

# DEMOLITION REBUILD UPDATE

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CURRENT PROGRAM STATISTICS, MARKETING PLAN, FUTURE GOALS



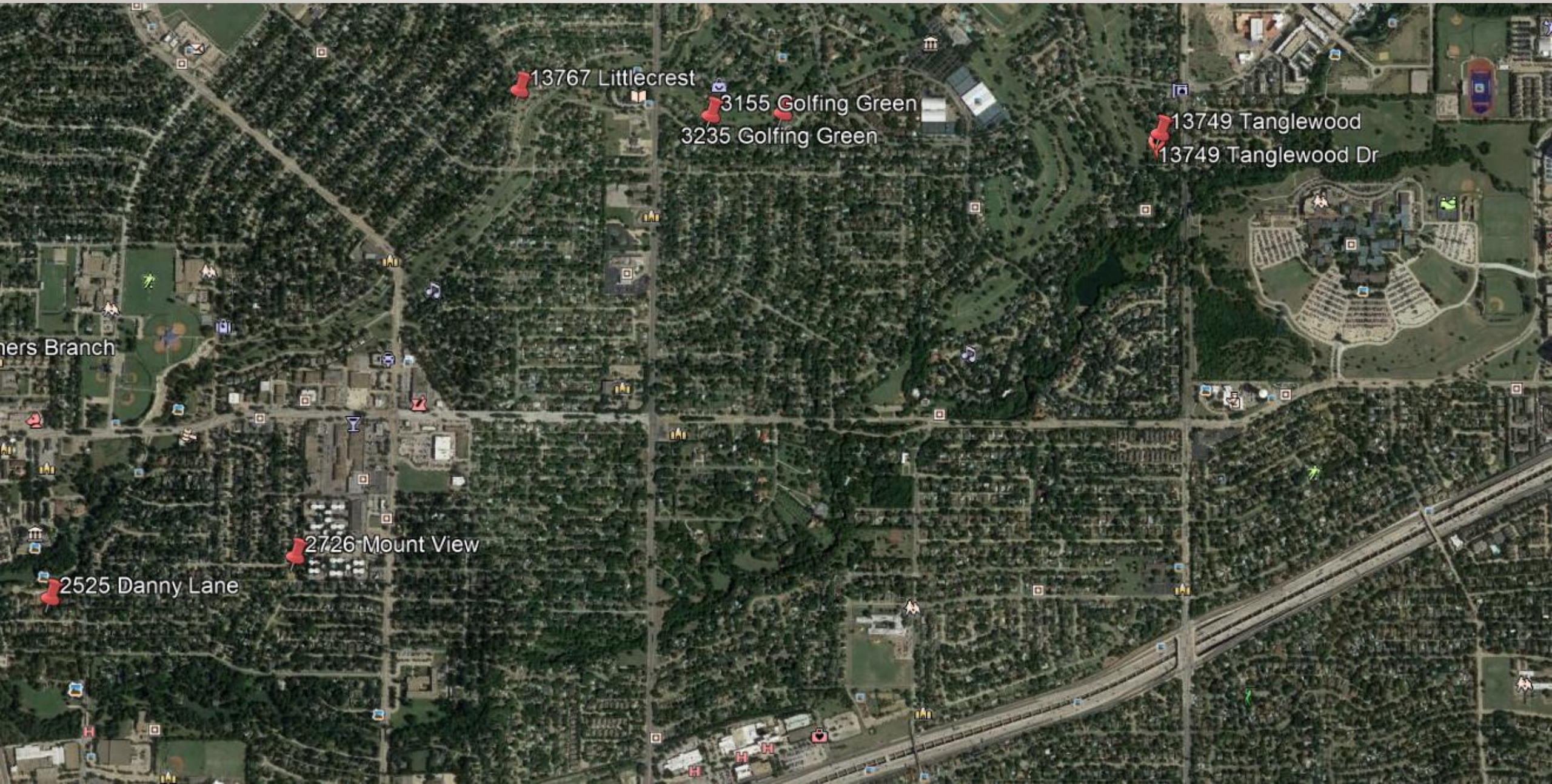
# FARMERS BRANCH & DREAM HOMES

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# 2017 PARTICIPANTS





# 2525 Danny Lane – Bob Hoebeke

One Home Demolished

5 Homes To Be Built

3,500 Sq Ft per Home

\$725,000 Est. Value per Home

**Estimated Total  
Value of 5 Homes  
\$3,625,000.00**



# RESIDENTIAL CONSTRUCTION IN FARMERS BRANCH – DEMO REBUILD PERMITS IN 2016

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- 13610 Tanglewood
- 3124 Brookhollow
- 3047 Topaz
- 14223 Coral Harbour
- 12718 Epps Field
- 14127 Tanglewood
- 14511 Tanglewood
- 12904 Harrisburg
- 14541 Tamerisk
- 3225 Brookhaven
- 2737 Farmers Branch Lane
- 3507 Apple Valley
- 2636 Leta Mae
- 12712 Epps Field
- 2707 Farmers Branch Lane

