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10.0% of Hill Country ZIPs rent above \$1,500

New data shows rising premium demand in Texas Hill Country

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THE DATA

10.0%

Share of Zip Codes With Median Gross Rent Above \$1,500 (2024)

This marks a structural shift in rental affordability across the Texas Hill Country.

In 2024, 10.0% of ZIP codes in the Texas Hill Country — including Fredericksburg, Kerrville, and Boerne — now report median gross rents above \$1,500. This reflects a growing concentration of high-demand, high-value housing in remote yet accessible enclaves. The data, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates, captures a market where seasonal and permanent residents are willing to pay a premium for privacy, natural amenities, and low-density living.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-16-hill-country-tx-threshold-gross-rent-1500-zcta>



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01

Rents above \$1,500 signal exclusivity

This trend is not about population growth alone. It's about a redefinition of desirability: where one rents is no longer a function of commute, but of ecosystem quality and privacy. The \$1,500 threshold is becoming a proxy for location quality in the Hill Country, not just affordability.

02

Infrastructure enables premium access

This is not a supply-side boom — it's a demand-side reordering. The Hill Country is not becoming more affordable; it's becoming more selective. The infrastructure gains are enabling a new kind of exclusivity: accessible yet secluded. This dynamic favors investors who understand that value is no longer linear — it's layered by geography, connectivity, and ecological quality.



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