

96.5% Owner Occupancy in Sienna — ALEX Intelligence 2026

Sienna Leads Houston in Owner Occupancy

96.5% ownership rate in master-planned community — ALEX Intelligence
2026

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THE DATA

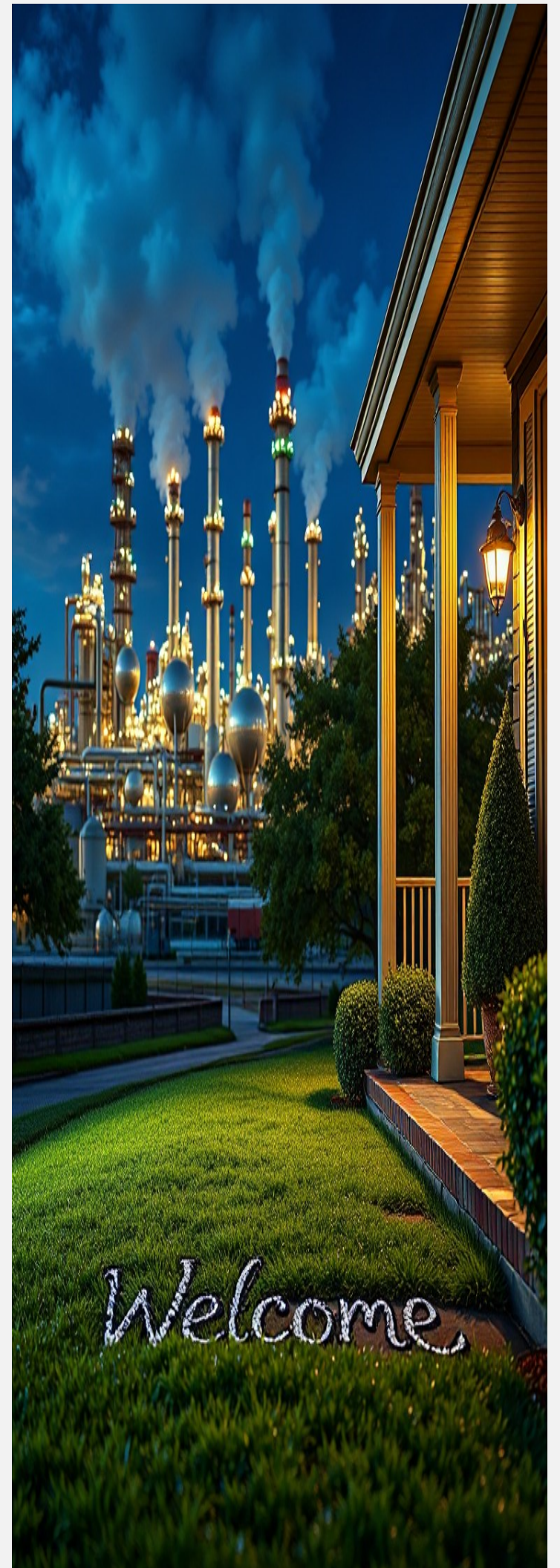
96.5%

Owner Occupancy Rate (2024)

Sienna leads the Houston metro in owner-occupied housing, reflecting deep community investment.

This figure is not a statistical outlier—it's a structural signal. Sienna's 96.5% owner-occupancy rate is driven by intentional design: long-term land use planning, restricted rental development, and strong homeowners' association governance. Unlike speculative markets, Sienna's residents are not transient investors but long-term stewards of place.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-29-houston-msa-owner-share-place-mkt>



01

Stability Drives Supply

High owner occupancy in places like Sienna correlates with reduced turnover and higher maintenance standards. This stability supports long-term property value appreciation, making such communities less vulnerable to market swings. In contrast, areas with high rental turnover often experience deferred maintenance and lower resale appeal.

02

The Rental Gap is a Structural Advantage

Houston's overall rental market remains under pressure, but Sienna's near-total owner-occupancy rate reveals a counterintuitive truth: the most resilient communities are not those with the highest rental supply, but those with the strongest ownership culture. This suggests that long-term value is built not through turnover, but through permanence.



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