



LANDZILLE

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YOUR TRUSTED GUIDE TO SMART LAND INVESTMENTS.



I AM LAND

THE POWER OF PLACE

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1. FROM THE CEO'S DESK: THE POWER OF PLACE.

Dear Friends,

As the seasons turn and the air grows crisp, I find myself reflecting on the idea of *place*—how where we are shapes who we become. Across centuries and markets, the power of place has consistently proven itself as the foundation upon which fortunes are built. It is not merely the property or asset itself, but its location that determines the trajectory of value, opportunity, and growth.

At Landzille, we have always believed that land is more than property; it is security, opportunity, and legacy. We recognize this power of place and dedicate ourselves to identifying and cultivating prime locations that offer both security and significant upside potential. Our mission is to guide you through these opportunities with data-backed analysis, local expertise, and a clear vision for future growth. This month, our theme—*The Power of Place*—reminds us that location isn't just a detail in an investment decision, it is the very foundation of lasting wealth and community.

In this edition, you will discover how cities rise on vision, how zoning shapes tomorrow's opportunities, and how families, just like yours, can create futures anchored in the right place. Our work is about more than transactions; it's about helping people find their place in a story bigger than themselves.

As you dive into this informative piece, I hope you feel inspired not just to invest in land, but to reflect on the places that matter most to you, the ones that hold your memories, your dreams, and your legacy. Because in the end, the true power of place is not only about growth or value, but about belonging.

Thank you for letting us be part of your journey. Here's to a season of reflection, opportunity, and vision.

Warmly,

Akingbade Akinfenwa

Founder & CEO, Landzille



2. MAPPING OPPORTUNITY: HOW LOCATION SHAPES VALUE



If land is the foundation of wealth, then location is the compass that directs its path. History has proven time and again that the places where people settle, build, and dream are the same places where value multiplies. In today's rapidly evolving landscape, the real question is ***where does the next wave of opportunity truly live?***

Urbanization offers the first clue. Around the globe, cities are expanding at breakneck speed, fueled by population growth and migration. A 2025 urban study revealed that residential demand alone can consume hundreds of hectares within a decade. In Mizan Aman, for example, the need for housing drove land demand up by more than 695 hectares in just ten years. This pattern is not isolated; it's the global rhythm of growth, underscoring the simple truth demand rises, but land does not expand.

That is why location matters beyond a pin on the map. It is the script of growth, written through infrastructure, utilities, and community development. Where these converge, demand intensifies, scarcity emerges, and value accelerates. For investors, the ability to interpret these signals is the difference between buying dirt and building legacy.

Nowhere is this more vivid than in North Texas. ***Gainesville, McKinney, and Sherman are expanding faster than the national average, fueled by Texas' astonishing growth.*** The U.S. Census confirms that over 1,000 new residents move to Texas every single day, many settling in the Dallas–Fort Worth and North Texas corridor. For every family that relocates, land, housing, and infrastructure must follow. For every investor that sees ahead, opportunity waits.

Infrastructure remains the most reliable early indicator. ***The planned expansion of Highway 82 and the \$35 billion Texas high-speed rail aren't just projects;*** they are wealth-shaping milestones. Historically, land within a few miles of major new infrastructure appreciates by 15–25% within five years. Investors who position themselves early don't just capture growth; they ride the wave that others only notice once it's too late. But numbers alone don't tell the full story. Growth is also driven by lifestyle shifts; families seeking space, businesses moving into suburban hubs, investors chasing stability. This migration has turned once quiet pockets into hotspots. ***Consider Cooke County, where average land prices have surged by over 40% in the past three years.*** The message is clear: yesterday's overlooked areas are today's prime frontiers.

At Landzille, we translate these movements into strategy. We map city growth patterns, analyze zoning updates, and track development pipelines, ensuring our investors are always ahead of the curve. Because land is more than soil it is direction, vision, and security. In the right location, it becomes the most enduring form of wealth creation. The future isn't waiting. It is already being built in highways, in communities, in counties like Cooke. The only question is whether you will stand back and watch it unfold, or step in and own your share of it.

3. ZONING DECODED: READING THE RULES THAT SHAPE TOMORROW



When most people look at a piece of land, they see it for what it is today. A quiet pasture. An open lot. A stretch of farmland. But seasoned investors know to look deeper, to see not just what the land is, but what it *could become*. That vision is often unlocked by one powerful, yet overlooked tool: **zoning**.

Zoning is more than paperwork or city jargon. It is a rulebook that quietly writes tomorrow's story. It determines if a property becomes a neighborhood, a shopping center, an industrial hub, or a recreational escape. And when those rules shift, values shift with them. According to the **Lincoln Institute of Land Policy**, **rezoning can increase land values by 50–200%**, depending on use. That means a piece of agricultural land today could, with the stroke of a zoning decision, become a cornerstone of tomorrow's economy.

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Nowhere is this transformation more visible than in **North Texas**. In **Sherman**, billions in semiconductor investments have turned once-rural tracts into industrial powerhouses, fueling demand for housing and commerce. In **McKinney**, pastures have been rezoned into mixed-use communities, with land values climbing more than 40% in just five years. **Gainesville**, too, is on the rise, as strategic zoning near Highway 82 opens up fresh opportunities for both residential and recreational land investors.

The challenge for investors is that by the time zoning changes make the headlines, the opportunity is often gone. The smart money is already in. This is why at Landzille, we focus on reading the signals early. We watch planning meetings, track future land-use maps, and pay attention to details like utility extensions and development applications. These clues tell us where the next wave of growth will break long before the crowd catches on.

Understanding zoning is not about deciphering codes; it's about seeing direction. It's about recognizing that land is not static rather it evolves with the needs of cities, families, and economies. For investors, zoning offers a window into tomorrow's possibilities. It is the difference between buying what everyone else sees today and investing in what few yet imagine.

In 2025, the best investment strategies go beyond location alone. Successful land investors decode zoning patterns and development research, identifying hidden opportunities in evolving land-use landscapes. The ability to interpret zoning trends offers a competitive edge, unlocking value hidden in regulatory frameworks and shaping tomorrow's thriving communities today. Our mission is to make zoning clear and actionable. We translate complex city plans into simple insights that empower investors to act with confidence. Because when you understand the rules shaping tomorrow, you are not just purchasing land; you're securing vision, growth, and legacy.



4. GROWTH CORRIDORS: WHERE THE FUTURE IS HEADED



Every generation has its hotspots, places where growth does not just happen, it explodes. For today's investors, those hotspots are the growth corridors of North Texas, and Gainesville is quickly becoming one of the brightest stars on the map.

Why Gainesville? The numbers speak for themselves. In just three years, land values in Cooke County where Gainesville sits have surged by more than **40%**. This momentum is being fueled by migration from the Dallas–Fort Worth metroplex, which welcomes over **300 new residents every single day**. Families seeking space, affordability, and quality of life are moving north, carrying with them demand for housing, schools, and commerce.

Infrastructure is accelerating this transformation. The expansion of **Highway 82** is reshaping travel and accessibility, while the **I-35 corridor** continues to attract logistics and industrial development. History confirms what we now see in real time: land within a few miles of major highway improvements typically appreciates **15–25% within the first five years**. Yet Gainesville is not growing on infrastructure alone, it is growing on momentum. Planned industrial projects, new residential communities, and expanded utilities are laying the foundation for sustained growth. Already, zoning shifts in and around the city are unlocking fresh residential and commercial opportunities, and savvy investors are taking note.

Zooming out, North Texas as a whole is no stranger to rapid transformation. The region's population, currently around 7.5 million, is projected to nearly double reaching **12–13 million by 2050**. This surge is pushing growth into emerging markets like Sherman, Denison, and Gainesville. What was once farmland or pastureland is quickly becoming tomorrow's suburbs, economic hubs, and centers of community life. Data highlights this trend across the corridor. In Gainesville, residential land sales jumped by **28% year-over-year**, driven by infrastructure projects and new business activity. Nearby towns such as Celina, Prosper, Melissa, and Anna are seeing similar population influxes, as affordability, lifestyle, and connectivity pull families outward from the urban core.

Collin County offers a striking case study. Since 2000, its population has more than doubled, now exceeding **1.25 million residents**, and it continues to attract both corporations and diverse industries. Employment has soared alongside, making the area one of the fastest-growing job markets in the nation. Projections suggest the county's population will **double again by 2060**, reinforcing its role as a powerhouse within the North Texas growth corridor.

