

# 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.*

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

MASTHEAD

**Don Canada** Editor & Publisher

**Chad Odom** Real Estate Editor at Large

Elite Realtors Group · Texas Premier Realty

Frisco · Plano · Denton · Prosper

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VOLUME 1 · NUMBER 01 · JUNE 2026

THE YEAR BEFORE THE WORLD ARRIVES

A CORRIDOR PUBLICATION · FRISCO ESTATE JOURNAL

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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*

EDITOR & PUBLISHER · FORT WORTH · TEXAS

*DC.*

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.

## EDITOR'S READ

*The corridor reads like a relocation map for owner-operators. The New York founder selling his agency. The California tech CEO whose Series C just cleared. The Chicago manufacturer whose third generation is ready to move headquarters south. They are not corporate transferees — they are people who chose, with their own checkbook, to move the center of gravity of their business and their family at the same time. They ran the math themselves. No state income tax. Schools that work. A two-hour flight to anywhere. And a community where the man who built the company is treated like the man who built the company.*

— D.C.



# 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.

HERO HOME · 01

EDGESTONE AT LEGACY

# 3772 Hamilton Heights

*A former-model Edgestone residence with nearly every bedroom on the main level, a vaulted great room, and a \$70K custom theater off the family hall.*

**\$2,000,000**

LIST PRICE · FRISCO · 75034 · \$432 / SQ FT

5  
BEDROOMS

6  
BATHS

4,632  
SQ FT

.36  
ACRES

*The Edgestone at Legacy line is the corridor's quietest sub-market — sidewalks and trails, resort-style amenity pool, and walk-in distance to The Star and Legacy West. Inside this one: Sub-Zero refrigeration, Wolf range, an extended island, vaulted living room with wood beams, three fireplaces, and a primary suite that lives on the first floor.*

*Outside: a heated saltwater pool-and-spa with a stone water-feature wall, set behind a private fence on a .36-acre interior lot. The \$70K media room reads as the founder's room. Two million buys the house. The corridor address buys the time it returns to you on Saturday morning.*

— THE FRISCO PRESTIGE EDITORIAL DESK · LISTED BY JEFF CHENEY, MONUMENT REALTY · NTREIS MLS 21223689

## 5436 Stone Canyon

*A guarded-gate Starwood estate — white-oak floors, Thermador chef's kitchen, three-level media, koi ponds, and a 16 kW solar array.*

### \$2,179,900

\$371 / SQ FT · LISTED JANUARY 2026 · FRISCO 75034

5  
BD

5.5  
BA

5,881  
SQ FT

.37  
ACRES

#### THE STARWOOD READ

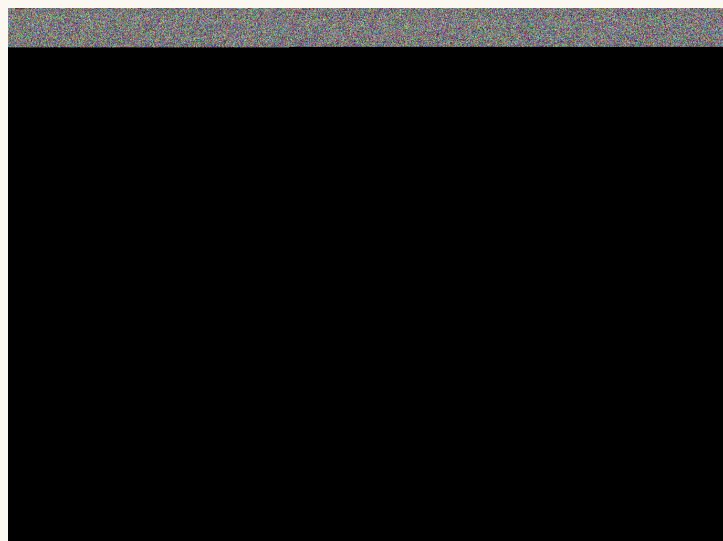
*Starwood is one of the only true guarded-gate communities in the Frisco corridor — a tennis-and-trails country-club enclave bordering the Stonebriar club. This estate adds what most buyers in the sub-\$2.5M band rarely find together: a serene primary on the first floor, a three-level media room with 7.1 surround, two koi ponds and a pavilion with outdoor TV and built-in grill, plus a 16 kW rooftop solar array and tankless water heating. The interior was reset in 2025 — new white-oak floors, fresh paint, a Thermador chef's kitchen on an extended granite island.*

*"In Frisco's sub-\$2.5M luxury band, gated communities and energy-efficient retrofits are what separate the homes that sell from the homes that sit."*

— CHAD ODOM · REAL ESTATE EDITOR AT LARGE · LISTED BY KIMBERLY ANDERSON, EXP REALTY · NTREIS MLS 21163110

# The corridor's *four* prestige enclaves.

Where the sub-\$2.5M Frisco luxury buyer should be paying attention this season.

