

Top 10: Newest Housing in Rural America — ALEX Intelligence 2026

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Jasper County leads with 10.3% of homes built since 2020 — ALEX Intelligence 2026

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THE DATA

10.3%

Share of Homes Built Since 2020

Jasper County leads the nation in new housing construction among rural counties under 50,000 residents.

This level of new construction is not just about volume — it signals a strategic shift in rural land markets. Counties with high shares of post-2020 housing are attracting new residents, infrastructure investment, and long-term economic diversification. These areas are no longer passive landholdings; they are active hubs of innovation and resilience.

01

Newness = New Opportunity

Landowners in these counties are seeing increased value not from agriculture alone, but from being part of a growing, modernizing community. This shift is redefining rural asset value: it's no longer just about soil or pasture — it's about future-proofing location.



02

The Future is Built, Not Bought

This data reveals a second-order effect: the real estate market isn't just responding to new construction — it's shaping where the next wave of rural growth will occur. The counties with the highest share of new homes are becoming the new benchmarks for rural investment, setting the pace for the national land market.

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

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