

Bridgeland Updates

February 2, 2026

Howard Hughes

Agenda

- 1 Welcome
- 2 Sales Update
- 3 Marketing Update
- 4 Events Update
- 5 Realtor Relations
- 6 Development Update
- 7 Commercial Update
- 8 Top Sales Associates (Q4 2025 and overall 2025)
- 9 Q & A

Sales Update

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2025 Sales Update



2025 Goal – 808 Net

- Gross Sales – 960
(compared to 1,117 / decrease 14%)
- Net Sales – 812
(compared to 841 / decrease 13.7%)
- Model Home Traffic – 12,757 (families)
(compared to 12,182 / increase 4.7%)
- Welcome Center Traffic – 709 (families)
(compared to 1,103 / decrease 35.7%)

2026 Sales Update



2026 Goal – 1,060 Net

- Gross Sales – 65
(compared to 103/ decrease 37%)
- Net Sales – 63
(compared to 82 / decrease 23%)
- Model Home Traffic – 1,031 (families)
(compared to 1,312 / decrease 22%)
- Welcome Center Traffic – 87 (families)
(compared to 98 / decrease 11%)

2025 Rankings

- RCLCO ranked Bridgeland as #11 nationally and #3 in TX
- John Burns ranked Bridgeland as #10 nationally and #2 in TX



Marketing Update

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New Year → New Strategy



Evolution of Marketing Strategy

- As we approach our 20th anniversary, we have grown into a thriving community with strong national rankings.
- Bridgeland Central, new amenities, new models and new product types will continue to drive success.
- We are investing in new partners, new strategies, and new tools designed to drive results, and get us over the 1,000 new homes sold in a year threshold!
- Our builder and Realtor partners are the driving force in our communities, and we are here to support you.

Year At-A-Glance

MILESTONES CALENDAR

Retail Milestones

Name	Date - Start
Teal Poppy Opening	2025-12-18
JetSet Pilates Opening	2026-03-03
Starbucks Opening	2026-02-03
P. Terry's Opening	2026-04-01

Events

Name	Date - Start
Model Home Grand Opening for Priareland	2026-05-02
20th Anniversary Event	2026-10-11
Triathlon	2026-07-25

Realtor/Builder Relations

Name	Date - Start
Teal Poppy Realtor Event BL	2026-01-29
Top Producer Rodeo Cook Off	2026-02-26
WCR Installation	2026-01-22
Builder Exec. Appreciation Clay Shoot	2026-04-23
Top Producer Realtor Clay Shoot	2026-05-14
Top Producer Trip	2026-04-29
Top Producer Dinner	2026-11-05
Builder Exec. Appreciation Dinner	2026-11-12
Headshot Event -BL	2026-03-04
Headshot Event - TWH	2026-05-06
Headshot Event - BL	2026-10-21
Headshot Event-TWH	2026-11-04
Terrapin Park Grand Opening	2026-05-21
Bridgeland Realtor Focus Group	2026-01-20

Customer Insight Study with MindBase

People in a demographic segment are not all the same

By defining sub-segments and gaining a better understanding, we can better target qualified buyers and help drive results

Millennials

Born 1979-1996



New Traditionalists

"I am an old soul trying to do well by my family."



Ambitious Realists

"I want to have it all, but is it too much for me to handle?"



Trail Blazers

"I like to stay one step ahead of the crowd and am not afraid to take some risks to get there."



Omni Explorers

"I am a free spirit who will fight for a better world!"

Gen X

Born 1965-1978



Pragmatic Pathfinders

"My life is in my hands; I set the bar and I'm going to make the most of it."



Homefront Heroes

"Home is where the heart is."

Strategy Driven by Data



- Multi-phase research project to help us better understand our current and potential buyers, how best to target them, and evaluate our competitive position.
- Insights will help drive action and fill any gaps in our marketing strategy.
- Study kicks off this month and we'll have more to share at the Q2 meeting




2025 Snapshot – Buyer Demographics-








COMMUNITY **AGE** **HOUSEHOLD INCOME** **MARRIED** **KIDS AT HOME** **AVG SALES PRICE**

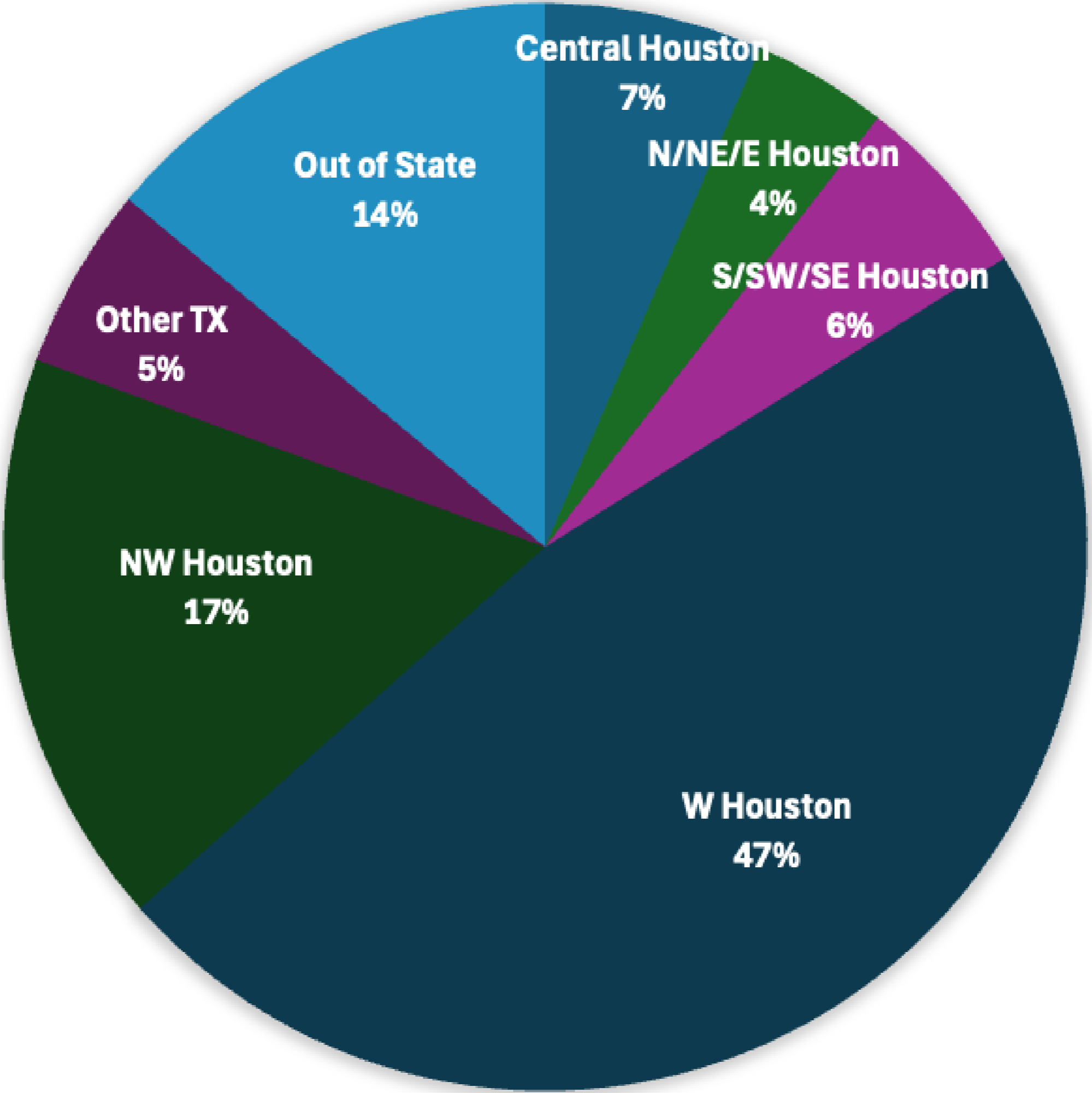
 PARKLAND	Millennial: 58% Gen X: 29% Boomer: 0% Gen Z: 13%	61% - \$150K or less 39% - \$151K or more	65%	65%	\$392,590
 PRAIRIELAND	Millennial: 51% Gen X: 31% Boomer: 12% Gen Z: 6%	52% - \$150K or less 48% - \$151K or more	76%	50%	\$595,426
 CREEKLAND	Millennial: 53% Gen X: 30% Boomer: 8% Gen Z: 9%	70% - \$150K or less 30% - \$151K or more	61%	41%	\$394,501
 BRIDGELAND CENTRAL	Millennial: 40% Gen X: 47% Boomer: 12% Gen Z: 2%	36% - \$150K or less 64% - \$151K or more	64%	36%	\$465,509

Key Insights



- Millennials remain the dominant buyer age group for all villages except Bridgeland Central
- Realtors remain the highest reason that prompted buyers' visits
- Most buyers are cross-shopping Elyson and Towne Lake
- Residents working in medical field is now our dominant industry (12% of all 2025 buyers), Oil and gas is next, with 9%.
- West Houston is where 47% of our buyers are moving from and 17% from NW Houston, and 19% are relos

Where are they moving from?



