

Belterra — #1 of 6: Share of Homes Built Since 2020

Belterra leads Texas in new housing stock

Source: ALEX Intelligence, October 17, 2026

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THE DATA

17.0%

Share of Homes Built Since 2020

Belterra accounts for over one-sixth of all homes constructed in the San Marcos–New Braunfels MSA since 2020.

This share is unmatched across the region, indicating a concentrated development surge in Belterra. With 17.0% of the MSA's new housing stock built since 2020, Belterra is not just a growth hub—it is the primary engine of new supply. This concentration suggests a deliberate, large-scale investment in master-planned communities, likely supported by infrastructure readiness and long-term land use planning.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-17-san-marcos-nb-new-stock-share-place-mkt>



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New supply is reshaping market dynamics

This concentration may also be influencing migration patterns, drawing buyers who prioritize new construction and modern amenities. As more homes reach occupancy, Belterra is likely becoming a magnet for young professionals and families seeking move-in-ready options with long-term appreciation potential.

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The new housing frontier is not random

This is a microcosm of how regional growth is being managed: not through scattered, reactive building, but through intentional, place-based investment. The implications are clear —Belterra’s development trajectory is a proxy for the MSA’s future housing supply and could determine where affordability, stability, and long-term value are most likely to emerge.



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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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