

#1 in Texas School District Accountability Improvement — ALEX Intelligence 2026

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New Braunfels ISD leads with a 3-point gain — ALEX Intelligence, 2026

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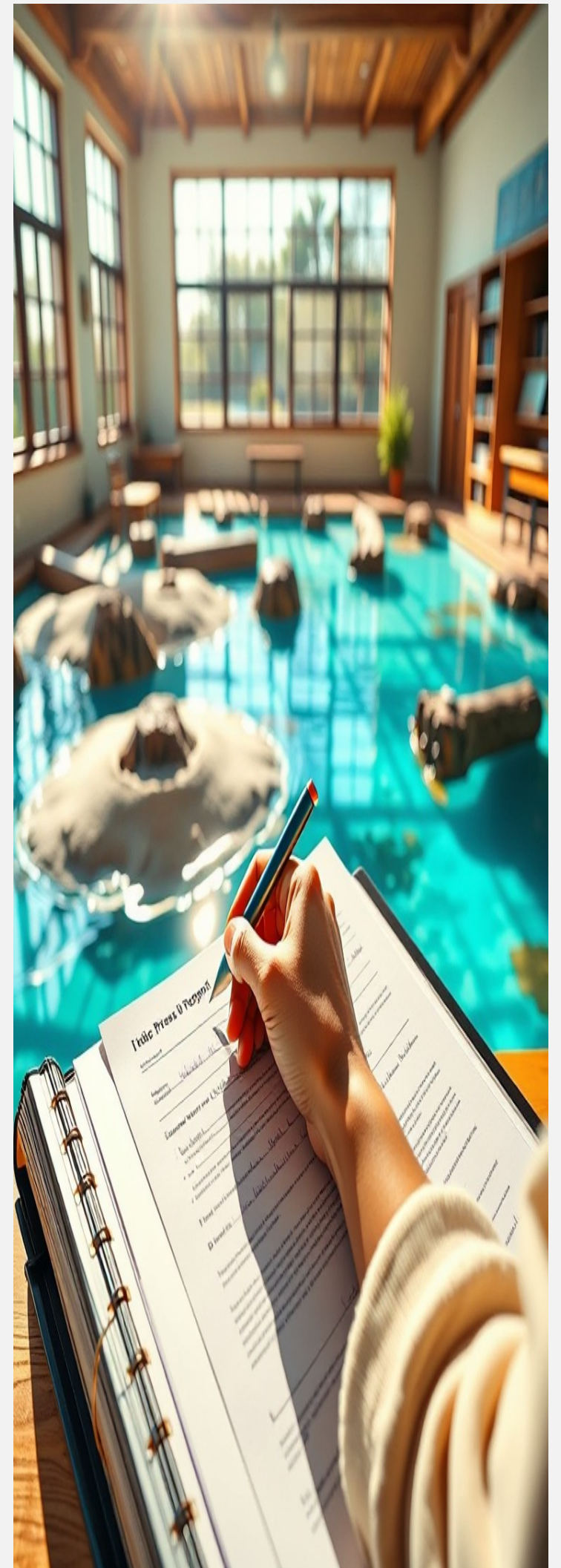
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the one-year change in the district's accountability score (2025-26)

New Braunfels ISD achieved the highest improvement in Texas school district accountability scores for the 2025-26 school year.

This 3-point gain is not a minor fluctuation — it represents a measurable, system-wide uplift in academic performance, governance, and student outcomes. In a market where school quality directly influences home value and talent retention, this is a structural signal of long-term growth momentum. It suggests that public investment in education is translating into tangible, measurable progress.

Source: Texas Education Agency, 2026 A-F Accountability Ratings, campus and district (school year 2025-26) • ALEX Intelligence computation
<https://tea.texas.gov/school-and-district-leaders/accountability/academic-accountability/performance-reporting/2026-accountability-rating-system>



01

Education drives capital flow

The market is not just responding to school quality — it's betting on it. As education outcomes improve, we expect to see sustained capital inflows into housing, commercial development, and local services, all anchored by the expectation of continued performance.

02

The new edge: accountability over brand

This trend suggests that the San Marcos-New Braunfels MSA is maturing beyond the 'low-hanging fruit' phase of development. The next wave of value creation will not come from proximity to Austin or San Antonio, but from internal systems that deliver results — especially in education, where long-term stability is the ultimate differentiator.



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