

ONE HOUR TO DECIDE *Series*

INSIDER INFO
COST OF LIVING
SCHOOLS
OPPORTUNITY
JOBS
SHOPPING
CULTURE
POPULAR AREAS
AND MORE



WHY Move to DALLAS



Information to make a decision
in 60 MINUTES

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INTRODUCTION

Dallas: The #1 Relocation City

If you are considering moving to Texas and in particular to Dallas, you need to read this book! We know that relocation is a very important and stressful issue. For you to consider coming to Texas, you need to know the true benefits of the area, for yourself and for your family if applicable.

If you are considering coming to Texas, know that you are in great company! Essentially, Texas has become the 600 pound gorilla for relocation, dwarfing growth rates of other states! The cities of Dallas/Fort Worth, Houston, Austin and San Antonio are seeing explosive growth for a variety of reasons. **CNBC recently ranked Texas as the number one state for economic growth.** Dallas



was ranked as #1 by the US Census as the top city for relocation. We will let you take a guess as to which 3 other cities landed in the top 10 (hint, they are in Texas!).

WHY are people of all races, backgrounds, and ages moving to this area? A variety of reasons exist, from the renowned friendliness of the city to its vibrant economy to its amazingly low cost of living. In addition, Dallas offers an unparalleled competitive edge for businesses, the lowest per capita tax in the nation and a number of other factors that make it a very appealing choice for relocation.

Here is a more complete list of the reasons people are moving here. Some of these may surprise you!:

- Stable Economy
- Job Opportunities
- Lower Cost of Living
- Affordable Homes
- Excellent Schools
- Sub-tropical Climate
- Young average age
- Low Crime Rate
- Diversity of population
- Shorter daily commute (with more courteous drivers!)
- Extremely well built roads make all parts of the city quickly accessible
- World class arts and museums
- Every major professional sport represented and minor league sports as well
- Large number of new residents
- Easy access for US and International travel



One Hour to Decide

We tried to find information on Dallas from an insider's AND a relocation point of view, but nothing exists. Even things that were written that cover this most important topic are outdated and don't cover the current economic conditions.

So, we've written this book to give you the information you need, **so that you can determine if you want to seriously consider moving to Dallas.** We've written it in an informal way and more in BULLET POINT and OBSERVATION format. And, just to let you know...we've carefully designed it so that **you can read in this book**

in approximately ONE HOUR, while on a plane, at lunch or some other location. Using the information in this book, you can then decide if you want to move forward on considering a lifestyle change to Dallas and looking seriously at job offers that will lead to relocation!

We hope to accomplish the following for you:

- ✓ Debunk myths and stereotypes about Dallas (like JR and Southfork!)
- ✓ Give you a brief glimpse at the magic, intrigue and sophistication of Dallas.
- ✓ Give you an insider's perspective about some key parts of the city
- ✓ Show you why people from all over the country now see the benefits of a move here
- ✓ Relate more in detail about why specific cultures feel VERY comfortable in Dallas

We truly believe that Dallas gives you the opportunity to succeed and thrive. We believe that Dallas will give you the ultimate advantages for not only your work, but for your family. We believe you will be quite intrigued!

If you have any further questions about the area, you can contact me, Grant Bynum, directly. I can be reached at grant@homebaseservices.com. It will be a pleasure for my team to help you to provide the answers you need to help you make the right decision.

Talk to you soon and best wishes!



Contact information:

office: 214.473.4929

relo@homebaseservices.com

www.HomeBaseServices.com

NEED TO PURCHASE OR RENT? WE CAN HELP YOU!

Thank you for reading this guide! We've put this guide together because we truly love this area and want you to have an incredible experience here!

Are you ready for purchasing with experts that truly know this area? Then call us! It would be our pleasure to help you start narrowing down areas for purchase at the pace you are comfortable with. Whether you are thinking about a new location now, or in 6-12 months, we would be delighted to be your information source to start your search for a great new lifestyle. **Contact us 7 days a week for the help you need.**

Dallas - Fort Worth – Houston

(214) 473-4929 Local

(214) 492-9791 Fax

OTHER GUIDES AVAILABLE

Insider Guides are available for the following areas (and the list is growing)

AREA GUIDES

Washington Avenue Insider Guide

Dallas Insider Guide

West Plano Insider Guide

Houston Insider Guide

Uptown Dallas Insider Guide

Fort Worth Insider Guide

GUIDE TO AREA SCHOOLS

School Savvy - Dallas

School Savvy - Houston

School Savvy - Fort Worth

BEST AREAS FOR HOME PURCHASE

Best Areas for Home Purchase – Dallas

Best Areas for Home Purchase – Houston

Best Areas for Home Purchase – Fort Worth

MAKING NEW FRIENDS & CONNECTIONS

Connections for Singles & Families – Dallas

Connections for Singles & Families – Houston

Connections for Singles & Families – Fort Worth



FORGET ABOUT JR: Myths vs. Facts about Dallas

Dallas has a great deal of stereotypes, myths and half-truths (or changed facts) that are in the minds of out of state residents. While some of these may relate to the distant past of Dallas and may contain a hint of truth, most of them are truly just the product of Hollywood, television and cultural folk tales.

Below are the some of the biggest stereotypes. We will examine each of these in as honest a manner as possible. We can guarantee the answers will surprise you in some cases!

Myth: The city of Dallas is just like the 1970's television series Dallas, with JR Ewing!

Fact: Dallas is a “commuter” city filled with primarily out of state residents...most people are not actual natives of the city. The city has an urban feel in the city limits, and terrific suburb areas as well. If you dressed like JR Ewing in the downtown or uptown parts of Dallas or its suburb Plano (where long time corporations are located), you would receive some strange looks in some cases.



Myth: Dallas is a Western town with cowboys and residents dressed in boots and cowboy hats

Fact: Dallas is a major, cosmopolitan community with chic residents that dress in formal business attire and the same casual wear seen elsewhere in the country. If you want to see cowboys, they can be found in western themed saloons and the yearly rodeos that are in FORT WORTH nearby, not Dallas. The FW area is terrific as well, but actually has the tourist spots we mention... they aren't found in Dallas.

Dallas has become a major fashion market.

Groups like the non-profit Fashion Group International support local, national and international designers. The Dallas Market Center and Fashion Industry Gala are hosts to hundreds of cutting edge designers. The Dallas Market Center alone holds 50 markets each year with retailers from the 50 states and 78 countries, including Dallas International Fashion Week. In 2010, Dallas became home to Couture Fashion week and when the show producer, Mr. Aquino was asked, "Why Dallas?" his response was, "Because Dallas is one of the country's most important centers of style and sophistication with a large population of upscale fashion-conscious customers. We are excited to be bringing a series of highly creative fashion shows to Dallas."



Myth: People in Dallas live mostly in ranches and have cattle and horses

Fact: The city of Dallas has next to ZERO ranches in its city limits! The legendary "Southfork" ranch in the DALLAS TV series DOES exist... *but it's not even in Dallas!* It is located about 20 minutes outside of the city limit, well to the north. Land is too valuable in Dallas... the few remaining ranches typically require a journey of 1 hour or more to visit.

The majority of the population in Dallas resides normal family housing, condos and apartment complexes. Ask any number of residents and they will say one of the best things about Dallas is the skyline! Coming into Dallas from any one of the major freeways and seeing the grandeur of the skyline stretching across the horizon will leave you in awe, especially at night.

In addition, the amount of different architectural choices present in Dallas for homes (and in business) is intriguing! The most noted architects and builders have created a canvas of architecture starting with 1909, the Praetorian Building, first skyscraper in the city and the entire Southwestern US and ranging from Gothic Revival to Post Modern with many stops in between. The sleek lines of the post-modern architecture is seen in the Fountain Plaza, the glowing green outline of the Bank of America Plaza, currently Dallas' tallest building, the Renaissance Tower and the curved arches of the JP Morgan Chase and Comerica Bank Tower buildings. Among the Modernist ar-

chitecture composing the landscape is the JFK Memorial, IM Pei's, Dallas City Hall, the Morton H. Meyerson Symphony Center and the well known and loved Reunion Tower. A taste of Gothic Revival is seen all around town, most notably in the Kirby Building while the Neo-classical movement is felt in the Davis and Wilson Buildings.

Myth: The Dallas business and landscape is centered on the OIL market.

Fact: The TV show “Dallas” left its viewers with the impression that most Dallas residents also are consumed and focused on OIL. Nothing could be further from the truth. The overwhelming majority of residents couldn't even identify where an oil well is even located...because no oil wells of any substantial size exist in Dallas! Oil wells exist primarily in West Texas and other parts of Texas.



The overwhelming majority of business presence and growth has nothing to do with oil. **Our major corporations are in many parts of our economy...that's what has kept Dallas so shielded from our recent recession's impact.** Dallas is home to more 10,000 corporate headquarters in a variety of fields including banking, technology, commerce and more. There are more than twenty Fortune 500 companies in the area, and also large regional locations. These include: FritoLay, JCPenney, Exxon Mobil, AT&T, Fluor Engineering, Baylor Health Care, Kimberly Clark, Dean Foods, Texas Instruments, Southwest Airlines, Texas Health Resources, Tenet Healthcare, Dr. Pepper Snapple Group, ExxonMobil, Blockbuster and more.

