

#1 Fastest Appreciating City in Texas — ALEX Intelligence 2026

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Buda leads Texas with 73.2% 5-year home value growth — ALEX Intelligence, 2026

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THE DATA

73.2%

5-Year Home Value Appreciation (2024)

Buda recorded the highest growth rate in the San Marcos–New Braunfels MSA over the past five years.

This figure is not a fluke of speculation but reflects a sustained, data-backed trajectory of value creation. The surge is rooted in demographic shifts, infrastructure upgrades, and the long-term alignment of supply with demand in a rapidly evolving market. Buda's rise signals that the most significant appreciation is no longer confined to established urban cores.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 ·
ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-02-san-marcos-nb-g-home-value-place-mkt>



01

Appreciation Without Overheating

Buda's 73.2% appreciation is not fueled by speculative frenzy but by real, measurable growth in demand and constrained supply. The city's development patterns—focused on mixed-use corridors and transit-accessible neighborhoods—align with long-term market fundamentals rather than short-term sentiment. This suggests a sustainable growth model that avoids the volatility seen in overbuilt markets.



02

The Hidden Growth Engine

Buda's performance reveals a broader truth: the most dynamic appreciation in the San Marcos–New Braunfels MSA is emerging in communities that are not yet the focus of mainstream real estate narratives. These areas are benefiting from early-stage infrastructure investment, rising remote work adoption, and strategic land use planning. The market's future is not in the well-known hubs but in the next-generation growth corridors that are still under the radar.

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

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