

Llano County — #1 of 10: Share of Homes Held for Seasonal Use

Llano County leads Texas in seasonal homes

24.6% of homes held for seasonal use — source: ALEX Intelligence, 2026

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THE DATA

24.6%

Share of Homes Held for Seasonal Use (2024)

Llano County leads Texas among counties under 50,000 residents with at least 20,000 residents.

This figure reflects a growing trend in rural Texas where second homes are not just vacation retreats but increasingly functional seasonal residences. The concentration of seasonal use in Llano County signals strong demand for land with year-round access, natural amenities, and privacy — traits that support long-term land appreciation. The data suggests that seasonal ownership is no longer a niche behavior but a structural feature of land value in certain rural markets.

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

<https://alex-companies.com/data/2026-10-16-land-land-seasonal-share-county-tx-rural>

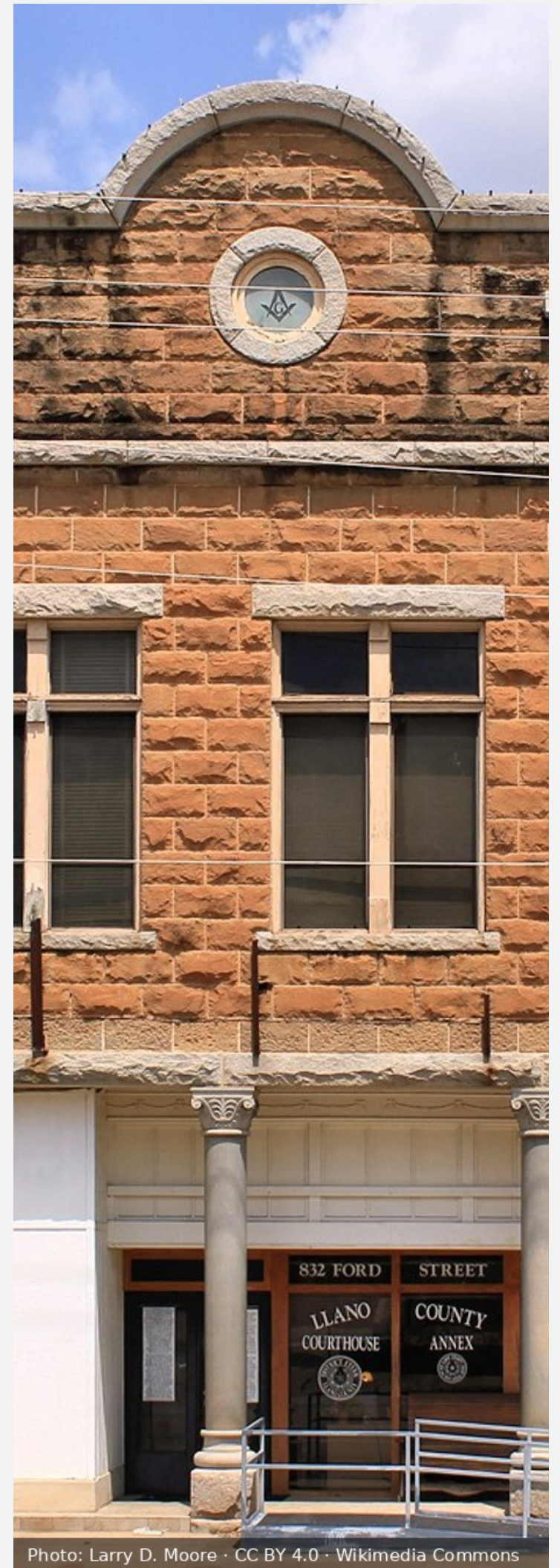


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01

Seasonal use drives land value in rural Texas

The 24.6% seasonal share in Llano County is not a passive trend — it's an active market signal. Seasonal homeowners often invest in infrastructure, landscaping, and maintenance, which increases the effective value of the land beyond its raw acreage. This behavior creates a self-reinforcing cycle: higher perceived utility attracts more buyers, who in turn raise demand and prices. Unlike urban markets, where appreciation is driven by proximity to jobs, rural land in Texas is being valued for its use intensity, not just its location.

02

Seasonal ownership is a hidden engine of rural liquidity

A high share of seasonal homes correlates with higher transaction velocity in rural counties. These homes are frequently bought and sold, often with minimal holding periods, creating a more dynamic market than traditional rural real estate models suggest. The data from Llano County shows that even in low-population areas, land can be highly liquid when it serves a clear lifestyle or recreational function. This liquidity may be underappreciated in conventional land valuation models, which assume long-term ownership and low turnover.



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