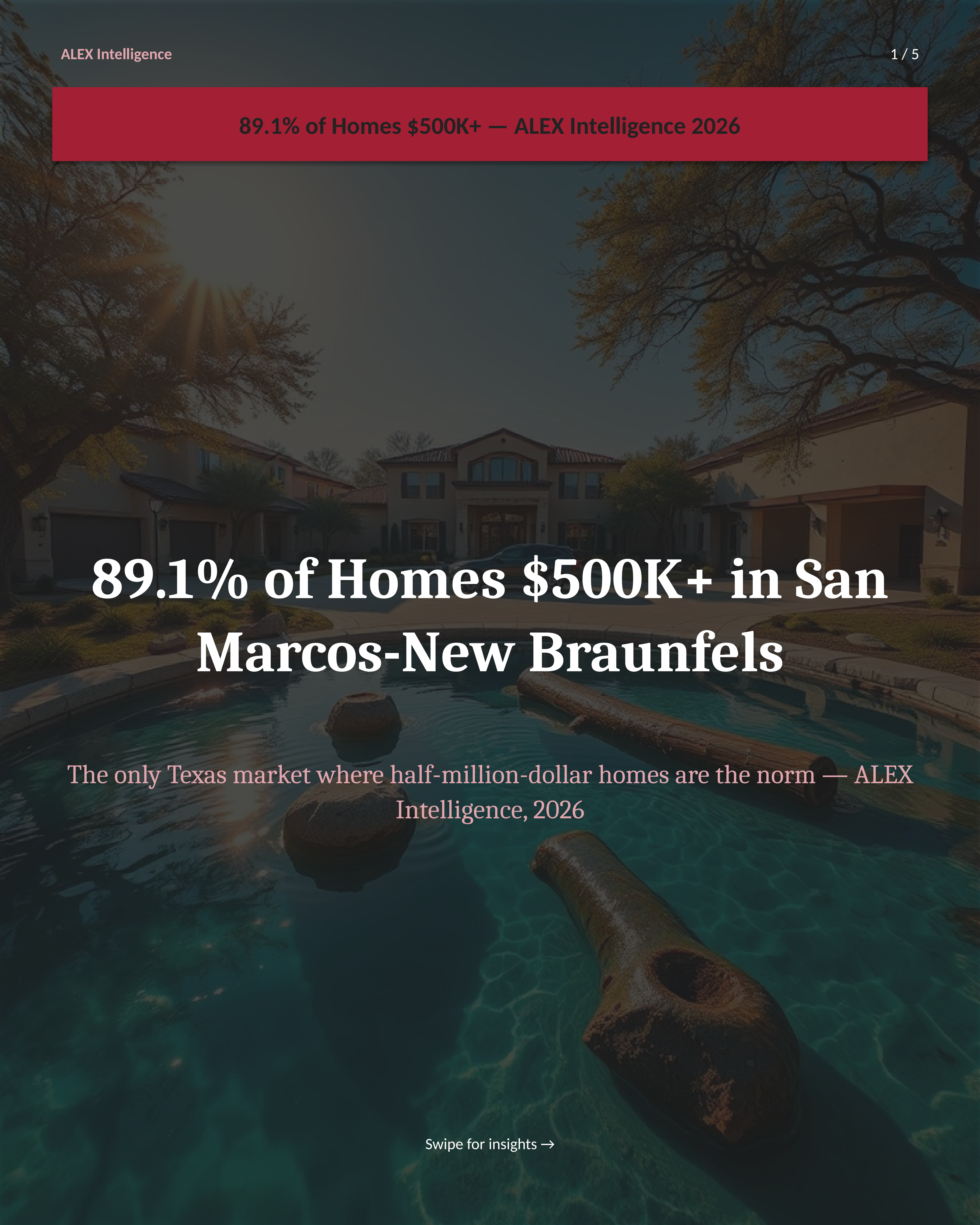

89.1% of Homes $500K+ — ALEX Intelligence 2026

89.1% of Homes $500K+ in San Marcos-New Braunfels

The only Texas market where half-million-dollar homes are the norm — ALEX Intelligence, 2026