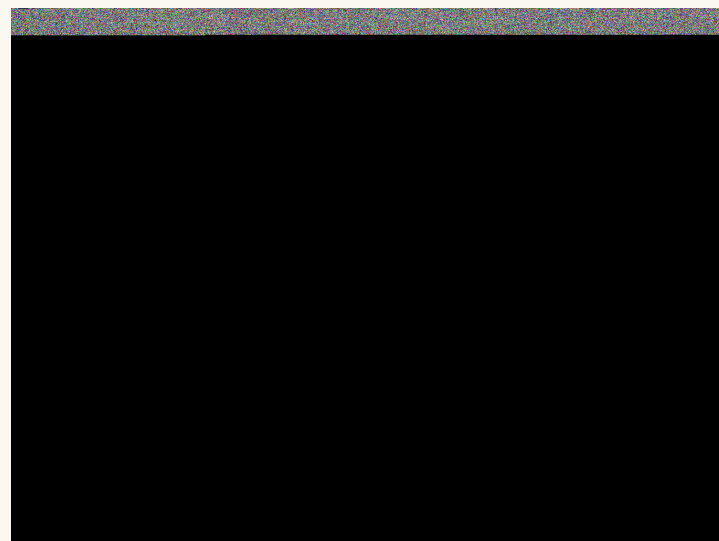


## NEWMAN VILLAGE

\$1.4M – \$4M+

TUSCAN-INFLUENCED ESTATES

Gated · resort amenities · corridor-defining architecture

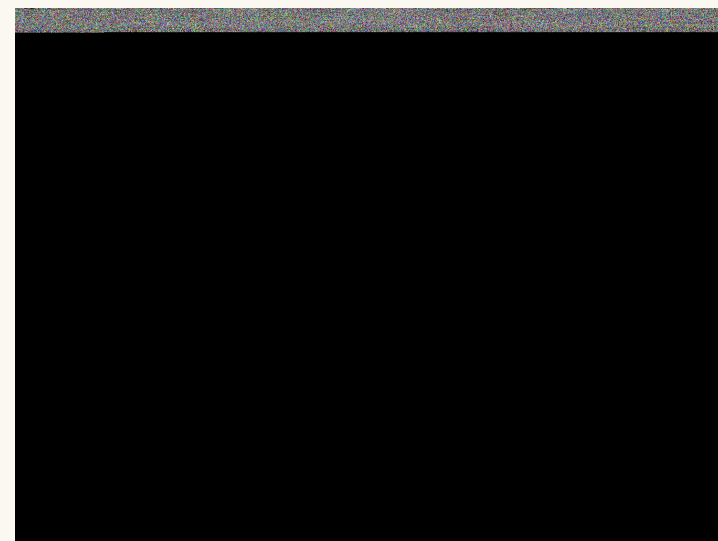


## STONEBRIAR

\$1.2M – \$3M+

COUNTRY-CLUB LIVING

Mature trees · golf frontage · long-tenured owners

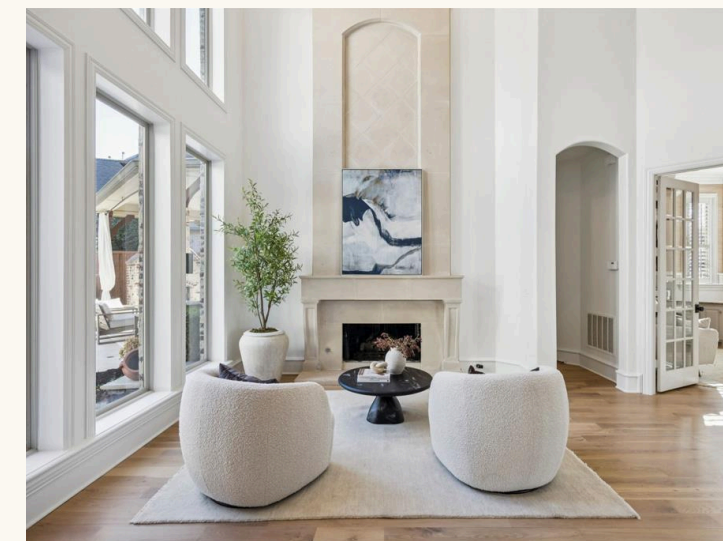


## PHILLIPS CREEK RANCH

\$1.1M – \$2.5M

MASTER-PLANNED · TRAIL SYSTEM

Newer build year · transitional architecture



## STARWOOD

\$1.5M – \$5M+

GUARDED-GATE PRESTIGE

True 24-hour gate · tennis · borders Stonebriar Country Club

### EDITOR'S NOTE

*These are the four corridor enclaves where this issue's editorial attention sits. Each one answers a different chapter of the small business owner's life: Newman Village for the founder buying his largest non-operating asset, Stonebriar for the operator who plays golf on Saturday mornings, Phillips Creek Ranch for the family that wants newer construction and a trail at the back door, and Starwood for the chairman who wants a guarded gate and a tennis court. Specific listings inside each enclave change weekly — the enclaves themselves do not.*

— THE FRISCO PRESTIGE EDITORIAL DESK



## 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.

SATURDAY · 9:00 A.M.

