December 12, 2024

Prairie Landing – Planned Unit Development

Phasing for Prairie Landing:

DRH is excited to develop Prairie Landing in a streamlined, single-phase approach. Construction is set to begin in early spring 2025, with the first homes breaking ground by May. Sales are anticipated to launch in August 2025, with an expected absorption rate of 3-4 homes per month. Full buildout is projected to be completed within approximately three years.

Financial Plan:

DRH will self-develop Prairie Landing or collaborate with a partner developer to prepare the site, after which all lots will be sold back to DRH for home construction. With internal financing capabilities, DRH requires no external funding to bring this project to life.

Marketing Strategy:

For Prairie Landing, DRH leverages a proven, in-house approach rather than engaging an external market study firm. By analyzing regional and local sales data, we assess market velocity, optimal price points, and demand trends. Our experienced internal sales and marketing team will drive strategic efforts to connect with buyers, ensuring strong market presence and steady sales performance.