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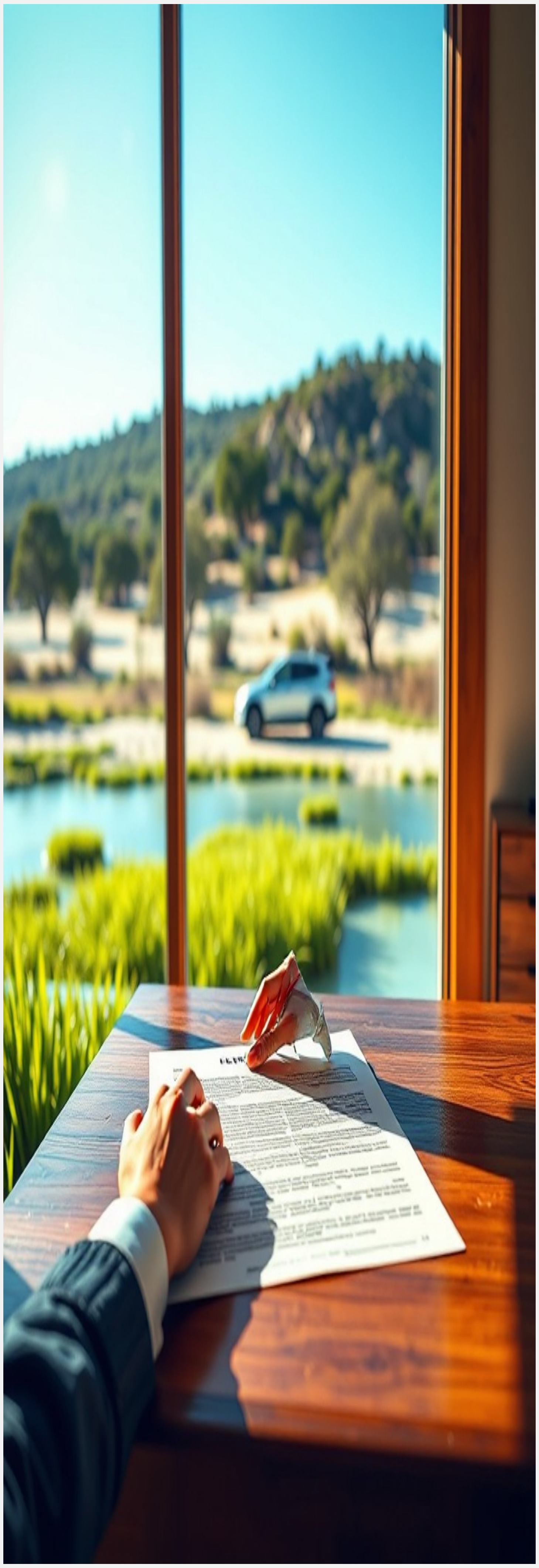
THE DATA

89.1%

Share of Homes Valued $500K or More (2024)

In Belterra, this share is the highest in the San Marcos-New Braunfels MSA.

This figure reflects a structural transformation in housing value, not short-term speculation. It signals that the market has transitioned from a growth-oriented phase to one defined by entrenched high-value demand. The concentration of high-end housing is not a fluke but a function of sustained in-migration, infrastructure investment, and a shift in buyer preferences toward long-term, stable assets.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-26-san-marcos-nb-half-million-share-place-mkt

01

High-value housing is self-reinforcing

The dominance of $500K+ homes in Belterra and surrounding areas isn't just a result of wealth — it's a mechanism that sustains itself. As more high-value properties enter the market, they attract complementary infrastructure: premium schools, boutique retail, and high-end services. This creates a feedback loop where demand for luxury housing grows not from external speculation but from the market's own institutional strength.

02

Value density outpaces population growth

The concentration of high-value homes in Belterra and Dripping Springs exceeds what would be expected from population increase alone. This suggests that the market is not simply growing in size but in economic density. The real estate landscape is becoming less about volume and more about quality — a shift that benefits long-term owners and developers who prioritize sustainable, high-margin projects over rapid turnover.

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

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