MARKET CHARACTERISTICS

Well Located

- Approximately 70 miles from Dallas and 30 miles from Tyler, providing regional access to major markets
- County seat of Henderson County, central hub to commerce and services

Recreation & Lifestyle

- Lake Athens: boating, fishing, and outdoor recreation
- Freshwater Fisheries Center: hatchery, museum, and aquarium attracting visitors and education programs

Major Employers & Medical Industry

- Healthcare anchors: UT Health Athens, CHRISTUS Mother Frances
- Medical manufacturing: Argon Medical, Bio Merico, Steritec
- Strong local economy driven by healthcare and medical industries

Community Highlights

- Vibrant small-town appeal with active lifestyle amenities
- Thriving regional economy with opportunities for retail, dining, and service growth