largest city in the Tyler Metropolitan Statistical Area (MSA), Tyler functions as the region’s primary destination for healthcare services, higher education, professional services, retail shopping, and entertainment. Its strategic location along U.S. Highways 69 and 271, State Highway 155, and Loop 323 provides excellent connectivity while offering businesses and residents a lower-cost alternative to larger Texas metropolitan areas.

Tyler’s economic strength is supported by a diverse employment base that includes healthcare, education, manufacturing, finance, retail, and government sectors. Major healthcare systems and educational institutions draw thousands of employees, students, and visitors to the city each year, while thriving retail corridors such as South Broadway Avenue reinforce Tyler’s role as a regional commercial destination. This combination of economic diversity, regional influence, and ongoing development activity creates a stable foundation for growth and generates consistent housing demand from healthcare professionals, educators, students, government employees, and other members of the workforce. For multifamily investors, Tyler’s position as the hub of East Texas provides strong long-term fundamentals and a durable renter base supported by the city’s expanding economy.



# Healthcare & Regional Employment Hub

Tyler is widely recognized as the healthcare capital of East Texas, serving as the primary medical destination for a multi-county region. The city is home to major healthcare systems, including UT Health East Texas and Christus Trinity Mother Frances Health System, which collectively employ thousands of healthcare professionals and support staff. These institutions provide advanced medical services that attract patients from across East Texas, reinforcing Tyler’s role as a regional healthcare hub.

The healthcare sector represents one of the area’s largest and most stable employment drivers, generating consistent demand for housing from physicians, nurses, administrative personnel, students, and other healthcare-related workers. As healthcare services continue to expand to meet the needs of a growing regional population, the industry remains a key contributor to

## MAJOR HEALTHCARE SYSTEMS

### UT HEALTH EAST TEXAS

- Integrated regional health system
- Operates hospitals, clinics, and urgent care centers across East Texas
- Major employer and healthcare provider network

### CHRISTUS TRINITY MOTHER FRANCES HEALTH SYSTEM

- Leading healthcare provider in Tyler
- Regional referral center for complex and specialty care
- Extensive physician and outpatient clinic network



# Demographics



120,254

Total Population Within  
5 Mile Radius



\$86,112

Average Household Income within  
5 Mile Radius



46,493

Total Households Within  
5 Mile Radius



\$225,104

Median Property Value

1.7%

Projected Household  
Growth Through 2029



Female 52.3%



Male 47.7%

| POPULATION                         | 1 Mile | 3 Miles | 5 Miles |
|------------------------------------|--------|---------|---------|
| 2030 Projection                    |        |         |         |
| Total Population                   | 9,270  | 72,302  | 121,590 |
| 2025 Estimate                      |        |         |         |
| Total Population                   | 9,209  | 71,896  | 120,254 |
| 2020 Census                        |        |         |         |
| Total Population                   | 8,781  | 68,145  | 112,578 |
| 2010 Census                        |        |         |         |
| Total Population                   | 8,251  | 65,823  | 103,831 |
| Daytime Population                 |        |         |         |
| 2025 Estimate                      | 17,666 | 114,126 | 164,384 |
| HOUSEHOLDS                         | 1 Mile | 3 Miles | 5 Miles |
| 2030 Projection                    |        |         |         |
| Total Households                   | 3,672  | 28,844  | 46,493  |
| 2025 Estimate                      |        |         |         |
| Total Households                   | 3,643  | 28,519  | 45,719  |
| Average (Mean) Household Size      | 2.4    | 2.4     | 2.5     |
| 2020 Census                        |        |         |         |
| Total Households                   | 3,587  | 27,886  | 44,222  |
| 2010 Census                        |        |         |         |
| Total Households                   | 3,511  | 26,981  | 40,477  |
| Growth 2025-2030                   | 0.8%   | 1.1%    | 1.7%    |
| HOUSING UNITS                      | 1 Mile | 3 Miles | 5 Miles |
| Occupied Units                     |        |         |         |
| 2030 Projection                    | 3,958  | 32,040  | 51,471  |
| 2025 Estimate                      | 3,927  | 31,681  | 50,611  |
| Owner Occupied                     | 2,451  | 13,101  | 23,596  |
| Renter Occupied                    | 1,239  | 15,317  | 22,070  |
| Vacant                             | 285    | 3,162   | 4,892   |
| Persons in Units                   |        |         |         |
| 2025 Estimate Total Occupied Units | 3,643  | 28,519  | 45,719  |
| 1 Person Units                     | 32.0%  | 35.6%   | 32.1%   |
| 2 Person Units                     | 34.4%  | 31.4%   | 32.0%   |
| 3 Person Units                     | 12.7%  | 13.2%   | 13.5%   |
| 4 Person Units                     | 11.4%  | 10.3%   | 11.5%   |
| 5 Person Units                     | 6.1%   | 5.8%    | 6.5%    |
| 6+ Person Units                    | 3.4%   | 3.6%    | 4.4%    |