Myth: All Dallas residents speak with a distinct, slow, “southern drawl”.

Fact: More and more residents are transplants from the Northern and coastal states resulting in a very low number of folks with the infamous southern twang. At the current rate of inbound immigration, another 9-19 million residents will arrive in Texas by the year 2030, effectively making the population of relocated constituents reach more than 50% of the total number of Texas urbanites. Even the remaining natives don't typically speak with any detectable accent, except with an occasional “y'all”!

Myth: In Dallas, its Tornado Season all of the time.

Fact: Weather is changeable in Dallas, but most of it is mild and great! The Spring season in Dallas can sometimes bring some storms, including an occasional tornado warning. However, the instance of tornadoes **being spotted and/or touching down is actually quite rare.** States to the North, such as Oklahoma and Nebraska, have a much more active tornado season and typically will sustain damage almost annually. But for Dallas, this is not an issue.

Myth: Summers in Dallas are pretty darn HOT!

Fact: The months of August and July can experience high temperatures. But, summers have actually cooled the last 4 years; winters very are mild with December temperatures in the 60s. According to the National Weather Service, the average daily low in Dallas is 55.0 °F (12.8 °C), and the average daily high in Dallas is 76.3 °F (24.6 °C). Dallas also receives approximately 33.3 inches (845.8 mm) of rain per year. The sub-tropical climate is enjoyed by all but loved and appreciated most by our Northern immigrants.

The **lack of weather** that causes disruption in Dallas is a huge positive for the area. Winters are very mild. If there is one snow storm, Dallas residents count themselves lucky! One caveat: The weather is SO mild in Dallas that when something actually DOES occur like a snow storm... residents don't quite know how to handle it in some cases. Often a snow storm will close most schools and many businesses as well! Enjoy it when it does happen... it's a rarity!

Myth: Everything is BIG in Texas.

Fact: There IS some truth to this! There is big business, big excitement, big culture, big shopping centers and big personality in Dallas! And, what relocating people love is...you get a LOT of house for the money here! The typical "starter" home in Texas is typically 4 bedroom, 2 bath and 2,000 sq feet with a cute back yard and a nice low price.

But, beyond some of the establishments we mention, life in Texas is "normal" size... just like any other city. There are also small, intimate and quiet communities, family businesses, boutique shopping and hole-in-the-wall yet classic dining options. People drive cars just like in other cities (myth is that Texans drive Cadillacs and huge cars only...it's just not reality!).

Also, Texas is very strong for **promoting small business**. From the North Texas Small Business Association to the Texas Enterprise Fund, the Texas Emerging Technology Fund and a direct appeal from the Governor's office, Texas actively pursues smaller businesses to this fertile area. Constant effort and drive brings small business to Dallas and results in rankings like that of the Small Business and Entrepreneurship Council whose recently released Business Climate ranks Texas third nationwide for Small Business development.

Myth: Dallas is FLAT prairie land that is dry and arid without any lakes or other water

Fact: The Dallas area has an abundance of green space, both natural and manmade including rivers, lakes, hills and forested landscapes.

On any warm day, especially weekends, you will find the Dallas community relaxing and enjoying the over 21,000 acres of parks which include 17 lakes, over 60 miles

of biking and running trails, six public golf courses and numerous sports fields. Unlike many urban centers, Dallas has taken pride in maintaining natural, scenic escapes from the hassles of everyday life.

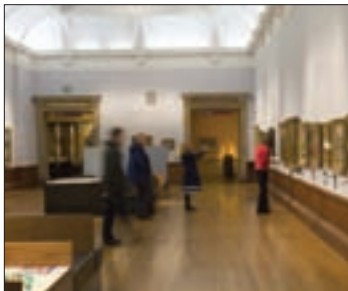
The KATY TRAIL is an enormously popular jogging and biking trail that runs throughout Dallas proper, stretching from downtown, through Uptown and up to 635 (the outskirts of Dallas). Most of the suburbs of Dallas (Plano, Allen, etc) also have extensive outdoor parks and green spaces. One of the most popular is the ARBOR HILLS NATURE PRESERVE in West Plano.



For lakes, the Dallas area has 4 main lakes and many smaller lakes. White Rock Lake is hugely popular and within minutes of downtown Dallas. It has many attractions around it (like the Dallas Arboretum, full of acres and acres of flowers) and features jogging trails that are most popular with professionals. More enormous lakes found in the area include: Lake Ray Hubbard, Lake Lewisville, Joe Pool Lake, and Lake Lavon. Recreation on lakes is easy to find and inexpensive compared to other cities. Ample housing for purchase is also found on these lakes.

Myth: There isn't any culture in Dallas.

Fact: Dallas is an incredibly cultured city! **Dallas has the largest Urban Arts District in America.** The DFW metroplex has some of the most well regarded museums in the nation, including the Dallas Museum of Art, the Kimball Art Museum (which regularly brings highly regarded exhibits from Impressionists, Modern artists, and more), along with many more smaller art museums.



The DFW metroplex has some of the most well regarded museums in the nation, including the Dallas Museum of Art, the Kimball Art Museum (which regularly brings highly regarded exhibits from Impressionists, Modern artists, and more), along with many more smaller art museums.

Dallas is also very attuned to the performing arts, with a well regarded Dallas Symphony and an entire booming ARTS and MUSEUM district in downtown Dallas the includes the Myerson Symphony hall.



THE OPPORTUNITY OF DALLAS: Perfect for Professionals

For the professional, it's important to identify the potential of a city in terms of CAREER. The city of Dallas and the overall climate of Dallas (and Texas) is a very safe bet for building an incredible career. And having money left over to enjoy life!



Professionals of all types are moving to Dallas in record numbers. There are many different factors that are leading to their decisions, but we will identify some of the most popular reasons. The favorable tax climate, along with the hugely pro-business environment and efforts of Texas and Dallas, are mesmerizing to large businesses used to more difficult circumstances in other states. As a result, businesses are moving their locations to Texas and to Dallas and Houston in particular.

The following section identifies key factors that are important to professionals and others who are thinking about moving to Dallas. We think you will see a very compelling case for considering a move to Dallas, like so many others have.

Growing and More Growing

DALLAS has been shielded from the recession in many ways (due to factors we will point out). This is not from a fluke or chance...this is result of careful planning and a pro-business, low tax environment. As a result, Dallas is becoming the new haven of stability in the Southern United States. People are flocking here from the West and East coast as well as the heartlands of Middle America.

According to City-data.com, since 2000, the growth rate has exceeded 9% and is climbing steadily. Texas is among the top five states for in-bound immigration and the Dallas area is a prime destination. States that were once attracting the best and brightest, such as New York, Boston, Los Angeles and Chicago are now losing residents due to bad economies combined with higher costs of living. Forbes ranked the states that are losing people faster than new residents are arriving and New York ranked number one with Illinois following in second place. New York has had a steady loss of residents over the last five years and is expected to lose 49,000 more people than it gains. Illinois is looking at maintaining a loss consistent with the last five years at approximately 27,000 people.



Kenneth Johnson (Demographer and Professor of Sociology at the University of New Hampshire) notes that 'For most of the decade people have been moving to the South and Southwest.' Two of the major reasons for this move South is a life cycle change and the fact that several groups of people, young and old, are relocating to warmer areas with lower costs of living, beautiful scenery and the latest in modern technology and conveniences.



One of the top reasons people are choosing Dallas is the existence of a vibrant economy that is growing rather than shrinking. The depression that is currently affecting the country as a whole, has not affected Dallas residents to the same extreme as elsewhere in the nation. Dallas has remained a thriving presence in the job market and is consistently ranked among the top cities for corporate relocation. In 2010, Dallas was declared by the Brookings Institution to have one of the top five strongest metropolitan area economies. Future economic growth prospects are alive and available in Dallas, while once stronger economic locations have taken a back seat.

Dallas is the perfect place for professionals to relocate. The economic climate remains strong and offers excellent pay and opportunities. From banking to commerce, to world-renowned education, technology and medical sectors, the number of top professionals grows yearly.

Another reason for the stampede to Dallas is our ideal location. Not only are you in the midst of a vibrant city, but from Dallas, you can reach almost any of the mainland states within 3 hours. The area's geographic location in the middle of the country and its easy access to points all over the world have made it very attractive for both small and large employers, and relocating families. Home to the DFW International Airport and Love Field, home of Southwest Airlines, Dallas area is also a vibrant hub of international trade and investment. Commutes from Dallas are half the time and cost of flying from major coastal locations such as New York and Los Angeles.

Can't find work? Not in Texas!

Dallas has jobs, many of them... and great ones! With the current recession extending for years now, many parts of the country have experienced troubling unemployment rates (over 10% across the country in many states). This is causing people to leave very popular cities such as Orlando, Las Vegas, Phoenix and more.

The nation's average unemployment rate has hovered at around 10% for a long time. The unemployment rate in Texas is 8.1%. Dallas is even lower, with 8.0%, according recent numbers published by the US Bureau of Labor Statistics.

A recent study by the Real Estate Texas A&M dept notes this: "All Texas industries except trade, construction and information had more jobs in September 2010 than they did 12 months earlier," said Anari.



