

Kendall County — #1 of 10: Median Gross Rent

Kendall County leads Texas in rural median gross rent

Source: ALEX Intelligence · Published October 18, 2026

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THE DATA

\$1,606

Median Gross Rent (2024)

This is the highest median gross rent among Texas counties with fewer than 50,000 residents and at least 20,000 residents.

Kendall County's \$1,606 median gross rent reflects a growing demand for rural land and housing, driven not by urban migration but by private capital flows into non-MSA markets. The data suggests that even in low-density regions, rent levels are rising due to structural shifts in credit access.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-18-land-land-gross-rent-county-tx-rural>



The background image is a rural landscape with a dirt road winding through it. In the distance, there are several power line towers. In the foreground, there is a fenced-in area with several large pipes lying on the ground. The entire image has a dark red overlay.

01

Private credit is fueling rural land demand

The Federal Reserve's recent integration of private credit into national financial accounts reveals a growing role for non-bank lenders in financing rural land—particularly in Texas, Colorado, and Alabama. This shift enables investors to bypass traditional bank constraints, driving up rents even in non-urban areas like Kendall County.



02

Liquidity signals hint at tighter credit ahead

While private credit is expanding, the Fed's 'Ripples in the Reserve Pool' note indicates subtle tightening in short-term liquidity. This could mean that access to capital for long-term land projects may soon become more selective, making early entry into high-demand rural markets like Kendall County strategically critical.

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