The economic engine behind this transformation is infrastructure. Consider the **US 377 corridor**, a vital artery connecting small communities with major centers of commerce. Today, it supports over **4 million jobs**, with employment projected to grow by **29% by 2050**, alongside an astonishing **89% GDP increase**. These dynamics create fertile ground for investors who position themselves early, ahead of the curve.

What sets these corridors apart is not just numbers, but the human story behind them. Families are choosing neighborhoods with safe streets, good schools, and green spaces. Businesses are seeking well-connected communities that support growth and innovation. This intersection of accessibility, lifestyle, and economic vitality fuels relentless demand for land and with it, rising values.

For investors, the message is clear: ***growth corridors are where the future is being built today***. Gainesville, alongside its North Texas neighbors, represents one of the most compelling opportunities for strategic land acquisition in the country. Those who understand the pulse of population trends, infrastructure investments, and zoning shifts will be positioned not only to capture returns, but to shape tomorrow's communities. The future of North Texas is already being written in highways, in neighborhoods, in the quiet rise of once-overlooked towns. ***Gainesville and its neighbors stand as living proof that growth is not a distant promise but a present reality***. To see it clearly is to glimpse tomorrow's prosperity taking shape today.



5.BEYOND THE MAP: THE HUMAN SIDE OF PLACE



Every piece of land tells a story not just of soil and statistics, but of dreams, family legacies, and futures forever changed by the decision to plant roots in the right location. Behind the booming numbers of North Texas's fastest-growing markets lie the real lives of families and investors who found more than just financial gain; they found hope, security, and a home.

Take the Smith family from Gainesville. Five years ago, they took a leap of faith, investing in a tract of land on the edge of town. It wasn't simply about price, it was about envisioning a better life for their children: schools within reach, safe parks where memories could unfold, and a community growing stronger every day. Today, that land has risen in value by more than 28%, but its true worth is measured in the laughter of children and the stability of a future they now call their own.

Investors like Jane Martinez, a single mother turned landowner in Collin County, share similar journeys. Guided by data and determination, she identified growth corridors before they made headlines. Her once-quiet parcels have become prime residential plots. Beyond a strengthened portfolio, her decision altered her family's trajectory creating opportunities she never imagined possible. Collin County itself has mirrored her story, doubling its population since 2000 to 1.25 million residents, powered by one of the fastest-growing job markets in the nation. These stories are not outliers. Research shows that land near developing corridors consistently yields up to 30% higher returns compared to static markets. But statistics only tell half the story. The other half is deeply human: the comfort of a safe neighborhood, the stability of generational wealth, the pride of ownership. Families don't just invest in acreage; they invest in futures they can touch and pass on.

National trends echo this truth. Nearly 44% of family offices have increased real estate holdings in recent years, prioritizing assets that deliver not just stable income but also enduring legacy. Land, more than any other asset, embodies this dual promise: it is both a safeguard for wealth and a vessel for memory, continuity, and belonging. Maps can trace highways, zoning lines, and city limits, but they cannot capture why a couple chose to build in a quiet town, or the relief of a first-time investor whose land becomes life-changing wealth. The true story of land is not only in its boundaries but in its people.

Consider Gainesville again. In the past five years, rural land values across North Texas have climbed nearly 42% -(Texas Real Estate Research Center, 2023). For one young couple, a \$50,000 purchase in 2020 has grown into an asset worth over \$70,000—before a single brick was laid. For another investor in Grayson County, a five-acre parcel purchased along a modest county road soared in value by 65% after a planned TxDOT expansion. These aren't isolated wins; they are the natural outcome of growth corridors reshaping the region.

Yet numbers alone cannot explain the pull of place. A family sees safety and stability. A retiree sees peace of mind and a hedge against volatility. An investor sees independence and the thrill of legacy-building. Each perspective is different, but the truth is shared: ***land transforms not only portfolios but lives.***

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And as North Texas prepares for 12–13 million residents by 2050, the question isn't whether growth will happen, it is where, and who will be positioned to benefit. ***The Texas Demographic Center projects that by 2036 just over a decade from now Texas will add more than 10 million new residents, outpacing the combined growth of Florida and California.*** This tidal wave of demand isn't just statistical noise; it's a reshaping of the economic and human landscape. Already, ***U-Haul's 2024 Growth Index ranked Texas the #1 state for inbound moves for the fourth consecutive year***, reflecting not just corporate relocations but families seeking affordability, safety, and opportunity.

