



HISTORY TIMELINE

1940's	Vernon Calhoun (the grandfather of one of our Founders), starts Vernon Calhoun Packing Co., a butcher stand in Palestine, Texas that will grow from a one-man stand into one of the largest family-owned packing plants in the country.
Early 1990's	Co-Founder Mike Rhodes joins Vernon Calhoun Packing Co. as Plant Manager. Founders Mike and Lori will later purchase 50% ownership of the business.
1997	-Vernon Calhoun Packing Co is sold to Iowa Beef Processors. Mike and Lori use the proceeds to purchase 10,000 acres of farmland in Hidalgo County. The land served as a leased farm investment until the early 2000's. -Rhodes Enterprises is established.
2004	-Recognizing the growing need for affordable, quality housing in the Valley, master planning for the Bentsen Palm Community commences. -The Rhodes family donates \$2.4 million in land for the World Birding Center Headquarters. In addition, \$1.4 million in land is donated to the North American Butterfly Association for construction of the world's largest outdoor butterfly park. -In order to bring top-notch educational facilities to the Bentsen Palm area, \$1.7 million in land and monetary donations is made by Rhodes to IDEA Public Schools, forming a strong partnership still in place today.
2006	Bentsen Palm Development celebrates its Grand Opening.
2007	Wanting to improve the quality of homes built in the Valley, Rhodes forms their own home building division, Esperanza Homes.
2010	Alliance River Crossing Development (a 1,500-acre industrial development) opens in Donna, Texas providing eight lanes of roadway to the international bridge into Mexico.
2012	Valley Affordable Mortgage is created to provide a vital service to both Rhodes Enterprises and outside investors such as loan origination and loan servicing.
2014	Master planning of Tres Lagos begins with the City of McAllen.
2015	Nick Rhodes becomes CEO of Rhodes Enterprises. Esperanza Homes develops a plan to grow into other areas of the Rio Grande Valley and South Texas with a goal of closing 1,000 homes a year by 2027. This is the start of an aggressive expansion establishing Rhodes as the largest, award-winning land developer/residential home builder in South Texas while simultaneously increasing revenue.
2016	Tres Lagos Development breaks ground.
2017	-Tres Lagos Development celebrates its Grand Opening. -Rhodes Property Management is formed to ensure every aspect of Rhodes master planned communities meets Rhodes' top-quality standards.
2018	Esperanza Construction is formed, bringing all aspects of the home construction process in-house.
2019	-Esperanza Homes makes Builder Magazine's Top 200 list (it will make the list again in 2020). -A new Edinburg division is formed, furthering the expansion of Esperanza Homes in the Rio Grande Valley.
2020	-Esperanza Hoes has progressed on its growth trajectory building eight communities across the Rio Grande Valley. -A new, Build on Your Lot Division of Esperanza Homes is formed.