



Zoltan Szendro

CEO, RealBird Inc.

(831) 200-3395, · zszendro@gmail.com

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Ideal Buyer Personas

8100 Lacey Oak Ln, Denton, TX 76207

FAIR HOUSING COMPLIANCE — REVIEWED

All analysis and persona generation strictly adhere to Fair Housing Act guidelines, focusing on motivations and property features rather than protected characteristics.

Property Summary

PRICE	BEDS	BATHS	SQ FT
\$899,000	5	5 Full & 1 Half Bath(s)	3,520
YEAR BUILT	LOT SIZE	TYPE	
2026	0.17 Acres	Residential - Single Family	

Built by Toll Brothers and scheduled for completion in November 2026, the Philomena model home offers a grand two-story foyer leading into a spacious, open-concept floor plan. The impressive two-story great room overlooks a casual dining area and a covered patio, ideal for entertaining. The kitchen is well-appointed with a walk-in pantry and a center island. The first floor features an elegant primary bedroom suite with a tray ceiling, dual walk-in closets, and a spa-inspired private bath including dual vanities, a freestanding tub, a luxurious shower with a seat, and a private water closet. A private office and powder room complete the first floor. Upstairs, a loft provides additional living space, central to three secondary bedrooms with walk-in closets; two share a full bath, and one has a private bath. An additional secluded bedroom suite off the foyer includes a private bath and walk-in closet. The home also highlights easily accessible laundry and a convenient everyday entry. Disclaimer: Photos are images only and should not be relied upon to confirm applicable features.

- New Construction (2026 completion)
- Two-story foyer
- Open-concept floor plan
- Two-story great room
- Covered patio
- Gourmet kitchen with center island
- Walk-in pantry
- Primary bedroom suite on first floor
- Tray ceiling in primary bedroom
- Dual walk-in closets in primary suite
- Spa-inspired primary bath with freestanding tub and separate shower
- Dual vanities in primary bath
- Private office



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- Powder room
- Upstairs loft area
- Multiple secondary bedrooms with walk-in closets
- Additional private bedroom suite with private bath
- Accessible laundry room
- Convenient everyday entry

Area Analysis

Lacey Oak, Denton, TX, 76207 — Denton, TX offers a balance of suburban tranquility and access to urban amenities. Known for its distinct cultural scene, educational institutions, and growing economy, Denton provides a varied lifestyle. The community around Lacey Oak Lane is likely characterized by newer construction homes, appealing to those seeking contemporary living spaces within a planned development context. The area benefits from ongoing regional growth, contributing to its appeal as a residential choice.

Schools: Denton ISD. The property is zoned within the Denton Independent School District. Specific school assignments should be verified with the district as boundaries can change. The availability of diverse educational programs is a general characteristic of the Denton ISD system.

Commute: Denton offers reasonable access to major thoroughfares, potentially facilitating commutes to regional employment centers. Specific travel times would depend on destinations and traffic conditions, but the location within Denton suggests connectivity to local job markets and nearby cities via main roads.

Safety context: Denton, like many growing Texas cities, maintains various community policing initiatives. General safety in new developments like Lacey Oak Lane often benefits from planned community designs and active homeowner associations, if applicable. Specific crime statistics are not provided by the listing and are beyond the scope of this analysis.

Housing stock: The housing stock in this immediate area, characterized by new construction from builders like Toll Brothers, likely consists of modern, energy-efficient single-family homes with contemporary designs and finishes. These homes typically feature open floor plans, multiple bedrooms and bathrooms, and amenities catering to modern homeowner preferences.

Market signals: The presence of new construction indicates an active and growing housing market in Denton, driven by demand for modern homes. New developments suggest confidence in local economic growth and a steady influx of buyers. The November 2026 completion date indicates a forward-looking market where buyers are comfortable purchasing homes in advance of their readiness.

Local amenities: Shopping centers; Dining establishments; Parks and recreational facilities; Community services

Price Analysis

Price anchor: \$899,000

Segment positioning: This property is positioned in the premium segment of Denton's single-family housing market, largely due to its new construction status, extensive bedroom and bathroom count, generous square footage, and builder reputation. It targets buyers seeking a contemporary, high-amenity home without the need for immediate renovations, emphasizing value in newness and planned features.



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Comparables: In the Denton market, comparable properties would likely include other newly built or very recent construction homes with similar square footage, bed/bath counts, and high-end finishes. These would typically be found in planned communities or new development phases. The price point reflects the spaciousness, modern design, and the advantage of being a brand-new home. Older homes, even those extensively renovated, may not directly compete on the 'new construction' appeal.

Differentiators

- Brand new construction (2026 completion) with modern warranties
- Reputable builder (Toll Brothers) known for quality
- Extensive 5 beds/5.5 baths configuration offering high functionality
- Luxurious primary suite on the first floor
- Multiple dedicated living spaces (great room, loft, private office)
- Open-concept layout ideal for entertaining
- Covered patio for outdoor living
- Spa-like primary bath features (freestanding tub, large shower)

Risks & objections

- Higher price point relative to existing homes in the broader Denton market
- Potential for construction delays (completion Nov 2026)
- Buyers may prefer an established community with mature landscaping or amenities already in place
- Some buyers may prefer a larger lot size
- Property photos are renderings/representative, not of the actual finished home

Seller talking points

- Invest in a brand-new home with the latest designs and energy efficiency from a premier builder.
- Enjoy the flexibility of a spacious floor plan with five bedrooms, perfect for diverse needs from guest accommodations to dedicated work-from-home spaces.
- Experience the luxury of a first-floor primary suite and a spa-inspired bath, providing a private retreat.
- Benefit from a planned community environment and the appeal of a growing Denton market.
- This home offers peace of mind with a new construction warranty, minimizing immediate maintenance concerns.

