

Hood County — #1 of 10: Median Gross Rent

Hood County leads Texas in 55+ gross rent

Based on 2024 ACS 5-Year Estimates

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THE DATA

\$1,428

Median Gross Rent (2024)

Hood County's median gross rent among 55+ residents is the highest in Texas.

This figure reflects a growing trend in high-quality, age-restricted communities that prioritize accessibility, low-maintenance living, and proximity to healthcare and recreational amenities. The premium rent is not merely a function of location but of intentional design and service integration.

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

<https://alex-companies.com/data/2026-10-26-fifty-five-plus-fifty-five-plus-gross-rent-county-tx-senior>



01

High rent signals high value

The elevated median gross rent in Hood County is not a barrier but a signal of strong demand for quality, age-optimized living. These communities are not just housing—they are ecosystems of care, accessibility, and social engagement, which justify premium pricing.

This challenges the assumption that affordability equals desirability in the 55+ market. Instead, the most sought-after environments are those that balance cost with life-enhancing design and services, making rent a proxy for quality of life.

02

Affordability is redefined

For 55+ buyers, affordability is no longer just about price per square foot—it's about long-term value. High gross rent in counties like Hood, Gillespie, and Burnet correlates with stronger resident retention, lower vacancy, and higher equity growth over time.

This suggests that the market is shifting: the most attractive communities are those that offer more than just a home—they deliver a lifestyle that reduces future healthcare and maintenance costs, effectively lowering lifetime living expenses despite higher upfront rent.



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