



## The Number One Ingredient to Success...Location, Location, Location

By Jim Shaw, Vice President

---

Often when you have been in any business for as long as I have been in the Commercial Real Estate Business, you feel "Here we go again!"

Every time there is a hiccup anywhere, this time primarily in the housing market place, the doom and gloom "guessers" are heard loud and loud. Some of those making land purchase decisions are now hearing the negatives reflected in the **national** housing market place and question the impacts on Fort Bend County.

The large merchant builders are undeniably affected by the housing market in the balance of the country and that in itself impacts the level of new housing developments being planned for the relatively immediate future. They are being quite conservative in their acquisitions of property for future home building. This in turn is impacting the aggressiveness of the land developers. Both are VERY carefully looking at new projects. We have heard of some builders selling off their lot inventory at less than retail value in order to reduce their carry costs. In a relatively short time these same home builders that today are selling unbuilt lots will be begging for places to build.

This sell off is in the face of several still hot planned communities in Fort Bend selling lots as fast as they can produce them.

Ladies and Gentlemen,  
Fort Bend County, Greater Houston Metro and The State of Texas are not the rest of the US when assessing Real Estate today. You have read in this publication from the "seers" and "sages", who I think are underestimating Fort Bend County growth, the forecast of the County of Fort Bend having a population of nearly 1 million residents by the year 2020. Only 13 years for those of us grey hairs. If anyone thinks that this will be done without a lot of housing and services being necessary, you/they are dead wrong. Those with a small amount of patience and fortitude will be amply rewarded. Obviously the old real estate adage will necessarily hold true. "Location, location, location" is and ever will be the number one ingredient to success.

The increases the past year in "rural" land prices state wide are reported by the Real Estate Center of Texas A & M University at 19%, with the greater Houston area reporting a 28% increase in 2006. This figure is even more pertinent to Fort Bend County when realizing that the survey no longer includes Harris or Galveston County because they are viewed as not having any sizable tracts of "rural" land.

Fort Bend's rural land appears to be a significant opportunity for the "investor" buyer with somewhat patient money. In the last 40 years there have only been 12 years with a reduction in value and in the last 6 years the average yearly increase has been greater than 11%. These figures substantiate the reason there are so many "foreign", (outside of Texas), buyers for Texas land.

Finally, I sincerely feel that unless the continued in migration of businesses and people comes to a halt, we in Fort Bend County are standing in the way of a freight train if we think development will come to any significant slowdown.

There are few guarantees in the land side of the commercial real estate market in Fort Bend County or any where. However, when one looks at the real direction of Fort Bend County in the near future, (Next 5-10 years), it appears to us that we all are guaranteed phenomenal growth. The metro area is growing dramatically but FB county is leading the way.



## **The Number One Ingredient to Success...Location, Location, Location**

**By Jim Shaw, Vice President**

---

Jim Shaw is a licensed Texas Real Estate Agent and senior vice president of Indermuehle & Co., 2333 Town Center Drive, Suite 300, Sugar Land, Texas 77478. Jim can be reached at 281-207-3706 or [jshaw@icotexas.com](mailto:jshaw@icotexas.com).

**For more information please contact:**  
**Jim Shaw, Vice President**  
**Indermuehle & Co.**  
**2333 Town Center Drive, Suite 300**  
**Sugar Land, TX 77478**  
[jshaw@icotexas.com](mailto:jshaw@icotexas.com)