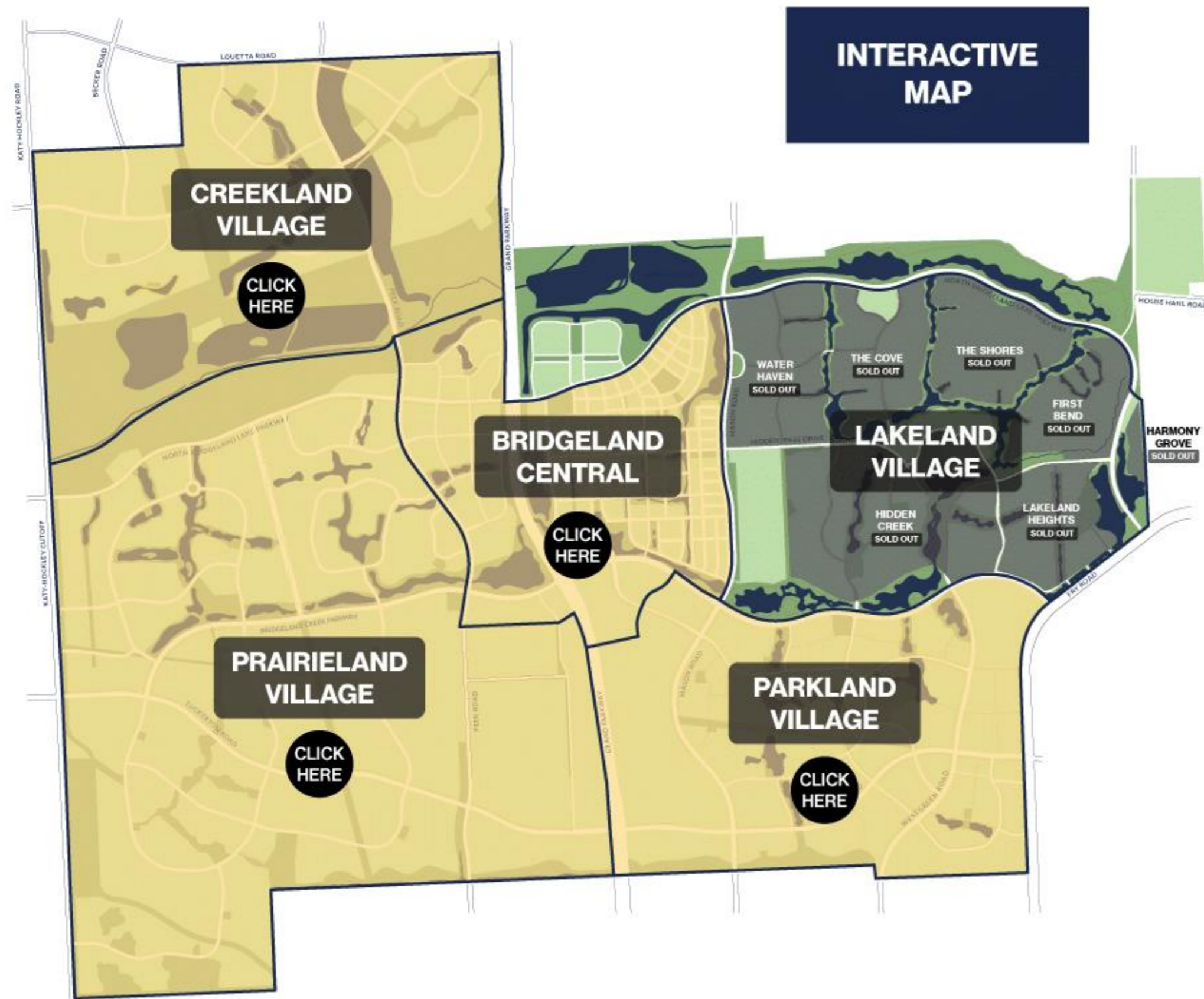
2026 Event Strategy



Support Events Designed to Attract Prospects

- Strategy will focus on events designed to attract potential homebuyers and will be held in model parks or new areas we want to highlight (e.g., new amenity center in Creekland, Village Green, etc.)
- Bridgeland Central new models – slated for spring
- Prairieland model park opening slated for May 2 (pending model completion)
- Summer or fall home tour to highlight all models and drive qualified traffic
- Bridgeland’s 20th Anniversary Celebration slated for Oct. More info soon.

Digital Enhancements



Plat Table, Website and Social Enhancements

- Plat table and homefinder tool improvements to improve customer experience.
- Adding website virtual tours of models and amenities.
- New digital agency (Hadley Dodd) to revamp both our organic and paid social strategy to drive engagement, online and in person visits

Realtor Update

Howard Hughes.

Realtor Relations – 2025 Results

- Co-op rate for YTD – 86.5% (702 sales)
 - Top Producers Achievements
 - Platinum (10+ closed homes) – 2
 - Gold (7-9 closed homes) – 2
 - Silver (5-6 closed homes) – 12
 - Bronze (3-4 closed homes) – 24
- 40 Top Producers – closed 181 homes**
- We had 8 cross sell between Bridgeland and The Woodlands Hills!

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PRODUCERS CLUB

TOP PRODUCERS CLUB BENEFITS
FOR
BRIDGELAND® The Woodlands Hills®

TO QUALIFY, ALL CLOSINGS MUST OCCUR JAN. 1, 2025 - DEC. 31, 2025

Ⓐ = Invitations to Appreciation Events & Group Outings
Ⓑ = Invitation to Top Producers Club Trip

LEVELS

Bronze - 3-4 Closed Homes
\$1,000 gift card* plus Ⓐ

Silver - 5-6 Closed Homes
\$1,000 gift card* plus Ⓐ and Ⓑ

Gold - 7-9 Closed Homes
\$2,500 gift card* plus Ⓐ and Ⓑ

Platinum - 10+ Closed Homes
\$5,000 one-time payout plus Ⓐ and Ⓑ

Other Top Producers Club Perks May Include:

- Use of the Top Producers Club logo on producer's business cards and/or website
- Recognizing Gold and Platinum members in our newsletter and/or social media.

Appreciation Events may include activities such as the Top Producers Club dinner, private community tours, seasonal and sporting events and concert tickets (based on availability) to The Cynthia Woods Mitchell Pavilion.

REALTORS® will receive Top Producers Club benefits for achieving one level (Bronze, Silver, Gold or Platinum) based on their total number of closings at the end of 2025. The benefits listed above will be awarded to REALTORS who close sales of new homes in the communities of Bridgeland and The Woodlands Hills from January 1 through December 31, 2025. Benefit levels will be determined at the end of 2025. Contracts signed prior to January 1, 2025 may be counted, provided the closing occurs during the 2025 calendar year.

