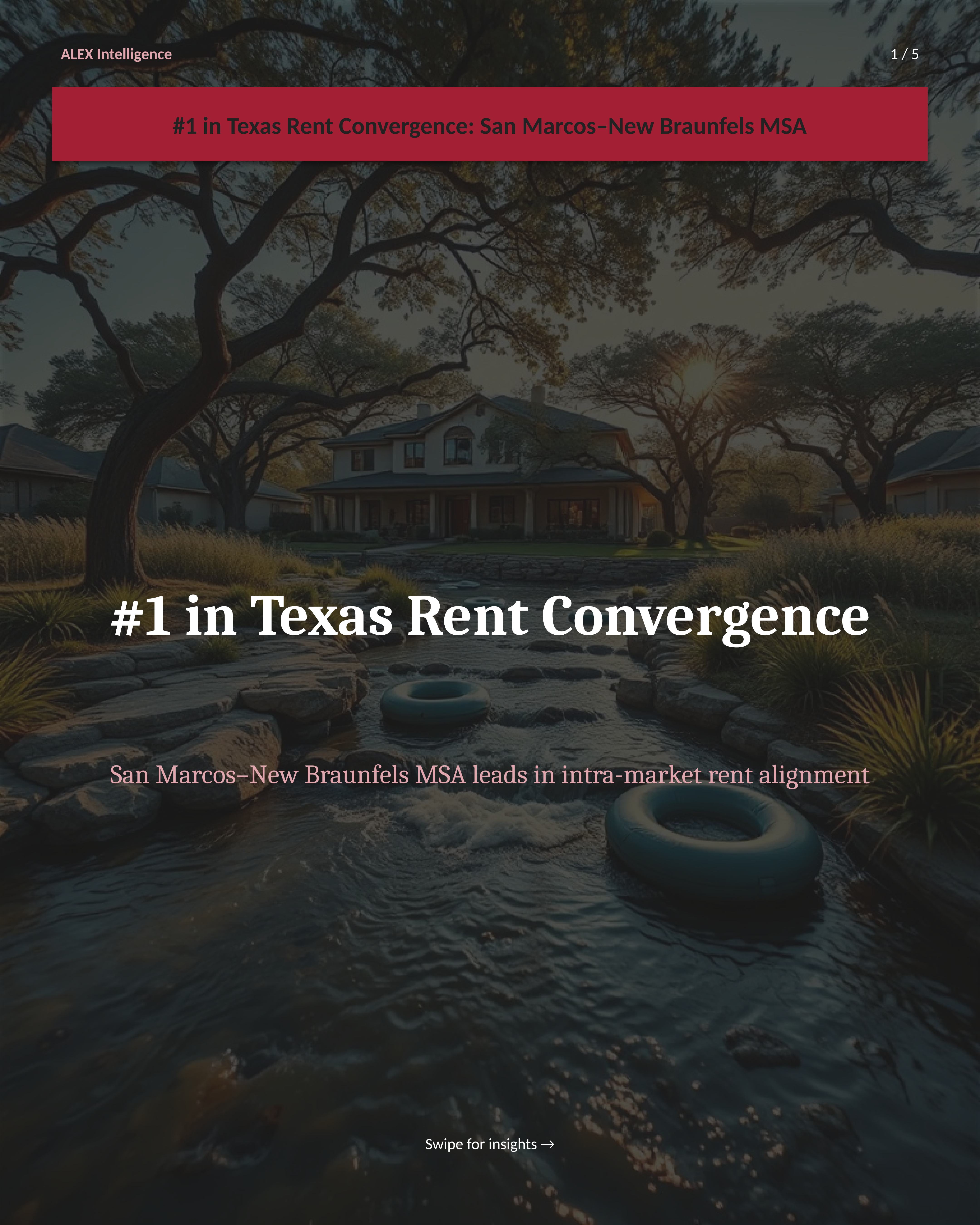


#1 in Texas Rent Convergence: San Marcos–New Braunfels MSA

#1 in Texas Rent Convergence

San Marcos–New Braunfels MSA leads in intra-market rent alignment

Swipe for insights →

THE DATA

1.07x

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

Comal County’s median rent is 7% higher than Hays County’s, the tightest spread in Texas among major metros.

