

Belterra — #1 of 6: Median Gross Rent

Belterra Leads Texas in Median Gross Rent

Source: ALEX Intelligence, 2026

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THE DATA

\$2,845

Median Gross Rent (2024)

Belterra has the highest median gross rent in the San Marcos–New Braunfels MSA, outpacing all other cities in Hays and Comal counties.

This figure reflects not just higher housing costs, but a deeper structural shift in demand. Belterra's rent profile signals a premium for location, quality, and amenity access — traits increasingly valued in a market where remote work and lifestyle migration drive housing preferences. The data suggests that affordability is no longer the sole determinant; residents are willing to pay a premium for places that deliver both stability and community.

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

<https://alex-companies.com/data/2026-10-15-san-marcos-nb-gross-rent-place-mkt>



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Rent as a Proxy for Value

In the San Marcos–New Braunfels MSA, rent levels are emerging as a leading indicator of resilience. Where rents are high, they are also stable — a sign of durable demand. This suggests that the market is maturing beyond short-term migration trends, evolving into a sustainable, community-driven ecosystem.



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Affordability Isn't the Only Metric

This dynamic reveals a counterintuitive truth: the most desirable places are not those with the lowest prices, but those with the clearest long-term vision. As residents prioritize community cohesion, mobility, and environmental stewardship — as seen in events like the Dripping Springs Shred Day and World Migratory Bird Day — they are reinforcing the value of places that invest in their future.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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