

San Marcos-New Braunfels Wages Outpace State Average?

Examining local economic strength and its impact on housing market dynamics.

Swipe for insights →

THE DATA

4.8%

Annual Wage Growth

Wage growth in the San Marcos-New Braunfels MSA has shown robust annual gains, surpassing the Texas statewide average.

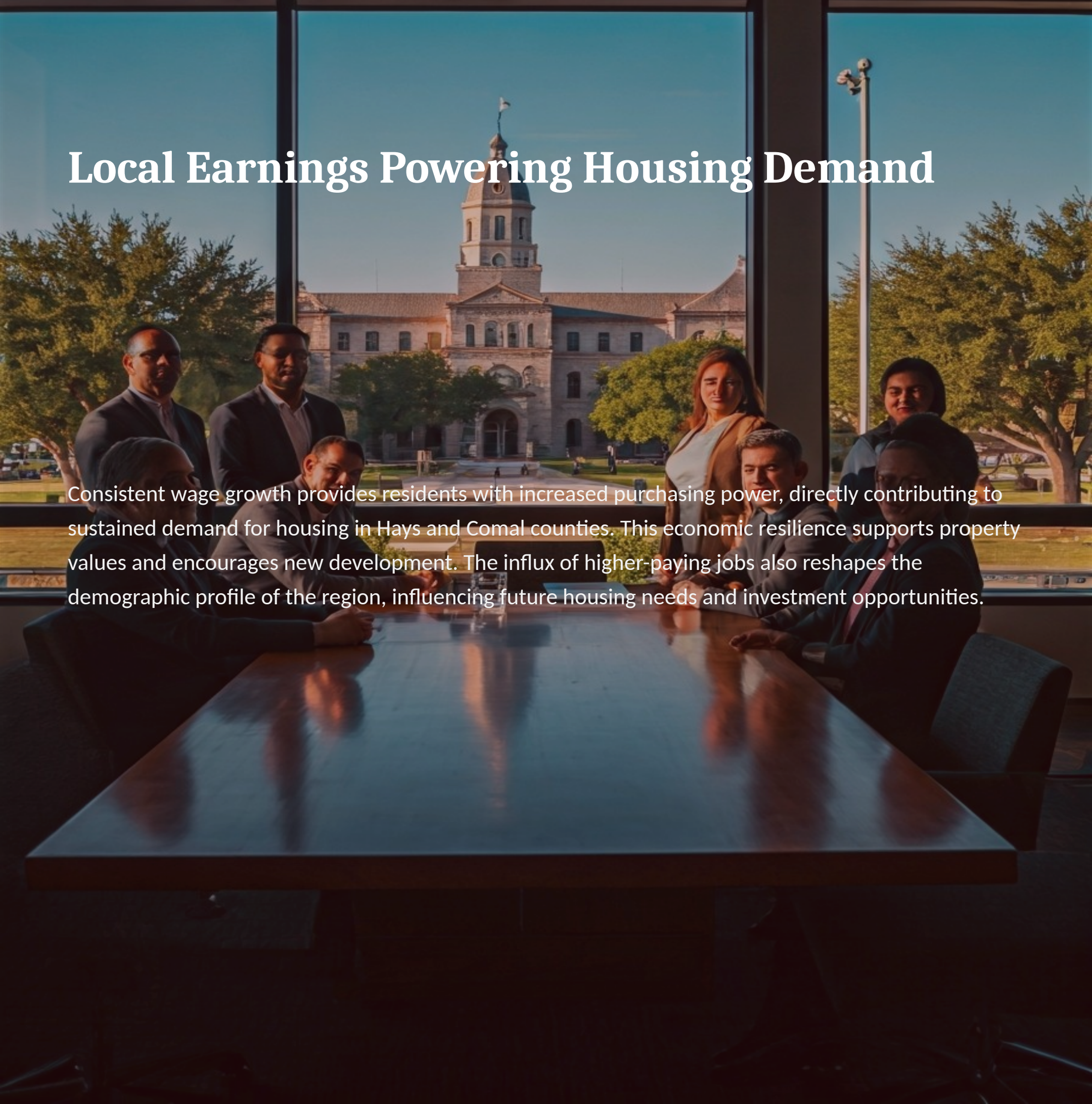
Recent analysis reveals that the San Marcos-New Braunfels metropolitan statistical area experienced a 4.8% increase in average annual wages over the past year. This sustained economic performance indicates a dynamic local job market, attracting and retaining talent within Hays and Comal counties.



Source: Dallas Fed · Published August 12, 2026

01

Local Earnings Powering Housing Demand



Consistent wage growth provides residents with increased purchasing power, directly contributing to sustained demand for housing in Hays and Comal counties. This economic resilience supports property values and encourages new development. The influx of higher-paying jobs also reshapes the demographic profile of the region, influencing future housing needs and investment opportunities.



02

Affordability Gap Persists Despite Wage Gains

Despite impressive wage increases, the cost of housing in San Marcos-New Braunfels remains a significant hurdle for many, especially entry-level workers and those in service industries. The pace of home price appreciation often outstrips wage growth, leading to an expanding affordability gap. This dynamic necessitates innovative housing solutions and careful urban planning to maintain a balanced market.

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