Affordable Housing Demand Surges

San Marcos-New Braunfels MSA sees strong buyer interest amid rising prices.

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THE DATA

$350K

Median Home Price

Median home prices in San Marcos-New Braunfels have increased by 10% year-over-year.

The median home price in San Marcos-New Braunfels has risen to $350K, reflecting strong demand in the market.

Source: Dallas Fed · Published August 17, 2026

01

Buyer Demand Outpaces Supply

Despite the increase in home prices, the number of buyers continues to outpace the available inventory, leading to higher demand and bidding wars.

02

Affordability Concerns Mount

While demand is strong, rising prices are putting affordability under pressure for many potential buyers, highlighting the need for more affordable housing options.

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