

10 of 1030 — #1 of 10: Share of ZIP Codes Where the Median Home Tops \$1M

10 Texas ZIPs now cross the \$1M median threshold

New data reveals a new distribution of luxury in Texas

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THE DATA

1.0%

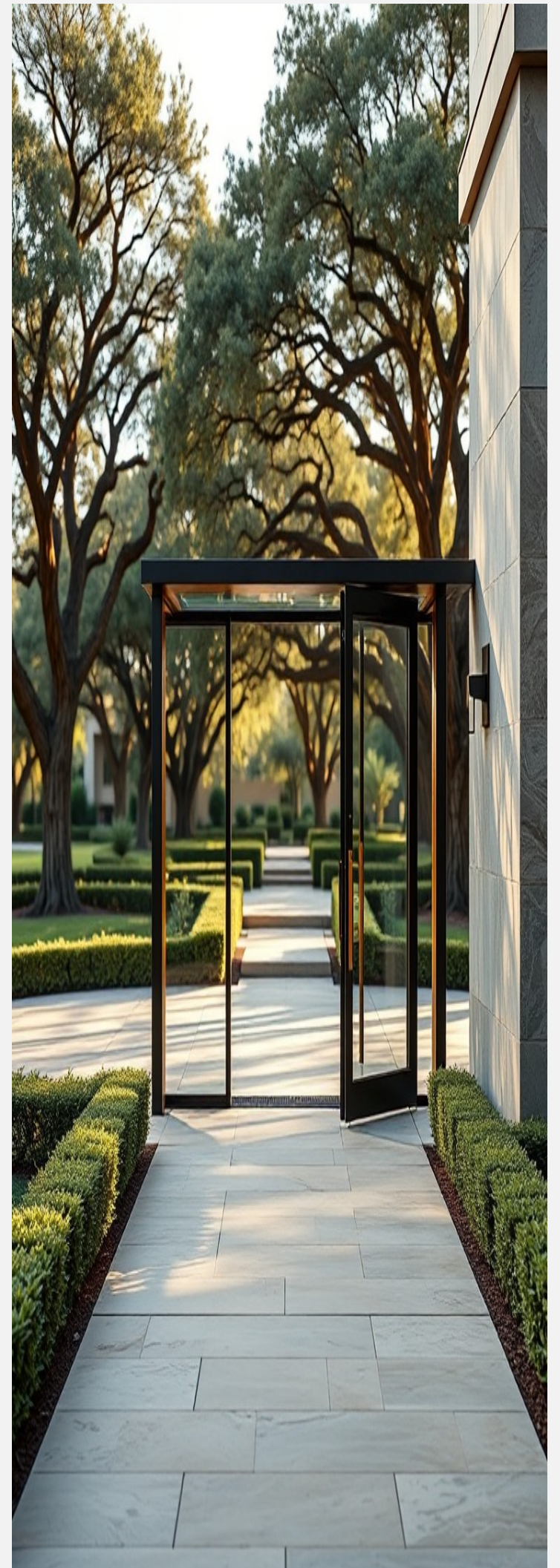
Share of ZIP Codes Where the Median Home Tops \$1M (2024)

This share represents the proportion of Texas ZIP Code Tabulation Areas with at least 2,500 residents and 1,200 owner-occupied homes where the median home value exceeds \$1 million.

The fact that 1.0% of Texas ZIPs now reach this threshold—10 out of 1,030—signals a shift from scarcity to structural saturation in high-end housing. This is not a spike, but a recalibration of where luxury is distributed across the state, no longer confined to a few elite enclaves.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-13-luxe-luxe-threshold-home-value-zcta-tx>



01

Luxury is spreading, not concentrating

This pattern suggests that luxury is no longer defined by scarcity, but by resilience: these ZIPs have achieved sustained demand, stable ownership, and high-quality infrastructure—factors that enable consistent price floors, even amid macro volatility.



02

The new luxury is institutionalized

This institutionalization means the luxury market is no longer reactive to short-term trends. It is self-sustaining, with deep liquidity, legal clarity, and operational rigor—hallmarks of a mature, blue ocean market.



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

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