Top Producers Club Astros Game 2024

Top Producers Club Trip 2024

Top Producers Club Dinner 2024

Realtor Relations – 2026 Goals

- Top Producers Targets

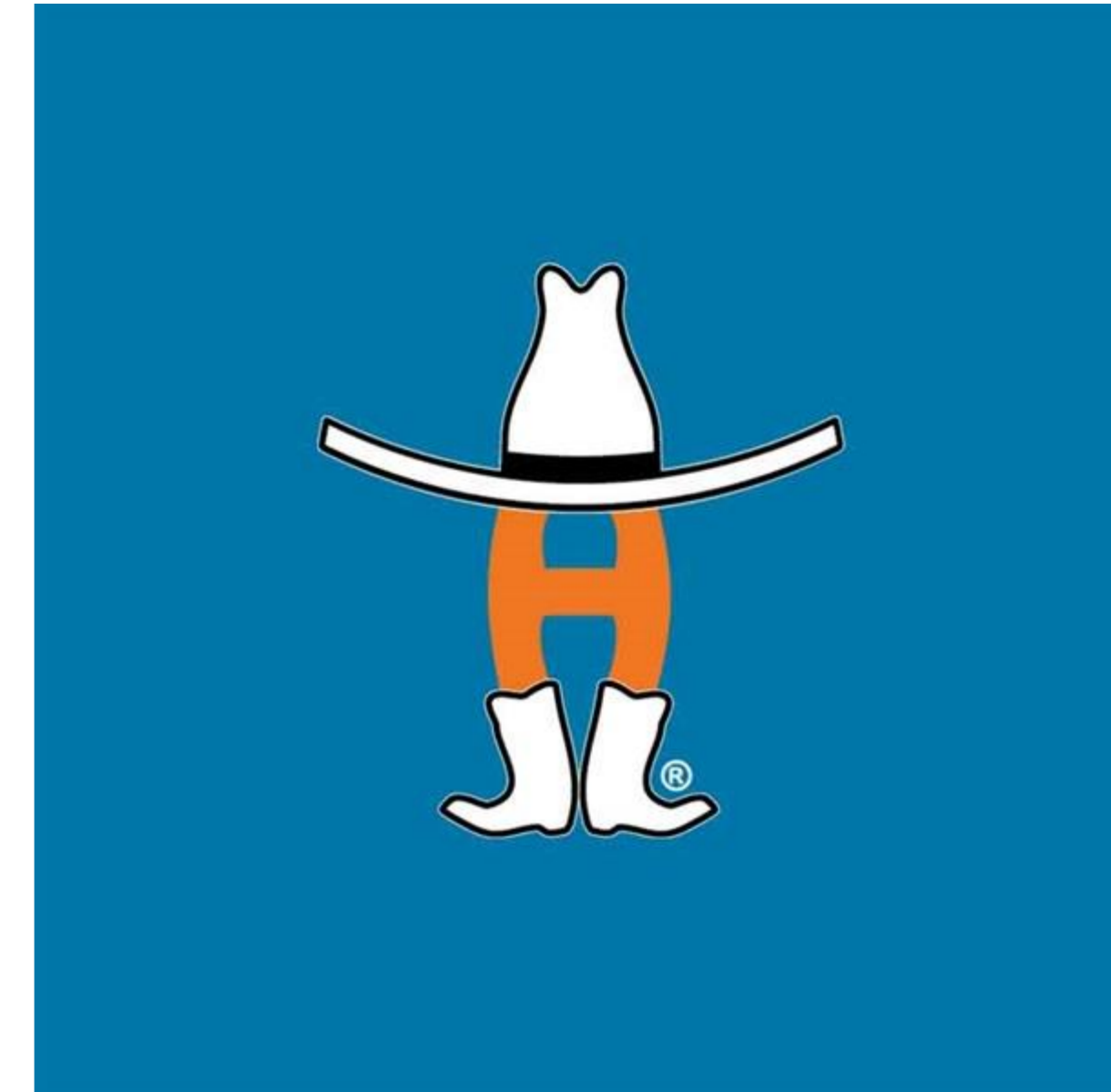
- Platinum (10+ closed homes) – 2
- Gold (7-9 closed homes) – 6
- Silver (5-6 closed homes) – 12
- Bronze (3-4 closed homes) – 25

-Increasing by 4 Top Producers!

- 2026 Events Include

- Houston Rodeo Cook Off
- Clay Shoot
- Concert at the Pavilion
- Dinner at Jonathans' the rub

New Top Producer flyer and benefits coming soon!



Realtor Focus Group



- We hosted 4 small focus groups, totaling about 20 Realtors. It was a mixture of Top Producers, former Top Producer's and resident Realtors.
- Some key take aways:
 - Want to be included in the builder presentations; we are kicking this off today!
 - Want to be in the know, so we kicked off our SMS text messaging program. More details to come.
 - A digital tool, like Flipbook, with maps, events, FAQs, school information.
 - More focus on Waller school district, resident testimonials, FAQ sheets, tours, etc.
 - Monthly drawings for Realtors who sold or closed a home
 - Loved the Welcome Center

Realtor Mix and Mingle



- New and exciting Top Producer event starting this evening!
- Come by at 5 p.m. to mix and mingle with our Top Producers and Bridgeland Resident Realtors.
- Beer, wine and lite bites will be offered.

HAR 290 Builder Opportunity



- HAR 290 is held in Bridgeland the second Wednesday of every month at Longwing Landing.
- Thank you to our monthly builder sponsors!
- If you would like to attend, please send me an email and I will get you a ticket.

Friendly Reminder – Open House Signage

Open House Signage Program Guidelines

OPEN HOUSE SIGNAGE OPTIONS WITH METAL FRAME AND RIDER SLOT

Double-sided Left/Right
Front: 24" (width), 18" (height). Sign: "OPEN HOUSE" with right arrow.
Back: 24" (width), 18" (height). Sign: "OPEN HOUSE" with left arrow.

Double-sided Straight/U-Turn
Front: 24" (width), 18" (height). Sign: "OPEN HOUSE" with three up arrows.
Back: 24" (width), 18" (height). Sign: "OPEN HOUSE" with three U-turn arrows.

Rider With or Without Logo
Same on both sides. Height: 6".
Option 1: [LOGO] (Name here) 012-345-6789
Option 2: REALTOR NAME 123-456-9999

Metal Frame with Rider Slot
24" (width), 18" (height).
For use inside the neighborhood and in front of your Open House.

OPEN HOUSE SIGNAGE OPTIONS WITH WIRE "H" STAKE

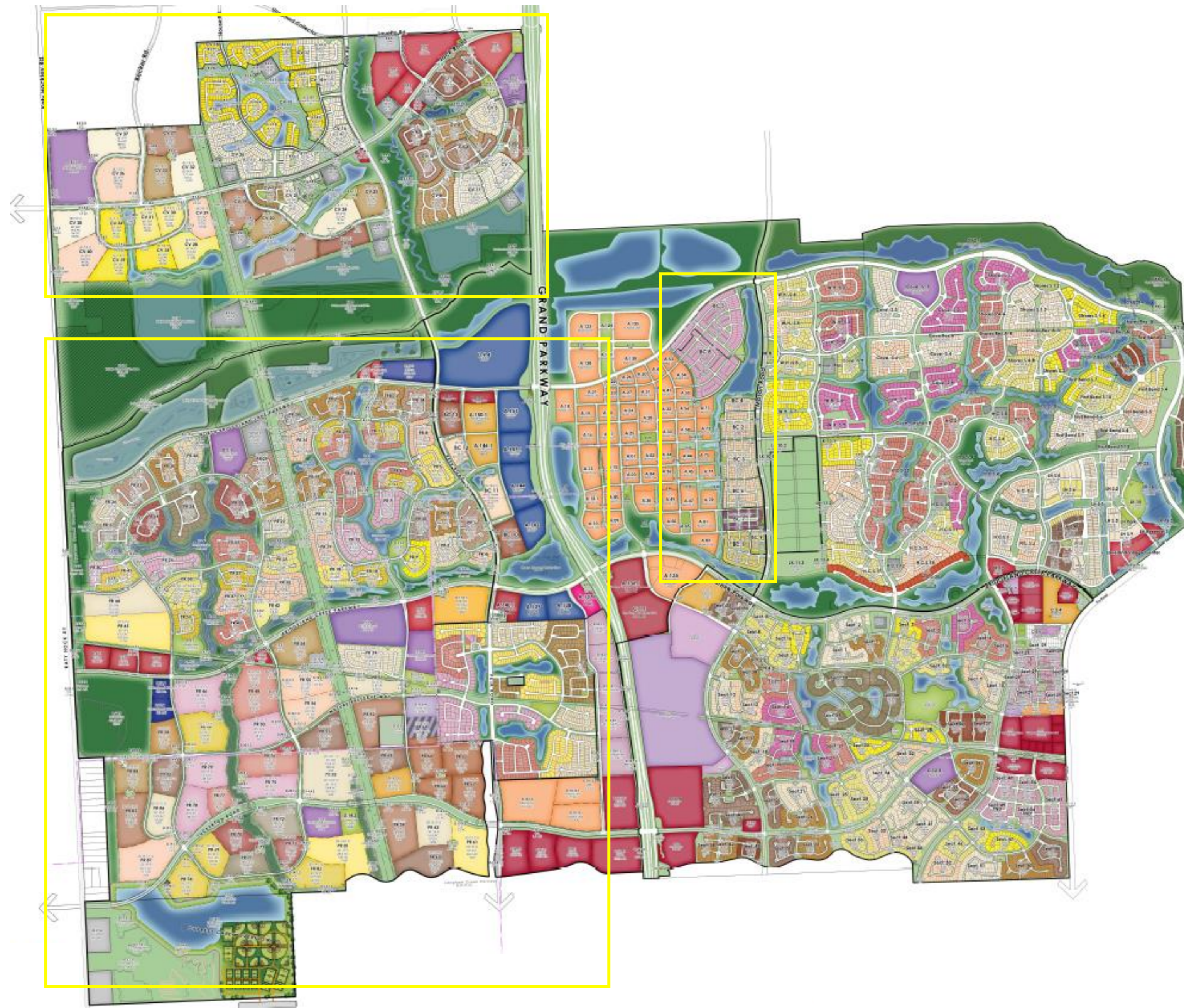
Double-sided Left/Right
Front: 24" (width), 24" (height). Sign: "OPEN HOUSE" with right arrow, [LOGO] REALTOR NAME 123-456-7890.
Back: 24" (width), 24" (height). Sign: "OPEN HOUSE" with left arrow, [LOGO] REALTOR NAME 123-456-7890.

