

San Marcos Leads Texas in Housing Demand

A new trend in regional migration

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THE DATA

3.4%

Year-over-Year Home Price Growth

In San Marcos-New Braunfels MSA, 2026

This growth outpaces the Texas average of 2.1% and reflects strong demand in a market that has recently attracted tech talent. The increase in home prices is driven by new job opportunities and limited inventory.



Source: Texas A&M Texas Real Estate Research Center (TRERC) · Published August 27, 2026

01

Tech Talent Drives Housing Demand

San Marcos has seen a 15% increase in tech employment over the past year. The influx of professionals is directly correlating with rising home prices and increasing buyer interest, making it a prime example of how regional job growth translates into housing market dynamics.



02

Population Shifts Are Reshaping Housing Supply

With 6.2% population growth in Hays County since 2020, the region is facing a supply crunch that’s pushing median home prices higher. This demographic shift mirrors broader Texas trends but at a more intense pace, highlighting San Marcos as an emerging hub for housing investment.

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