

84.7% of Homes Valued \$750K+ — ALEX Intelligence 2026

84.7% of Homes Are \$750K+

Where luxury is no longer rare — ALEX Intelligence, 2026

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THE DATA

84.7%

Share of Homes Valued \$750K or More (2024)

San Benito County leads the nation in luxury saturation, with over four in five homes valued at \$750,000 or more.

This level of concentration suggests that the concept of 'luxury' is no longer defined by price alone, but by market saturation. In San Benito County, \$750K homes are not outliers — they are the baseline. This shift reflects a broader trend: luxury is becoming normalized in select high-income, high-barrier markets where affordability is not a factor for the majority of residents.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-23-luxe-luxe-three-quarter-share-county-us-luxury>



01

Luxury Is Now a Market Norm

This is not a bubble — it's a redefinition. The market is no longer about being the only one with a \$1M home; it's about being in the only place where \$750K homes are still considered entry-level for high-net-worth buyers. This normalization of luxury is a signal of deep capital anchoring, not speculative excess.





02

The Price of Being Ordinary

This redefines what investors should seek: not just high-priced assets, but assets embedded in systems that preserve value over time. In a market where most homes are already in the luxury tier, the most valuable property is the one that doesn't just hold its value — it anticipates the next wave of demand before it emerges.

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

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