Business and industry are thriving in Texas as a cutting edge infrastructure has shielded the economy from experiencing the same degree of downturn experienced elsewhere in the nation. According to Newsweek Magazine, Dallas is the number one destination for job seeking Americans. Texas is home to more Fortune 500 companies than any other state and over 20 of them are in the Dallas metro area. A skilled work force and tax break and government support show a full measure of why Texas is the best place to invest, work, make connections, get educated and live.

Government Policies in Texas Promote Growth

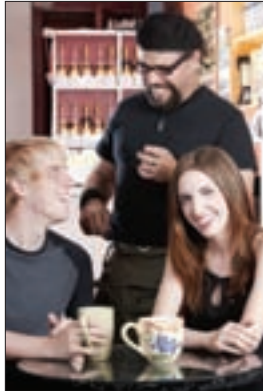
Both the governments of Dallas and the State of Texas are decidedly pro-business (and have been for a long time!). Governor Perry, in conjunction with other state agencies has a campaign in place to businesses touting the tax breaks, tax credits, skilled labor force, proximity to strategic markets and superior quality of location to convince more companies to either relocate or open new facilities in Texas. Last year alone, 150 new companies moved to Texas from California. This influx of people and business will

exponentially expand the growth and heartiness of the area and generate even more opportunities for workers and residents.

The tax structure is also very pro-business for Texas businesses and their employees:

- Employees pay NO state income tax. All politicians know that they do not dare touch this almost sacred principle of Texans!
- Unemployment is low in Texas, so unemployment taxes are low
- Tax credits are continuing to be offered on multiple levels for businesses to use in relocating to the area

The state of Texas has been conservative in nature for a long time in monetary policies. This has been reinforced further by the governorships of George Bush and Rick Perry for over 16 years now. This does not mean that Texans are perfect or that everyone has to agree on politics...far from it. But, fiscally, Texas is a fiscally conservative state that sets a strong foundation for current and continued economic growth. The Texas government has also been relatively free from scandal and corruption, unlike some other states in the US.



Lowest Cost Structure among Metropolitan Areas

Dallas has an elite status as being in the very top business and economic centers in the country. However, unlike other major metropolitan areas, Dallas has maintained a very affordable cost of living structure. Major metropolitan areas generally have a higher cost of living than the suburbs but for Dallas, that stereotype does not ring true.

With the average US Cost of Living at a value of 100, Dallas falls under at 93. This compares very favorably with all major metropolitan centers in the US.

Major City	Cost of Living
Houston-Sugar Land-Baytown, TX	89.03
Dallas-Fort Worth, TX	92.86
San Antonio, TX	93.57
Atlanta, GA	94.93
Austin, TX	94.93
Salt Lake City, UT	98.87
Las Vegas, NV	100.00
Phoenix, AZ	100.00
Detroit, MI	100.06
Denver, CO	101.93
Philadelphia, PA	103.51
Virginia Beach, VA	110.42
Chicago, IL	113.47
Miami, FL	120.94
Boston, MA-NH	129.53
San Francisco, CA	137.55
Washington, DC	138.35
Los Angeles, CA	142.16
San Jose, CA	158.51
New York, NY	400.00

Everything from food to housing to fashion and entertainment can be experienced for less in Dallas. According to the Bureau of Labor Statistics, the Dallas-Fort Worth Consumer Price Index fell 0.4% in 2010 while the rest of the country’s prices were on the rise.

Lowest HOUSING costs Among Metropolitan Areas

The average housing price in Dallas is much lower than other metropolitan areas. Housing in Dallas is half the cost of a city like Boston and more than a third of the price if you’re house shopping in LA or NY.

According to a study conducted by the Real Estate Division of Texas A&M determined that the average housing cost in Texas is \$151,000, two-thirds that of the national average and less than a quarter of the cost in New York or California.

In addition, what is INCLUDED in the house you get in Dallas is a LOT...and a great deal for the money! You can get a wonderful home for under \$200,000 easily in the suburbs.



For even the most exclusive neighborhoods of the area (areas of influence, with exceptional schools where the house prices can go into the MILLIONS), the prices are a surprisingly good value compared to other major cities for relocation. To be the “small house” in the rich neighborhood, here is a rough estimate of what the minimum price house is running currently:

- Twin Creeks (Allen) - \$250K**
- Lakewood (Dallas) - \$350K**
- M Streets (Dallas) - \$350K**
- Willow Bend (Plano) - \$475K**
- Highland Park (Dallas) - \$475K**
- Starwood (Frisco) - \$500K**

These neighborhoods have held up in value nicely over at least 10 years. For those considering investment, you can purchase a house in these affluent areas with the knowledge that home prices and demand have remained strong due to the exceptional schools, location, shopping and more.

You can find out more detailed information and rankings of areas and specific neighborhoods by requesting a copy of our Best Purchase Areas of **Dallas INSIDERS GUIDE** e-book, available at no charge by request from our website.

Governments Services Remaining Strong

States like California, New York and Massachusetts are experiencing turbulent times due to high unemployment, resulting in government revenues decreasing! Workers continue to be laid off in these states, along with services being cut. Some city governments have even shut down entirely!

One of the relocation clients we talked to recently explained how this was hitting home for them. They explained that they moved from a Northern area because the city was telling them that they could no longer pay for roads to be cleared every time it snowed in the city. Typical de-icing, clearing and more could not be paid for. So residents had to wait for the weather to eventually clear the roads.

This has not been the case to any degree in Dallas; over the last ten years Texas has

built new schools, roadways, parks and other community projects to put people to work. Dallas schools have not been under funded and community servants like law enforcement and firemen have not been laid off. The government, like the Texas economy has remained strong. This is due primarily to the fiscally conservative policies that have been in place for a long time. Texas seems to be better at funding things that contribute to growth for the whole city. Texas also seems to get more for the money when they do fund projects.

Even within Texas, Dallas is the shining star. The North Texas Commission has determined that although Dallas is only 3% of the Texas land mass, this cosmopolitan hub is responsible for 26% of the state population, 28% of the employed residents, 29% of personal income and 32% of the state's Gross Domestic Product. Thus, count on Texas being "mighty kind" to Dallas.

Examples of recent govt. projects that have helped the city are:

- Widening of the critical 75/Central highway that enables professionals to get downtown
- Recent completion of the 121 highway that connects the suburbs to the airports of Dallas
- Furthering of the Dallas DART RAIL system from downtown all the way to Carrollton (suburb of Dallas), with additional expansion on track

The bottom line is that Texas has remained fiscally conservative, spending money primarily on projects that aid for job and state growth. As a result, Texas and Dallas are reaping huge rewards. These rewards will benefit you and your family directly should you choose to relocate.

Texans are FRIENDLY and NICE

Although the other economic advantages are important, Dallas' biggest draw for visitors (individual and corporate) who then choose to relocate is THE PEOPLE. Some may choose to call this "Southern Charm". Whatever the name, it's just very obvious that the people of Dallas are friendly, inviting and open to meeting new people and welcoming those who move there.



While the days of sipping sweet tea on the porch may have passed, there is kindness and respect woven into the nature of the inhabitants. Unlike cities like New York and LA, people don't turn their heads as you walk by; they offer a smile and a hello. You won't find upturned noses but deference, acceptance and a gentile way of living.

We get this comment frequently when we speak to our relocating clients. They notice that Texans say hello to you, ask how you are doing and smile. They listen to you and truly seem to want to know who you are. It sometimes takes people a few months to get used to this, but then they convert and become like us Texans!

One of our most prestigious transplants, Michael F. Duffy, MD, Orthopedic Spine Surgeon at the Texas Back Institute said it perfectly when he stated, “Dallas is a thriving economic and social city, with a healthy diversity. People are nice and considerate, unlike many other large metropolitan areas. Whether you live in the suburbs or downtown, there are plenty of activities to occupy your time- both outdoors and indoors. I have lived in 4 other cities, and Dallas is by far my favorite!”

It doesn't matter what race or culture or family preference you have. You will find an overall friendly, kind and welcoming attitude here in Texas and Dallas.

People of all cultures and races move here.

Texas is a true melting pot...but the real truth is: we always were! The culture has always been heavily influenced by primarily Hispanics since its founding in the 1830s. You might have heard about the amusement park called 6 Flags here in Texas. Those flags represent the 6 different flags and nationalities that have laid ownership to our state, including Mexico, France and others. While the historically largest influence has been the Hispanic culture, the past few decades have brought a host of relocating clients from Indian and Asian cultures. These have helped to make our state even stronger.



The current cultural make-up of Dallas is indeed diverse. The diversity continues to grow due to relocating people of all nationalities. The Hispanic population continues to grow, as do those with European and Asian backgrounds. More and more Fortune 500 companies and international industries move into the area and bring with them additional races and ethnic heritages.

Dallas has large ethnic areas as well. The benefit of this is an immediate pipeline to the foods (grocery stores, restaurants, etc.) and services that are culture specific and fit into your lifestyle. We discuss this more in a separate section. Bottom line: Most cultures will find a very easy transition to Dallas and will not “skip a beat”.

Liberal and Conservative (liberal in city, conservative in suburbs)

Overall, Texas has had a long history of being middle of the road, but leaning fiscally

conservative always. Texas politics has impacted Dallas indirectly by promoting

However, Dallas is a political mesh unlike few other cities. Essentially, you can find strong pockets of all elements of politics, whether that means liberal, conservative, tea party, libertarians and more.

