

ZIP 78006 — #1 of 10: Top-to-Median Home Value Gap

ZIP 78006 leads Texas Hill Country in value spread

1.5x gap between top and median homes — source: ALEX Intelligence, 2026

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THE DATA

1.5x

Top-to-Median Home Value Gap (2024)

The priciest ZIP in the Texas Hill Country, ZIP 78006, is 1.5 times the median home value across the region.

This 1.5x gap reflects a deepening divide between high-end properties and the broader housing stock. It suggests that luxury demand is concentrated in select enclaves, while the majority of homes remain anchored at lower price points. This polarization is not a sign of market imbalance, but of targeted investment in premium locations with unique natural assets and exclusivity.

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

<https://alex-companies.com/data/2026-10-14-hill-country-tx-spread-home-value-zcta>



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Exclusivity drives value, not broad growth

Investors and developers focusing on the broader Hill Country should recognize that value is not linear. The most significant returns are likely to come from upgrading or acquiring properties in the top-tier ZIPs, not from expanding into mid-tier areas with less differentiation.

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The market is splitting into two economies

The long-term sustainability of the Hill Country's real estate model depends on whether municipalities can balance luxury growth with inclusive planning — especially in transportation, utilities, and emergency services, as seen in recent TxDOT and safety grant initiatives.



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