

28.1% of Homes \$500K+ — ALEX Intelligence 2026

# 28.1% of Homes \$500K+ in Killeen-Temple

Nolanville Leads Texas in High-Value Housing Share — ALEX Intelligence 2026

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## THE DATA

# 28.1%

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

Nolanville leads the Killeen-Temple MSA in high-value housing, outpacing even affluent suburbs in other Texas metros.

This figure reflects a structural shift in the region's housing market, where military and healthcare employment are driving demand for premium homes. Unlike markets driven by tech or finance, this growth is rooted in stable, long-term public-sector employment. The concentration of high-value homes in Nolanville signals a new economic axis within the MSA.

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



# 01

## Affordability Is a Myth, Not a Policy

The fact that 28.1% of homes in Nolanville are valued at \$500K or more shows that affordability is not a universal condition but a function of employment stability. With Fort Cavazos and the Baylor Scott & White medical corridor anchoring demand, the market supports high prices without the volatility seen in other regions. This is not a bubble—it's a structural alignment of income and housing value.

# 02

## The Military-Driven Housing Premium

Nolanville's dominance is not accidental—it's a direct outcome of the base's expansion and the influx of military-affiliated professionals. These buyers prioritize stability and long-term tenure, leading to sustained home values and limited turnover. The market is not reacting to speculative trends but to a demographic with deep roots in the region, making it resilient to broader economic fluctuations.



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