In general, the more urban areas tend to be Democratic, while the suburbs are more Republican. No matter what your political philosophy, you can truly feel at home in Dallas.

NO TAXES

Topping the list of any taxpayer is a benefit not seen in many other states. Texas DOES NOT have personal state income taxes. Yes, you read that correctly, NO state tax! This means more of what you earned will be left in your own pocket or bank account. You won't see this benefit in other major US cities. This results in Texas having the lowest per capita tax of any state in the nation. There is also a significant business advantage seen in lower workman's compensation insurance.

Easy access to anywhere in the nation

Dallas has become known as the 'Third Coast'. It's just simply the perfect base to have your life in for business or pleasure. Texas has access to major continental states typically in 3 hours. For professional consultants, whether your clients are in New York, LA or anywhere in between, you will certainly enjoy coming home in a reasonable time period to enjoy your weekends.

In a state that, for the eighth year in a row, ranks number one for exports, this distance becomes important. Businesses know that centering their headquarters or production in Dallas results in a shorter commute for business and product delivery, which significantly reduces costs.

Quick Commutes to clients and airport

Whether you consider locating in Dallas proper or in one of the popular suburbs, your commute to an airport will probably be 30-45 minutes (barring rush hour). Dallas actually has 2 major airports: DFW International and Love Field

Love Field is located within the heart of Dallas city limits, off of Mockingbird. For professionals that travel to major cities or regional cities nearby, it's just simply easy and quick. Think 15 minutes or less quick to get





to the airport! Up until a few years ago, this was not the case. An outdated but still in effect amendment from Congress prevented national traffic from leaving Love Field. This has been abolished, to the relief of consultants everywhere! Love Field is quickly reached from the North Dallas Tollway along Mockingbird.

The DFW International Airport is the 8th largest in the world for number of passengers served. Many major highways give quick access to this important airport, whether you live in Dallas proper or the suburbs. For example, both Highway 121 and GBush/190 Freeway have quick toll roads that lead directly and quickly to this airport.

If you are on the road frequently, a move to Dallas definitely will mean less time in commuting to airports.

Excellent Road System to get to clients

Our clients frequently report how excellently our roads are designed. Dallas and Texas have both invested great amounts of money to provide for new and wide highways that quickly connect all areas of the city. Your drive to work will not be an ordeal, whether you live directly in Dallas or in the suburbs.

Like other cities, we do have higher traffic times with more congestion. But, due to the wide freeways and excellent (and multiple) paths to work, the average amount of commuting time to get into DOWNTOWN DALLAS for example (where most consulting and legal firms are located) is a fraction of what other cities run. Even our beloved sister city HOUSTON is sometimes a very difficult commute where you feel stuck in traffic. Not so with Dallas. Traffic typically moves quickly.

As discussed earlier, due to having a fiscally conservative government, more money continues to be spent on road creation or improvement projects. Dallas driving is simply very hard to top.

Public Transportation

In overall commute times with driving, Dallas really does have most other cities beat... and solidly. Try driving to almost any downtown area in any OTHER major metro-

politan city in a reasonable area of time, unless you live in a downtown loft! Simply put, in Dallas, people are used to driving, because the commute times from downtown to even the suburbs are relatively short, unlike most other cities.

But for public transportation, until very recently, other cities in the US had a more noticeable advantage in commuting to work due to a more extensive public transportation system. But, Dallas has recently made incredible strides in this area due to the DART RAIL expanding service, including a recent major opening in November 2010. The recent creation of Urban WALK TO type villages in the last decade, where you can live and play all in a short radius of walking distance, has been a factor to accelerate this push. The current most popular urban areas include UPTOWN, KNOX/HENDERSON, ADDISON, and the SHOPS AT LEGACY.

The 2 major systems of transportation for Dallas are the BUS system and the RAIL system. The DART bus system is well developed and extends to many parts of the city. It is inexpensive and runs frequently. It runs all the way through Dallas proper and many sections within the suburbs.

The DART rail system runs primarily along I-75/Central stretching from Downtown to Plano; commuters can pick any one of three travel lines that will bring you close to virtually any Dallas location. Areas that are best for living that are near the Rail include Downtown, Uptown, Northpark/SMU and Plano.

With the recent opening of the third key route, this opening now extends through the West part of Dallas to Carrollton. Plans are ambitious to continue the funding of keeping this extending further. Dart also includes the Trinity Railway Express that runs from Dallas all the way through to Fort Worth, connecting the two cities.

Various studies have estimated at least \$3.3 billion in private funds were invested in communities and stations along the Dart route. Business and residential properties along the train have realized significant increase in value, and the trains make it easier for suburbanites to indulge in the exciting and ever-changing Downtown scene.

A further expansion, important for professionals who base out of downtown, is the extension of the separate UPTOWN TROLLEY to Downtown. This FREE trolley system runs from 7 in the morning until approximately midnight. It allows a professional to live in UPTOWN and then to commute for free to Downtown. No car needed! Dallas now has the kind of “walk to” community that has at times made other

Arts & Culture is Everywhere in Dallas

Dallas is a center for sophistication, refinement and appreciation for the Arts. Dallas has the largest Urban Arts District in America. The city is host to premier museums, performance halls, award-winning architectural designs, live theatres and unlimited talent. The festivals, exhibitions, shows and performances featured in the city throughout the year offer the ultimate in cosmopolitan elegance.

There are several major art and historic areas in Dallas for residents to enjoy, explore and educate themselves. Among the must-see venues are:

The Arts District of Downtown Dallas

– The Arts District of downtown has a number of fascinating and awe-inspiring museums all within walking distance of each other or if you're tired from exploring, a short hop on the trolley or DART bus. You can spend entire afternoons or days seeing the masterful works and still not have viewed them all. The top stops are the Dallas Museum of Arts, the Crow Collection of Asian Art, Nasher Sculpture Center, the Dallas Symphony Orchestra and the Dallas Opera.



West End Historic District - The Downtown Historic District is home to the JFK Memorial, the Sixth Floor Museum at Dealey Plaza and the Old Red Museum. It is also an architectural hotbed with historic houses in every style from Victorian to Neo-Classical. A drive along Swiss Avenue is like a trip through time. The West End Historic District is also just a stone's throw from the Convention Center, Pioneer Plaza and the Dallas World Aquarium.

The Uptown Antiques District – Few days are as pleasant as ones spent casually strolling along the streets of Uptown Dallas or hopping on the trolley for a day's adventure. There is a wealth of Antique stores including the infamous Riddells' Rare Maps and Eagles Antiques. In addition, there are several smaller, unofficial Arts Districts including McKinney Avenue and State Thomas. Here you can see MADI art, the Fourth Wall Gallery, the Goss-Michael Foundation and Uncommon Markets among other fascinating and rarely seen exhibitions.

The Fort Worth Cultural District – The Fort Worth Cultural District is home to such renowned art houses as the Kimball Art Museum, the Modern Art Museum and Bass performance Hall, all of which can be reached within 45minutes to an hour. If there is a show, concert or exhibition that isn't shown in Dallas, chances are it will show here.

Every Sport Imaginable for Watching & Playing!

Sporting events are important...not just for the fun of watching them, but because they present incredible networking opportunities for building client relationships. One of the greatest ways to shed personal ambition and wipe away social barriers is through sports. Living in Dallas gives you every opportunity to watch some of the world's finest teams. Dallas natives are also very sports focused, and so you will have plenty of chances to PARTICIPATE in sports as well if you choose.

Dallas has had many wonderful teams. But until perhaps recently, we've been known

mostly for the very high octane Dallas Cowboys. They are known as America's Team. This label is due definitely to the high octane, high profile attitude of the Dallas Cowboys and their owner, the always in the news Jerry Jones. Licensed merchandise relating to the Dallas Cowboys has been the top selling line for literally decades, beating all other sports teams overall.

But, Dallas truly has ALL MAJOR sports well covered! Major franchises in Baseball, Football, Basketball, Hockey and Soccer give fans their pick of events. The Dallas Cowboys, Dallas Mavericks, Texas Rangers, the MLS' FC Dallas soccer team, and the Dallas Stars are all huge draws and hot tickets nearly every night.

This past year saw a major shift in team sports. The Texas Rangers had a breakout year and made it to the World Series. The town is very excited about that! These tickets are relatively low priced to acquire as well. In addition, our major league soccer team FC Dallas made it also to the "superbowl" – the MLS Cup, for the first time. The team practices in Frisco and tickets are also relatively inexpensive.

Dallas is also home to popular events such as the Byron Nelson Golf Classic, the Cotton Bowl, various NASCAR Races such as the Samsung / RadioShack 500, Lone Star Horse racing and unstoppable high school team sports events. For NASCAR, we have one of the largest stadiums in the world for this event, and it holds over 100,000 people.

Another wonderful aspect about our teams is that it's convenient and quick to get to most of the stadiums. They are located on major highways...and in some cases, even directly in the suburbs. People in our Plano/Frisco suburbs can enjoy major league soccer, 2A baseball and more just a few minutes away from them.

A few of the most popular sporting venues include:

American Airlines Center (Downtown Dallas) –The American Airlines Center in Victory Park is home to the excitement and energy of both the Dallas Mavericks and the Dallas Stars.

