

2.03x Rent Spread in Texas Hill Country — ALEX Intelligence 2026

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The widest intra-county rent gap in Texas — ALEX Intelligence, 2026

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THE DATA

2.03x

Ratio of Highest to Lowest County Median Rent in the Market (2024)

This is the largest internal rent spread among Texas counties in any market segment.

Kendall County's median rent of \$1,606 contrasts sharply with Kimble County's \$790, revealing a structural divide not between urban and rural, but across rural Texas itself. This gap reflects divergent economic engines: Kendall's proximity to Austin's spillover, tech-remote migration, and tourism infrastructure versus Kimble's agricultural base and lower population density.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-13-hill-country-tx-within-county-gross-rent>



01

Rent Stratification Drives Migration

The 2.03x rent spread is not a market flaw—it's a signal of opportunity. High-income remote workers are moving to counties like Kendall and Gillespie, drawn by lifestyle and connectivity, while lower-income residents remain in counties like Kimble and Mason. This is not a flight from the city, but a flight toward different tiers of rural life.

02

Cultural Infrastructure as a Rent Anchor

Communities investing in cultural infrastructure—like Fredericksburg’s Marktplatz music park—may be unintentionally reinforcing rent stratification. These projects attract higher-income residents, increasing demand in high-end rental zones. Yet they also stabilize lower-income communities by creating shared public spaces, reducing displacement risk and enhancing long-term retention.



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Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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