



Newsletter

Daiwa House®
Group

Press Release

February 4, 2026

Daiwa House Industry Co., Ltd.

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Multifamily Housing Development in Celina, Texas, USA:

Daiwa House Industry Co., Ltd. to Begin Developing Multifamily Housing with Alliance Residential Company – a Leading U.S. Multifamily Housing Developer

Daiwa House Industry Co., Ltd. (Head Office: Osaka / President: Hirotugu Otomo) will begin developing multifamily housing in the U.S. through Daiwa House USA Holdings Inc.* (Head Office: Dallas, Texas / CEO: Yoichi Shimoyama; hereinafter “Daiwa House USA”) in collaboration with its group company Alliance Residential Company (Head Office: Scottsdale, Arizona; hereinafter “Alliance Residential”).

In the first phase of this initiative, construction will begin in early February 2026 on a 414 unit multifamily housing project in Celina, Texas, USA.

*We will invest in this development project through a wholly owned subsidiary of Daiwa House USA called Daiwa House USA Member, LLC.



Image: Prose Ownsby Farms Multifamily Housing in Celina, Texas, USA

Alliance Residential is a U.S. company engaged in the development, construction, and acquisition of multifamily housing primarily in the “Smile Zone” that spans the eastern, southern, and western regions of the U.S. where economic growth is strong. Recognizing the compatibility of its corporate culture and values with ours, and after building mutual understanding and trust through dialogue with its management team, we determined Alliance Residential to be an ideal partner. In November 2024, we acquired a 35% stake in Alliance Residential and made it an equity-method affiliate.

To further expand our real estate development business in the U.S., we will now begin developing multifamily housing jointly with Alliance Residential. We will begin construction in early February 2026 on Prose Ownsby Farms in Celina, Texas, USA in the first phase of this initiative. This multifamily housing project will consist of 414 units.

● Key Points

1. Development project with Alliance Residential – a Daiwa House Group multifamily housing developer
2. Large-scale multifamily housing project with 414 units
3. Multifamily housing business in Celina, Texas – a city experiencing rapid population growth

■ Background to the Start of Our Multifamily Housing Business

We have been engaged in the multifamily housing business in the U.S. since 2011. We have developed, managed, and operated 20 buildings totaling 6,000 units (as of December 2025) primarily through joint ventures with local partners. In February 2017, we entered the U.S. single-family home market by acquiring Stanley Martin Homes on the East Coast and making it into our subsidiary. We followed this by acquiring and making subsidiaries of Trumark Homes on the West Coast in February 2020 and CastleRock Communities in the South in September 2021, to expand our business along the “Smile Zone.” As a result, single-family homes accounted for about 90% of our U.S. sales in FY2025.

However, reliance on single-family homes exposes us to risks from economic cycles and interest rate fluctuations. That could potentially lead to unstable earnings. To secure stable income, we decided to launch a multifamily housing business with Alliance Residential as it is one of the largest multifamily housing companies in the U.S. As an equity-method affiliate, Alliance Residential enables us to select high-quality and profitable projects from its pipeline. In terms of financing, we also envision joint ventures with Japanese investors. This will allow for flexible development aligned with our financial position.

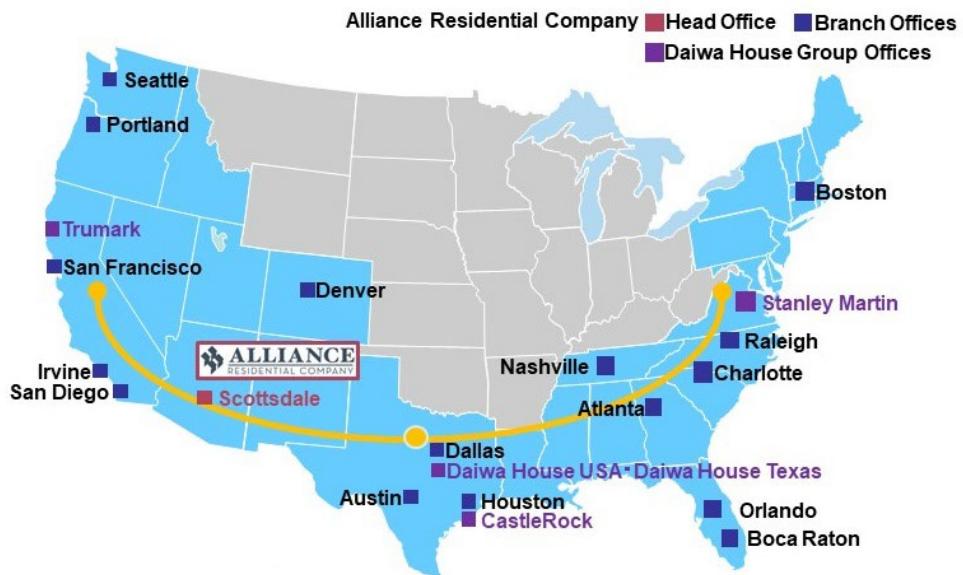
This joint initiative will see partial contributions from our three U.S. single-family subsidiaries to share their expertise in multifamily housing development. This first project will involve CastleRock Communities while we expect Stanley Martin and Trumark to participate in future projects.

1. Synergistic development with Alliance Residential – a group multifamily housing developer

Multifamily housing demand in the U.S. remains strong due to urban population growth. Rising home prices have made single-family home ownership increasingly difficult for Millennials and Gen Z. This has reinforced demand for multifamily housing among these groups.

We will strengthen our multifamily housing business in the U.S. by establishing a system where our three single-family subsidiaries pursue mixed developments of single-family and multifamily housing while also reducing costs through joint procurement of building materials.

For Alliance Residential, partnering with Daiwa House Group companies will streamline development, as it previously had to secure investors on a project-by-project basis.



Alliance's Geographic Footprint

2. Large-scale multifamily housing project with 414 units

Prose Ownsby Farms will be developed on a site of approximately 65,000 m². It will feature eight wood-frame buildings of three to four stories for a total of 414 units.

Target residents will include Millennials and Gen Z professionals working in finance, IT, defense, major corporations, and government sectors.

Unit sizes will range from 70 m² to 100 m² (one- to two-bedroom layouts). Amenities will include a residents-only pool, fitness center, pickleball courts, club center, BBQ area, and game room.

3. Multifamily housing business in Celina, Texas – a city experiencing rapid population growth

Celina, Texas, USA ranks first among the “Top 15 Fastest-Growing U.S. Cities” (2024 survey)* due to rapid population growth driven by job creation. The Dallas North Tollway extension (scheduled for completion in 2027) will further enhance connectivity to booming suburbs like Frisco and thus support sustained economic growth.

Prose Ownsby Farms will be located near Route 380. This location offers excellent access to commercial facilities.

*Based on data from the Population Division of the U.S. Census Bureau

■ Project Overview

- **Name:** Prose Ownsby Farms
- **Location:** Celina, Texas, USA
- **Total Units:** 414 units (8 buildings) (258 one-bedroom units and 156 two-bedroom units)
- **Site Area:** 65,154 m²
- **Floor Area:** 40,265 m² (unit size: 70 to 100 m²)

- **Structure:** Wood frame (3-4 stories)
- **Construction Start:** Early February 2026
- **Completion:** January 2028 (planned)
- **Unit Size:** 1-2 bedroom units
- **Rent:** 200,000-300,000+ yen (monthly)

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