Dallas Cowboys Stadium (Arlington Dallas) - Long known as "America's Team", the new, sleek MONSTROUS home of the Cowboy's is easily accessible from Uptown or the suburbs of Dallas. Every inch of this glorious facility displays the latest in technology and entertainment. From the HD screen that stretches from one 20-yard line to the other to the plethora of eateries and brew stations, this stadium truly represents the devoted Cowboy spirit.



THE Ballpark – The Rangers Ballpark in Arlington is just a few years old and a haven for baseball lovers of all ages. It's located literally right next to Cowboys Stadium. The

Rangers first appearance in the World Series has only served to increase and energize the fan base, assuring a wild time at the ballpark for years to come. The Ballpark's innovative and nostalgic design has been copied by other stadium designers because of its excellent and well thought out features.

Dr. Pepper Ballpark (Frisco) - The Rough Riders are a minor league baseball team playing at the Dr. Pepper Ballpark in Frisco. The team has done well and continues to improve each year. The Rough Riders offer a frugal, exciting and energetic way to spend a spring or summer afternoon.

Pizza Hut Park Sports Complex (Frisco) –FC Dallas is the Dallas area Major League Soccer team based in Frisco at the Pizza Hut Park Sports Complex. Owned by Lamar Hunt and family, this team is quickly rising in the league and with its success, the fan base is experiencing consistent growth.

We had mentioned earlier about PARTICIPATION. The DFW area has no lack of ways to not just watch, but participate. Here are a few examples:

CRICKET – Dallas has its own cricket league. Play usually starts in the fall.

POLO – Dallas has several leagues to participate as well as leagues to watch and simply make connections.

CHARITY RUNS – There are plenty of charity 5Ks and 10Ks to get involved in throughout the city, as well as hike/bike/walking trails (such as Katy Trail)



CYCLING – Our Plano suburb is well known for being the home to Lance Armstrong, the world famous Tour de France winner. This has prompted an amazing amount of participation

RUGBY – The Rugby Football Union contains many clubs for adult, youth, men and women. Dallas is also one of only 16 cities to be a part of the professional Super Rugby League, with our Dallas Harlequins team.

GOLF – You can enjoy many public golf courses in the Dallas area and especially its suburbs. The more serious you are about golf, the more opportunities exist, such as private golf courses, and with historically low entrance fees. (see more about this in our Insiders Guide to Uptown)

SOCCER (football) – It's the world's most popular sports. It's HUGE in Dallas. FC Dallas making it to the World Cup is absolutely going to make this a stronger trend. There are leagues to get involved as well, for adults and for children.

Shopping Paradise

It's no secret that Dallas is known for having an unbelievable amount of premier shopping. Dallas has more per capita retail space than any other city in America. Its 630 shopping centers support this statement! In addition, Dallas offers 4 times more restaurants per person than New York City.

What is not as well known is the amount of premier BOUTIQUES that are located in the area as well, particularly in Uptown and Park Cities. You can truly get the most exquisite and unique fashion outfits and accessories for professional and personal life and in an inexhaustible variety! To get more information about these, get our Insider's Guide to Uptown, which lists every boutique in Uptown along with a review.



However, in addition to the medium to high end shopping malls and boutiques, Dallas also has some rather intriguing bargain boutiques and areas. The Harry Hines area contains some of these finds, including discount accessories (Sam Moon and many other stores), clothes, and many other things to shop for. This area also has many ethnic specialty shops, restaurants and grocery stores.



From the flagship Neiman Marcus store to the country's oldest (first) shopping center, the plethora of shops and malls, the selections are endless. Dallas offers the latest and chicest trends as well as the most unique and rare finds.

Just a few of the favorites are:

Highland Park Village (Dallas) - This was the first mall EVER and it is located in the most affluent area of town (Highland Park). You can spend an entire afternoon here... it's an outdoor, endless, strip style mall.

Lakeside Market (Plano) - You'll find wonderful, original gifts, unique home purchases and enjoy a scrumptious lunch or dinner by the Lake from the eateries and boutique style shops.

Mockingbird Station - At Mockingbird Station there is a treasure trove of urban strip shops, with an eclectic feel. Set back into the prestigious SMU area, you will feel the young, hip and innovative influence of the community. It's worth the trip...and maybe worth living here.

Shops at Legacy (Plano) – Here you'll indulge in eclectic, European style strip shopping, restaurants, nightclubs and more. This area is alive and vibrant day or night, providing endless entertainment to the young professionals and urbanites.

Shops at Willowbend (Plano) – This is one of the most frequented areas for high-end shops and is located in the affluent Willowbend area. Plano was recently named as the richest city in America. These shops attest to that buying power!

Stonebriar Centre Mall (Frisco) – This is a newly built mall and only does it cover a huge expanse and range of retailers but you can also ice skate, see a movie or grab a bite to eat. It is also surrounded by hundreds of very unique (and some staples) shops and restaurants.

Galleria Mall - Located in the premier North Dallas area, this mall has upscale designer shopping for those with refined tastes to want to dress and own the latest and best styles. Check out the indoor ice rink as well.

West Village Shopping Center - Since it's opening in 2001, the development has added two additional phases with its largest expansion yet to come. West Village is an evolving, walkable shopping and dining district.

Urban Living Environment

Until recently, other cities in the US had a definite edge over Dallas in terms of unique, all inclusive type environments for professionals to live. What we mean by this is an urban neighborhood populated primarily by professionals, with quick walking or public transport access to work, play and shopping. Now, Dallas not only has this, but in typical Texas style, has it in several areas. When Dallas does something, they usually do it big!

This type of living environment presents a lifestyle of extreme convenience and fun for the working professional. It also allows for the possibility of not having to use your car except for personal use...or not even having to own a car at all if your firm is located in Downtown.

The emergence of Uptown in Dallas has created the perfect environment for professionals. Located just above downtown Dallas (where many national and regional companies and consulting/law firms are), the location is superb for quickly getting to work, the airport and clients throughout Dallas. It is the perfect environment for relaxing and enjoying life with other professionals, with many opportunities to make professional friends and contacts that can last a life time. Find out more about this superb area in our Insider's Guide to Uptown, available at no charge by request on our website.

Other areas also exist that are similar to this due to the popularity of this concept. The SHOPS at LEGACY in Plano has a similar approach as Uptown, except that it has even MORE shops and restaurants, as well as space for expansion! It's also less expensive to live in.



FAMILY PARADISE: : Why Families are Moving to Dallas/FORT WORTH

Dallas is a haven for families. There are so many ways that Dallas has been and is becoming even more friendly to families! Whether you prefer the Dallas proper area (and it's many unique pockets) or the suburbs, you can find many things that will make you and your family feel at home and **help your family to prosper for the long term.** We will explore some of the major items below. Also read the next sections that cover some of these important topics in more detail.



Low Cost of Living Compared to Other Major Cities

There are stable jobs, excellent schools and a lower cost of living than other major cities such as Boston, Chicago, New York or L.A. With the U.S. average at 100, the Dallas

area scores 94.4 on the ACCRA Cost of Living Index, which rates cities on such factors as the cost of groceries, housing, utilities, transportation, health care, and goods and services. Below is a table comparing different factors for major US Cities:

Info from City-Data	Dallas	Boston	Chicago	Denver	LA	NY
Cost of Living Index (US Average is 100)	90.9	135.7	114.2	107.6	166.6	176.8
Mean Average Cost for Housing Units	\$224,551	\$484,848	\$351,219	\$244,600	\$712,322	\$669,543
Minimum rent for one bedroom	\$769	\$1,130	\$863	\$828	\$1,056	\$1,044
Unemployment Rate	8.00%	8.40%	11.40%	8.70%	13.20%	9.40%
Work Travel/ Commute Time (in Minutes)	26.9	28.8	35.2	24.5	29.6	40
Median resident age	30.5	31.1	31.5	33.1	31.6	34.2

The Orange County Register, a California newspaper, reported that **Texas was the number one destination of people leaving the state and the number one reason was lower cost of living.** Research from Texas A&M shows Texas to be the most affordable, high growth state (which is most likely why more people looking to move forward are moving to Texas). **Texas was also determined by Newsweek magazine to be the number one destination for job seeking Americans.**

Stable Jobs

As mentioned previously, Dallas has a lower unemployment rate than other major metropolitan areas as well as being lower than the US overall. Texas and Dallas are actually creating more jobs every year! **Dallas currently ranks as the most stable metro economy** according to a number of sources including CNBC, Money Magazine and the Small Business and Entrepreneurship Council. The push by Texas officials to lure more businesses to the Dallas area will only serve to strengthen the current economy and provide for future growth.

What does this mean for you? Simple: **You can rest easy being in Dallas.** The amount of businesses located here is so diverse. Combined with the long history of pro-business leadership, Dallas will provide you with an economic base to build your dreams for you and your family.



Excellent schools

Schools are always (and should be!) an important consideration to your relocation choice. DFW and the area has an incredible amount of public school and private school choices to fit your children's needs, as well as continuing education in highly rated schools to advance your own career (masters, doctorate, etc.).

The excellence of many of the public schools (and the noticeable lack of crime as compared to other major metropolitan schools) **gives your child the chance of an education equivalent to private school education, but without the private school price.** The public schools are amply funded and are not experiencing the cuts and discord that are present in other states (California, etc.). The system is stable and growing, providing a good foundation for your children.



