

ZIP 78739 — #1 of 10: Share of Homes Valued \$750K or More

**92.0% of homes in ZIP 78739 are
\$750K+**

Source: ALEX Intelligence, October 25, 2026

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THE DATA

92.0%

Share of Homes Valued \$750K or More (2024)

ZIP 78739 leads Texas in luxury concentration among ZIPs with at least 2,500 residents and 1,200 owner-occupied homes.

This figure represents a structural shift in the Texas luxury market: the threshold for 'luxury' is no longer defined by a single home, but by the overwhelming majority of properties within a single ZIP. The concentration of high-value housing in ZIP 78739 is not a fluke — it reflects deep, sustained investment, elite migration, and institutionalized wealth retention. This level of saturation suggests a market where luxury is not an outlier, but the norm.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-25-luxe-luxe-three-quarter-share-zcta-tx-luxury>



01

Luxury has become the baseline

When 92% of homes in a ZIP code are priced at \$750K or more, the concept of 'luxury' loses its distinction. This is not a market for rare specimens — it is a system where high value is the standard. The implication for investors and developers is clear: new construction or acquisitions must now compete not on price alone, but on exclusivity, privacy, and hyper-local amenity design. The most valuable assets are no longer the most expensive, but the ones that defy commodification.

02

Wealth is self-reinforcing

In ZIP 78739, the concentration of high-value homes creates a feedback loop: the more luxury homes exist, the more demand they attract from high-net-worth individuals seeking peer proximity. This is not simply a real estate phenomenon — it is a social economy of status, where location becomes a proxy for capital, influence, and social capital. The data suggests that in such markets, even modest upgrades can trigger disproportionate appreciation, not because of physical change, but because of the signal it sends within a closed, high-value ecosystem.



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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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