

A CORRIDOR PUBLICATION
FRISCO ESTATE JOURNAL

VOLUME I · ISSUE 01
JUNE 1, 2026

THE FRISCO PRESTIGE

Where Frisco Lives Well.

THE YEAR BEFORE THE WORLD ARRIVES

*The fairway. The address. The decision now being made
twelve months early.*

FRISCO · PLANO · DENTON · PROSPER
FRISCOPESTIGE.COM



A private quarterly on the homes, the people, and the capital reshaping North Texas.

MASTHEAD

Don Canada Jr. Editor & Publisher

Chad Odom Real Estate Editor at Large
Elite Realtors Group · Texas Premier Realty
Frisco · Plano · Denton · Prosper

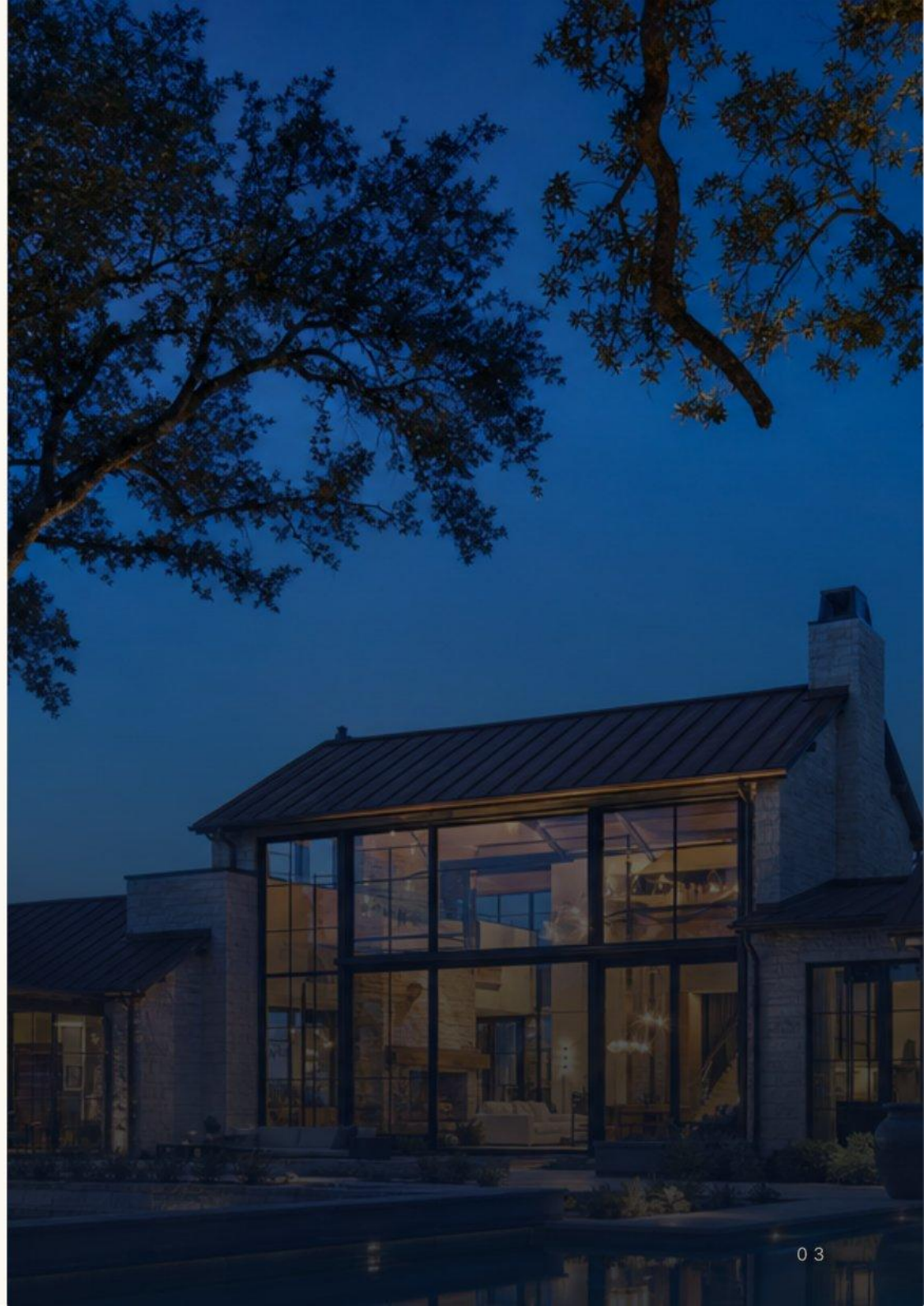
VOLUME 1 · NUMBER 01 · JUNE 2026
THE YEAR BEFORE THE WORLD ARRIVES

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A letter to those *arriving*.

If you are reading this, you already know the feeling.

You built something. Maybe it took fifteen years. Maybe twenty-five. You signed the first lease. You made the first payroll out of your own checking account. You hired the people who became family. And somewhere along the way — between the recession that almost ended you and the year you finally hit your number — you started looking at maps.

You looked at where your kids would go to school. You looked at where your wealth was going to live next. And you kept landing on the same place.

The Frisco Prestige is not a brochure. Frisco does not need to be sold. The 24 corporate headquarters that have already moved here did not need a magazine to convince them. The 18,000 new jobs are already funded. The decision the city already made, a decade ago, is now your decision to make for your family. What we are publishing each month is *intelligence* — for the owner, the operator, the entrepreneur whose name is on the door.

Three or four homes that actually matter. The active listing the corridor is talking about. The

gated-community estate that just reset its price. The neighborhoods where business owners and their families have been quietly settling for the last five years. The buyer's lens. The seller's lens. And our Real Estate Editor at Large, Chad Odom — a Frisco corridor advisor who reads the market on behalf of our readers, regardless of who holds the listing.

