

YOUR #1 RELOCATION GUIDE



LIVING IN NORTH TEXAS

WHEN YOU WIN,
I WIN!

NEW VIDEOS
EVERY WEEK!

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WELCOME TO NORTH TEXAS

Thank you for downloading this Relocation Guide. I'm Connor Hornsby, CEO of North Texas Living, former Division I athlete, and local real estate expert. With nearly a decade of experience helping hundreds of clients buy, sell, and relocate, I'm here to guide you toward confident real estate decisions.

*My philosophy has always been simple:
**"Client Over Commission
When you win, I win."***

North Texas blends major-city opportunity with quiet, wide-open spaces. From the vibrant energy of Dallas and Fort Worth to fast-growing communities like Celina, Melissa, Anna, and Van Alstyne, the region offers a lifestyle for everyone.





OPPORTUNITY MEETS LIFESTYLE

WHY PEOPLE ARE MOVING TO NORTH TEXAS

North Texas continues to attract new residents because it offers a compelling mix of career opportunities, housing choices, recreation, entertainment, and access to two major urban centers.

The region added more than 203,000 residents during 2025, bringing North Central Texas to nearly 9 million residents at the beginning of 2026.



WHAT DRAWS PEOPLE HERE

- ✓ Diverse employment centers across multiple industries
- ✓ Established suburbs and rapidly growing communities
- ✓ Extensive new construction options
- ✓ Two major downtown cores in Dallas and Fort Worth
- ✓ Major airports and highway connections
- ✓ Lakes, trails, parks, sports, dining, and entertainment
- ✓ Housing ranging from urban condos to acreage estates

North Texas gives buyers room to choose the lifestyle that fits them.



FIND THE RIGHT COMMUNITY

REASONS TO BUY

North Texas offers unmatched variety—from major job hubs and vibrant suburban centers to fast-growing communities with lakes, parks, and historic downtowns. Rapid business and population growth continues to drive expansion across Collin, Denton, Tarrant, Rockwall, and Grayson counties.

ONE REGION. MANY WAYS TO LIVE.

HOUSING OVERVIEW

North Texas housing ranges from Dallas high-rises and established Plano neighborhoods to luxury estates in Southlake, master-planned developments in Frisco and Celina, and spacious acreage farther north and east.

POPULAR HOUSING OPTIONS

- New construction communities
- Established suburban neighborhoods
- Luxury homes and custom estates
- Townhomes and condominiums
- Investment and rental properties

The right location often matters just as much as the house itself.

CONNOR'S APPROACH



Buying here isn't just about finding a home—it's about understanding local growth, community vibe, commute times, and how a property aligns with your long-term goals.



UNDERSTANDING THE FULL COST

COST OF LIVING & TAXES

Housing costs vary widely across North Texas. Prime locations near job hubs command higher prices, while outer communities offer greater value, newer construction, and larger lots.

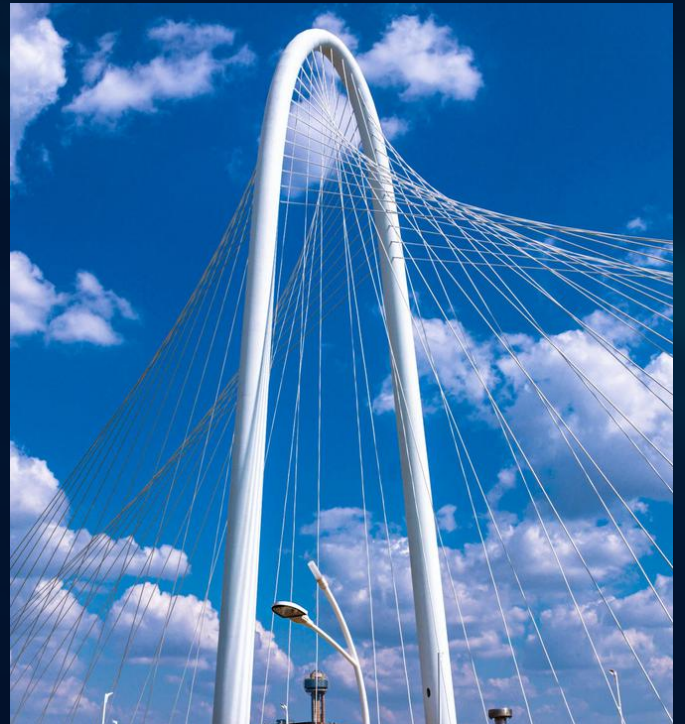
TEXAS TAXES EXPLAINED

Texas has no individual state income tax. Property taxes are set locally by cities, counties, and school districts, causing rates to vary by area. However, homeowners can lower their bill through local exemptions, such as the homestead exemption.



