

#1 of 10: Share of the Market's \$1M Homes in Its Top Three Zip Codes

47.6% of \$1M homes in the Hill Country are in just three ZIPs

Source: ALEX Intelligence, October 25

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THE DATA

47.6%

Share of the Market's \$1M Homes in Its Top Three Zip Codes (2024)

This concentration is unmatched in Texas outside of Austin and Dallas, but within the Hill Country, it defines the market's structural reality.

The clustering of million-dollar homes in ZIP 78006, 78015, and 78624 reflects a deepening bifurcation: high-value residential development is not spreading across the region but is instead anchored in a few elite enclaves. This is not a sign of growth but of spatial entrenchment.

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

<https://alex-companies.com/data/2026-10-25-hill-country-tx-concentration-million-homes-zcta>

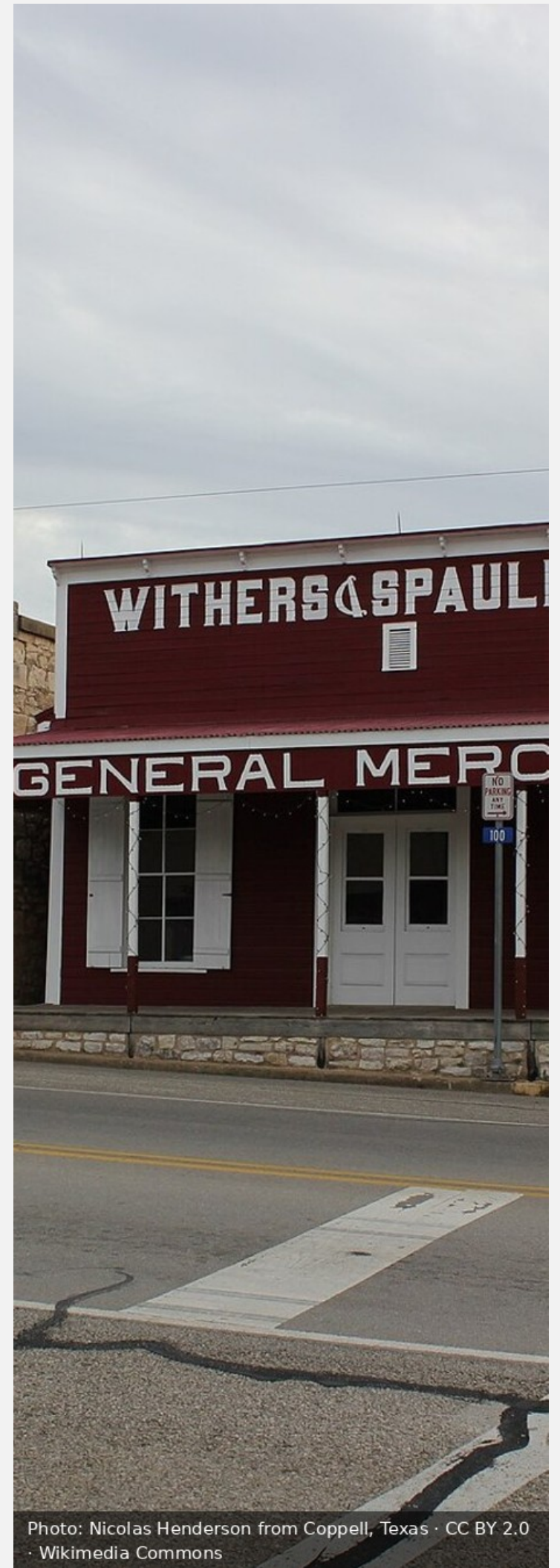
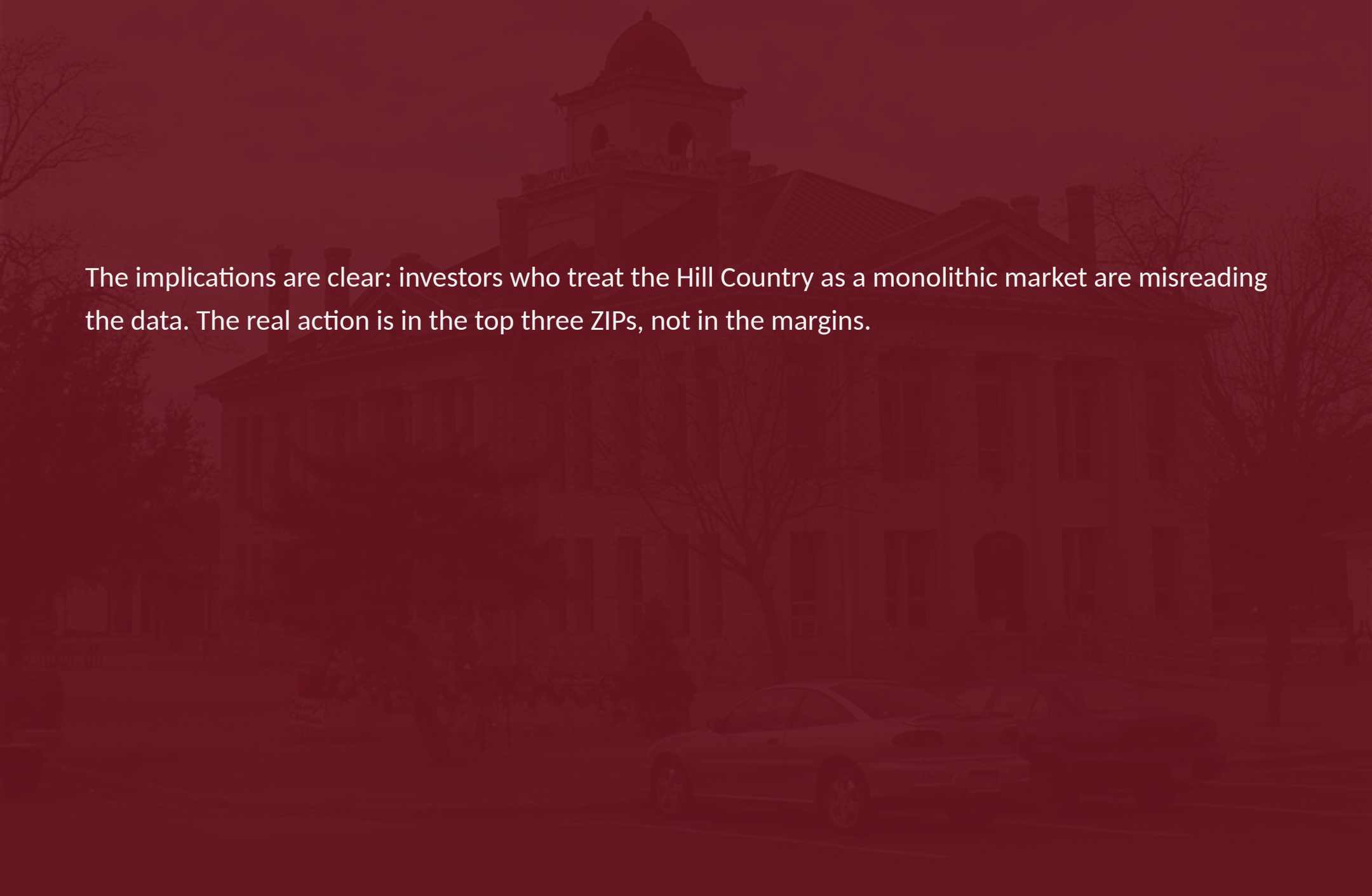


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01

Luxury is not expanding — it's consolidating

The implications are clear: investors who treat the Hill Country as a monolithic market are misreading the data. The real action is in the top three ZIPs, not in the margins.



02

Affordability is being redefined by geography

As a result, the market's future will be shaped less by supply and more by who controls access to the top ZIPs — a dynamic that favors long-term residents and institutional investors over first-time buyers.



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