

ZIP 78636 — #1 of 10: Share of Homes Held for Seasonal Use

12.7% of homes in ZIP 78636 are seasonal

Source: ALEX Intelligence · Published October 23, 2026

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THE DATA

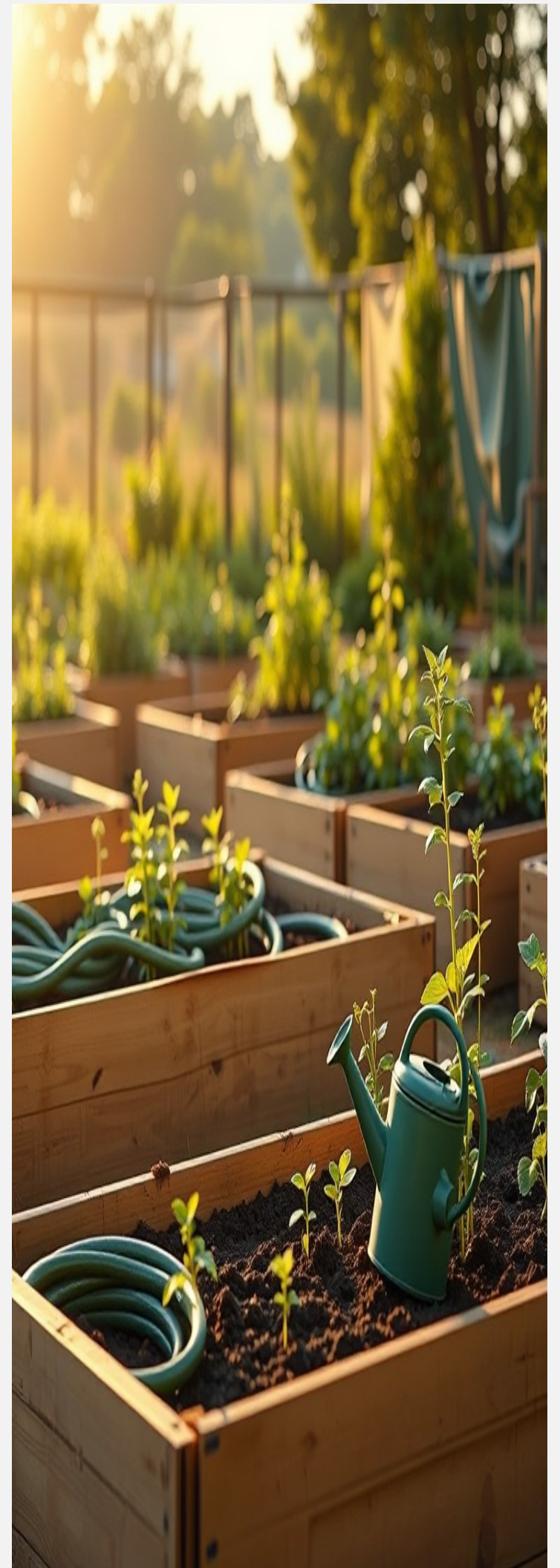
12.7%

Share of Homes Held for Seasonal Use (2024)

ZIP 78636 leads Texas in seasonal property use among high-value ZIPs.

This concentration of second homes reflects a growing trend: affluent households are staking long-term claims on real estate not for daily occupancy, but for legacy, access, and tax-efficient wealth transfer. The seasonal nature of these properties signals low turnover and high emotional or historical attachment, increasing their suitability for charitable giving.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-23-philanthropy-philanthropy-seasonal-share-zcta-tx-wealth>



01

Seasonal homes are de facto legacy assets

The data reveals that ZIP 78636's 12.7% seasonal share is not a transient trend, but a structural feature of high-value real estate in Texas. These homes, often held for decades, are increasingly being considered as vehicles for charitable remainder trusts and conservation easements. Their low turnover and high appreciation rates make them ideal for donors seeking to maximize impact while minimizing tax liability.



02

Donatable wealth follows emotional memory

Harvard research on 'selective nostalgia' suggests donors are more likely to gift properties tied to personal history. The seasonal nature of homes in ZIP 78636—often associated with generational vacations, family traditions, or seasonal retreats—creates a psychological anchor that aligns with legacy giving. This cognitive bias, when paired with tax incentives, transforms second homes into powerful tools for sustainable philanthropy.

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