TIP

Compare the complete monthly ownership cost, not just the purchase price.



BUILT AROUND REGIONAL CONNECTIONS

GETTING AROUND NORTH TEXAS

When buying a home in North Texas, factor in your commute early. Key highway corridors—US 75, I-35E, I-35W, I-30, SH 121, Dallas North Tollway, PGBT, and SH 114—link the region's main employment and residential hubs.

Public transit covers the urban core and select suburbs through DART (Dallas area), the TRE (Dallas to Fort Worth), and DCTA's A-train (Denton County).

MAJOR AIRPORTS

-  DFW International Airport
-  Dallas Love Field

A GLOBAL CULINARY AND
CULTURAL CAPITAL

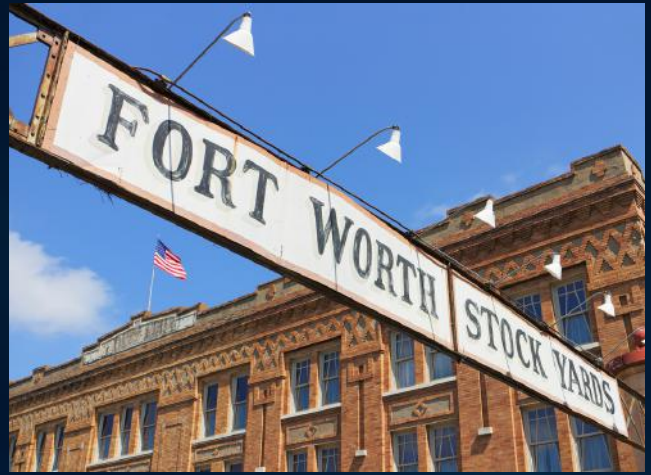
OUTDOORS & FOOD

North Texas balances metropolitan attractions with plenty of outdoor space. Spend a weekend along White Rock Lake, Lake Ray Hubbard, Lewisville Lake, Lake Texoma, Trinity Trails, or one of the many city trail systems and neighborhood parks throughout the region.



TASTE NORTH TEXAS

Expect Texas barbecue and Tex-Mex alongside steakhouses, global cuisine, neighborhood favorites, breweries, food halls, and chef-driven restaurants.



ARTS & ENTERTAINMENT

Dallas' Arts District brings together major museums, performing arts venues, and cultural institutions, while Fort Worth's Cultural District is known for nationally recognized museums and galleries. Then there are entertainment districts with completely different personalities, including:

- Bishop Arts District
- Deep Ellum
- Fort Worth Stockyards
- Historic Downtown McKinney
- Downtown Denton
- Downtown Plano

SCHOOLS, CAREERS & HEALTHCARE



North Texas includes dozens of public school districts, charter options, private schools, colleges, and universities. School boundaries can change by property, so buyers should always verify enrollment directly with the applicable district.

HIGHER EDUCATION

- University of North Texas
- Texas Woman's University
- The University of Texas at Dallas
- Southern Methodist University
- Texas Christian University
- Collin College



MAJOR EMPLOYMENT SECTORS

- Technology
- Finance
- Healthcare
- Aerospace
- Manufacturing
- Logistics
- Professional Services
- Defense
- Semiconductor Manufacturing



HEALTHCARE NETWORKS

Residents have access to major regional systems including UT Southwestern, Baylor Scott & White Health, Texas Health Resources, Medical City Healthcare, and Children's Health.

ESTABLISHED, CONNECTED &
CONVENIENT

ALLEN

Allen is a polished Collin County suburb known for established neighborhoods, excellent everyday amenities, and convenient access to Plano, McKinney, and Dallas. Shopping, parks, restaurants, and family-friendly recreation are all close to home.

