

#1 in the Dallas–Fort Worth metro, #1 in Texas — ALEX Intelligence 2026

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Median gross rent in Texas's top luxury ZIPs — ALEX Intelligence 2026

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THE DATA

\$3,501

Median Gross Rent (2024)

The median gross rent in ZIP 76092 exceeds that of every other Texas ZIP with a median home value of \$750,000 or more.

This figure, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, reflects a structural shift in luxury housing: ownership alone no longer defines exclusivity. High rents in premium ZIPs signal that rental demand is outpacing supply even among the most expensive homes. This is not a cyclical spike, but a new equilibrium where luxury is defined by both ownership and occupancy cost.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-12-luxe-luxe-gross-rent-zcta-tx-luxury>



01

Rent as a proxy for scarcity

For investors and operators, this means that scarcity is not just a real estate metric—it's a pricing engine. The next frontier of luxury is not in building more, but in managing access to existing scarcity.



02

Luxury as a cost of admission

For clients and advisors, this means that true luxury is not defined by price alone, but by the ability to sustain both ownership and occupancy in high-demand, high-cost environments. The new standard isn't just \$1M homes—it's \$3,501 monthly rent.

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