

#1 in Texas Hill Country, #1 in Texas — ALEX Intelligence 2026

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Median home value leads all cities in the region — ALEX Intelligence 2026

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THE DATA

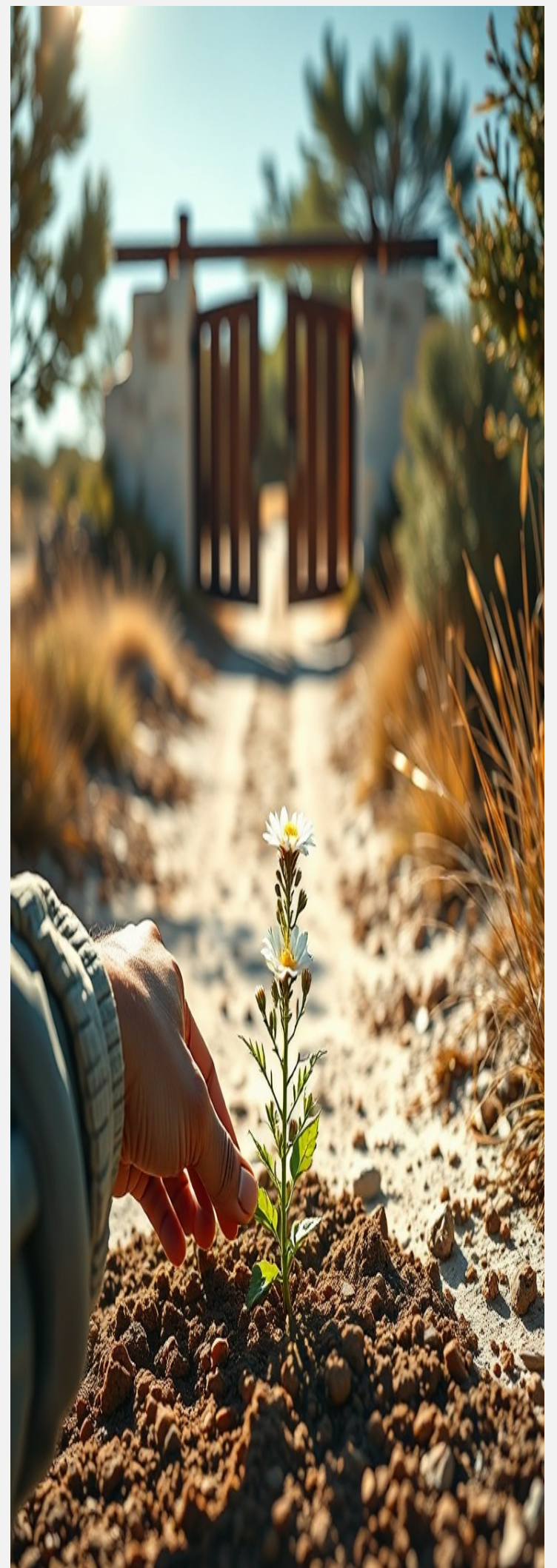
\$460,300

Median Home Value (2024)

Fredericksburg leads the Texas Hill Country in home value, outpacing even Boerne and Marble Falls.

This figure reflects more than price—it signals a market where cultural infrastructure, public investment, and long-term community planning have become tangible assets. Fredericksburg's \$460,300 median value is not a fluke but a cumulative outcome of consistent civic and educational engagement, with the city's music-friendly designation and school bond approvals reinforcing stability and demand. The data points to a self-reinforcing cycle: high cultural value attracts investment, which sustains the very infrastructure that makes the area desirable.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-08-hill-country-tx-home-value-place-mkt>



01

Culture as Capital

Fredericksburg's \$460,300 median value is not driven by speculative demand but by the measurable economic impact of cultural institutions. The city's 100th Music Friendly Texas designation is not symbolic—it's a recognized driver of tourism, small business revenue, and long-term resident retention. When the city invests in public events like the Water Street Festival and Market Days, it is not just hosting gatherings; it is building a durable, place-based economy where creativity and infrastructure co-evolve. This is a model of sustainable appreciation: the value isn't extracted—it's cultivated.



02

Education as Equity

The \$460,300 median value is also underpinned by long-term investment in public institutions. The FISD bond construction firm approval signals a commitment to infrastructure that supports growing enrollment and student outcomes. When a community funds school upgrades through local bonds, it signals confidence in its future—something that directly translates into real estate stability. In Fredericksburg, education isn't a cost; it's a shared equity asset. The same civic pride that drives scholarship fundraising and native plant sales is the same force that makes home values resilient in the face of broader market volatility.

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