BEST FOR

- Families
- Move-Up Buyers
- Professionals
- Investors

LIFESTYLE

Allen works well for buyers who want an established suburban community with plenty of shopping, dining, recreation, and neighborhood amenities without being far from major employment centers.

KNOWN FOR

Watters Creek, Allen Premium Outlets, Celebration Park, strong community amenities, and convenient US-75 access.



POPULATION

~113,447



MEDIAN HOME PRICE

~\$517,494



SCHOOL DISTRICT

~Allen ISD



PUBLIC TRANSIT

~DART Bus & GoLink

SEE HOMES IN ALLEN



FAST-GROWING NORTH TEXAS
LIVING WITH NEWER HOMES

ANNA

Anna is one of Collin County's rapidly growing communities, offering newer housing, expanding amenities, and easy access to US-75. Its location north of McKinney gives buyers more room while keeping the Metroplex within reach.



BEST FOR

- First-Time Buyers
- Families
- New Construction Buyers
- Investors

LIFESTYLE

Anna works well for buyers looking for newer homes and a growing suburban environment. New neighborhoods continue to bring parks, schools, shopping, and community amenities to the area.

KNOWN FOR

New construction, Slayter Creek Park, US-75 access, expanding neighborhoods, and small-town roots.



POPULATION

~24,330



MEDIAN HOME PRICE

~\$351,700



SCHOOL DISTRICT

~Anna ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN ANNA



SMALL-TOWN ROOTS MEET
NORTH TEXAS GROWTH

CELINA

Celina combines historic small-town character with some of the most significant residential growth in North Texas. New master-planned communities, expanding retail, and Dallas North Tollway access continue to transform the city.



BEST FOR

- New Construction Buyers
- Families
- Luxury Buyers
- Investors

LIFESTYLE

Celina is ideal for buyers who want newer homes, larger floor plans, and a growing community while still having access to a recognizable historic downtown.

KNOWN FOR

Historic Downtown Celina, master-planned communities, Old Celina Park, Dallas North Tollway, and rapid growth.



POPULATION

~51,661



MEDIAN HOME PRICE

~\$529,873



SCHOOL DISTRICT

~Celina ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN CELINA



BIG-CITY ENERGY WITH A
NEIGHBORHOOD

DALLAS

Dallas offers an incredible variety of lifestyles, from downtown and walkable districts to neighborhoods and luxury communities. The city combines major employment centers with dining, entertainment, arts, and outdoor recreation.

BEST FOR

- Professionals
- Luxury Buyers
- Investors
- Urban Buyers

LIFESTYLE

Dallas works exceptionally well for buyers who want access to restaurants, entertainment, culture, major employers, and diverse housing options without leaving the city.

KNOWN FOR

Dallas Arts District, Bishop Arts, Deep Ellum, White Rock Lake, Uptown, and major corporate headquarters.



POPULATION

~1,329,491



MEDIAN HOME PRICE

~\$315,056



SCHOOL DISTRICT

~Dallas ISD



PUBLIC TRANSIT

~DART Rail & Bus

SEE HOMES IN DALLAS



HISTORIC CHARM MEETS
LAKE TEXOMA LIVING

DENISON

Denison offers a relaxed North Texas lifestyle with historic character, affordable housing options, and easy access to Lake Texoma. Its location along US-75 also connects residents to Sherman and the growing northern corridor.



BEST FOR

- First-Time Buyers
- Retirees
- Families
- Outdoor Enthusiasts

LIFESTYLE

Denison works well for buyers who want more space and a slower pace while staying connected to shopping, healthcare, employment, and outdoor recreation.

KNOWN FOR

Lake Texoma, historic downtown, Eisenhower birthplace, outdoor recreation, and US-75 access.



POPULATION

~25,778



MEDIAN HOME PRICE

~\$180,900



SCHOOL DISTRICT

~Denison ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN DENISON



COLLEGE-TOWN WITH DISTINCT
NORTH TEXAS CHARACTER

DENTON

Denton combines university-town energy with established neighborhoods, independent businesses, outdoor recreation, and a vibrant downtown. Its location along I-35 makes it a convenient option for buyers working throughout North Texas.

