

PRESS RELEASE
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Local Partnership Revitalizes Iconic Tyler Landmark
“The Treehouse” Enters New Chapter Under New Ownership

Tyler, TX - A team of Tyler entrepreneurs has acquired the historic Treehouse office building on Paluxy Drive, launching a new era as “The Treehouse at Corporate Green.” Led by tech entrepreneur and developer Phil Burks, in partnership with Micheal Lavender and Alden Warr, the group will preserve the legacy of the Buford family, who founded The Treehouse, while reimagining the space for future innovation and leadership.

Originally constructed in 1980 by Bob and Jeff Buford as the headquarters of Buford Television, Inc., the Treehouse has long been a hub of creativity, community engagement, and business innovation. The Buford brothers, sons of Lucille Buford, who founded KLTN in 1954, helped shape Tyler’s media landscape and left a lasting mark on the city’s history. A plaque honoring Bob and Jeff Buford will be installed inside the building to commemorate their contributions.

“It is both a joy and an honor to continue the legacy of Bob and Jeff Buford,” said Burks. “We are committed to stewarding the innovation and collaboration that has defined The Treehouse for decades.”

The newly revitalized Treehouse will serve as headquarters for Lavender Warr, a local data analytics and financial consulting firm. The Burks family office, Corporate Green, and long-time tenant Fred Smith — a close collaborator of Bob and Jeff Buford — will also maintain offices in the building. A select number of offices will be offered to other professionals, continuing The Treehouse’s tradition as a gathering place for leaders.

“There could not be better stewards for the legacy and the future of The Treehouse. I am grateful for their taking all of us into the next chapter,” said Fred Smith, who has worked from the Treehouse since 1984, and continues to lead initiatives from within its walls.

“Over the decades, The Treehouse has offered a one-of-a-kind backdrop for critical conversations,” added Alden Warr. “It’s a place where local leaders have come together to impact business, community, family, and faith in Tyler. We look forward to continuing that tradition as The Treehouse enters its next chapter.”

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