The timing is not accidental. Twelve months from now, the cameras of the PGA Championship will arrive at Fields Ranch East. The world will land here, briefly, and then leave. The neighborhoods that host them are being chosen now, by people exactly like you, who saw what was happening twelve months early.

This is the year before the world arrives.

Read this issue the way I have learned to read everything after thirty years of underwriting other people's businesses: signal, read, decide. The signal is in the data. The read is in the room. The decision is yours, and it is more consequential than the company you built to get here.

Welcome to Frisco. Welcome to the Prestige.

Don Canada



SECTION II · A MOOD

The land *before* kickoff.

Twelve months from now, the world will land here for the PGA Championship at Fields Ranch East. The neighborhoods that will host them are being chosen now.

Why they are coming.

A relocation read for owners and operators in New York, California, and Illinois.

FROM NEW YORK

The agency founder selling his book. The third-generation manufacturer moving headquarters south. Same revenue, half the carry, and schools that don't require a hedge fund.

FROM ILLINOIS

The North Shore owner whose company is finally cash-flow positive. The corridor's gated enclaves translate directly. Estate lots, mature trees, country-club proximity, four real seasons.

FROM CALIFORNIA

The tech CEO whose Series C just cleared. The specialty-bakery couple selling their five locations. No state income tax. PGA-grade golf in your backyard. Texas treats founders like founders.

THE COMMON THREAD

They built it themselves. Their name is on the door. Their spouse Googled "Frisco schools" at 11 p.m. and the trip was booked by morning.



Four numbers *that matter* this month.

A reading of the Frisco luxury market — pulled the morning of press, not last quarter.

