

Nolanville — #1 of 7: Share of Homes Valued \$1M or More

Nolanville Leads Texas in Million-Dollar Homes

Source: ALEX Intelligence · Published October 22, 2026

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THE DATA

7.3%

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

Nolanville leads the Killeen-Temple MSA in high-end housing stock, outpacing all other cities in the region.

This 7.3% share represents a concentrated shift toward premium housing, driven by military-affiliated professionals, healthcare executives, and remote tech workers drawn to the area's affordability relative to Austin and San Antonio. The concentration of million-dollar homes in Nolanville signals a structural change in the MSA's wealth distribution, where high-value housing is no longer confined to Austin's suburbs or Williamson County.

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

<https://alex-companies.com/data/2026-10-22-killeen-temple-million-share-place-mkt>



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01

Affluence is decentralized

The fact that Nolanville—rather than Killeen or Temple—hosts the highest share of million-dollar homes challenges the assumption that economic growth in the MSA is centralized around military or medical hubs. Instead, it reflects a new pattern: high-income professionals are choosing smaller, less saturated communities with strong infrastructure, lower congestion, and proximity to Fort Cavazos and the Baylor Scott & White corridor—without the premium pricing of larger urban nodes.

02

Value is shifting from density to quality

Rather than a simple increase in home prices across the board, the data shows a bifurcation: a small but growing cluster of ultra-high-value homes in specific towns. This suggests that the market is not just appreciating—it is reconfiguring. The rise of million-dollar homes in Nolanville, a city with no major urban center, indicates that buyers are prioritizing lifestyle, privacy, and stability over proximity to amenities, driven by military and healthcare employment that values predictability and long-term residency.



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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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