

60.4% of Homes \$1M+ — ALEX Intelligence 2026

Lucas Leads DFW in Million-Dollar Homes

60.4% of homes valued at \$1M+ — ALEX Intelligence 2026

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THE DATA

60.4%

Share of Homes Valued \$1M or More (2024)

Lucas, Texas, leads the Dallas-Fort Worth MSA in the share of homes valued at \$1 million or more.

This figure represents a structural shift in DFW's suburban real estate landscape, where new development is increasingly catering to ultra-high-net-worth buyers. The concentration of luxury housing in Lucas—despite not being a traditional enclave—suggests a redefinition of elite suburbia beyond historic enclaves like Highland Park and University Park.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-02-dfw-msa-million-share-place-mkt>



01

Luxury Growth Is Decentralizing

Lucas's 60.4% share of million-dollar homes reveals a broader trend: the geographic center of elite real estate in DFW is no longer confined to historic districts. Instead, it is expanding into newly developed suburban corridors that prioritize privacy, master-planned amenities, and low-density zoning. This shift reflects a new phase in DFW's urban evolution—where wealth is not just preserved in legacy neighborhoods but actively redefined in newer, less established communities.



02

Wealth Concentration as Infrastructure

The high concentration of million-dollar homes in Lucas signals more than just real estate value—it indicates a strategic accumulation of capital and influence. As these communities grow, they attract premium services, private schools, and gated amenities, creating self-reinforcing economic ecosystems. This is not incidental; it is a deliberate outcome of zoning, developer strategy, and demographic migration, shaping the long-term economic and social fabric of the DFW MSA.

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

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