

#3 of 26 Texas metros — ALEX Intelligence 2026

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Austin-Round Rock-San Marcos ranks #3 in Texas on real estate establishments — ALEX Intelligence, 2026

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## THE DATA

# 4,129

### Real Estate Establishments (2022)

Austin-Round Rock-San Marcos, TX ranks #3 of 26 Texas metros on real estate establishments, according to the U.S. Census Bureau, County Business Patterns 2022.

This figure reflects a dense, diversified real estate infrastructure — not just agents and brokers, but property managers, developers, consultants, and service firms that support the market's growth. The concentration of such activity signals a mature, self-sustaining ecosystem that can absorb volatility and drive innovation.

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 531 (Real estate) · ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-09-austin-msa-istand-531-msa>



# 01

## Density of real estate activity drives resilience

Austin's third-place standing among Texas metros is not just about volume — it's about depth. With 4,129 real estate establishments, the metro hosts a critical mass of specialized firms that enable market agility. This infrastructure allows for faster adaptation to regulatory shifts, evolving financing models, and rising demand for niche services like sustainable development and adaptive reuse.



# 02

## **Establishment density predicts innovation adoption**

A high number of real estate firms correlates with early adoption of new technologies and business models. In Austin, this includes drone logistics, climate-resilient design, and experiential real estate like indoor golf facilities. The presence of so many firms creates a feedback loop: more players → more experimentation → faster scaling of successful models.

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