| HOUSEHOLDS BY INCOME              | 1 Mile    | 3 Miles  | 5 Miles  |
|-----------------------------------|-----------|----------|----------|
| 2025 Estimate                     |           |          |          |
| \$200,000 or More                 | 10.8%     | 6.1%     | 7.3%     |
| \$150,000-\$199,999               | 7.1%      | 5.9%     | 5.8%     |
| \$100,000-\$149,999               | 15.4%     | 14.0%    | 14.8%    |
| \$75,000-\$99,999                 | 16.3%     | 15.3%    | 15.9%    |
| \$50,000-\$74,999                 | 16.6%     | 18.2%    | 17.7%    |
| \$35,000-\$49,999                 | 11.8%     | 13.2%    | 12.6%    |
| \$25,000-\$34,999                 | 7.6%      | 9.2%     | 9.0%     |
| \$15,000-\$24,999                 | 6.6%      | 7.9%     | 7.6%     |
| Under \$15,000                    | 7.8%      | 10.2%    | 9.3%     |
| Average Household Income          | \$100,391 | \$81,965 | \$86,112 |
| Median Household Income           | \$75,594  | \$65,894 | \$69,548 |
| Per Capita Income                 | \$40,638  | \$33,157 | \$33,552 |
| POPULATION PROFILE                | 1 Mile    | 3 Miles  | 5 Miles  |
| Population By Age                 |           |          |          |
| 2025 Estimate Total Population    | 9,209     | 71,896   | 120,254  |
| Under 20                          | 24.4%     | 25.2%    | 26.4%    |
| 20 to 34 Years                    | 20.1%     | 25.2%    | 23.5%    |
| 35 to 39 Years                    | 6.3%      | 6.5%     | 6.3%     |
| 40 to 49 Years                    | 11.3%     | 10.8%    | 10.9%    |
| 50 to 64 Years                    | 16.9%     | 15.3%    | 15.9%    |
| Age 65+                           | 21.1%     | 16.9%    | 17.0%    |
| Median Age                        | 41.0      | 38.0     | 38.0     |
| Population 25+ by Education Level |           |          |          |
| 2025 Estimate Population Age 25+  | 6,454     | 47,305   | 78,414   |
| Elementary (0-8)                  | 3.1%      | 5.5%     | 6.2%     |
| Some High School (9-11)           | 5.6%      | 7.0%     | 7.0%     |
| High School Graduate (12)         | 17.8%     | 21.8%    | 22.0%    |
| Some College (13-15)              | 24.3%     | 26.3%    | 25.3%    |
| Associate Degree Only             | 9.6%      | 11.3%    | 10.7%    |
| Bachelor's Degree Only            | 28.0%     | 19.0%    | 18.9%    |
| Graduate Degree                   | 11.5%     | 9.2%     | 9.8%     |
| Population by Gender              |           |          |          |
| 2025 Estimate Total Population    | 9,209     | 71,896   | 120,254  |
| Male Population                   | 46.4%     | 47.4%    | 47.7%    |
| Female Population                 | 53.6%     | 52.6%    | 52.3%    |



## Information About Brokerage Services

11-03-2025

*Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.*

### 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.

**WRITTEN AGREEMENTS ARE REQUIRED IN CERTAIN SITUATIONS:** A license holder who performs brokerage activity for a prospective buyer of residential property must enter into a written agreement with the buyer before showing any residential property to the buyer or if no residential property will be shown, before presenting an offer on behalf of the buyer. This written agreement must contain specific information required by Texas law. For more information on these requirements, see section 1101.563 of the Texas Occupations Code, **Even if a written agreement is not required, to avoid disputes, all agreements between you and a broker should be in writing and clearly establish: (i) the broker's duties and responsibilities to you and your obligations under the agreement; and (ii) the amount or rate of compensation the broker will receive and how this amount is determined.**

### 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. **An owner's agent fees are not set by law and are fully negotiable.**

**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. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

**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.

### A LICENSE HOLDER CAN SHOW PROPERTY TO A BUYER/TENANT WITHOUT REPRESENTING THE BUYER/TENANT IF:

- The broker has not agreed with the buyer/tenant, either orally or in writing, to represent the buyer/tenant;
- The broker is not otherwise acting as the buyer/tenant's agent at the time of showing the property;
- The broker does not provide the buyer/tenant options or advise regarding the property or real estate transactions generally; and
- The broker does not perform any other act of real estate brokerage for the buyer/tenant.

Before showing a residential property to an unrepresented prospective buyer, a license holder must enter into a written agreement contains the information required by section 1101.563 of the Texas Occupations Code. The agreement may not be exclusive and must be limited to no more than 14 days.

**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.

Marcus & Millichap

Licensed Broker/Broker Firm Name or Primary Assumed Business Name

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Tim A. Speck

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Phone

Sales Agent/Associate's Name

License No.

Email

Phone

Regulated by the Texas Real Estate Commission

Buyer/Tenant/Seller/Landlord's Initials

Date

Information available at [www.trec.texas.gov](http://www.trec.texas.gov)  
IABS 1-2