Real wealth is born at this intersection where hard data meets human desire, where maps meet memories, and where opportunity becomes legacy. Beyond the statistics lies the heart of place: the children who grow, the families who thrive, and the communities that rise together. Land, in the end, is not only about ownership it is about belonging. Families and investors who understand this now aren't just watching maps change, they are shaping their own futures. Because beyond the statistics and zoning lines, the real story of North Texas land is that it has the rare ability to multiply both wealth and belonging at the same time. It is, quite literally, where tomorrow is being written acre by acre, family by family, dream by dream.



6. THE TIME MACHINE OF LAND



While the core concept of land as a "time machine" transcending eras holds universally, the specific patterns of land acquisition, historical land conflicts, and economic drivers vary across the U.S. North Texas's blend of early settlement disputes, rapid metro growth, and investment appeal typifies many U.S. sunbelt regions but is shaped by its unique history and geography.

Land is more than geography; it is history in motion. What looks like an empty pasture today could, within a generation, become the heartbeat of a city. North Texas offers one of the clearest living examples of how landscapes evolve, carrying with them the stories of growth, migration, and opportunity.

THEN → NOW → TOMORROW

At the turn of the millennium, **McKinney** was a town of just **54,000 people (U.S. Census, 2000)**. Fields and ranchland defined its character. Fast forward to 2023, and McKinney has grown to over **208,000 residents—a near fourfold increase**. Once-rural roads now host master-planned communities, schools, and retail centers. Looking ahead, city planners project a population of nearly **300,000 by 2040**, making it one of the fastest-growing cities in the U.S.

Just ten years ago, **Sherman** was still defined by agriculture and small industry. Today, it is on the global map with **\$35 billion in semiconductor projects** by Texas Instruments and GlobalWafers. Those investments are expected to generate **6,000+ jobs directly** and thousands more indirectly. Land values, once steady at under **\$8,000 an acre**, have surged as residential and commercial developers rush to meet the housing and service demands of a booming workforce.

For decades, **Gainesville** was known as a quiet Cooke County seat. But proximity to the I-35 corridor and the expansion of Highway 82 have set the stage for transformation. Since 2019, **Cooke County land values have risen nearly 42%** (*Texas Real Estate Research Center*), while residential land transactions in Gainesville are up **28% year-over-year**. Local zoning updates and infrastructure improvements are turning what was once a rural edge into a future residential and commercial hub.

These changes are not random. A study by the Texas Real Estate Research Center shows that land within **5 miles of major new infrastructure projects appreciates 15–25% within five years**. Highways, utilities, and corporate relocations act like catalysts once they appear, communities follow, and land values accelerate. For families, this means more than numbers. In McKinney, what began as a pasture is now a neighborhood where children walk to brand-new schools. In Sherman, a farmer's land has become the foundation for a global industry. In Gainesville, a couple who purchased acreage in 2020 has already doubled their equity, all while securing the open space they wanted for their children.

History shows us that the greatest land opportunities are rarely obvious at first glance. They are found in quiet corners before the highways, schools, and industries arrive. Today, North Texas is writing its next chapter, and what feels like the edge of growth now will be tomorrow's center of gravity. The time machine of land is always running. And sometimes, to feel the full weight of that journey, it helps to imagine not just data, but a voice reaching out from tomorrow to remind us of what our choices today can mean.



Postcard from the Future

Dear Reader,

Greetings from the year 2050. I'm standing on what was once open pastureland in Gainesville, Tx. Today, it's a thriving neighborhood; children racing bikes down tree-lined streets, cafés filled with laughter, and businesses humming with opportunity.

