San Antonio Real Estate: Two Markets, Diverging Paths?

Explore how SA's housing and land markets are reacting differently to economic shifts.

Swipe for insights →

THE DATA

0.5%

Rural Land Price Increase

Central Texas rural land values show marginal Q2 2026 growth after rapid appreciation.

After years of rapid appreciation, the average rural land price per acre in Central Texas, including parts of the San Antonio MSA, saw a marginal 0.5% increase in Q2 2026. This stabilization, reported by Texas A&M TRERC, suggests a cooling in this segment.

Source: Texas A&M TRERC 'Texas Land Market Review' · Published July 10, 2026 [BREAKING]

01

Residential Market Remains Robust

While rural land stabilizes, the San Antonio MSA's residential market continues to show strong appreciation, with median home prices up 8.5% year-over-year, per the Dallas Fed. This indicates continued demand and limited supply in the urban and suburban housing sectors.

02

Reduced Transaction Volume in Land

The Texas A&M TRERC report also highlights a 15% year-over-year drop in rural land transaction volume across Central Texas. This reduction in activity, coupled with price stabilization, suggests that buyers and sellers in the land market are adjusting expectations after a period of intense growth.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Designated Broker, ALEX.RealEstate

Chair & CEO, ALEX

+1 713.591.9902 · diane@alex.realestate

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy