

#1756 in U.S. Housing Vacancy Rate — ALEX Intelligence 2026

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Hays County's 4.6% vacancy rate reveals structural resilience in the San Marcos–New Braunfels MSA

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THE DATA

4.6%

Housing Vacancy Rate (2024)

Hays County ranks #1756 of 1879 U.S. counties on housing vacancy rate.

This figure reflects a market where supply and demand are in a rare equilibrium—neither overheated nor undersupplied. In a national context where vacancy rates are falling, Hays County's 4.6% stands as an outlier, suggesting a deliberate, long-term balance in housing development. This is not a sign of stagnation, but of adaptive capacity.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-01-san-marcos-nb-standing-vacancy-share-county>



01

Vacancy as Strategic Reserve

A 4.6% vacancy rate in Hays County is not a weakness—it is a competitive advantage. It signals a market that has avoided speculative overbuilding while maintaining sufficient inventory to absorb new residents. This balance supports affordability, reduces pressure on rental markets, and allows for gradual, sustainable growth without sudden price spikes.



02

Supply Discipline Over Speculation

Unlike markets where rapid development has led to oversupply and capital loss, San Marcos–New Braunfels has maintained a disciplined approach to housing supply. The low vacancy rate, when viewed in context of population growth and job creation, indicates that new construction is aligned with actual demand—making it a model for responsible real estate development in high-growth regions.

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