26 Total Permits Issued Calendar Year - 16 Within the Demolition Rebuild Program

# RESIDENTIAL CONSTRUCTION IN FARMERS BRANCH – DEMO REBUILD PERMITS IN 2017

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- 12951 Epps Field
- 12711 Epps Field
- 3535 Apple Valley
- 13426 Castleton
- 14340 Olympic Dr
- 3235 Golfing Green
- 13767 Littlecrest
- 2726 Mount View

19 Total Permits Issued Calendar Year - 8 Within the Demolition Rebuild Program



# RESIDENTIAL CONSTRUCTION IN FARMERS BRANCH – DEMO REBUILD CO'S IN 2017

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- 2526 Fruitland
- 2707 Farmers Branch Lane
- 14223 Coral Harbour
- 3463 Pine Tree
- 14127 Tanglewood
- 12712 Epps Field



# 2018 DEMOLITION REBUILD MARKETING EFFORTS

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- **Print Media**

- D Magazine Real Estate Issue

- **Social Media**

- Create Stories via Participant Testimonials and Photos to be used on City Instagram and Facebook Accounts
- Follow One Family From Start to Finish to Create a Connection with Audience

- **Discover & Other Website Opportunities**

- Before and After Photos and Testimonials
- Candy's Dirt Real Estate Feature
- Paid Google Search and Boosted Facebook Ads



# DEMOLITION REBUILD PARTICIPANT TESTIMONIAL

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THERESA SPENCE

14535 TANGLEWOOD

“We participated in Farmers Branch demo rebuild program and love our new home. The process was easy and the city was there for us every step of the way, from groundbreaking to receiving our CO, it couldn’t have gone smoother. We are excited to be part of a program that values families and supports the growth of residential betterment.”



# AVERAGE HOME PRICES SOLD IN FARMERS BRANCH

SOURCE: MLS

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- 2012 - \$165,282
- 2013 - \$169,864
- 2014 - \$194,130
- 2015 - \$212,765
- 2016 - \$239,087
- 2017 - \$268,344







OUTDOORS STAY EVENTS

Discoverfarmersbranch.com



Live Here



About Farmers Branch

Amenities

Why Farmers Branch?

