#1 in Texas: Median Home Value by City

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Belterra leads with $773,400 — exclusive land-use policies and limited supply drive concentration

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THE DATA

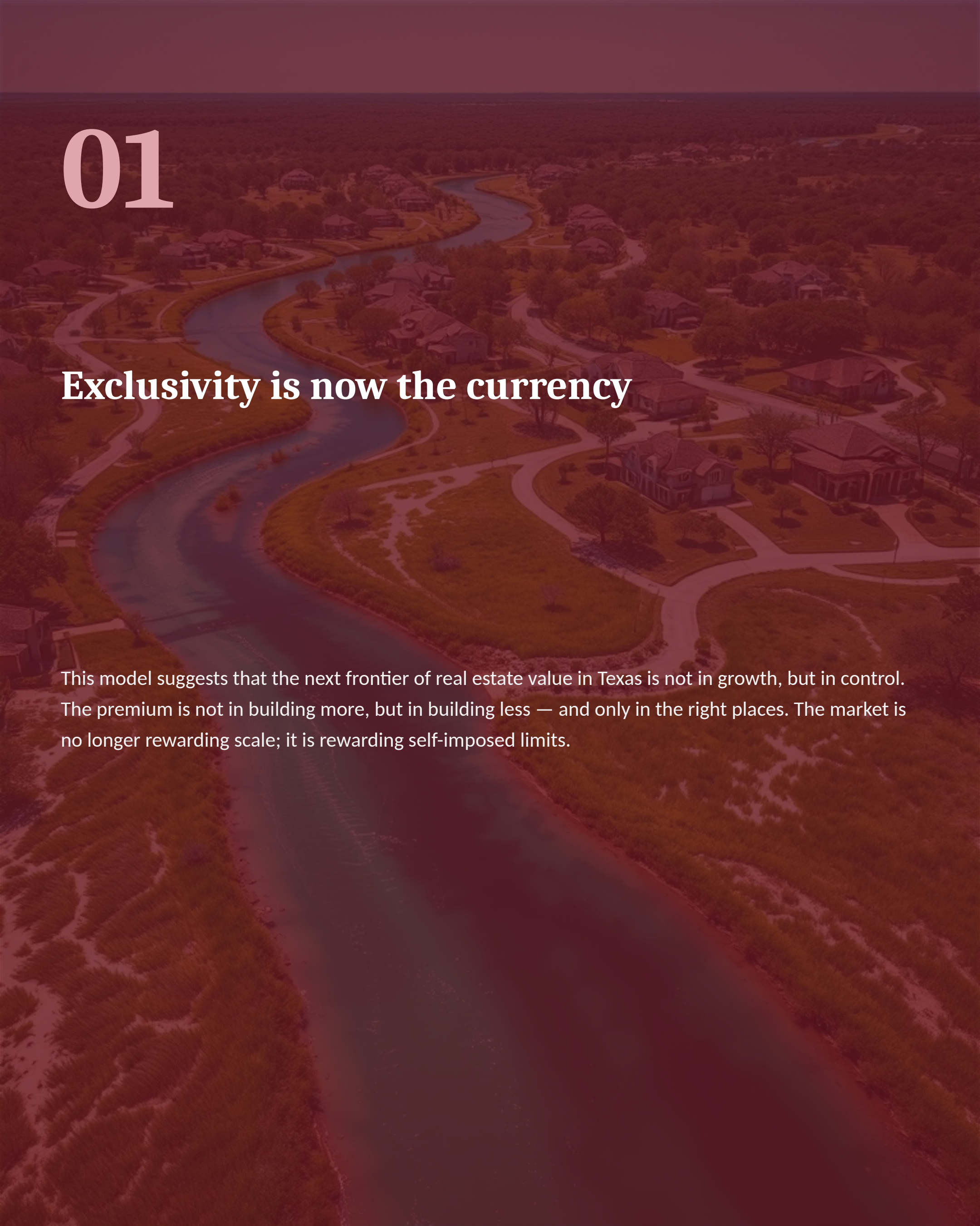
$773,400

Median Home Value (2024)

Belterra, the top-ranked city in the San Marcos–New Braunfels MSA, sets a new benchmark for high-end housing in Texas.

