

San Marcos-Outpaces Austin in Job Growth

What it means for the region's real estate dynamics

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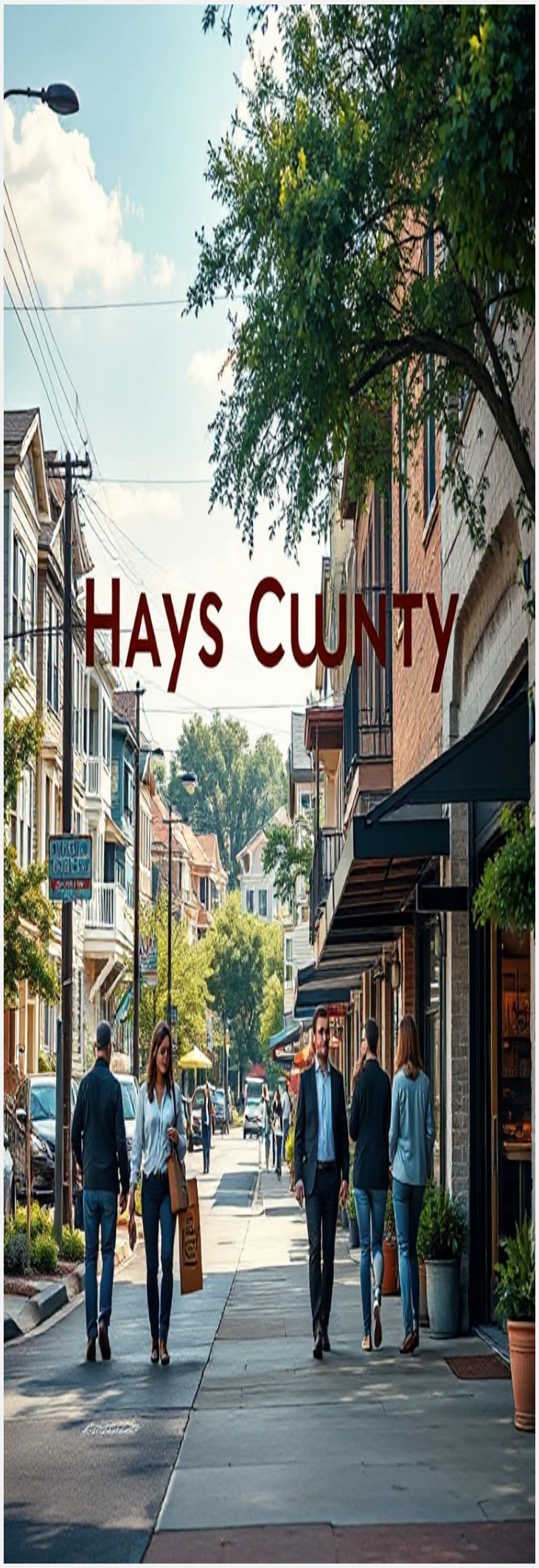
THE DATA

3.8%

Job Growth Rate

Annualized growth in San Marcos-New Braunfels MSA from April 2026 to April 2027.

This marks a significant uptick compared to Austin's 2.1% growth rate over the same period, suggesting stronger labor market momentum in the region. The increase is largely driven by tech firms and healthcare providers expanding operations in Hays County. It reflects a broader trend of economic diversification and regional development that may reshape housing demand patterns.



Source: Dallas Fed · Published August 25, 2026

01

Economic Diversification Shifts Housing Demand

As San Marcos attracts new industries like biotech and software development, the influx of higher-income professionals could drive demand for mid-tier housing options. This shift may be altering supply dynamics in ways that aren't immediately reflected in price data, but are likely to influence buyer behavior in the short term. The region’s growing job base is not just about more people—it's about a different type of workforce entering the market. This has implications for inventory and pricing strategies as developers adjust to new buyer profiles.



02

Affordability Pressure from Influx of High-Income Workers

While median home prices in San Marcos remain below those of Austin, the arrival of a more affluent workforce could begin to pressure affordability metrics. The region’s ability to maintain its edge on housing costs will depend heavily on whether local supply can keep pace with this influx. Without strategic zoning or incentives for multi-family construction, there may be an uptick in housing costs that could challenge long-term affordability, especially if this trend continues.

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