BEST FOR

- First-Time Buyers
- Students & Faculty
- Young Professionals
- Families

LIFESTYLE

Denton offers a more independent and creative atmosphere than many suburban communities. Residents enjoy live music, local restaurants, outdoor recreation, and an active downtown.

KNOWN FOR

Denton Square, UNT, TWU, live music, Ray Roberts Lake, and its creative culture.



POPULATION

~152,866



MEDIAN HOME PRICE

~\$348,200



SCHOOL DISTRICT

~Denton ISD



PUBLIC TRANSIT

~DCTA Bus & A-Train

SEE HOMES IN DENTON



SMALL TOWN CHARM WITH
ROOM TO BREATHE

FARMERSVILLE

Farmersville offers a much quieter Collin County lifestyle with historic character, plenty of open space, and easy access to scenic Lake Lavon. It provides an alternative to the larger, denser suburbs farther west.



BEST FOR

- First-Time Buyers
- Retirees
- Acreage Buyers
- Small-Town Seekers

LIFESTYLE

Farmersville is a good fit for buyers who want a slower pace, larger properties, and a strong sense of community while remaining within the broader North Texas region.

KNOWN FOR

Historic downtown, Chaparral Trail, Lake Lavon, open land, and small-town living.



POPULATION

~4,018



MEDIAN HOME PRICE

~\$259,400



SCHOOL DISTRICT

~Farmersville ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN FARMERSVILLE



MATURE NEIGHBORHOODS MEET
LAKE AND TRAIL LIVING

FLOWER MOUND

Flower Mound offers established neighborhoods, extensive parks, trails, shopping, and convenient access to Grapevine Lake and DFW Airport. Its mature setting gives it a different feel from newer North Texas suburbs.



BEST FOR

- Families
- Move-Up Buyers
- Professionals
- Outdoor Enthusiasts

LIFESTYLE

Flower Mound works well for buyers who want a polished suburban lifestyle with trails, recreation, established neighborhoods, and easy access to both Dallas and Fort Worth.

KNOWN FOR

Grapevine Lake, River Walk, parks and trails, DFW Airport access, and established neighborhoods.



POPULATION

~78,389



MEDIAN HOME PRICE

~\$560,200



SCHOOL DISTRICT

~Lewisville ISD



PUBLIC TRANSIT

~DCTA Bus Service

SEE HOMES IN FLOWER MOUND



SPORTS, ENTERTAINMENT &
MASTER-PLANNED LIVING

FRISCO

Frisco has become one of North Texas' most recognizable suburban destinations, combining new housing with major sports venues, shopping, dining, and corporate growth. Master-planned communities provide a wide range of modern housing options.



BEST FOR

- Families
- New Construction Buyers
- Professionals
- Luxury Buyers

LIFESTYLE

Frisco is ideal for buyers who want newer homes, excellent amenities, sports and entertainment, and convenient access to major employment centers.

KNOWN FOR

The Star, PGA Frisco, Grandscape, Stonebriar, master-planned communities, and Frisco ISD.



POPULATION
~245,470



MEDIAN HOME PRICE
~\$673,986



SCHOOL DISTRICT
~Frisco ISD



PUBLIC TRANSIT
~DART Bus Service

SEE HOMES IN FRISCO



WESTERN HERITAGE WITH BIG-CITY OPPORTUNITY

FORT WORTH

Fort Worth combines historic Texas character with major-city amenities, cultural attractions, and extensive outdoor recreation. Buyers can choose everything from urban living to suburban communities and larger properties.



BEST FOR

- Families
- First-Time Buyers
- Professionals
- Luxury Buyers

LIFESTYLE

Fort Worth offers housing and lifestyles, with more space compared with similarly positioned areas of Dallas. Its neighborhoods each bring their own distinct personality.

KNOWN FOR

Fort Worth Stockyards, Cultural District, Sundance Square, Trinity Trails, and western heritage.



