

31.8% of DFW's \$1M Homes Are in 3 Cities

McKinney, Colleyville, and Keller dominate luxury housing growth.

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THE DATA

31.8%

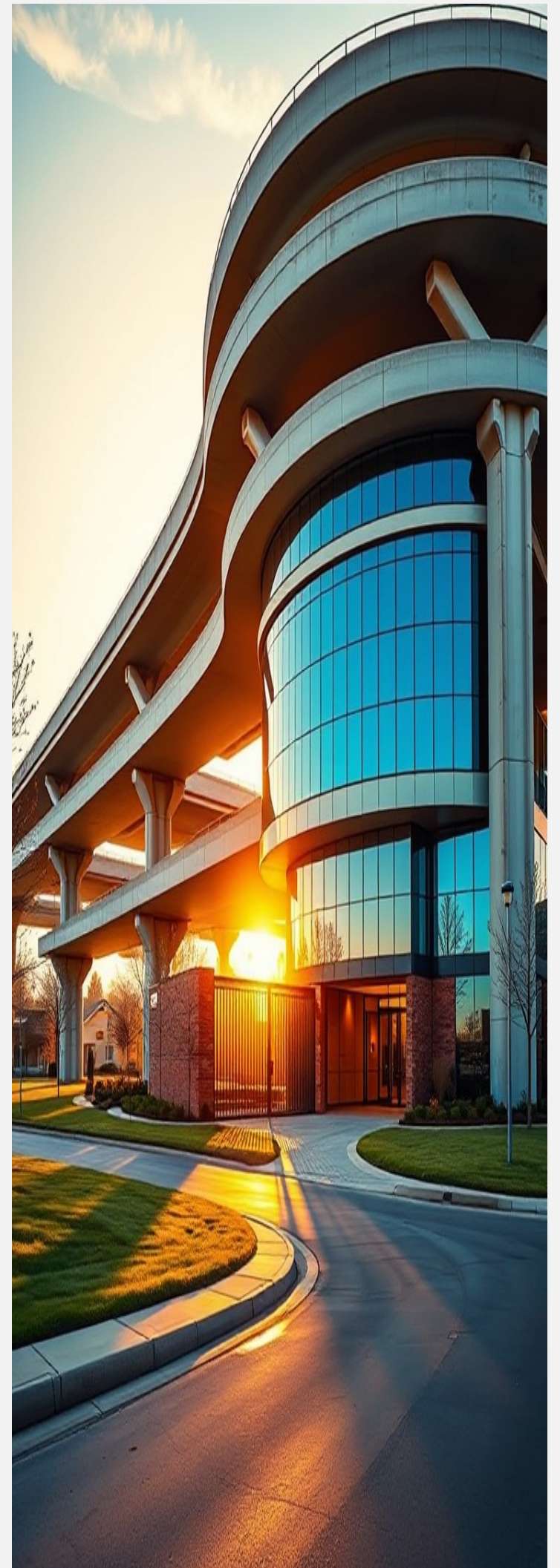
Share of the Market's \$1M Homes in Its Top Three Cities

McKinney, Colleyville, and Keller collectively house over a third of all million-dollar homes in the DFW MSA.

This concentration reflects a structural shift in DFW's luxury housing market, where growth is no longer evenly distributed across suburbs. The top three cities account for more than one in every three high-value homes, signaling a bifurcation between affluent enclaves and the rest of the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • Published October 07, 2026

<https://alex-companies.com/data/2026-10-07-dfw-msa-concentration-million-homes-place>



01

Affluence Is Clustering, Not Spreading

The data reveals that DFW's luxury housing growth is not a broad regional phenomenon but a hyper-localized one. McKinney, Colleyville, and Keller are not just attracting wealth — they are becoming exclusive hubs where new million-dollar homes are being built at a rate that outpaces even larger cities like Irving and Allen. This clustering suggests that proximity to high-income infrastructure — schools, transit, and amenities — is becoming a non-negotiable factor in wealth retention.



02

The ‘Top 3’ Are Becoming a New Market Tier

As the top three cities absorb over a third of all million-dollar homes, they are forming a distinct market segment within DFW. This tier is emerging as a self-reinforcing ecosystem where high-value homes drive demand for premium services, private schools, and exclusive developments — creating a feedback loop that widens the gap between them and the broader DFW market. This shift challenges traditional notions of suburban sprawl and suggests that DFW’s future growth will be defined by a few high-income nodes, not uniform expansion.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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