Schools

**Residential Incentives**

Brookhaven Country Club

Community Involvement

F A R M E R S   B R A N C H  
**DEMO/REBUILD**  
PROPERTY TAX REBATE PROGRAM

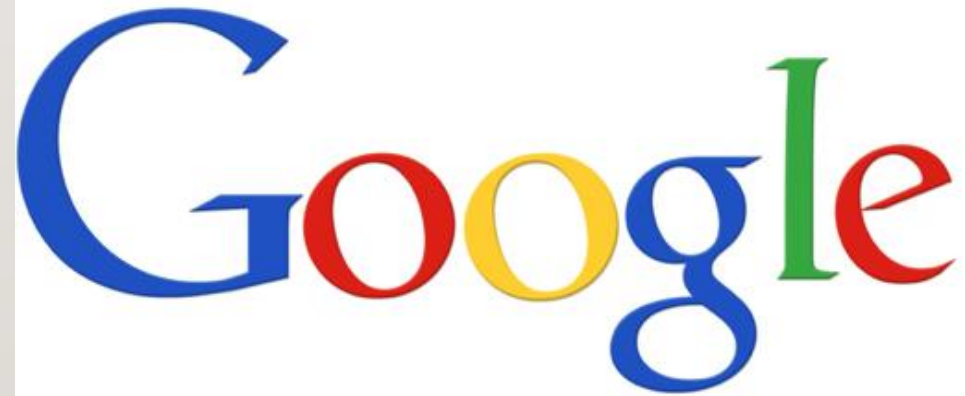


# MARKETING DOLLARS

## TOTAL ON DEMO REBUILD 2017 - \$38,700

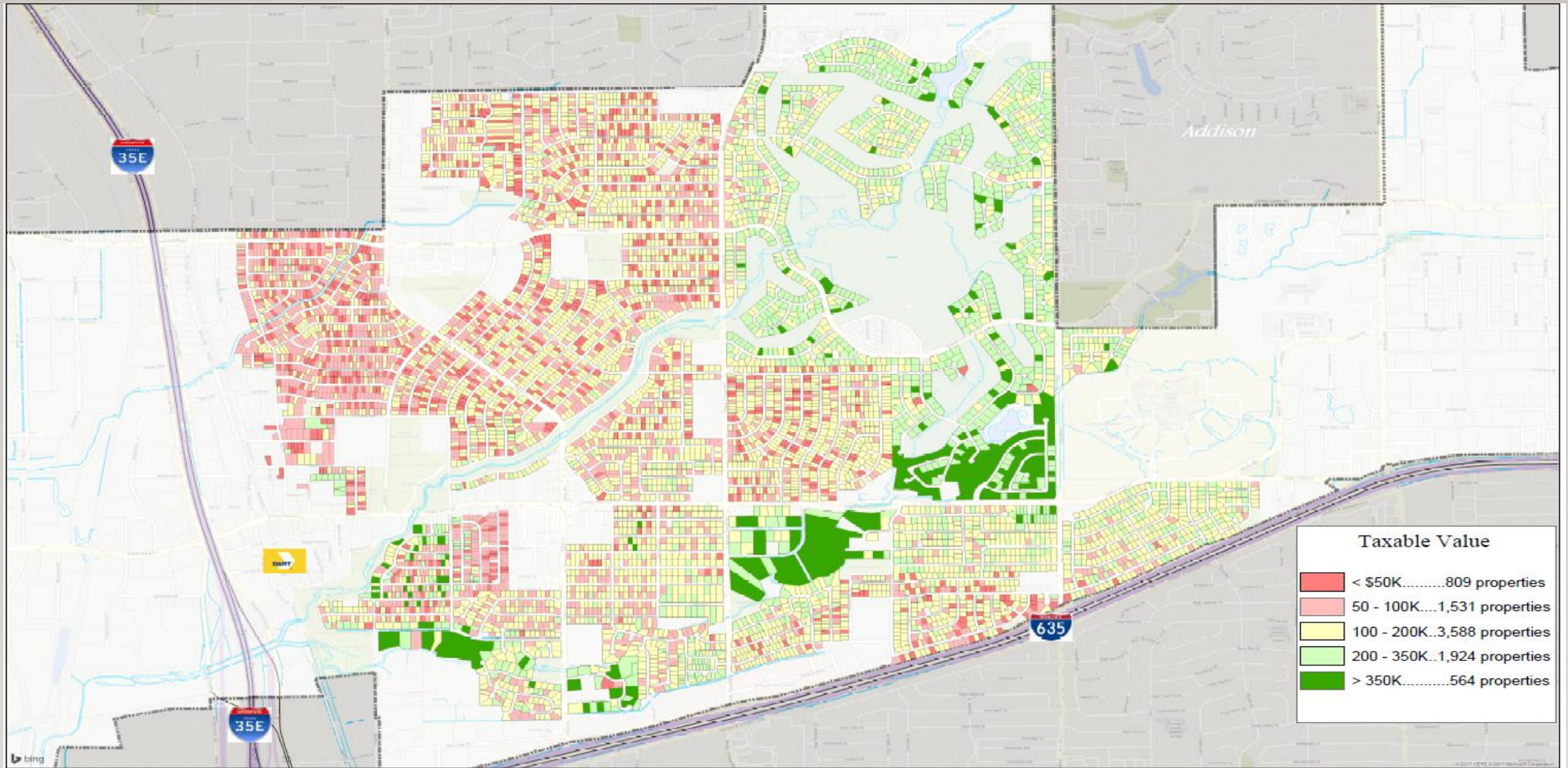
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- Google Search
  - Display Ads
  - Print Ads
  - Realtor Events
  - DR Ad Signs
  - Email Campaign
- (Cost of programming)





# Taxable Values – Single Family Residential Properties



32.5% Taxable Value < \$100 k

25.2% Rental Properties

*2017 Single Family Residential Properties*



Various official and unofficial sources were used to gather this information. Every effort was made to ensure the accuracy of this data, however, no guarantee is given or implied as to the accuracy of said data. For pictorial reference only.

Produced by the Information Services Dept.  
1,950 3,900

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Feet NORTH  
Date: 10/16/2017