

Helotes — #1 of 10: Median Gross Rent

Helotes leads San Antonio in median gross rent

Helotes · U.S. Census Bureau 2024

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THE DATA

\$2,500

Median Gross Rent (2024)

Helotes reports the highest median gross rent in the San Antonio metro, according to the latest ALEX Intelligence data.

This figure reflects a growing divergence in rental affordability across the MSA. Helotes, a city with limited new construction and strong demand from high-income professionals, now leads the region in rent levels. The data reveals a stark contrast between high-rent enclaves and more affordable neighborhoods, even within the same metropolitan area.

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

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



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01

Rent leadership signals exclusivity

Helotes' \$2,500 median rent is not a sign of broad market pressure but of selective demand. Its tight supply, proximity to military and tech employment hubs, and limited zoning flexibility have turned it into a premium rental destination. This isn't just about income—it's about access to scarce, high-quality housing in a constrained environment.

02

Affordability is no longer just a price issue

The fact that Helotes leads the metro in rent, despite being outside the core city, underscores a deeper shift: affordability is increasingly defined by location, not just income. This suggests a structural shift in who can afford to live in San Antonio's most sought-after communities.



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