

Belterra — #1 of 6: Share of Homes Valued \$1M or More

Belterra leads Texas in million-dollar homes

52.7% of homes valued at \$1M+ — source: ALEX Intelligence 2026

Swipe for insights →

THE DATA

52.7%

Share of Homes Valued \$1M or More (2024)

Belterra holds the highest concentration of million-dollar homes in Texas among all cities in the San Marcos-New Braunfels MSA.

This figure represents a structural shift in the region's housing landscape, where high-value homes are no longer confined to Austin or San Antonio. The data, drawn from the 2024 American Community Survey, reflects a growing concentration of affluent residents in Belterra, driven by its master-planned community design, limited land availability, and strategic positioning within the MSA's expanding corridor.

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

<https://alex-companies.com/data/2026-10-16-san-marcos-nb-million-share-place-mkt>



Photo: Nicolas Henderson from Coppell, Texas • CC BY 2.0
• Wikimedia Commons

The background image shows a scenic view of Gruene, Texas. In the upper portion, a white water tower with a conical roof is visible, with the word "GRUENE" and a star partially visible on its side. Below the tower, a large, light-colored historic house with a gabled roof and a covered porch is partially obscured by a dark red semi-transparent overlay. The foreground shows a paved road and some greenery. The sky is blue with scattered white clouds.

01

Affluence is self-reinforcing

Belterra's 52.7% share of million-dollar homes isn't just a statistic — it's a feedback loop. High property values attract premium amenities, which in turn increase desirability and further push up prices. The market is no longer just growing — it's stratifying.

02

The edge of the edge

What's notable is that Belterra is not an outlier in isolation. It sits at the leading edge of a broader trend in Hays County — where Dripping Springs (28.4%) and Canyon Lake (18.2%) follow in the same hierarchy. This suggests a geographic clustering of affluence, not random distribution. The data implies that value is being pulled toward the western and southern fringes of the MSA, where land remains undeveloped and zoning favors low-density, high-value housing — a dynamic that may soon challenge infrastructure and public service capacity.



Photo: Nicolas Henderson from Coppell, Texas · CC BY 2.0 ·
Wikimedia Commons

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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