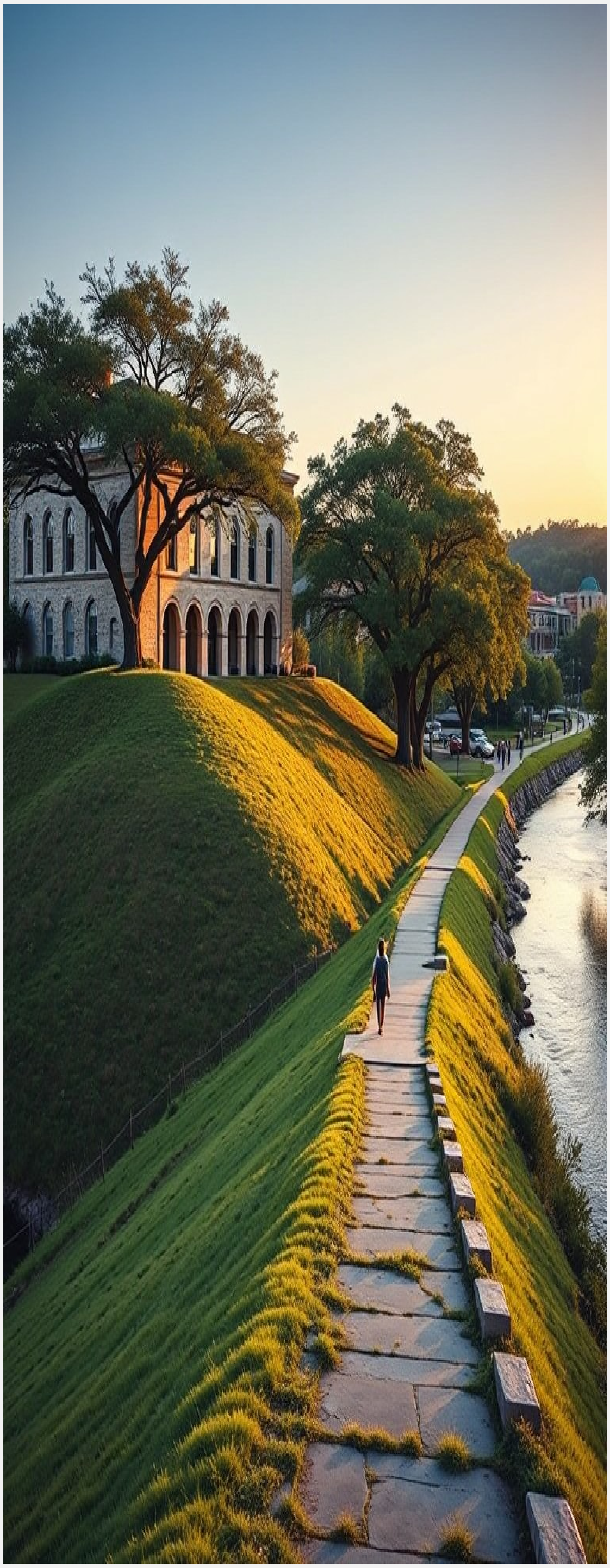
This 1.07x ratio—Comal at $1,603, Hays at $1,495—reflects a rare internal consistency in rental pricing across the San Marcos–New Braunfels MSA. Unlike markets where one county dominates in cost, here both Hays and Comal maintain closely aligned rental levels despite rapid growth.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-16-san-marcos-nb-within-county-gross-rent

01

Affordability Alignment Drives Stability

With construction rising in both counties and wage growth outpacing inflation, this rent alignment is not a sign of stagnation but of synchronized market maturity—where both areas absorb new residents without divergent price shocks.



02

Investor Confidence in Balanced Growth

The San Marcos–New Braunfels MSA's internal consistency may be a hidden signal of long-term resilience, making it a preferred destination for institutional and private capital seeking stable, predictable returns.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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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