

Lantana — #1 of 10: Median Gross Rent

Lantana Leads DFW in Median Gross Rent

Source: ALEX Intelligence · Published October 21, 2026

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THE DATA

\$3,458

Median Gross Rent (2024)

Lantana tops the Dallas-Fort Worth MSA in median gross rent, reflecting deepening housing stratification across the metro.

This figure marks a structural shift in DFW's rental landscape, where premium communities are no longer confined to the city center. The concentration of high rents in suburban enclaves like Lantana signals a growing divergence between access to affordability and proximity to opportunity. With \$3,458 as the median, Lantana stands as a new benchmark for what is now considered 'luxury' in the regional rental market.

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

<https://alex-companies.com/data/2026-10-21-dfw-msa-gross-rent-place-mkt>

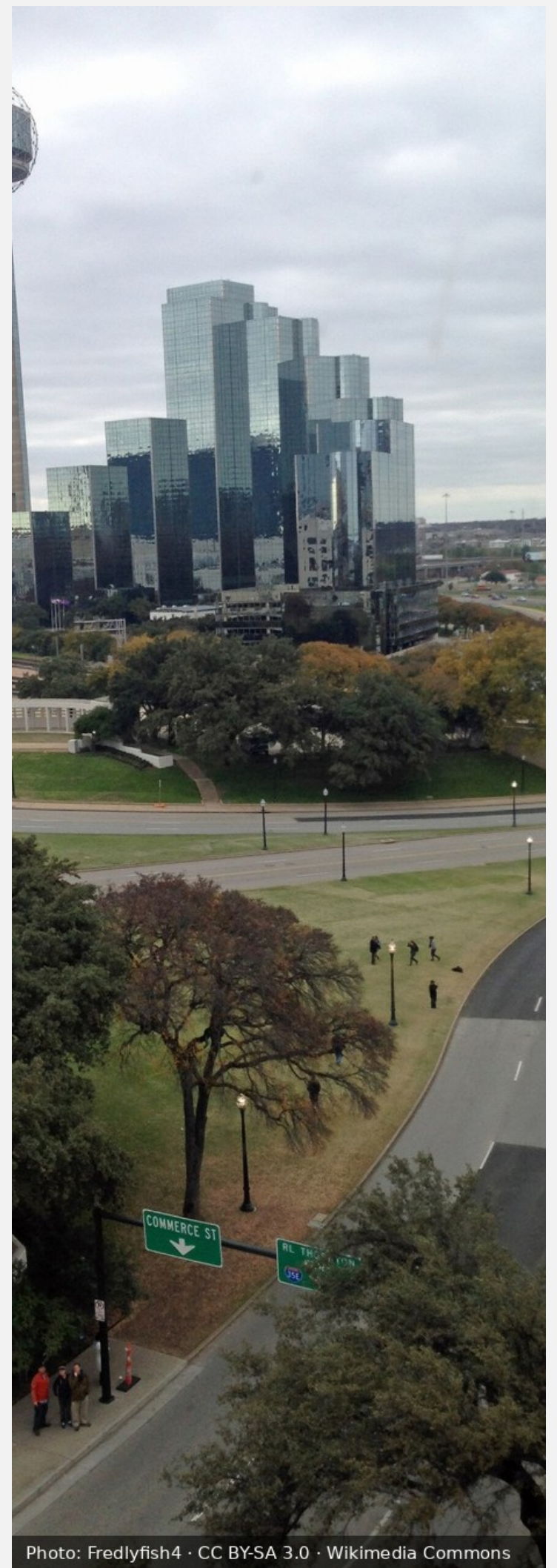
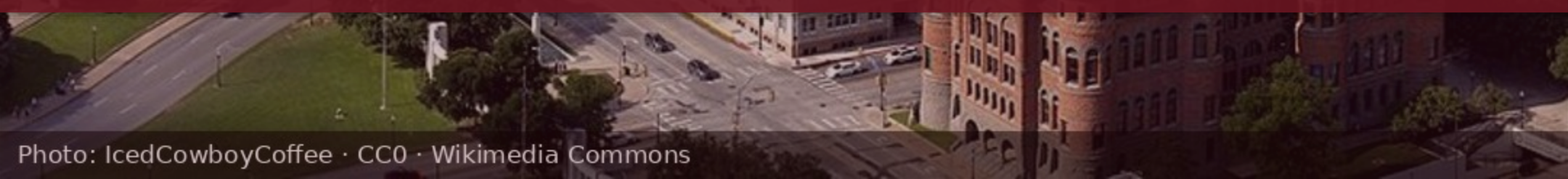


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01

Affordability is now a suburban issue

The fact that Lantana—located in Collin County—leads the DFW metro in median gross rent underscores a critical shift: affordability is no longer solely a downtown or urban problem. As high-income professionals and remote workers settle in suburban master-planned communities, rent inflation is now concentrated in the outer edges of the metro, not the core. This trend suggests that access to opportunity is increasingly tied to location-specific market power, not just proximity to jobs.



02

Rents reflect a new urban hierarchy

The top 10 list reveals a clear hierarchy: cities with elite school districts, gated amenities, and low-density zoning command premium rents. Lantana, University Park, and Colleyville are not outliers—they represent the new economic standard. These communities are not just expensive; they are increasingly insulated from broader market volatility, creating a two-tiered rental ecosystem. As inventory remains tight and supply lags, this stratification may harden into long-term structural divides.



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