This figure reflects a structural premium tied not to population growth alone, but to deliberate zoning and development constraints that preserve exclusivity. This gap underscores how land-use policy, rather than broader economic trends, is now the primary driver of value divergence in the region.

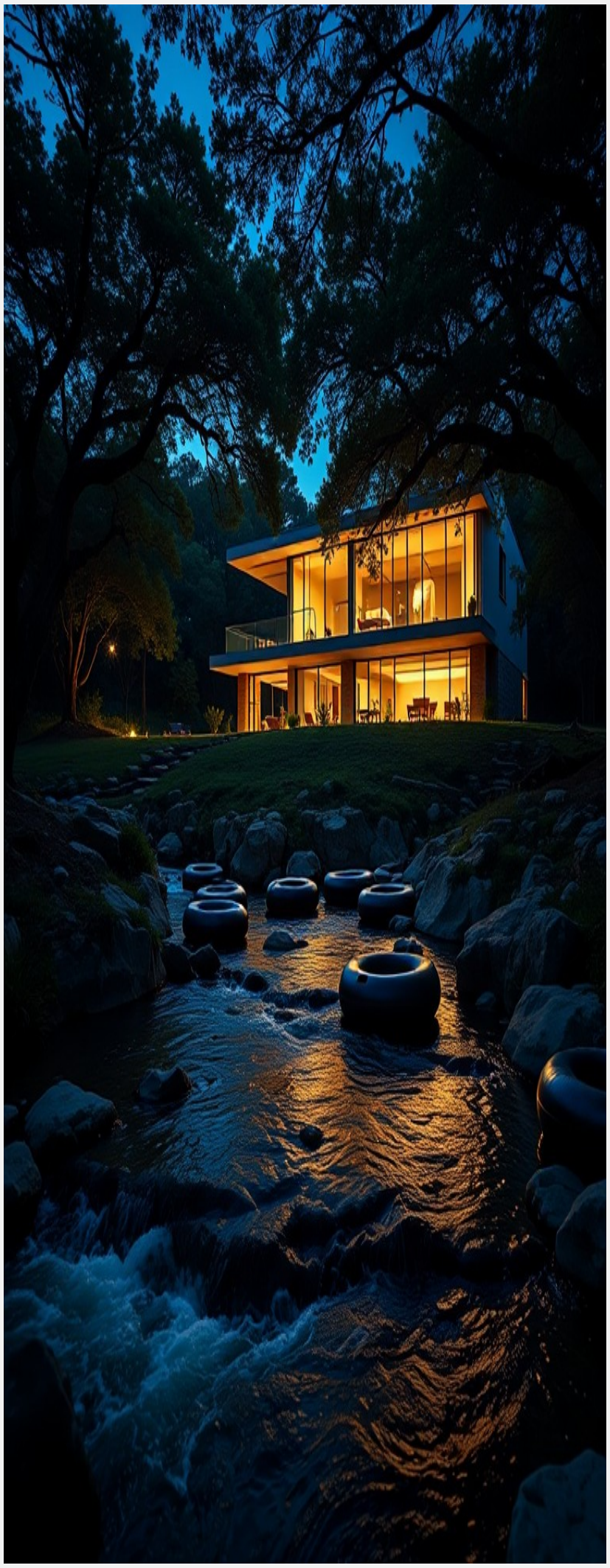
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-25-san-marcos-nb-home-value-place-mkt



01

Exclusivity is now the currency

This model suggests that the next frontier of real estate value in Texas is not in growth, but in control. The premium is not in building more, but in building less — and only in the right places. The market is no longer rewarding scale; it is rewarding self-imposed limits.



02

Affordability is a myth at the top

For investors and developers, the takeaway is clear: the most valuable real estate is not where demand is highest, but where supply is legally constrained. The future of high-value real estate in Texas is not in the new, but in the preserved — and the preserved are not for sale to everyone.

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