

Belterra — #1 of 6: Median Monthly Owner Cost

Belterra Leads Texas in Owner Cost

Median monthly cost: \$3,555 | Source: ALEX Intelligence, 2026

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THE DATA

\$3,555

Median Monthly Owner Cost (2024)

Belterra has the highest median monthly owner cost in the San Marcos–New Braunfels MSA, according to the latest ALEX Intelligence data.

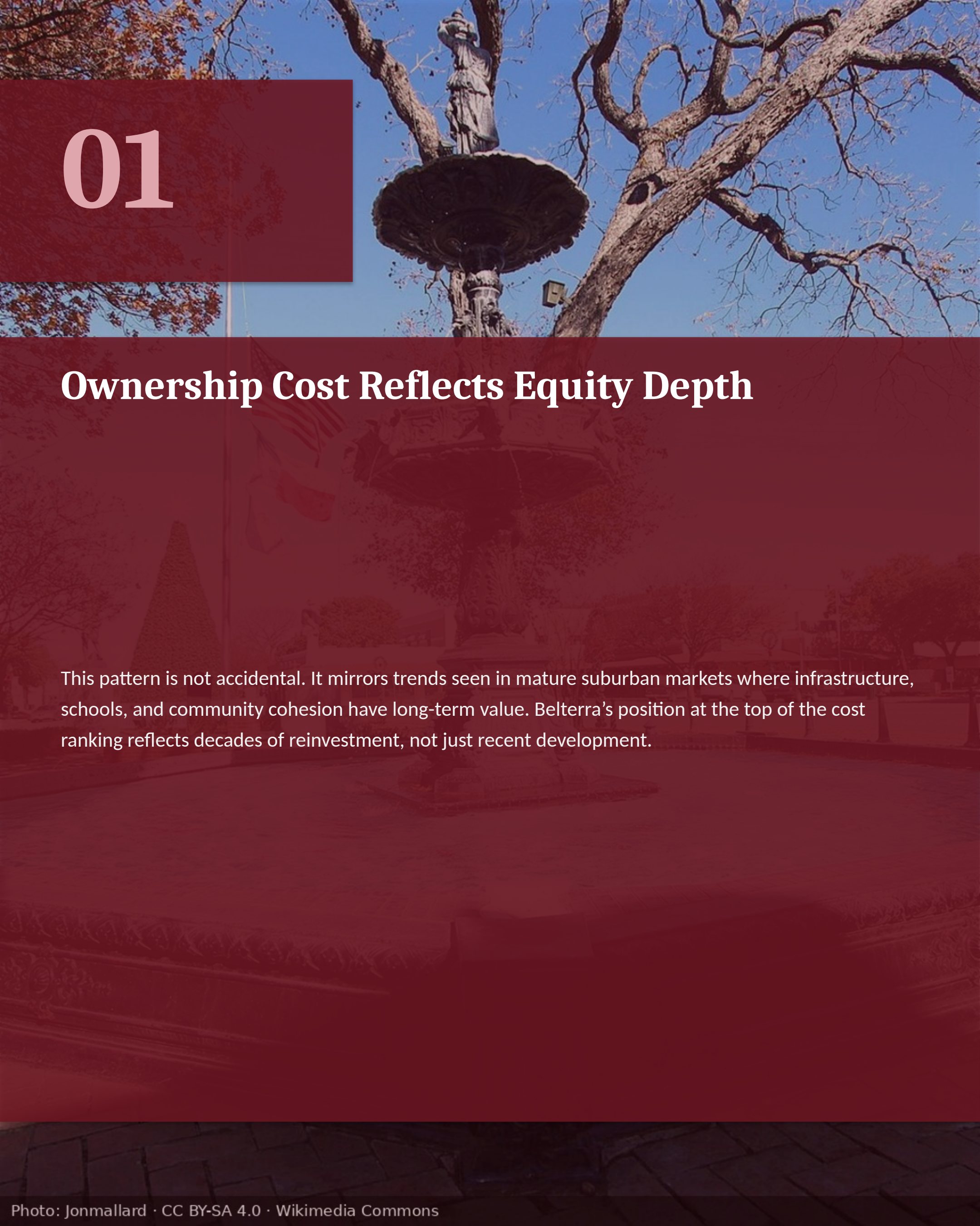
This figure reflects the true cost of ownership in one of the region's most desirable communities. The high cost is not driven by price alone, but by a combination of premium amenities, mature infrastructure, and strong demand for single-family homes with substantial equity. It signals that the market is moving beyond affordability as the primary driver and toward long-term value retention and lifestyle capitalization.

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

<https://alex-companies.com/data/2026-10-14-san-marcos-nb-owner-cost-place-mkt>



Photo: Michael Barera • CC BY-SA 4.0 • Wikimedia Commons

A large, ornate fountain with a statue on top, surrounded by trees and a clear blue sky. The fountain is the central focus, with a statue of a figure standing on a pedestal. The background shows bare trees and a clear blue sky. The foreground is a paved area with a low wall.

01

Ownership Cost Reflects Equity Depth

This pattern is not accidental. It mirrors trends seen in mature suburban markets where infrastructure, schools, and community cohesion have long-term value. Belterra's position at the top of the cost ranking reflects decades of reinvestment, not just recent development.

02

Affordability Is a Misnomer

The high cost in Belterra reflects not a price bubble, but a built-in equity buffer. Homes here are not just assets — they're financial anchors. For buyers seeking stability, this isn't a hurdle; it's a feature. The market is rewarding those who prioritize permanence over quick turnover.



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