Rural Land Values Soar: What's Driving the Growth?

Texas, Alabama, North Carolina, and Colorado lead the nation in rural real estate trends.

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THE DATA

3%

Rural Land Value Increase

USDA NASS reports a 3% increase in Q2 2026 rural land values.

This growth is attributed to strong agricultural demand and economic recovery, highlighting the resilience of rural areas.

Source: USDA NASS · Published August 17, 2026

01

Economic Resilience in Rural Areas

The latest reports from Texas A&M TRERC and UNC Charlotte underscore the economic resilience of rural areas, with significant growth in regions like Georgetown and Williamson County in Texas.

02

Rise in Renewable Energy Projects

The Colorado Fed survey indicates rising demand for rural land in Colorado, emphasizing the role of renewable energy projects and sustainable agriculture in driving this trend.

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