\$2M+

ENTRY TO THE CORRIDOR'S
GATED-ESTATE TIER

\$401

MEDIAN \$/SF · THIS ISSUE'S
TWO LISTINGS

2027

PGA CHAMPIONSHIP · FIELDS
RANCH EAST

3

TRUE GUARDED-GATE
ENCLAVES IN THE CORRIDOR

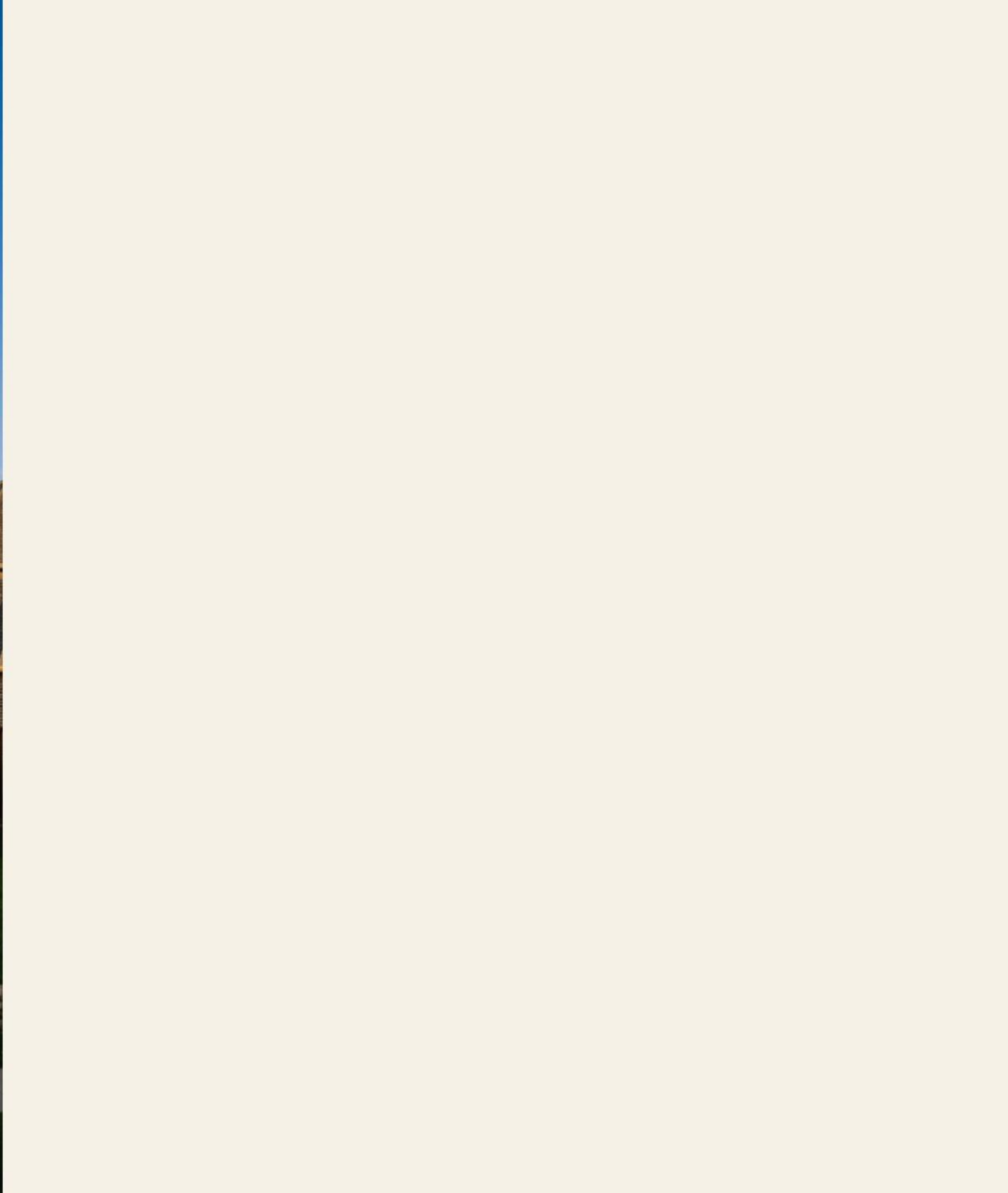
EDITOR'S READ

The numbers above are not the story — the story is what they are about to do. Two million is no longer the ceiling of the corridor; it is the floor of the gated-estate tier. Four hundred dollars per foot is the new comfort zone for the established-trees product the relocating owner-operator actually wants. And 2027 — the year the PGA Championship lands at Fields Ranch East — is no longer a long-term tailwind. It is twelve months away. The owner who moves before the cameras arrive buys a house. The owner who moves after buys the same house plus the headline.

— D.C. & C.O.

SOURCES · NTREIS LISTING DATA · PGA OF AMERICA · CORRIDOR READS COMPILED BY THE FRISCO PRESTIGE EDITORIAL DESK · MAY 2026





VOLUME I · ISSUE 01 · JUNE 2026

The *Frisco Prestige*



SATURDAY · 9:00 A.M.

The yard before the team arrives.

— SECTION · FAMILY LIFE

The Outing.

A weekend, walked.

07:30 · Coffee at Houndstooth · The Star.

09:00 · Kids' clinic · Cowboys Fit fields.

11:30 · Tour · one of the corridor's gated enclaves.

13:30 · Lunch · The Lounge at Cowboys Golf Club.

15:30 · Range session · Fields Ranch East.

18:30 · Dinner · Toulouse · Legacy West.

THE MURPHYS · ST. LOUIS TO FRISCO

A composite weekend, drawn from the buyer pattern we see most often: a relocating owner-operator family arriving from out of state, two parents and three kids, with a calendar that allows exactly forty-eight hours on the ground. Coffee at Houndstooth, a kids' clinic at Cowboys Fit, an early-afternoon walk-through inside one of the corridor's gated enclaves, lunch at the Lounge at Cowboys Golf Club, and a sunset lap around The Star. By Saturday night the spouse has decided the neighborhood. By Sunday brunch the founder has decided the house. The corridor is built to be decided in a weekend, and most weeks it is.

— D.C.

Capital is *moving*.

North Texas is no longer absorbing growth. It is generating it.

24

CORPORATE HQ RELOCATIONS ·
2024-26

18,000

NET NEW JOBS · EXECUTIVE &
PROFESSIONAL

14

FORTUNE 1000 WITH NEW
FRISCO FOOTPRINT

3,100+

FORECAST EXECUTIVE HIRES ·
24 MONTHS

RECENT CORPORATE MOVES

PGA of America HQ · Frisco

Universal Studios Kids · McKinney

Toyota North America · Plano

Liberty Mutual · Plano

JPMorgan Chase · Legacy West

EDITOR'S INTERPRETATION

The 2015 wave was corporate. Toyota, Liberty Mutual, JPMorgan. Big logos, big buildings, big tax abatements. The 2026 wave is different. The 2026 wave is owners. The founder of a \$40M HVAC business in Long Island. The third-generation owner of a Chicago tool-and-die company. The husband-and-wife team selling their California specialty bakery. They are not chasing tax incentives — they are chasing the room. A room full of people who built their own thing, who put their own money on the line, who are not embarrassed to talk about EBITDA at a dinner party. Frisco is now that room.

— D.C.

If you are *arriving*.

Signal — The repositioned estate. The listing that has reset its price once. The gated community where inventory is finally moving.

Read — In the sub-\$2.5M Frisco luxury band, days-on-market is a lagging indicator. The houses that sell are the ones where the kitchen, the pool, and the primary on the first floor read the same way to the spouse in the first ninety seconds.

Decide — Inspect the floor plan as carefully as the finishes. The window of right-priced, right-located product is narrow and getting narrower as 2027 approaches.

CHAD'S TACTICAL READ

Days-on-market is the most-misread number in the corridor. A listing that sits sixty days isn't tired — sometimes it's mis-priced by ten thousand and waiting on one offer. Read the floor plan, not the calendar. The decision is made in the spouse's first ninety seconds in the kitchen — everything after that is closing the file.

— CHAD ODOM

If you are *listing*.

Signal — The owner-operator buyer pool is the deepest it has been since 2021. Founders arrive cash-strong and decision-fast — they have already signed harder deals than this one.

Read — Price into the buyer's calendar, not into the market average. List the day the buyer lands, not the day you're ready.

Decide — Stage for the spouse and the kids. The family signs before the founder does.

THE SELLER'S READ

The owner-operator buyer pool in the Frisco corridor is the deepest it has been since 2021. These buyers are cash-strong and decision-fast. Two rules of thumb: price into the comparable that closed last week, not the listing that's been sitting since spring. Stage for the spouse — she signs before he does. The next twelve months will reward decisive sellers. The cameras arrive May 2027.

— D.C. & C.O.

The *Luxury* Wholesaler

Estate-tier homes, placed off-market — before the sign ever touches the lawn.