POPULATION
~963,000



MEDIAN HOME PRICE
~\$333,000



SCHOOL DISTRICT
~Fort Worth ISD



PUBLIC TRANSIT
~Trinity Metro, TEXRail & TRE

SEE HOMES IN FORT WORTH



LAKE LIVING MEETS NEW
CONSTRUCTION GROWTH

LAVON

Lavon offers newer neighborhoods, access to Lake Lavon, and a growing suburban environment east of the Dallas core. The community provides more breathing room while remaining connected to Collin County.



BEST FOR

- Families
- New Construction Buyers
- First-Time Buyers
- Outdoor Enthusiasts

LIFESTYLE

Lavon is also ideal for active buyers who want more affordable newer homes and diverse outdoor recreation options without being constantly surrounded by the density of larger suburbs.

KNOWN FOR

Lake Lavon, new construction, SH-78, growing neighborhoods, and outdoor recreation.



POPULATION

~6,498



MEDIAN HOME PRICE

~\$394,300



SCHOOL DISTRICT

~Community ISD



PUBLIC TRANSIT

~Limited; Primarily Car

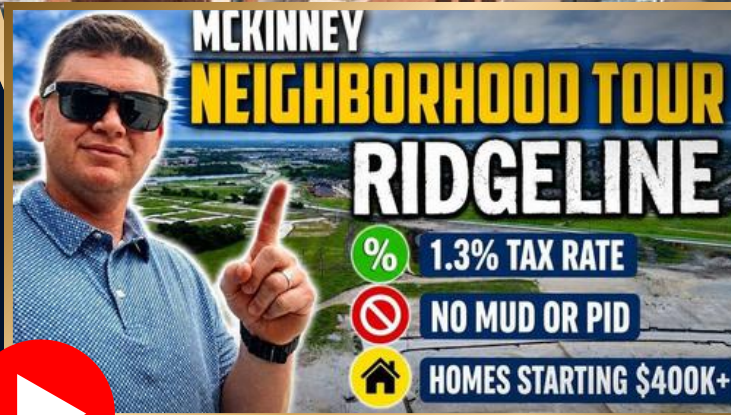
SEE HOMES IN LAVON



HISTORIC CHARACTER MEETS
MODERN SUBURBAN LIVING

MCKINNEY

McKinney offers one of North Texas' best combinations of historic charm and modern development. Buyers can explore established neighborhoods near downtown or newer communities with modern amenities.



BEST FOR

- Families
- Move-Up Buyers
- First-Time Buyers
- Professionals

LIFESTYLE

McKinney gives residents convenient access to top-rated restaurants, shopping, parks, entertainment, and lively community events while still maintaining a distinctly more relaxed suburban atmosphere.

KNOWN FOR

Historic Downtown McKinney, Adriatica Village, Towne Lake, parks, and diverse neighborhoods.



POPULATION
~210,600



MEDIAN HOME PRICE
~\$480,265



SCHOOL DISTRICT
~McKinney ISD



PUBLIC TRANSIT
~DART Bus Service

SEE HOMES IN MCKINNEY



NEW HOMES, FAMILY LIVING &
NORTHWARD GROWTH

MELISSA

Melissa is a rapidly developing community north of McKinney where new neighborhoods, schools, and amenities continue to reshape the city. US-75 provides a direct connection to the larger North Texas region.



BEST FOR

- Families
- New Construction Buyers
- First-Time Buyers
- Investors

LIFESTYLE

Melissa is a strong option for buyers who want newer homes and a growing suburban environment. Many communities offer pools, parks, trails, and family-focused amenities.

KNOWN FOR

New construction, Melissa ISD, US-75 access, family neighborhoods, and rapid growth.



POPULATION
~20,136



MEDIAN HOME PRICE
~\$454,000



SCHOOL DISTRICT
~Melissa ISD



PUBLIC TRANSIT
~Limited; Primarily Car

SEE HOMES IN MELISSA



ESTABLISHED LIVING IN THE
HEART OF NORTH TEXAS

PLANO

Plano offers mature neighborhoods, major employment centers, excellent shopping, restaurants, parks, and convenient regional access. Its location makes it one of the area's most established suburban choices.



BEST FOR

- Families
- Professionals
- Move-Up Buyers
- Empty Nesters

LIFESTYLE

Plano works exceptionally well for buyers who want beautifully established communities and top-tier amenities without ever giving up convenient access to downtown Dallas or other thriving Collin County cities.

