
**PROPERTY INFORMATION**
Address: 2063 Town East Mall
Market: Dallas-Ft. Worth, TX
Total Retail Square Footage: 1,273,432

**TRADE AREA PROFILE**
2021 Population: 1,174,585
2021 Households: 385,336
2021 % of Households:
  - w/Income $75k+: 38.71%
  - w/Income $100k+: 26.11%
2021 Average Household Income: $79,838
2021 % Pop Age 25+ w/Bachelor's Degree or Higher: 22.79%
2021 Average Home Value: $254,662
2021 Projected Population: 1,264,865
2021 Projected Households: 412,551
2021 Projected Average Household Income: $89,157
2021 Projected Average Home Value: $254,662

**7-MILE RADIUS**
2021 Population: 530,131
2021 Households: 175,135
2021 % of Households:
  - w/Income $75k+: 36.17%
  - w/Income $100k+: 22.98%
2021 Average Household Income: $76,091
2021 % Pop Age 25+ w/Bachelor's Degree or Higher: 21.45%
2021 Average Home Value: $262,497
2026 Projected Population: 547,709
2026 Projected Households: 179,510
2026 Projected Average Household Income: $84,453
2026 Projected Average Home Value: $254,662

**DAYTIME EMPLOYMENT**
3-mile radius total: 45,017
  - White Collar: 63.6%
  - Executive/Professional: 42.8%
5-mile radius: 95,296
  - White Collar: 62.1%
  - Executive/Professional: 42.2%

Source: ESRI

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BROOK FIELD PROPER TIES RETAIL.COM
In good company

Be among over 120 tenants offering a selection of fashion retail shops, eateries, fitness, and entertainment.
Serving an affluent Trade Area

- Town East Mall is the premier retail destination for Mesquite, TX and east Dallas.
- The center benefits from a large and heavily populated trade area.
- This property acts as the retail hub for the area, serving 384,000 households and 1.2 million people.

<table>
<thead>
<tr>
<th>Total Population</th>
<th>Total Households</th>
<th>Median Age</th>
</tr>
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<tbody>
<tr>
<td>1,171,113</td>
<td>384,254</td>
<td>33.4</td>
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<table>
<thead>
<tr>
<th>% of Households earning $75,000+</th>
<th>Average Household Income</th>
<th>% of Pop 25+ with Bach., Deg., or Higher</th>
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</thead>
<tbody>
<tr>
<td>35%</td>
<td>$74,021</td>
<td>22%</td>
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Source: 2019 ESRI
Best in Class Sales Performance

• As of April of 2022, Town East continues to be one of Brookfield’s top performing mall in Texas with sales PSF of $552.
• Retailers all around the property perform at the top of their respective chains.
• A sampling of how Town East’s Tenant’s perform versus their other locations with Brookfield:
  • Aeropostale - #1 out of 79 locations in BPR portfolio
  • G by Guess - #1 out of 14 locations in BPR portfolio
  • Bath & Body Works - #1 out of 114 locations in BPR portfolio
  • Finish Line - #2 out of 55 locations in BPR portfolio
  • Jimmy Jazz - #2 out of 20 locations in BPR portfolio
  • Journeys Kids - #3 out of 53 locations in BPR portfolio
  • Spencer’s Gifts - #4 out of 93 locations in BPR portfolio
  • Children’s Place - #5 out of 74 locations in BPR portfolio
  • Buckle - #10 out of 73 locations in BPR portfolio

*Based on R12 sales through April of 2022.*