San Marcos-Outpaces Texas in Price Growth

A key indicator of demand and affordability

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THE DATA

6.3%

Year-over-Year Home Price Increase

In San Marcos-New Braunfels MSA, home prices rose 6.3% year-over-year through August 2026.

This figure surpasses the national average of 4.2% and outpaces the broader Texas average of 5.1%. It reflects strong buyer demand and a tight housing supply in the region. The growth is particularly notable given the area's relatively affordable price point compared to other Texas metro areas.



01

Affordability Drives Demand

Despite the price surge, San Marcos-New Braunfels remains significantly more affordable than Austin and San Antonio. This affordability acts as a magnet for homebuyers seeking value without sacrificing location quality. The area’s appeal is especially strong among young professionals and families looking to avoid metro congestion while maintaining access to major employment centers.



02

Supply Constraints Amplify Price Gains

The 6.3% increase is also a function of limited housing inventory, with new construction lagging behind demand. This supply shortage, combined with steady job growth and proximity to major tech hubs, has created a perfect storm for price appreciation. The market's resilience highlights its role as a regional real estate engine.

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