KNOWN FOR

Legacy West, Downtown Plano, Arbor Hills, major employers, and established neighborhoods.



POPULATION

~290,594



MEDIAN HOME PRICE

~\$518,080



SCHOOL DISTRICT

~Plano ISD



PUBLIC TRANSIT

~DART Rail & Bus

SEE HOMES IN PLANO



UPSCALE NEW CONSTRUCTION
WITH ROOM TO GROW

PROSPER

Prosper is known for luxury homes, larger floor plans, master-planned communities, and an upscale suburban atmosphere. Development around the Dallas North Tollway continues to bring new amenities to the area.

BEST FOR

- Luxury Buyers
- Families
- New Construction Buyers
- Move-Up Buyers

LIFESTYLE

Prosper is ideal for buyers who want more space, newer homes, and a polished suburban environment. The area is especially popular with families seeking larger properties.

KNOWN FOR

Luxury homes, Frontier Park, PGA Frisco nearby, Dallas North Tollway, and Prosper ISD.



POPULATION

~49,355



MEDIAN HOME PRICE

~\$789,778



SCHOOL DISTRICT

~Prosper ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN PROSPER



LAKE LIVING WITH EASY ACCESS
TO DALLAS

ROCKWALL

Rockwall offers a vibrant, strong suburban lifestyle centered around Lake Ray Hubbard. The city seamlessly combines established neighborhoods, newer communities, shopping, dining, and exceptional waterfront recreation.

BEST FOR

- Families
- Outdoor Enthusiasts
- Move-Up Buyers
- Retirees

LIFESTYLE

Rockwall works well for buyers who want a suburban home with access to boating, fishing, parks, and waterfront dining while remaining connected to Dallas via I-30.

KNOWN FOR

Lake Ray Hubbard, The Harbor, Historic Downtown Rockwall, parks, and Rockwall ISD.



POPULATION

~51,168



MEDIAN HOME PRICE

~\$411,700



SCHOOL DISTRICT

~Rockwall ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN ROCKWALL



GROWING SUBURBAN LIVING
EAST OF DALLAS

ROYSE CITY

Royse City offers new construction, expanding neighborhoods, and I-30 access while maintaining elements of its small-town identity. Growth continues to bring new services and amenities to the community.

BEST FOR

- First-Time Buyers
- Families
- New Construction Buyers
- Investors

LIFESTYLE

Royse City is an exceptionally good fit for buyers who want affordable newer homes and significantly more suburban space while still staying easily connected to Dallas and Rockwall.

KNOWN FOR

New construction, I-30 access, historic downtown, nearby Lake Ray Hubbard, and rapid growth



POPULATION
~20,037



MEDIAN HOME PRICE
~\$322,500



SCHOOL DISTRICT
~Royse City ISD



PUBLIC TRANSIT
~Limited; Primarily Car

SEE HOMES IN ROYSE



NORTH TEXAS GROWTH WITH
ROOM TO EXPAND

SHERMAN

Sherman is becoming an increasingly important economic and residential hub directly north of the Metroplex. New development, major employers, and easy US-75 connectivity are reshaping the community.

BEST FOR

- First-Time Buyers
- Families
- Investors
- Relocating Professionals

LIFESTYLE

Sherman provides a more relaxed pace and generally more accessible housing while benefiting from significant economic investment throughout the region.

KNOWN FOR

US-75, Austin College, Lake Texoma access, growing industry, and expanding development.



