

ZIP 78703 — #1 of 10: 5-Year Home Value Appreciation

76.1% 5-Year Appreciation in Texas' Top Luxury ZIP

Source: ALEX Intelligence · Published October 14, 2026

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THE DATA

76.1%

5-Year Home Value Appreciation (2024)

ZIP 78703 leads Texas ZIP codes with \$1M+ median home values in 5-year appreciation.

This surge reflects a structural shift in where high-net-worth capital is flowing—not just to established luxury hubs, but to emerging corridors with strong institutional and infrastructural support. The data reveals that appreciation isn't driven by proximity alone, but by the convergence of stable governance, resilient demographic growth, and a self-reinforcing cycle of investment in quality infrastructure.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-14-luxe-luxe-g-home-value-zcta-tx-luxury-deep>



01

Appreciation is a signal of institutional trust

It implies that the new wealth frontier isn't defined by celebrity or legacy, but by measurable institutional health—something that can be tracked through Census data, housing tenure, and ownership patterns.

02

Density of ownership drives appreciation

This challenges the conventional view that luxury growth is tied to short-term capital inflows. Instead, the most resilient appreciation is occurring in markets where ownership is entrenched, and where residents are not just buyers, but stewards of place.



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