The yard before the team arrives.

# 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.

# A private-club advisor.

*For serious buyers seeking Frisco-area prestige homes.*



## Chad Odom

REAL ESTATE EDITOR AT LARGE

Elite Realtors Group · Texas Premier Realty

Frisco · Plano · Denton · Prosper

**Chad Odom does not advertise.** 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 not paid for a billboard, bus bench, or grocery cart in his career. His business is built on introductions — owner to owner, founder to founder, family to family.

He is the broker the small business owner calls when the company finally sells, when the kid finally graduates, when the next chapter requires a different address. He listens more than he pitches. He asks about your business before your budget.

A FRISCO PRESTIGE SPONSOR

ELITE REALTORS GROUP

# Chad Odom

TEXAS PREMIER REALTY

*Frisco · Plano · Denton · Prosper*

*"Private-club advisor for serious buyers seeking Frisco-area prestige homes."*

BY INTRODUCTION · BY APPOINTMENT

chad@elitedfw.com · 214.555.0142

\$420M+

CAREER VOLUME

26

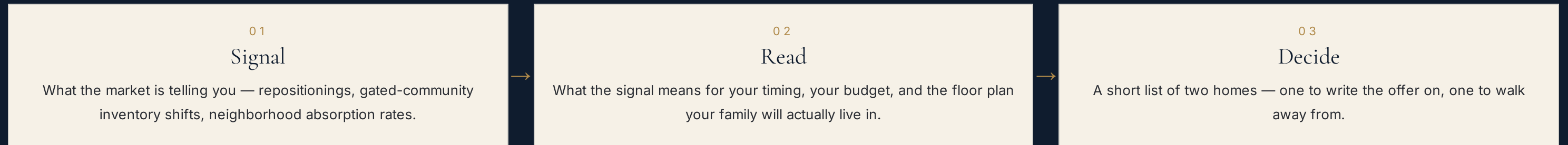
YEARS · DFW MARKET

Top 1%

DFW · LUXURY TIER

# 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

# Every *listing*, this issue.

A complete reading of the homes covered in May.

ADDRESS	NEIGHBORHOOD	BD/BA	SQ FT	LIST	
3772 Hamilton Heights Ave	Edgestone at Legacy	5 / 6	4,632	\$2,000,000	
5436 Stone Canyon Dr	Starwood (gated)	5 / 5.5	5,881	\$2,179,900	

## READING THE LEDGER

Two listings, \$4.18M in aggregate list, a median price of \$401 per square foot, in two of the Frisco corridor's most-watched enclaves. Read them as bookends: a former-model Edgestone at Legacy estate on the eastern shoulder of Legacy West, and a guarded-gate Starwood residence one fairway from Stonebriar Country Club. Together they bracket what the sub-\$2.5M Frisco luxury buyer actually has to choose between right now — newer corridor architecture inside a community amenity envelope, or established trees inside a true guarded gate.

— THE FRISCO PRESTIGE EDITORIAL DESK

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

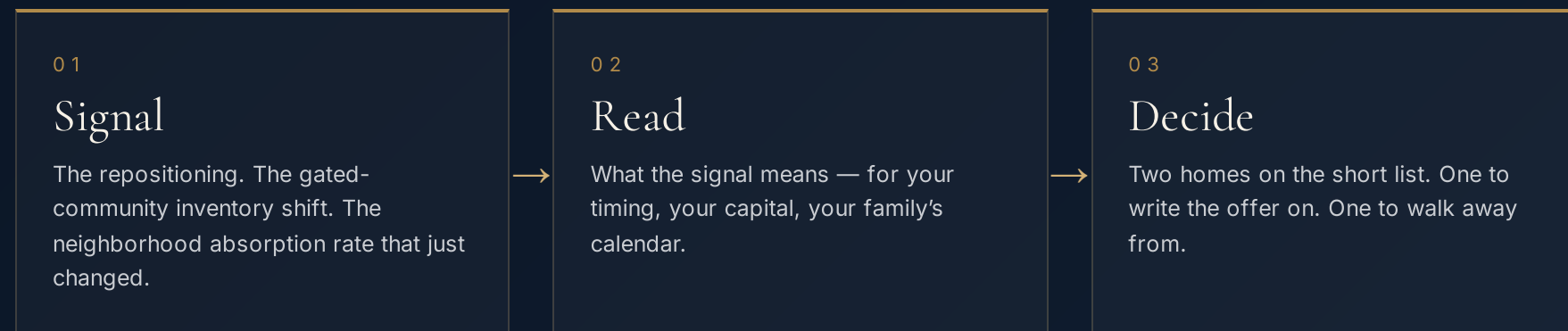
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— THE ELITE DECISION INTELLIGENCE MAP

# 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.*



BY INTRODUCTION

*Chad Odom*

Real Estate Editor at Large  
Elite Realtors Group · Texas Premier Realty

FOUNDING PARTNER

A Dynasty Method

Decision Intelligence applied to the prestige market

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