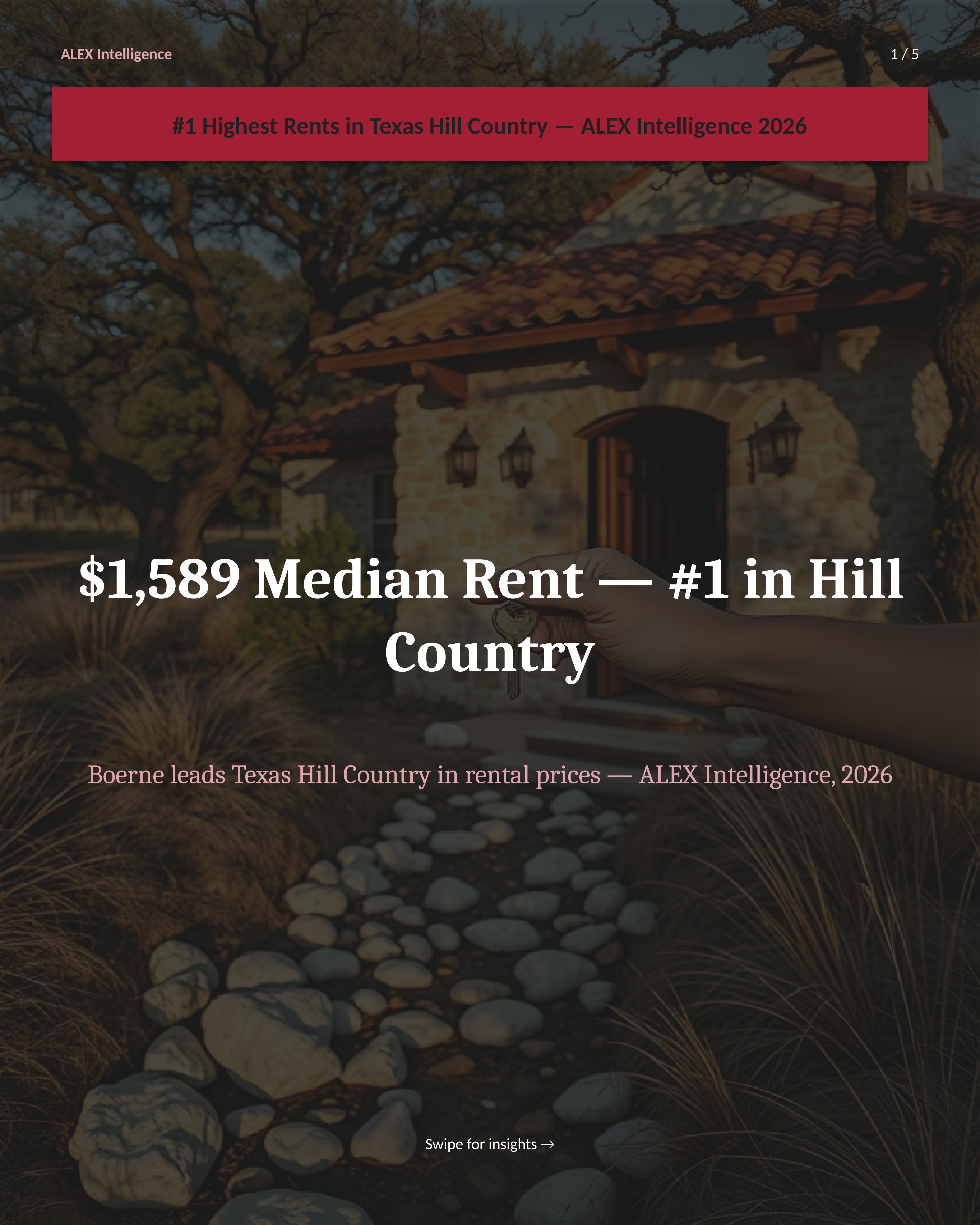

#1 Highest Rents in Texas Hill Country — ALEX Intelligence 2026

$1,589 Median Rent — #1 in Hill Country

Boerne leads Texas Hill Country in rental prices — ALEX Intelligence, 2026

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THE DATA

$1,589

Median Gross Rent (2024)

Boerne leads the Texas Hill Country in rental prices, reflecting premium demand and tight supply.

This figure is not an outlier — it's the new baseline for high-end, low-density living in the Hill Country. Boerne’s $1,589 median gross rent signals that housing is no longer just affordable or desirable; it’s a luxury asset class. The data reflects a market where location, exclusivity, and infrastructure quality are priced in, not just assumed.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-23-hill-country-tx-gross-rent-place-mkt

01

Rents Reflect Exclusivity, Not Just Demand

Boerne's top ranking isn't driven by population growth alone — it's shaped by deliberate zoning, limited buildable land, and a culture of preservation. The $1,589 median rent isn't a cost of living; it's a signal of scarcity. This isn't a market where supply can be easily increased — it's one where every new unit is a strategic asset, not a commodity. The data confirms what locals have long known: Boerne is not just a town — it's a curated ecosystem.

02

The Hidden Engine of Affordability

While Boerne leads in rent, its $1,589 median rent is not an affordability barrier — it's a filter. The same data shows that lower-rent towns like Kingsland ($892) are not serving as overflow markets; they're functionally separate. The Hill Country is not a single housing market — it's a series of tiered communities. High rents in Boerne and Fredericksburg don't push people out; they attract those who value exclusivity, stability, and long-term equity. The real affordability story isn't about lower prices — it's about access to a sustainable, high-value living model.

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

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