Double-sided Straight/U-Turn
Front: 24" (width), 24" (height). Sign: "OPEN HOUSE" with up arrow, [LOGO] REALTOR NAME 123-456-7890.
Back: 24" (width), 24" (height). Sign: "OPEN HOUSE" with U-turn arrow, [LOGO] REALTOR NAME 123-456-7890.

30" Wire "H" Stakes will be Attached
For use at major thoroughfares and collectors.

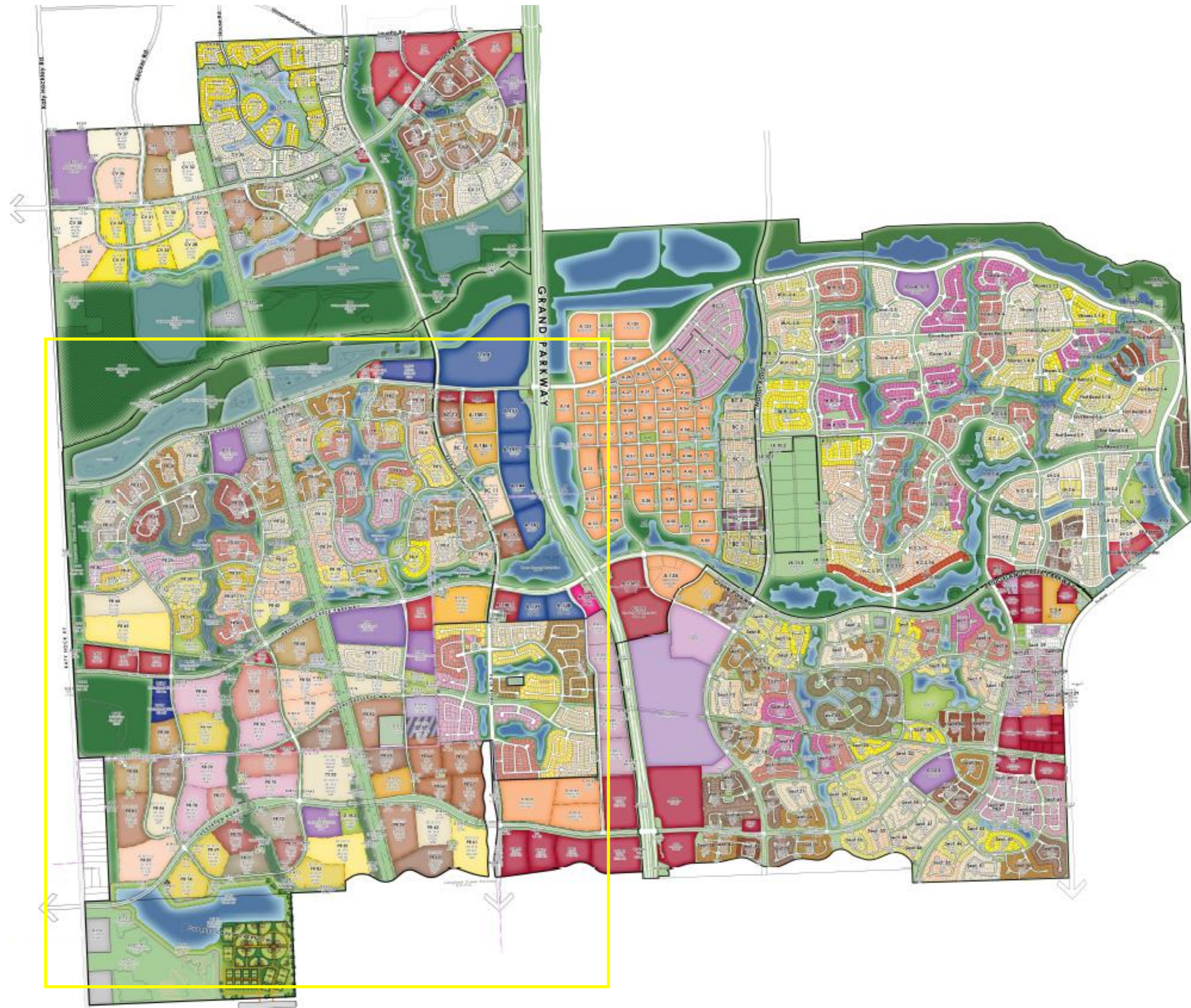
Development Update

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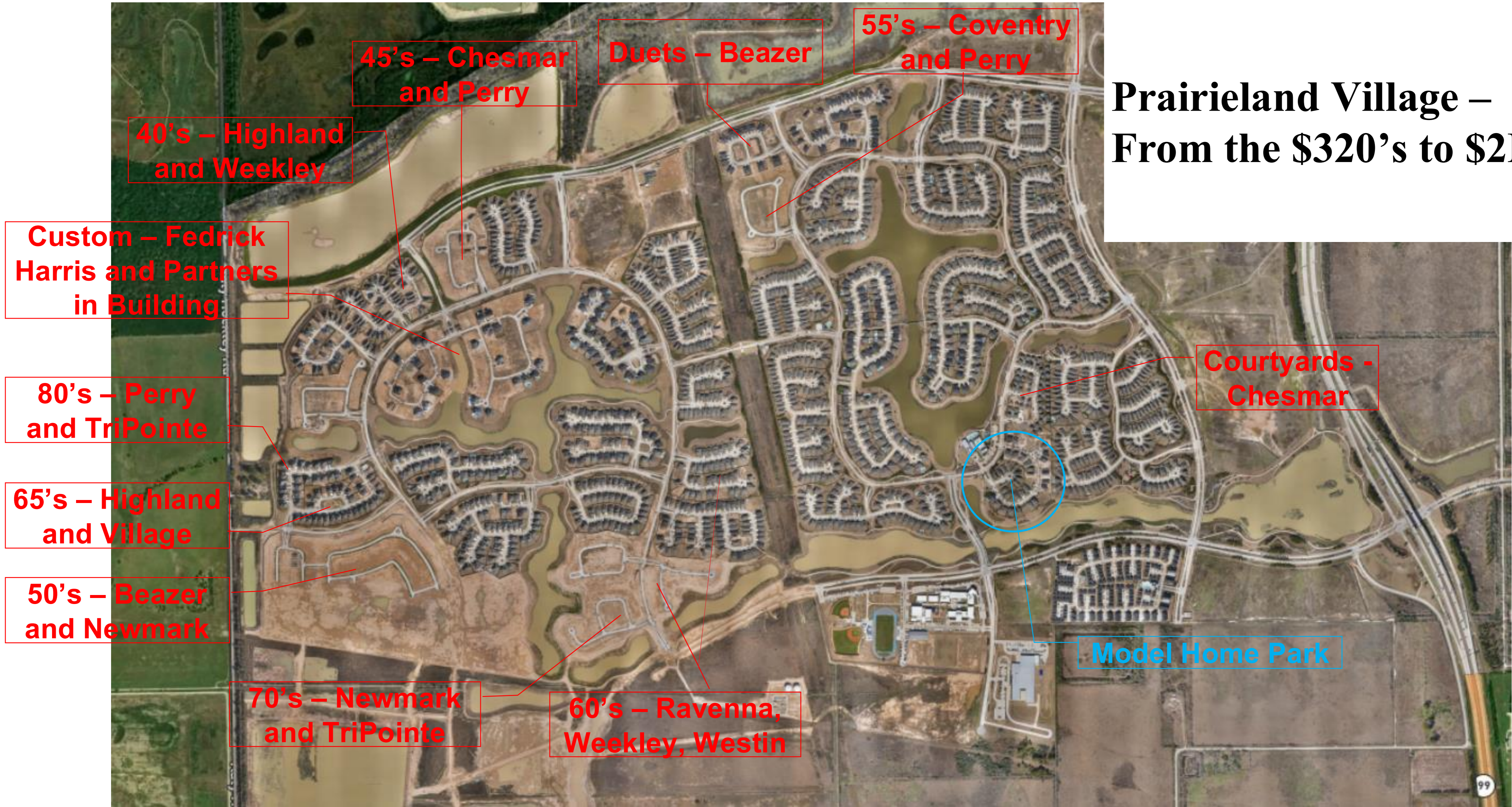


Prairieland Village

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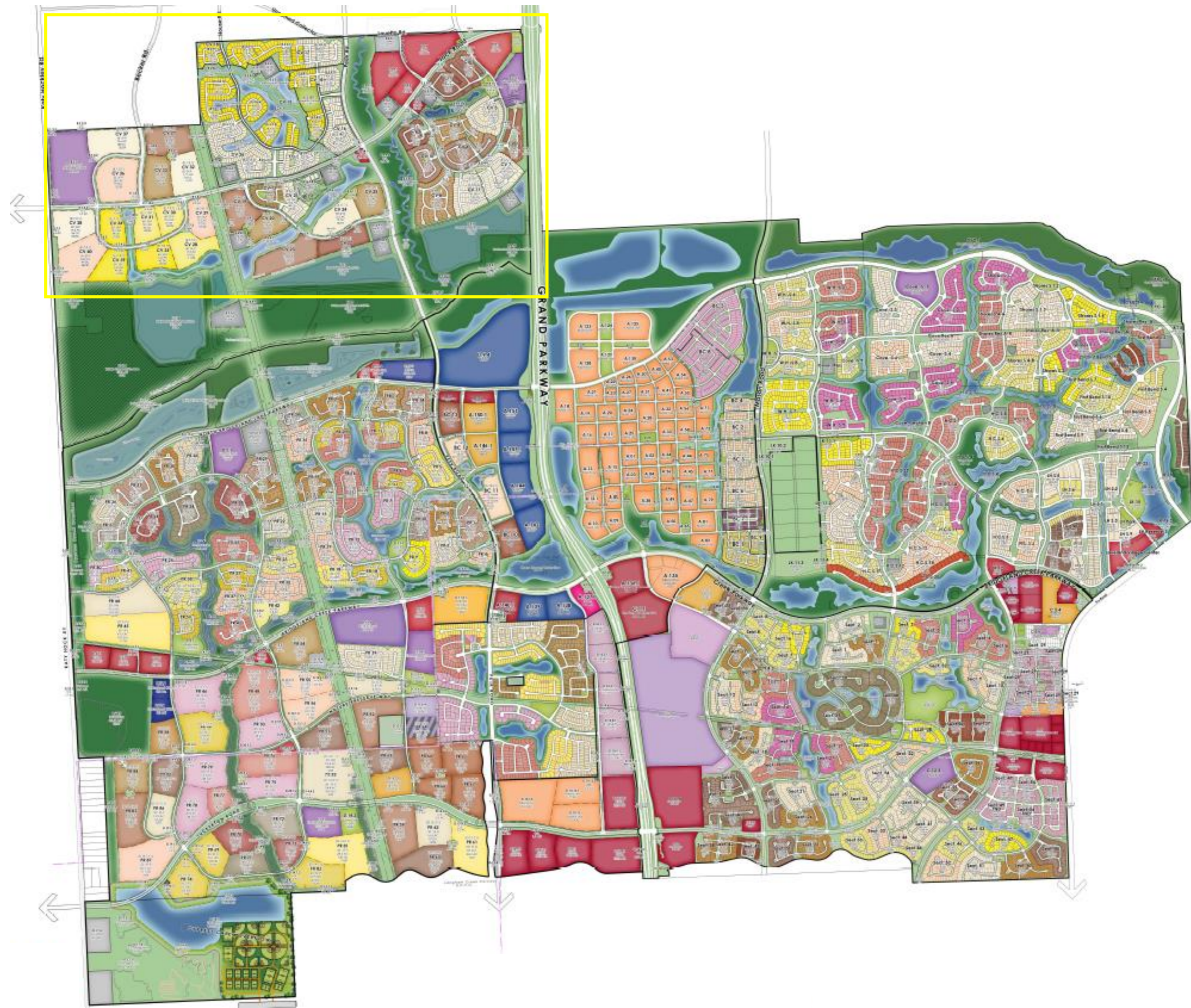