Ideal Buyer Profile

Primary motivations

- Seeking modern, move-in ready luxury
- Desire for spacious living and multiple functional areas
- Interest in new construction for warranties and contemporary design
- Long-term residency and investment in a growing area
- Convenience of a planned community environment

Functional needs

- Multiple bedrooms for occupants or guests



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- Dedicated home office space
 - Large, open common areas for gathering and entertaining
 - Outdoor living space (covered patio)
 - Low-maintenance property management

Lifestyle preferences

- Enjoying contemporary home amenities
- Hosting and entertaining guests comfortably
- Access to local conveniences and community infrastructure
- A balance of private and communal living spaces
- Value in newness and design continuity

Financial readiness: Buyers for this property are likely financially strong, with access to conventional financing or significant down payments, comfortable with the premium pricing for new construction and potentially extended escrow periods due to future completion dates.

Likely financing paths

- Conventional mortgage (20% or more down payment)
- Jumbo loan for qualified buyers
- Construction-to-permanent loan (less likely for a spec home, but possible for new builds)



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Buyer Personas

1. The Modern Entertainer

This buyer prioritizes contemporary design, ample space for hosting, and the latest home amenities. They value a home that supports an active social life and offers sophisticated, low-maintenance living. The idea of a brand-new home with a grand feel is highly appealing.

Life stage: Established ownership, seeking upgrade

Profession / industry: Tech, Sales, or Entrepreneurship

Financing: Conventional Mortgage (strong down payment)

Motivations

- Desire for a contemporary, grand home
- Frequent entertaining and social gatherings
- Move-in ready condition, avoiding renovations
- Seeking a sense of pride in ownership with a new build
- Value on quality builder reputation

Key messaging angles

- "Your new hub for effortless entertaining: a chef's kitchen, two-story great room, and covered patio await."
- "Impress guests and enjoy modern luxury in this brand-new Toll Brothers home."
- "Skip the renovations, move straight into contemporary elegance designed for your lifestyle."

Recommended content angles

- Virtual tour showcasing open-concept living and kitchen
- Highlighting the covered patio and outdoor connectivity
- Features on smart home technology integration potential (if applicable)

Likely objections & responses

- The completion date is far out (Nov 2026). — "Purchasing now secures your future home and allows for anticipation of its brand-new completion, offering full warranty peace of mind."
- Is the lot size sufficient for extensive outdoor activities? — "The covered patio provides an ideal space for outdoor dining and relaxation, designed for enjoyable, low-maintenance living."



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2. The Executive Home-Office Seeker

This buyer requires robust functionality for remote work or a dedicated professional space within their home, alongside comfortable living for themselves and potential guests. They appreciate distinct zones for work and relaxation, high-quality finishes, and the ease of new construction.

Life stage: Career advancement, established professional

Profession / industry: Finance, Consulting, Remote Tech Executive

Financing: Conventional Mortgage (potentially jumbo for higher loan amounts)

Motivations

- Dedicated, quiet home office space
- Spacious and separate living areas for work-life balance
- New construction for modern infrastructure and reliability
- Guest accommodations for visiting colleagues or associates
- Desire for a refined, professional living environment

Key messaging angles

- "Optimize productivity and privacy in your dedicated home office, a perfect retreat for focused work."
- "Seamlessly transition between professional demands and personal comfort in a home built for modern living."
- "Invest in a new build that supports your career and lifestyle with functional elegance."

Recommended content angles

- Focus on the private office, loft, and bedroom separation
- Demonstrating the versatility of the floor plan for different activities
- Highlighting proximity to transportation for occasional office commutes

Likely objections & responses

- Is the home quiet enough for focused work, given the open layout? — "The private office is strategically placed for quiet productivity, complemented by a spacious two-story great room for social areas, ensuring separation."
- Are there enough private spaces beyond the main office? — "With five bedrooms and a loft, this home offers numerous private spaces, allowing for multiple quiet zones or distinct functional areas."



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3. The Multi-Generational Living Advocate

This buyer seeks a home with ample space and thoughtful layouts to accommodate multiple generations or frequent extended guests. They value both communal gathering areas and individual private retreats, with an emphasis on comfort, accessibility, and the low-stress appeal of a new home.

Life stage: Later career or pre-retirement, merging households

Profession / industry: Healthcare, Education, Public Service (often with established savings)

Financing: Conventional Mortgage or Cash (from sale of previous home)

Motivations

- Ample bedrooms and bathrooms for diverse living situations
- First-floor primary suite for ease of access
- Separate living spaces for privacy and comfort of all residents
- Low-maintenance property due to new construction
- Creating a cohesive, yet independent, living environment

Key messaging angles

- "Designed for harmonious multi-generational living with spacious private suites and communal gathering areas."
- "Enjoy the flexibility of five bedrooms and multiple baths, offering comfort and independence for everyone."
- "A brand-new home means less upkeep, more time to enjoy your expanded household."

Recommended content angles

- Floor plan walkthrough highlighting bedroom separation and en-suite baths
- Focus on the first-floor primary suite and its accessibility features
- Showcasing the great room and covered patio as central gathering spots

Likely objections & responses

- Is there sufficient privacy for all residents? — "The thoughtful layout includes a first-floor primary suite and several private secondary suites, ensuring comfort and privacy for all."
- Will the home feel too large or require extensive maintenance once settled? — "As a new build, this home offers contemporary, low-maintenance living with efficient systems, designed for comfortable everyday living without excessive upkeep."