Some of the top rated public districts in DFW include: Highland Park, Plano, Southlake, Frisco and more. More information is presented in the separate section on schools in this document. You can also request a free copy of our **School Savvy Dallas Insider's Guide**, which gives an Insider's view and rankings of all Dallas and suburb area schools by a long time native resident and teacher.

For furthering your OWN career, Dallas also has ample opportunities for you to quickly get to excellent and prestigious education that looks great on a resume! Some of Dallas' most interesting choices include:

- **SMU:** An Ivy League level college, their convenient locations in Dallas proper and also in Plano (SMU at Legacy) are highly thought about and supported by many of the employers in the area. Having SMU on your resume will most definitely open doors with recruiters and with your manager at work.
- **University of Dallas:** This school in Irving, bordering Dallas, is quick to get to, and offers MBA degrees and many others. Their ONLINE classes are also well designed and can provide even further convenience. The name is very well accepted in Dallas.
- **University of Texas LAW SCHOOL:** Starting in 2011, the first publicly funded law school for Dallas will begin classes. The location in Downtown Dallas will be perfect for those who are based there. Costs will be low as well.

Affordable homes

Wouldn't it be nice to actually OWN a home outright, instead of worrying about having to finance one forever? In Dallas, it really can be accomplished!

Although Dallas and its suburbs have all of the advantages we have already mentioned, what is it's truly amazing even to us natives that **the prices of homes are still as low as they are**. Relocating families are truly amazed at how much home they can get for a very low price!

The American dream of home ownership is a more realistic possibility in Dallas than any other heavily populated city. A good quality home can be acquired for an average of \$224,000 in Dallas vs. \$670,000 and \$720,000 in New York and Los Angeles respectively.

During the recent economic recession, many metro areas throughout the country suffered sharp declines in their property values because their prices were inflated due to speculation. This did not occur for the most part in Dallas. Our prices went down slightly, but only by a few percentage points. This is because the area economy is very strong and people can easily support the already low home prices present here. Although no one can predict future value, based on the past values of the last decade, homes that are bought here in good neighborhoods hold their value and increase in value.



We will examine this more closely in our resident housing section later in this document.

Young Family Population

Dallas is one of the youngest major metropolitan areas in the country. That age is actually lowering as more young families with young children, along with recent graduates, flock to Dallas to take advantage of the job opportunities. The average age of Dallas residents is 30.5 years old, younger by more than a year over the state median.

The availability of inexpensive housing in the suburbs (and the jobs to support them) is also bringing many young families to Dallas. Also present are the support systems that young families need, such as excellent, top rated public schools and prestigious private schools, shopping, family friendly restaurants, sports activities for the family and more. Young families know a bargain, and relocated residents of Dallas are grateful they have made a move!



The areas of Dallas and its suburbs that are supportive of families are plentiful. With some additional investigation, we can help you determine what is the most appropriate fit for your family.

Quick Access to the Suburbs

Living in other major metropolitan areas can often present a dilemma to residents with families. The dilemma: **Excellent education and true family friendly areas are not often located close to work.** Families realize that when parents have to spend 2 hours a day just in commuting to work to find something affordable, it creates a lot of stress on the family.



That is why so many people love the Dallas area...it's the exception to the rule.

Dallas combines affordability for quality homes in family friendly neighborhoods with a short commute to work. On most days, the average commute is less than a half hour from any one of the surrounding cities to a Dallas workplace.

We will cover this more in detail in the resident housing section.



DALLAS: A True Melting Pot for All Cultures

The Dallas heritage has always been strongly connected to the Hispanic culture, with Texas starting out as a colony of Mexico. This has led to a general acceptance and love of different cultures throughout Texas. This is supported by the fact that not even most Dallas residents are aware of: The Hispanic community is now tied as the largest ethnic population in Dallas.

Truly Dallas is a true example of America's melting pot. You'll find we've united the culture and sophistication of Asian, Indian, Hispanic, African American, European and others, created a fascinating and unique society that appreciates, respects and supports each other.

The blend and interaction of such characteristic cultures of the varied communities into one common identity has resulted in an intellectual tradition, social milieu and personal character that are unique to Dallas. **This was recognized when the Globalization and World Cities Study Group and Network named Dallas a 'Beta World City'.** Dallas residents seem to intrinsically understand that a lively and

dynamic future relies on the strength of our social fabric.

If you relocate to Dallas, you will find that Dallas will cater closely to your specific ethnic wants and needs to make you feel at home. Many communities within Dallas are wonderfully integrated allowing those who relocate to make friends of all cultures.

But, in addition to that, there are still areas that distinctly celebrate and preserve the traditions, beliefs and style of different ethnic groups. From Freedmen's Town, celebrating the hard won independence of slaves to Little India and the Asian Trade District, there is a wealth of beauty and exotic selections and places to explore. This is one of the great ways Dallas adds spice to everyday life.

Below are some of the cultural pockets of Dallas and its suburbs that contain ethnic services and/or large populations of our celebrated ethnic groups. Due to time sake, we can not talk in as much detail as we would like in this guide. Please consult with us about your detailed needs and we would be delighted to match your lifestyle needs up as closely as possible to what Dallas has to offer!

Asian

The first Asian community sprang up in Dallas in the late 1800's as entrepreneurial immigrants arrived to work on the new railroads. Over the years, this one small group has bloomed into a large Asian community with more than 16 different nationalities. While there are areas focused specifically on Asian goods and services, the true spirit and location is sprinkled throughout Dallas and the surrounding cities.



The areas that are centered on Asian culture primarily are listed below:

- **Asian Trade District** - Just off I-35, you'll discover a growing area of commerce that embodies more than 21 shopping centers with over 300 stores and restaurants. This area was designated in 1999 by the City of Dallas as the Asian Trade District.

Since the early 1980s when the first Asian business owners opened the stores in Harry Hines Blvd and Royal Lane vicinity, the Asian Trade District (ATD) has been a destination for wholesale as well as retail shopping. Dallas' biggest retailer of fine Asian imports, Sam Moon and the luxurious and relaxing Korean King Spa & Sauna, are among the largest and most successful businesses and are enjoyed by the full spectrum of Dallas residents.

- **DFW Chinatown** is another concentrated hub of business and culture for Dallas' Asian community near the telecom corridor. You'll find Orien-

tal clothing, décor and furniture to add a sense of exotic elegance to your space. The theatre, art and support groups found here will strengthen individual character while promoting understanding, creativity and a combined cultural heritage.



- **Richardson near 75/Beltline:** In this very convenient area you will find an incredible selection of shops, restaurants and services that cater specifically to many Asian cultures.

Publications and organizations that will help you keep a pulse on our Asian community:

- **Asia Tribune** - 972-484-1860
- **Asian Gazette Newspaper** - www.dallaschinesetimes.net - 972.907.1919
- **Dallas Chinese Community Center** - 400 N Greenville Ave # 12, Richardson, TX 75081 972-480-0311 dallasccc.net
- **DFW Chapter of the Organization of Chinese Americans** - www.ocadfw.org
- **DFW Chinese Living Newspaper** - editor@chineseliving.com - 972.470.0077
- **Sino US Evening Newspaper** - sino_us_news@yahoo.com 972.680.1860
- **Southern Chinese News** - 972-907-2166
- **The Epoch Times - Newspaper** - www.epochtimes.com 214.682.7788

Hispanic

The Hispanic community in Dallas accounts for 35% of the population so while there may be more densely populated Hispanic areas, you'll find this culture to be an essential component to the heart beat of the entire Metroplex. From Tex-Mex Cuisine to art, dance and theater, the Hispanic heritage in Dallas is rich and vibrant. Shops and restaurants that cater to the Hispanic culture are thus literally almost everywhere in Dallas and the suburbs.

The growth of Hispanic community in Dallas is not due to illegal immigrants, contrary to popular belief, but rather due to an influx of hard working families that are looking to raise the standard of living for their families and those around them. They are educated, sophisticated and driven.



According to the Census Bureau's Survey of Minority-Owned Business Enterprises (conducted every five years), 10,000 to 12,000 Latino-owned firms have been added to the metropolitan area every five years since 1987. The enthusiastic support from the entire community has attracted a plethora of Hispanic business leaders who have a vision and passionately pursue that vision to its fruition.

For those of Hispanic background, Dallas holds a treasure of ideas that respect the richness of tradition while aggressively encouraging enterprises to ensure continued contributions to the economic landscape.

Popular areas that cater to Hispanic culture include:

- **Oak Cliff**
- **Garland**
- **Dallas near NW Highway and Webb Chapel**
- **West Richardson**

Publications that will help you keep a pulse on the growing Hispanic population include:

- **Al Dia** - Spanish version of Dallas Morning News - www.aldiatx.com - 469-977-3600
- **El Extra** - www.elextranewspaper.com - 214-309-0990
- **El Herald** - Newspaper for North Texas - www.elheraldonews.com 214-827-9700
- **El Hispano News** - www.elhispanonews.com - 214-357-2186
- **El Lider Newspaper (Bilingual)** - www.elliderusa.com
- **Latino Times** - 214-942-7979
- **Mercado Latino** - 214-327-6565

African American

Uptown is celebrated as the location of Freedmen's Town, one of the first African American settlements founded after Emancipation. A Memorial and yearly remembrance are not to miss events for this community.