Prairieland Village – From the \$320's to \$2M+

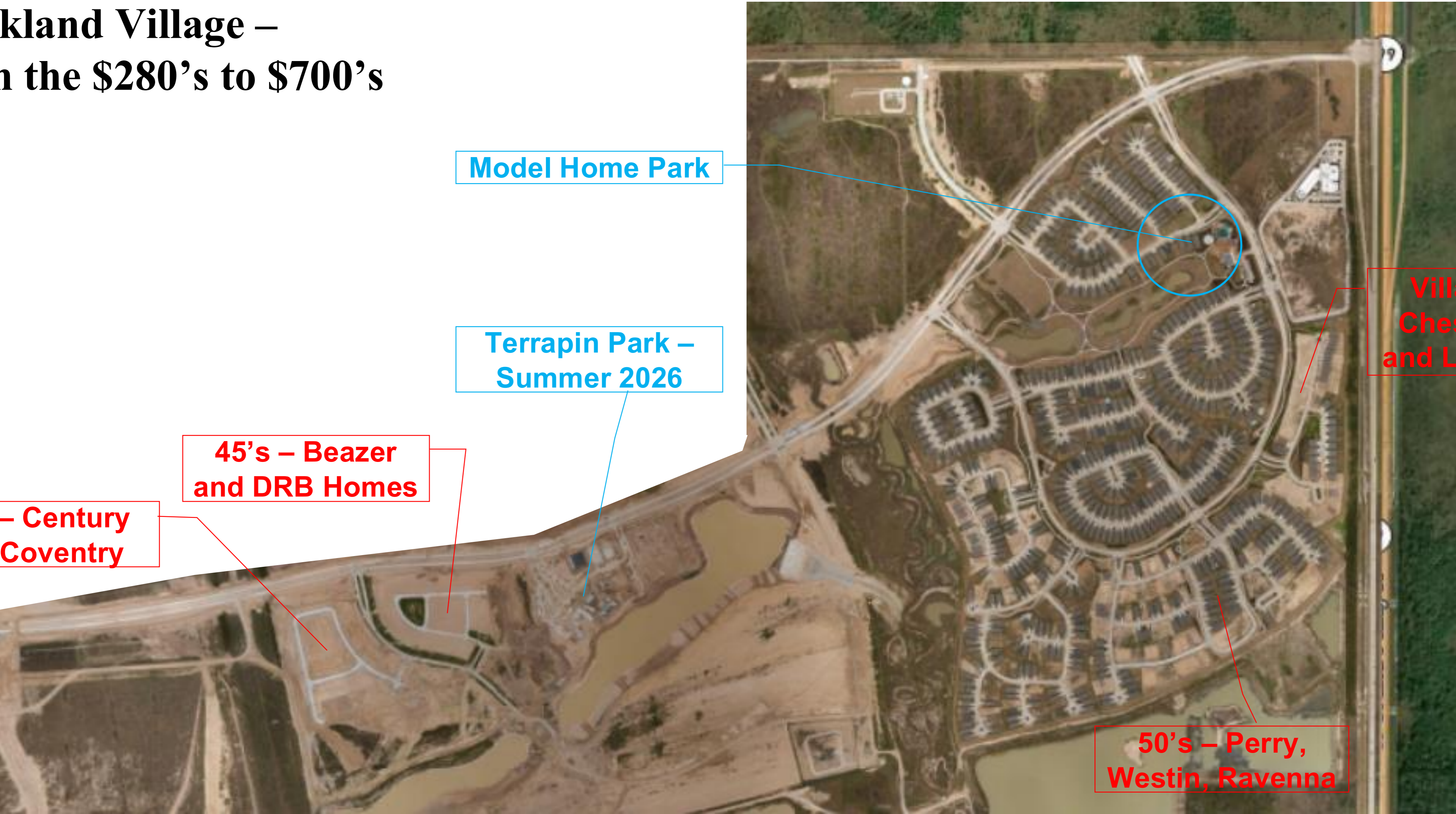


Creekland Village

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Creekland Village – From the \$280's to \$700's



Model Home Park

Terrapin Park –
Summer 2026

Villas –
Chesmar
and Lennar

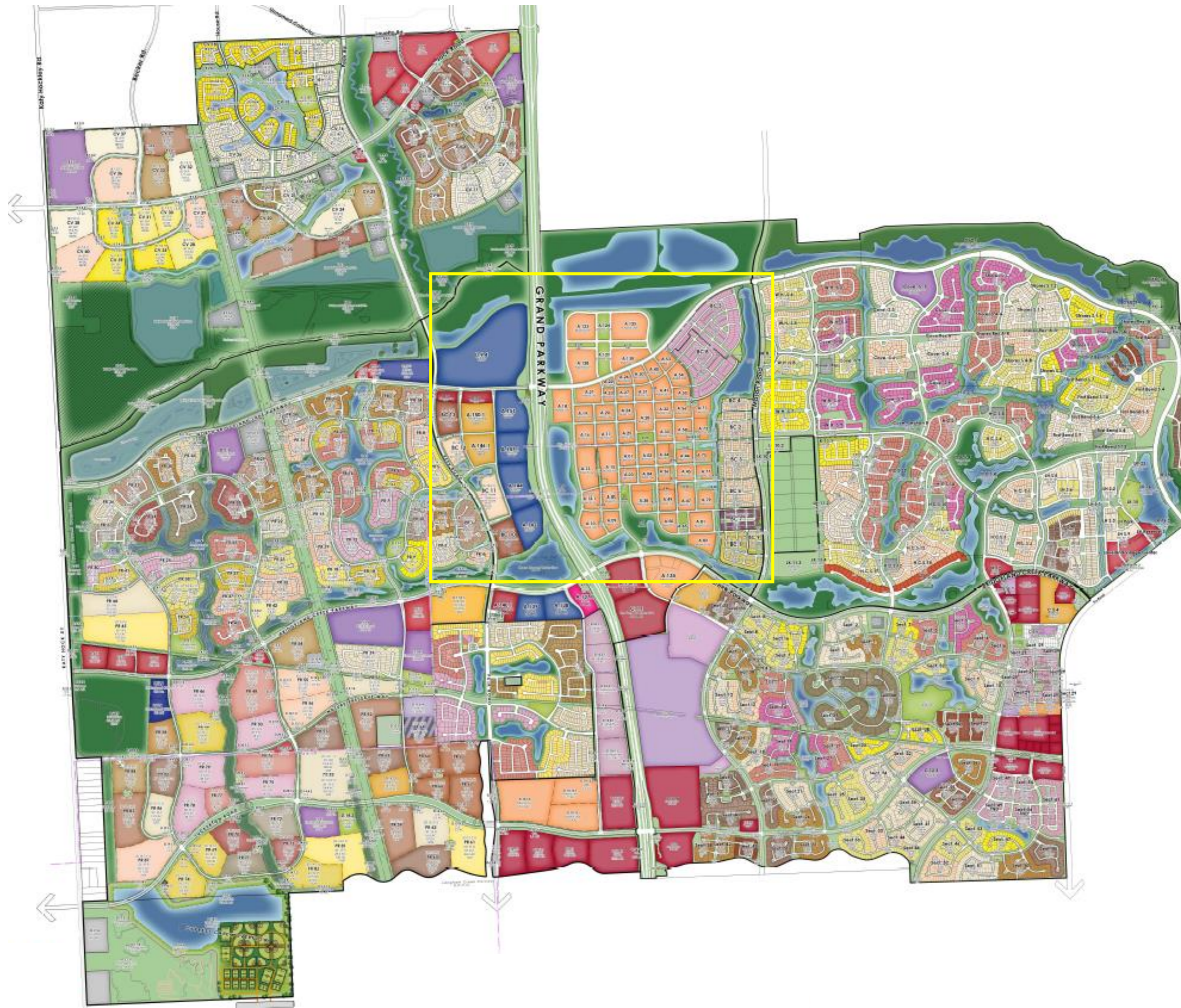
45's – Beazer
and DRB Homes

40's – Century
and Coventry

50's – Perry,
Westin, Ravenna

Bridgeland Central

Howard Hughes.



Bridgeland Central – From the \$440's to \$570's



**Emerald Heights –
Perry and
Weekley**

**Easthaven – DRB
Homes and
Weekley**

**Southbridge –
Highland**

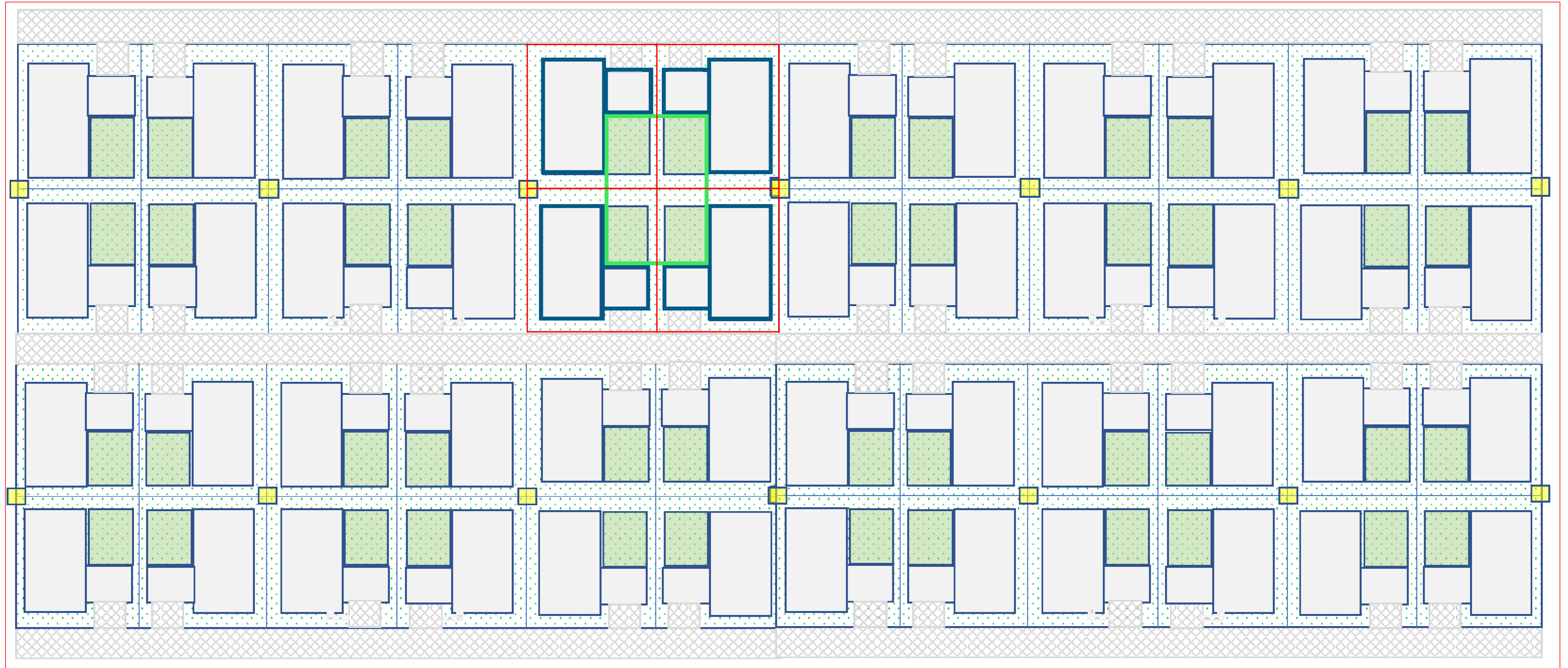
Bridgeland Central/Emerald Heights TND – Scandinavian Modern