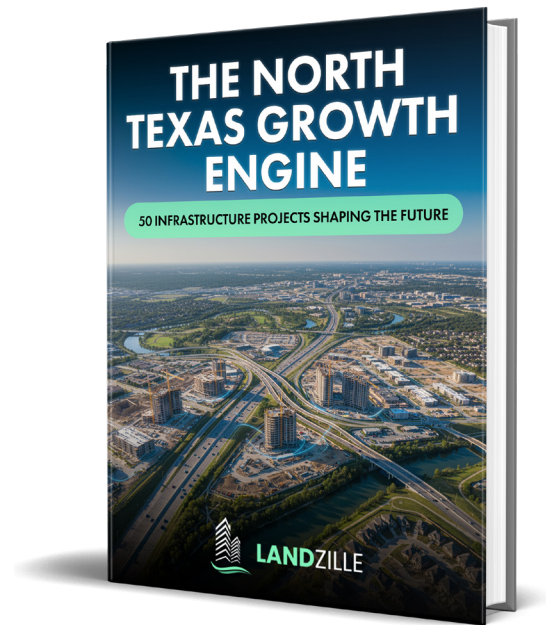
It's hard to believe that only 25 years ago, this ground was grass and gravel roads. But someone, maybe someone like you saw the future written in the soil. They chose to plant roots here, and that choice became the seed of an entire community.

The highways hum with life, the schools are filled with laughter, and the land you once saw as open fields now anchors thriving neighborhoods and opportunities. The decision to believe in this place shaped not just my balance sheet, but my story. If you could see it: the parks, the homes, the quiet sense of belonging you'd know why the best time to invest was yesterday, and the next best time is today.

— *Yours from tomorrow.*

7. LANDZILLE RECOMMENDS: BOOK, TOOLS, EVENTS

BOOK OF THE MONTH:
THE NORTH TEXAS GROWTH ENGINE BY AKINGBADE AKINFENWA



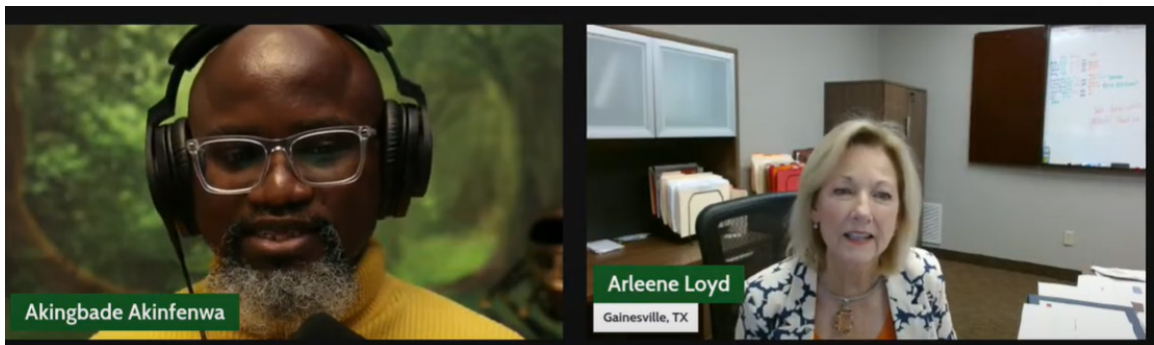
A data-driven journey through North Texas growth, revealing how place ignites opportunity, shapes economies, and defines destiny.
Download it free at www.landzille.com/resources.

TOOLS TO LOVE:

- » Google Earth Pro – Visualize your land and explore surrounding growth corridors.
- » City-Data.com – Dive into Gainesville demographics, trends, and projections.

UPCOMING & RECENT EVENT:

- » **The Next Chapter: Beyond Gainesville Phase 1:** The story is only just unfolding. Gainesville Phase 1 was proof of what's possible when vision meets the right place, but what's next is designed to raise the bar even higher. We are preparing to introduce a project that taps into one of North Texas's fastest-growing corridors, where opportunity and demand are converging like never before. Details will begin to drop soon!
- » **Behind the Build: GEOTELA** is moving from concept to reality. We have made appreciable progress; screens are ready, integrations are underway, and everything is moving smoothly toward the BETA testing phase. Soon, our community will step in as pioneer users, experiencing the platform firsthand. Something big is coming. Every land has a story, and GEOTELA is how we will tell it.
- » **September Community Event Recap:**



Our September community virtual event was a resounding success! We had the privilege of hosting **Arlene Loyd, Director of the Gainesville Economic Development Corporation**, who shared invaluable insights into how growth and infrastructure are shaping the future of land investment in North Texas. It was an engaging and impactful session. If you missed it or want to revisit the key takeaways, you can watch the full session now on our YouTube page: LandZille.



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