POPULATION

~46,397



MEDIAN HOME PRICE

~\$243,500



SCHOOL DISTRICT

~Sherman ISD



PUBLIC TRANSIT

~Limited; Primarily Car

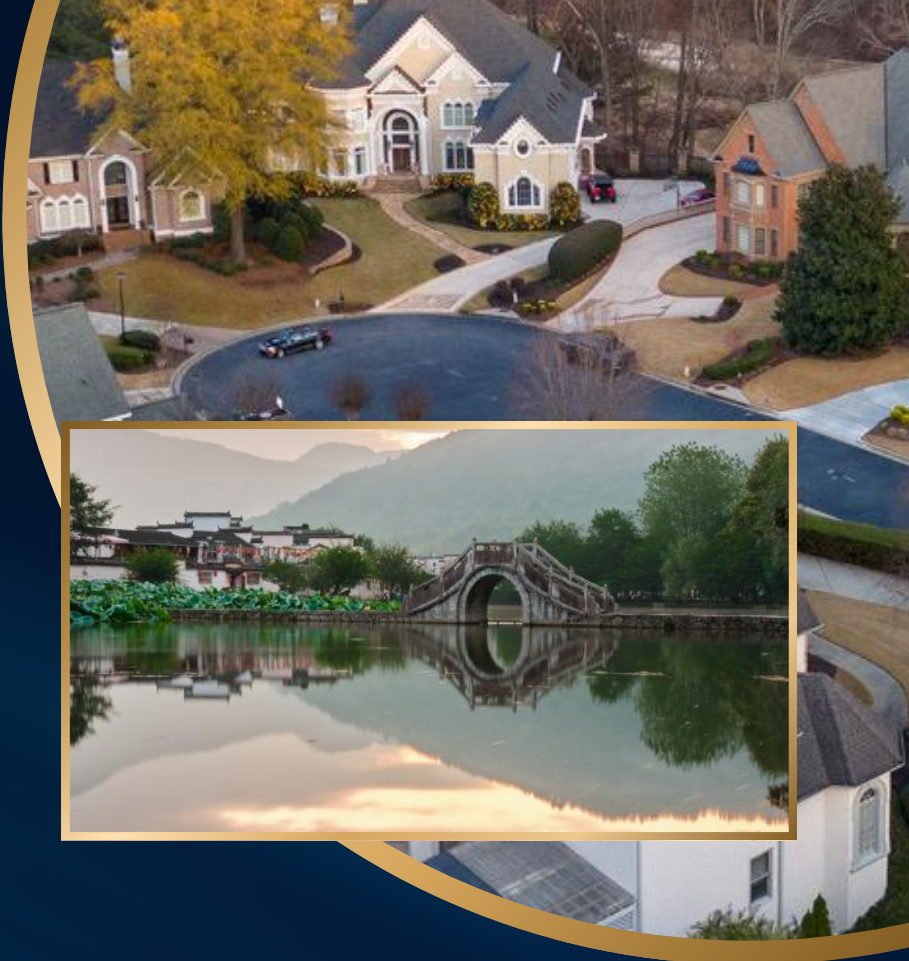
SEE HOMES IN SHERMAN



UPSCALE LIVING WITH
EXCEPTIONAL DFW ACCESS

SOUTHLAKE

Southlake is an exceptionally desirable, established luxury community known for spacious, custom large homes, highly regarded schools, upscale amenities, and convenient access to nearby DFW International Airport.



BEST FOR

- Luxury Buyers
- Families
- Executives
- Move-Up Buyers

LIFESTYLE

Southlake works well for buyers who want spacious homes, polished neighborhoods, premium shopping and dining, and easy access to major business centers.

KNOWN FOR

Southlake Town Square, Carroll ISD, Bob Jones Nature Center, luxury homes, and SH-114.



POPULATION

~31,137



MEDIAN HOME PRICE

~\$1,313,920



SCHOOL DISTRICT

~Carroll ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN SOUTHLAKE



SMALL-TOWN CHARACTER
ALONG A GROWING CORRIDOR

VAN ALSTYNE

Van Alstyne offers a quieter North Texas lifestyle with new construction, larger homesites, and convenient US-75 access. Its location between McKinney and Sherman places it directly within the region's expanding northern growth corridor.

BEST FOR

- Families
- New Construction Buyers
- First-Time Buyers
- Acreage Buyers

LIFESTYLE

Van Alstyne is ideal for buyers who want more space and a smaller community while remaining connected to the Metroplex. New development is bringing modern housing and amenities to the area.

KNOWN FOR

Historic downtown, US-75, new construction, larger lots, and northern Collin/Grayson County growth.



POPULATION

~5,952



MEDIAN HOME PRICE

~\$342,700



SCHOOL DISTRICT

Van Alstyne ISD



PUBLIC TRANSIT

~Limited; Primarily Car

SEE HOMES IN VAN ALSTYNE



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ON YOUTUBE!**



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