David Weekley Homes and Perry Homes



Bridgeland Central – Easthaven 55' & 62' Product

David Weekley Homes and DRB Homes



Bridgeland Central – Easthaven 55' & 62' Product

David Weekley Homes and DRB Homes



Bridgeland Central – City Series Highland Homes



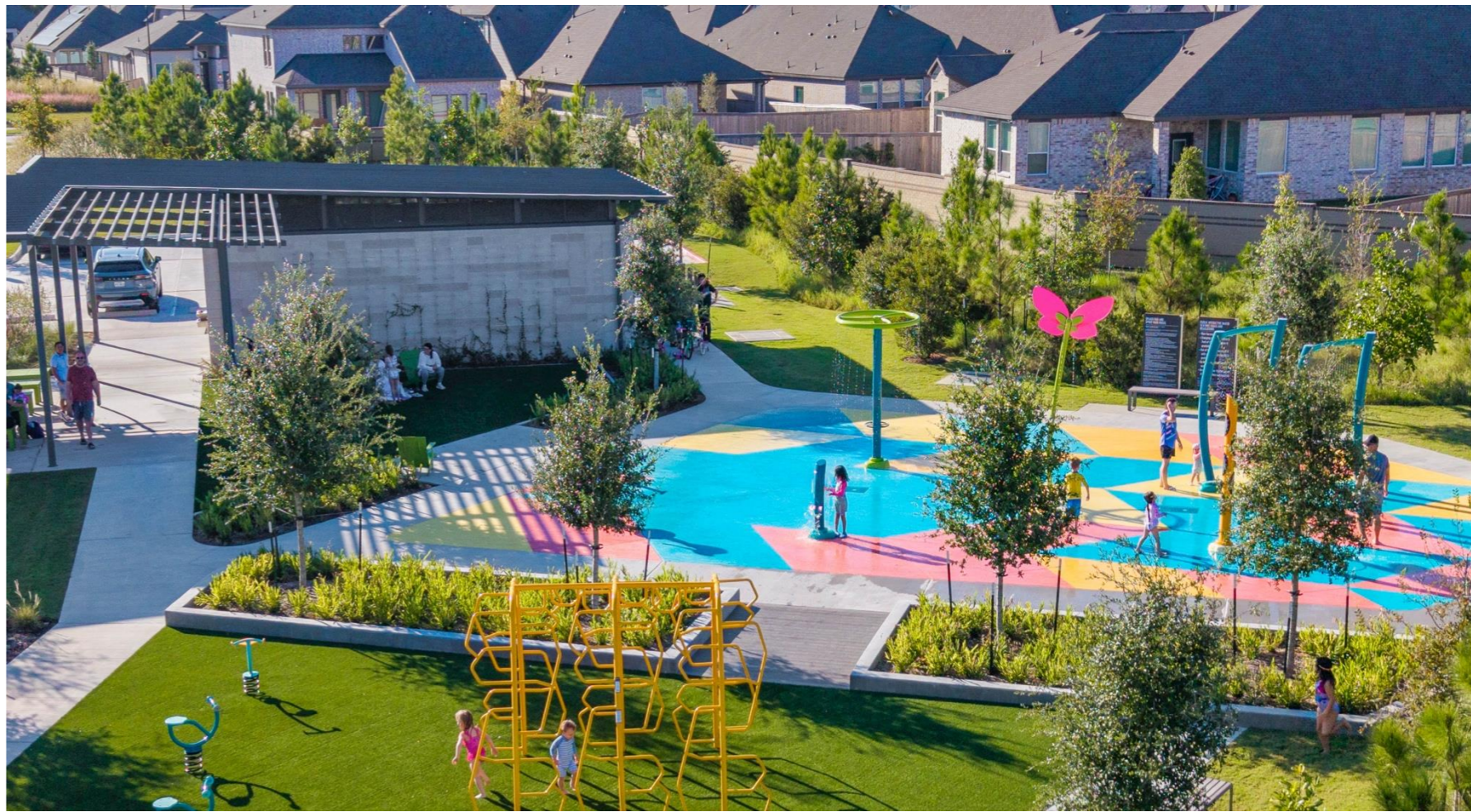
Parks and Recreation

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Mosaic Park in Creekland Village – Now Open



Sunfish Park in Prairieland Village – Now Open



Ladybug Park (Prairieland Village, Section 37) – Winter ‘25/’26

Ladybug Park

- ❖ Exploratory playground
- ❖ Covered pavilion
- ❖ Walking path



Easthaven Park (Bridgeland Central, Section 2)



Easthaven Park

- ❖ Complete Summer '26
- ❖ Pavilion with BBQ grills
- ❖ Custom bench swings
- ❖ Overlook deck
- ❖ Dog park
- ❖ Open lawn
- ❖ Game tables

Prospect Park (Bridgeland Central, Section 3)



Prospect Park

- ❖ Complete Summer '26
- ❖ Pavilion with seating areas
- ❖ Playground
- ❖ Overlook deck

Emerald Heights (Bridgeland Central, Section 5 & 8) – Spring '26

- ❖ Linear landscape reserves
- ❖ Seating areas



Merry Meadow Park (Bridgeland Central, Section 5 & 8) – Fall 2026

Merry Meadow Park

- ❖ Event lawn
- ❖ Playground
- ❖ Rain garden with pavilion
- ❖ Outdoor gaming tables with festoon lighting
- ❖ Bocce ball
- ❖ Dog park



Merry Meadow Park (Bridgeland Central, Section 5 & 8) – Fall 2026



Lily Pad Park in Creekland Village – Q1 2026



- ❖ 4.5-acre park with great views of Turtle Cove – Creekland’s riparian corridor
- ❖ Covered pavilion that will seat 50 with restrooms and kitchen area with grilling space
- ❖ Playground with shade structures
- ❖ Opens space area with lawn games
- ❖ Dog park
- ❖ Basketball half-court

Creekland Village - Amenity Center

Terrapin Park

- ❖ State-of-the-art amenity center estimated to be open Summer 2026
- ❖ 11,600 sf Amenity Center with meeting spaces, fitness center, flex rooms, teen zone, and coffee bar
- ❖ Resort-style leisure pool, lap pool, playground with shade pavilion, and spray features
- ❖ Tennis and pickleball