Deep Ellum was also first settled as a respite for former slaves and has grown to become a Mecca of jazz and soul music frequented by a young, vibrant crowd of all nationalities enjoying the over 50 bars and nightclubs.



Oak Cliff, Pleasant Grove and Hamilton Park are additional areas with larger African American population. Here you'll find ethnic specialty shops, hair salons and hip, urban retail shops and boutiques serving the residential community.

Popular areas that cater to African American culture include:

- **Oak Cliff**
- **Dallas**
- **Richardson**
- **Garland**

Indian

We are very proud of our growing Indian culture and population. To our Indian friends, you will find wonderful opportunities and shops that cater wonderfully to your needs.

Texas Instruments hires a large number of employees of Indian descent and thus the area surrounding TI, at the junction of 75 and 635 is resplendent with the colors, tastes and feel of Indian culture. Thus, more and more of the area is in tuned and supportive of the Indian culture with shops, restaurants and more.

The area of town closest to this is the intersection of Beltline and highway 75. It is filled with Indian food markets and clothing stores. It is fondly referred to as Dallas' **Little India** and celebrates the culture and heritage of the Indian residents. Check out the India Grocers in Richardson and the India-Pak Markets found in both Richardson and Carrollton for all your Indian specialties from cuisine to clothing and home décor.

Indian residents might also enjoy these local radio stations and organizations that cater to an Indian audience:

- **104.9 FM** - Salaam Namaste radio. www.radiosalaamnamaste.com
- **1220 AM** - Hot Pepper - Indian Culture Program
- **1600 AM BAND** - Ganasudha - Telegu radio
- **Bengali Association of Greater DFW** - www.badfw.org
- **Bollywood Magazine** - Indian cultural magazine, based in Dallas - 214.680.7689
- **Desi Pages** - Indian Cultural Magazine - www.FunAsia.Net
- **India Association of North Texas** - www.iant.org
- **KHSE-AM 700** - Fun Asia Radio - www.funasia.net
- **Network of Indian Professionals** - www.netip.org

Although there are many communities throughout Dallas that are fully integrated, areas of town that are very popular for relocation for our Indian residents with families are:

- **Richardson** (on the west side)
- **Plano** (excellent schools!)
- **Frisco**
- **Allen**

European

A number of European companies and conglomerates have opened headquarters or offices in the metroplex increasing the number of immigrants or long-term visitors from those countries (Nokia, Ericsson, etc.). You will find pockets of British, Finnish, German, Italian and Irish throughout Dallas. Their influence can be seen in the architecture, dining, business and sports arenas.

Specialty stores and restaurants in Dallas cater to a variety of European nationalities. There are few places in the country where you can find better Italian food with top quality ingredients procured from the small but infamous Jimmy's Food Store where the finest ingredients can be found.

The European Market, along 75 and the International Food Market in Plano are must stop locations for European specialty foods and products. Cuisine from Ireland, Britain, Spain, Italy, Germany and France, among others, tastes authentic because it is prepared with the finest and freshest components that arrive daily.



EXCELLENT SCHOOLS IN DALLAS

We want to tell you a little more about our wonderful schools in Dallas. The following section will provide you with an excellent overview as to why you should consider Dallas for your children's schooling. In addition, for those that need more detail, please go to our website and request the **School Savvy Dallas Insider's Guide** e-book. This is a more comprehensive guide to Dallas schools written by an INSIDER teacher with many years of experience.

But for now, here are a few facts:

- **Dallas Schools continuously rank higher in school performance than other metropolitan areas.** The number of students that graduate, the placement of those students on ACT/SAT tests and the percentage that advance to the next education level are superior to large urban communities such as New York, Los Angeles and Chicago.
- **The Alliance for Excellent Education performed a dropout rate study and the results ranked Dallas within the top five out of forty-five major cities for the lowest number of students not completing a high school education.** New York and LA were among the highest in drop out rates.
- In addition, for graduating students, Dallas Schools have an inordinately large number of graduates that pursue higher education, **approximately twice the number of New York City.**

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- **Dallas schools are not only excellent compare to other major metropolitan areas but they also rank high within Texas.** Children at Risk, a Houston nonprofit group, ranked Texas public schools on up to 14 measures. The group ranked 902 high schools, 1,676 middle schools, and 3,333 elementary schools. **The top positions on each list, Elementary, Jr. High and High School, all featured schools from the Dallas Independent School District and its suburbs.**

Excellent Public Schools – How to Quickly Find Them

Considering relocation when you have school age children adds a myriad of new concerns and considerations into the mix. Getting them acclimated to a new school that will encourage personal growth and make them feel at home is a very important issue. It can also be very confusing!

However, Texas makes it easy to judge EVERY school and their performance!

Each year since 1994 all Texas public schools have been “graded” each year by the State of Texas and assessed an overall designation for each year, based on how they conformed to the grading criteria. The grades are known as the **Texas Accountability Rankings and can be found online for every year of a school’s existence since the 1990’s.**



This yearly grading system was put into place by a very progressive and forward thinking governor and it has provided an amazing tool for judging schools performance on an objective level. It also has provided a needed accountability to the public. You can find more information about how this works, and analyze any school you are considering, using this website: <http://ritter.tea.state.tx.us/perfreport/account/>

The object of the grading is to put a ranking on every single public (non charter) school in Texas. The goal of each school is to obtain the EXEMPLARY ranking, but few do! **Schools with the “Exemplary” or “Recognized” rankings are the ones you should be focusing on for further research.**

Using this grading system, you can quickly compare a school in an area you are considering to determine the effectiveness of the school. **We are not aware of any other state that provides this type of system.** It’s a compelling reason for you to consider Texas and Dallas in particular.

Here are some other extremely valuable things to know about Dallas schools that will also benefit your children. We summarize them for the present. You can read more about them in the **School Savvy Dallas Insider’s Guide** e-book available from

our website upon request, at no charge.

National Merit Scholarship Potential

Your child has an excellent chance of getting a significant amount of scholarship money for their school through the National Merit program. A significant amount of finalists for this program come through the excellent school districts in DFW. Some schools consistently produce a high amount of national scholars. We can help you identify those schools.

Dual Enrollment College Courses in High School

Many leading districts in our city offer the very valuable DUAL ENROLLMENT program. This program allows high school students to take college courses while in high school. These courses are generally accepted in colleges towards college credit.

This is a FREE benefit that can save you thousands in tuition.

International Baccalaureate

Research shows that the strength of a student's high school classes is the greatest predictor of college success. So, it DOES matter where your child attends high school. There are many ways to get a strong high school curriculum. One way is through the International Baccalaureate Program. It has a rigorous curriculum focusing on extended essays, theory of knowledge, as well as creativity, action, and service. I have friends whose kids attend or were accepted to NYU and they attribute a good part of their acceptance to their strong and diverse IB preparation.

Charter Schools

Another strong and quickly growing trend throughout the country is parents foregoing traditional schools and enrolling their kids in Charter Schools instead. They are popping up everywhere!

What is a Charter School? It's a school that is **free**, funded by public school money, but focused on accomplishing the education goals present in its CHARTER in a NON TRADITIONAL approach. Charter schools are still under the state umbrellas, but are given more leeway in what they teach.

Charter schools are great options for parents that want to focus on specialized education curriculums or teaching methods that cater more closely to their children. Parents can also benefit from having a much smaller class or a more intimate environment for their children to learn.

Charter schools are not restricted by boundaries as much as public schools. And, there are no entrance requirements. Thus a parent may enroll their child in a school that is

not even in the district they reside.

Charter schools are covered in more detail in our **School Savvy Dallas** guide.

Superior Private Schools

The Dallas area has an amazing system of Public schools but even more exceptional are the private schools available. Many successful students have been trained and prepared for the future by the academic challenges and goals found in the best Dallas private schools. A reflection of the community, Dallas private schools are diverse in ethnic make-up, religious affiliations and enjoy the peace of mind that comes with a very low crime rate in the school district.



With the amount of money that relocating clients save on housing and the cost of living, they sometimes prefer to enroll their children in private schools. This is also a way to meet prestigious families in the area, especially in some of the more long standing schools. The private school experience is tailored and is less restrictive on freedom of worship, which is important to many parents. If you are interested in this option in Dallas, the private schools will serve you VERY well.

Note: We've written an entire guide on this issue called **School Savvy Dallas**. This guide offers detailed data on the Public and Private Schools in Dallas, their rankings and 'Best in the Metroplex' recommendations.



POPULAR RESIDENCE AREAS & Their Housing Costs

We wanted to give you a bit better idea of basic housing costs you can expect if you move to Dallas, Fort Worth or the suburbs. Housing costs are as you will see very very affordable!

Purchasing

There are wonderful neighborhoods that are within the Dallas city limits. But, the suburbs of Dallas are also very popular due to affordability and quick access.

