#1 in Rent-to-Income Ratio — Texas Hill Country 2024

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Marble Falls leads the region in affordability pressure, according to ALEX Intelligence 2024 data.

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THE DATA

28.2%

Annual Rent Against Local Pay (2024)

Marble Falls has the highest rent-to-income ratio in the Texas Hill Country.

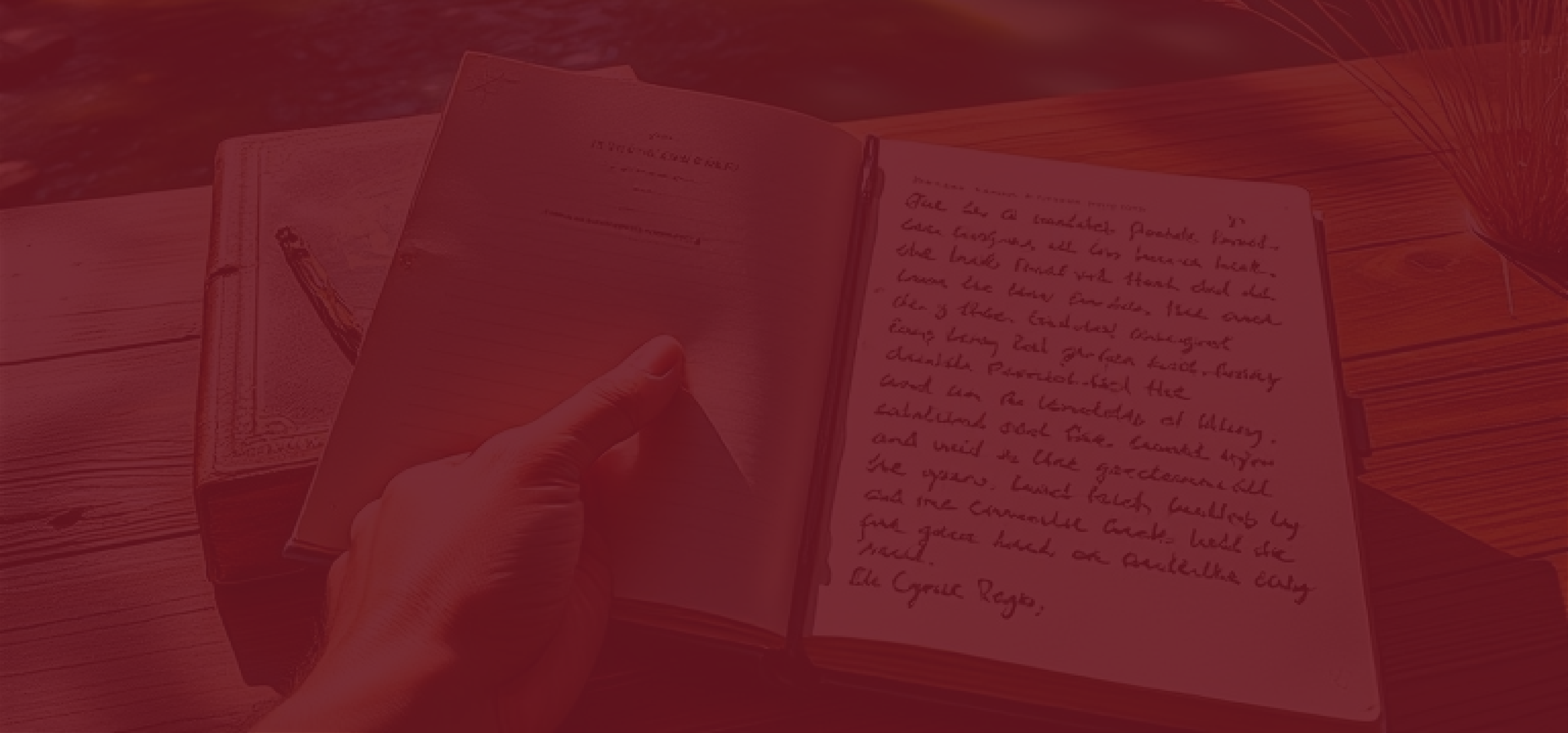
This figure reflects how much of a resident's annual income is consumed by rent, signaling a market where housing costs are disproportionately high relative to wages. In Marble Falls, nearly 28.2% of income goes toward rent—well above the national average and a clear indicator of market pressure.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-24-hill-country-tx-rent-to-income-place-mkt

01

Affordability as a Strategic Filter

The data suggests that affordability is no longer a universal goal but a differentiated attribute. In Marble Falls, high rent-to-income ratios are not a barrier to entry—they are a signal of desirability and long-term resilience.



02

The Rise of High-Value, Low-Density Experiences

These developments aren't about volume—they're about exclusivity. They attract residents and investors who value privacy, sustainability, and cultural capital over density or cost, reinforcing the market's premium identity and justifying the elevated rent-to-income ratio.

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

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