Chad Odom

LUXURY REAL ESTATE WHOLESALER · CORRIDOR LANE

Elite Realtors Group · Texas Premier Realty
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Chad Odom is in the know — even when nobody else knows. Twenty-six years ago he sold his first house in the corridor when there were still cattle on most of the lots. Today he places estate-tier homes weekly, holds the GRI designation, and has never paid for a billboard, a bus bench, or a grocery cart. His business is built on introductions — owner to owner, founder to founder, family to family.

He is not a listing agent. He is the corridor's wholesale lane — roughly \$5 million in active buying capital each month, moving estate-tier inventory off-market, before a sign ever touches a lawn. For families relocating into Texas, he is the quiet first call: he knows the streets, the schools, and the neighbors before you do.

For the founders and small business owners who have spent a career inside this corridor — the same backyard Chad has worked for thirty years — the call when the company finally sells, when the kid finally graduates, when the next chapter requires a different address.

*He listens. He learns. He leads luxury real estate clientele to intelligent decisions — powered by the *Dynasty Operating System (DOS)*.*

\$420M+
CAREER VOLUME

26
YEARS · DFW MARKET

Top 1%
DFW · LUXURY TIER

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ELITE REALTORS GROUP

**Chad
Odom**

TEXAS PREMIER REALTY

Frisco · Plano · Denton · Prosper

"The Luxury Wholesaler — estate-tier homes, off-market."

BY INTRODUCTION · BY APPOINTMENT

chad@elitedfw.com · 214.555.0142

How a *prestige* home is chosen.

A three-step process Chad runs with every owner — built on Dynasty's Decision Intelligence framework.



THE METHOD, IN PLAIN ENGLISH

Every small business owner already runs a Decision Intelligence Map. He just doesn't call it that. Signal — the receivable that aged out, the customer who went quiet, the employee who stopped looking him in the eye. Read — what the signal actually means about cash flow, culture, or the next twelve months. Decide — the call he makes by Friday whether or not he has all the data. Real estate is no different. The repositioned listing is the signal. The neighborhood's absorption curve is the read. The offer on Tuesday morning is the decision. The same map a founder runs in his business, applied to the largest non-operating purchase he is likely to make.

— A DYNASTY METHOD

A DYNASTY METHOD · IN PARTNERSHIP WITH CHAD ODOM · ELITE REALTORS GROUP

2027 · PGA CHAMPIONSHIP · FIELDS RANCH EAST

The Year Before.

Twelve months from now, the cameras arrive. The neighborhoods that host the world are already being chosen.

NEXT ISSUE · JULY 2026

The Country Club Report · Stonebriar, The Trails of Frisco, Maridoe.

BY SUBSCRIPTION

By introduction only.
friscoprestige.com

EDITORIAL & LISTINGS

Don Canada Jr. · Editor & Publisher
Chad Odom · Real Estate Editor

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— THE ELITE DECISION INTELLIGENCE MAP

Three moves *stand between* you and the right home.

A proprietary three-step process applied to every prestige introduction in this corridor — built on the same Decision Intelligence framework used by the operators reshaping North Texas.




JUNE 2026 · THE COVER ROW

The Four *Publications*.

CAMPUS · THESIS · PRESTIGE · VOICE

THE DYNASTY
CAMPUS

VOL 01 · NO 01 · JUNE 2026 · FLAGSHIP




*The campus runs on decision intelligence.
An operating system. A playbook. And Cadence.*

DYNASTY PUBLICATIONS

THE CORRIDOR
THESIS

VOL 01 · NO 01 · JUNE 2026 · CAPITAL LENS




INTERSTATE 35

*Capital lens. Why the I-35 spine is
already the financial capital.*

DYNASTY PUBLICATIONS

THE FRISCO
PRESTIGE

VOL 01 · NO 01 · JUNE 2026 · LIFESTYLE LENS




Lifestyle lens. Where Frisco lives well.

DYNASTY PUBLICATIONS

THE CORRIDOR
VOICE

VOL 01 · NO 01 · JUNE 2026 · EDITORIAL LENS



*Editorial lens. Honest reporting from
the lanes that built Texas.*

DYNASTY PUBLICATIONS