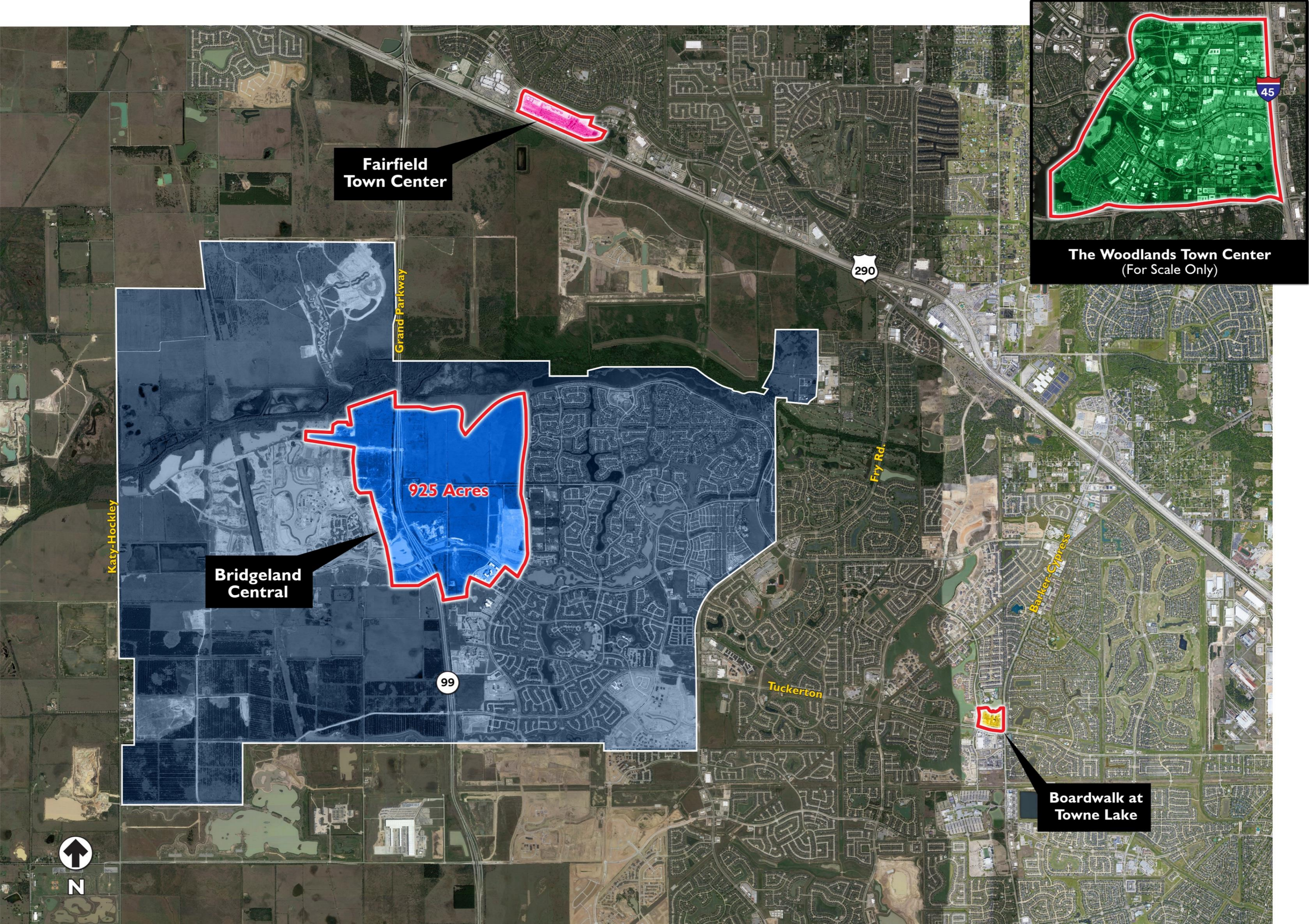
Terrapin Park – Summer 2026



Commercial Update

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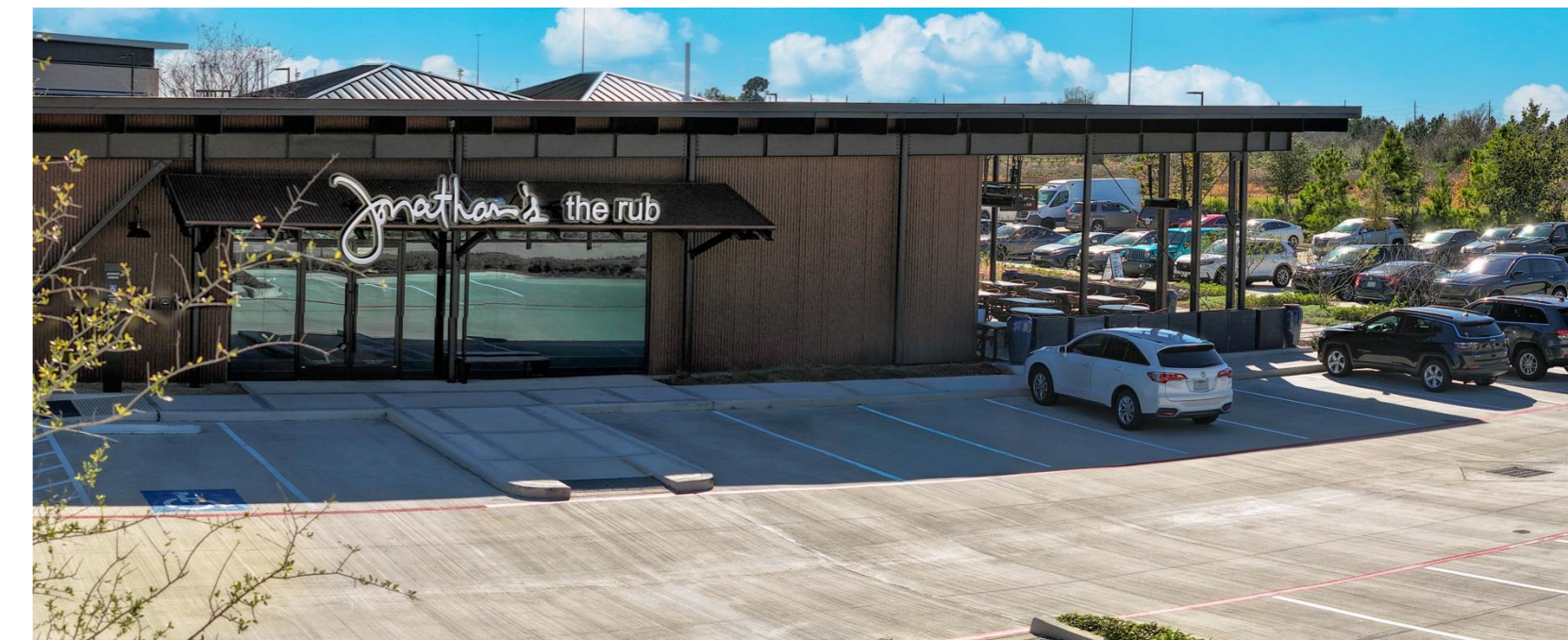
Bridgeland Central



Village Green at Bridgeland Central



Current Lineup at Bridgeland Central



Coming Soon



Starbucks – Slated to open tomorrow, Feb. 3



P. Terry's – Slated to open April 1



JETSET Pilates – Slated to open March 3

One Bridgeland Green



New Welcome Center at One Bridgeland Green



Village Green Phase II

- Mixed-Use project may include:
 - Retail
 - Office/Medical Office
 - Sports
 - Multifamily
 - Entertainment



Parkland Village Center

- Memorial Hermann medical office building
 - Planned for orthopedic, sports medicine, pediatric, etc. uses.
 - 51,000 SF – groundbreaking held in August.
- Kids R Kids (Daycare) – Open
- Swim School – Open



Q4 Top Builder Producers Single Program

Howard Hughes

Congratulations!

Leslie Cole with
Chesmar Homes!



Most Units:
18

Congratulations!

Leslie Cole with
Chesmar Homes!



Highest Volume:

\$6.4M

Q4 Top Builder Producers Multiple Programs

Howard Hughes

Congratulations!

Jennifer Jones with
David Weekley Homes!



Most Units:
8

Congratulations!

Luis Ponce with
Westin Homes!



Congratulations!

Jennifer Jones with
David Weekley Homes!



Highest Volume:
\$5.12M

2025 Top Builder Producers Single Program

Howard Hughes

Congratulations!

Tony Norris with
Highland Homes!



Most Units:
49

Congratulations!

Tony Norris with
Highland Homes!



Highest Volume:
\$21.16M

2025 Top Builder Producers Multiple Programs

Howard Hughes

Congratulations!

Thuy Bui with
Village Builders!



Congratulations!

Larry O'Campo with
Chesmar Homes!



Most Units:
42

Congratulations!

Joey Mann with
TriPointe Homes!



Thank you!

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