Here are some housing costs estimates (minimum 3 bed, 2 bath typically) for popular areas **within 15-20 minutes of Downtown Dallas:**

- **Highland Park/University Park** (\$450K and up) - **#1 rated school district in DFW**
- **Kessler Park** (\$300K and up)
- **Lake Highlands** (\$200K and up)
- **Lakewood** (\$300K and up)
- **M Streets** (\$350K and up)



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- **Preston Hollow** (\$400K and up)
 - **Uptown** (\$250K and up) (condo)
 - **White Rock Lake** (\$275K and up)

Here are some estimates for minimum housing in good neighborhoods for the suburbs of Dallas, within 40 minutes:

- **Allen** (\$175K and up) - **#4 rated school district in DFW**
- **Coppell** (\$175K and up)
- **Flower Mound** (\$200K and up)
- **Frisco** (\$175K and up) - **#5 rated school district in DFW**
- **Highland Village** (\$200K and up)
- **McKinney** (\$160K and up)
- **Parker** (\$200K and up)
- **Plano** (\$200K and up) - **#3 rated school district in DFW**
- **Richardson** (\$160K and up)
- **Rockwall** (\$160K and up)
- **Southlake** (\$320K and up) - **#2 rated school district in DFW**

You can find out more detailed information and rankings of areas and specific neighborhoods by requesting a copy of our **Best Purchase Areas of Dallas INSIDERS GUIDE** e-book, available at no charge by request from our website.

Leasing

For those that want to explore the city first before deciding to purchase, there are many options available, including gorgeous hi rise apartments, loft apartments, condos (in some areas), and private residences. The table below gives you a glimpse at the average costs of your lease and utilities for the most popular are recommended areas.

If you are looking to purchase within 12 months, it is much cheaper and more flexible to lease an apartment. You will only have to put down usually a few hundred dollars as a deposit **rather than several THOUSANDS of dollars**. In addition, *many apartments will allow you to get out of your lease EARLY if needed with only a small penalty*. You usually end up saving a significant amount of money by taking this approach, and that's money you can use towards the down payment of your home!

Rent

The most popular areas for leasing for **single professionals** are (in order of popularity):

- **Uptown** – 1 bed minimum rent: \$1100, 2 bed minimum rent \$1500
- **Shops at Legacy/West Plano** – 1 bed minimum rent \$800, 2 bed minimum rent \$1100
- **Downtown** – 1 bed minimum rent: \$1000, 2 bed minimum rent \$1400
- **Midtown** – 1 bed minimum rent: \$1000, 2 bed minimum rent \$1300



The most popular areas for leasing for families are (in order of popularity):

- **Plano** – 1 bed minimum rent: \$1100, 2 bed minimum rent \$1500
- **West Allen** – 1 bed minimum rent: \$1100, 2 bed minimum rent \$1500
- **Richardson** – 1 bed minimum rent \$800, 2 bed minimum rent \$1100
- **Uptown** – 1 bed minimum rent: \$1100, 2 bed minimum rent \$1500

Single family homes typically start **in the suburbs** around \$1800 a month for rent and go up from there. **In Dallas proper**, the cost is much greater per month for renting. Housing renters are also responsible for the following:

- **Maintenance costs:** You are typically expected to mow the lawn weekly, using your own mower or paying a service
- **Higher utility costs:** Some apartment complexes will obtain a lower utility rate because they are classified as commercial. As a single resident, you pay higher rates
- **Higher deposits:** You typically are asked to have 2 months of rent in advance before move in.

Leasing Utility Costs

- **Electricity** – Electricity is the highest utility cost. Average electric bills for a two-bedroom apartment will range from \$125 - \$200. One bedroom electricity costs can be as inexpensive as \$60 a month.
- **Washer & Dryer** – most places of quality now offer washer/dryer connections. Only about 5% will actually include the washer/dryer. However,

it's easy to rent a pair for about \$25 a month from an outside service or simply buy a new/used pair.

- **Water** – Many property leases charge for water. The average monthly bill is typically low, no more than \$15-\$30 a month.
- **Renter's Insurance** – most places of quality are now requiring renters insurance. The cost is low, typically around \$15 - \$20 a month.
- **Gas** – Most units will operate on electric only. Only a handful of places throughout ALL of the entire metroplex will offer gas!...Gas is typically not included. but for those including gas the range can be from an average bill of \$30/month for cooking to upwards of \$200/month if gas heating is utilized.
- **Cable/Internet** – Your cable package pricing can vary greatly depending on the provider, number of TV's and special packages that include movies, extra channels and Internet service.



Why THEY moved to Dallas!

We have collected below some direct quotes from recently relocated professionals to the area. This includes singles, families, professionals and more so that you could get a direct perspective from “the other side” of relocation. We hope you find these useful!

Direct Quotes

“I’ve got a good job at Dallas. I had heard that Dallas is a good place to live, especially for families, because the cost of living is low and there is NO state tax. I’m exciting working in a big U.S. company and live in Dallas.” **Sungho Beck, Engineer**

“I was willing to move anywhere for the right job, and Bain and Company’s Dallas office seemed like a great fit for me. We were also excited by the prospect of actually being able to afford a nice place to live and hopefully getting a dog. After living in Cambridge, MA for two years, the square footage that we can afford in Dallas is extremely appealing!” **Ben Rosenblum, Bain & Co, Harvard MBA**

“Dallas is a thriving economic and social city, with a healthy diversity. People are nice and considerate, unlike many other large metropolitan areas. Whether you live in the suburbs or downtown, there are plenty of activities to occupy your time- both outdoors and indoors. I have lived in 4 other cities, and Dallas is by far my favorite!” **Michael F. Duffy, MD, Orthopedic Spine Surgeon, Texas Back Institute**

“Work. There is a good base of solid companies here.” **Chad LaFrance, IT Professional**

“My considerations were the big city/metroplex feel, as well as the tropical weather. I like the warmth rather than the cold of the Northeast.” **Ananth Vadlamani, Engineer, Texas Instruments**

“Moving to Dallas was a no brainer!!!! Very affordable living and a great job offer.” **Shawanna Addison, Pharmacist, CVS Pharmacy**

“I was attracted to the area because of the lower cost of living, political climate and the fact that DFW caters to young professionals.” **Meredith Manz, Fashion Designer**



“I transferred to Dallas from San Francisco. I think Dallas is a great place to move because of its extremely low cost of living, growing economy, and an overall friendly culture. It combines the best of southern hospitality with a favorable business environment in a location that is easily accessible and affordable.” **Vincent Szwajkowski, Management Consultant**

“Dallas is a clean city with style and good selection of places to eat. We are renting right now with very affordable housing and a good school for our 5 year old.” **Todd Jacob, Manager, Drivers Edge**

“For my husband and I, the decision to move to Dallas was an easy one. In particular, the low price of housing and overall low cost of living has allowed us to stretch our dollars FAR further than we would have found in another metropolitan area. We were able to buy a lovely home in a great neighborhood with exceptional schools. The short, mild winters and proximity to great golf courses were additional bonuses for us. We couldn't be happier.” **Katie Foell, Brand Manager, PepsiCo**

“It is much less expensive to live here rather than LA.” **Ramanan Natarajan, IT Professional**



“I targeted Dallas before I even started targeting jobs. When I began looking for places to live while in graduate school 2 years before I received my offer, Dallas had much to offer. This included having one of the top two or three most stable housing markets in the country, a low cost of living compared to other major metropolitan areas, and a moderate political environment that caters equally well to folks on the right or left. Really, the only thing Dallas lacks is proximity to an ocean, but with all of the large lakes in the vicinity you still have plenty of water/beach area.” **Tom Wait, Management Consultant**

“Here are my main reasons for my international transfer from Europe: 1. international airport, 2. weather, 3. surprisingly active art community, 4. growing universities, 5. a large number of high-profile employers.” **Bernhard Ganglmair, University of Dallas Professor**



“We are from Arizona and have no children, just 3 cute puppies . We got tired of the extremely hot summers there, and the myriad of city and state taxes. Also, what DFW does have that Phoenix doesn’t, is a corporate presence. We have very few Fortune 500 companies in Phoenix. I think of Dallas as a more sophisticated city overall. We are planning on retiring here.” **Dennis and Janice Lehman, Texas Instruments**

“What drew me here? Easy. Plenty of jobs, and a very low cost of living for a major city.” **Randy Bell, Medical Field**

“So many reasons! I like the area because of the sense of community. Everyone is friendly, connected and very informed about what happens in uptown. From events to sales or just the local bar happy hours. Access is Huge! Everything is close. Go for a jog on the Katy trail. Dry cleaning across the road. Restaurants, bars, night scene. It’s all there. It’s like you literally have access to all of Uptown just steps away.” **Lauren Maushad, Young Professional**



“Reasons that I love the Plano area: Stellar school system, Great neighborhoods, Suburban Parks and recreation dept have incredible programs for Children and adults, friendly neighbors , well built roads make it easy to access entire metroplex and airport.” **Stephanie Parsons, McCormick Distilling**

“Texas in general and Dallas in specific...were high on the best places to live that had a great standard of living (commute, cost of living, best schools). Then the next big thing was for the job opportunities for me and my wife that we would be comfortable. Also, connectivity to the external world in terms of traveling to Europe and India.” **Bhaskar Srinivasan, Texas Instruments**

Relocation Help for Dallas/Fort Worth

Dallas Area Insider Guides



UPTOWN DALLAS

This is the most popular area for professionals and singles in Dallas.



WEST PLANO

Covers the fabulous lifestyle in WEST PLANO for families & singles



SCHOOL SAVVY

Written by a Texas teacher with 20 years experience. Includes suburbs.



BEST PURCHASE AREAS

Includes suburbs.



CONNECTIONS

Make connections to friends and activities that fit your lifestyle.

One Hour To Decide



DALLAS/FORT WORTH

Includes suburbs