

Houston-Pasadena-The Woodlands — #3 of 10: Median Gross Rent

Median Gross Rent: \$1,430

A sign of persistent demand in a tight market

Swipe for insights →

THE DATA

\$1,430

Median Gross Rent (2024)

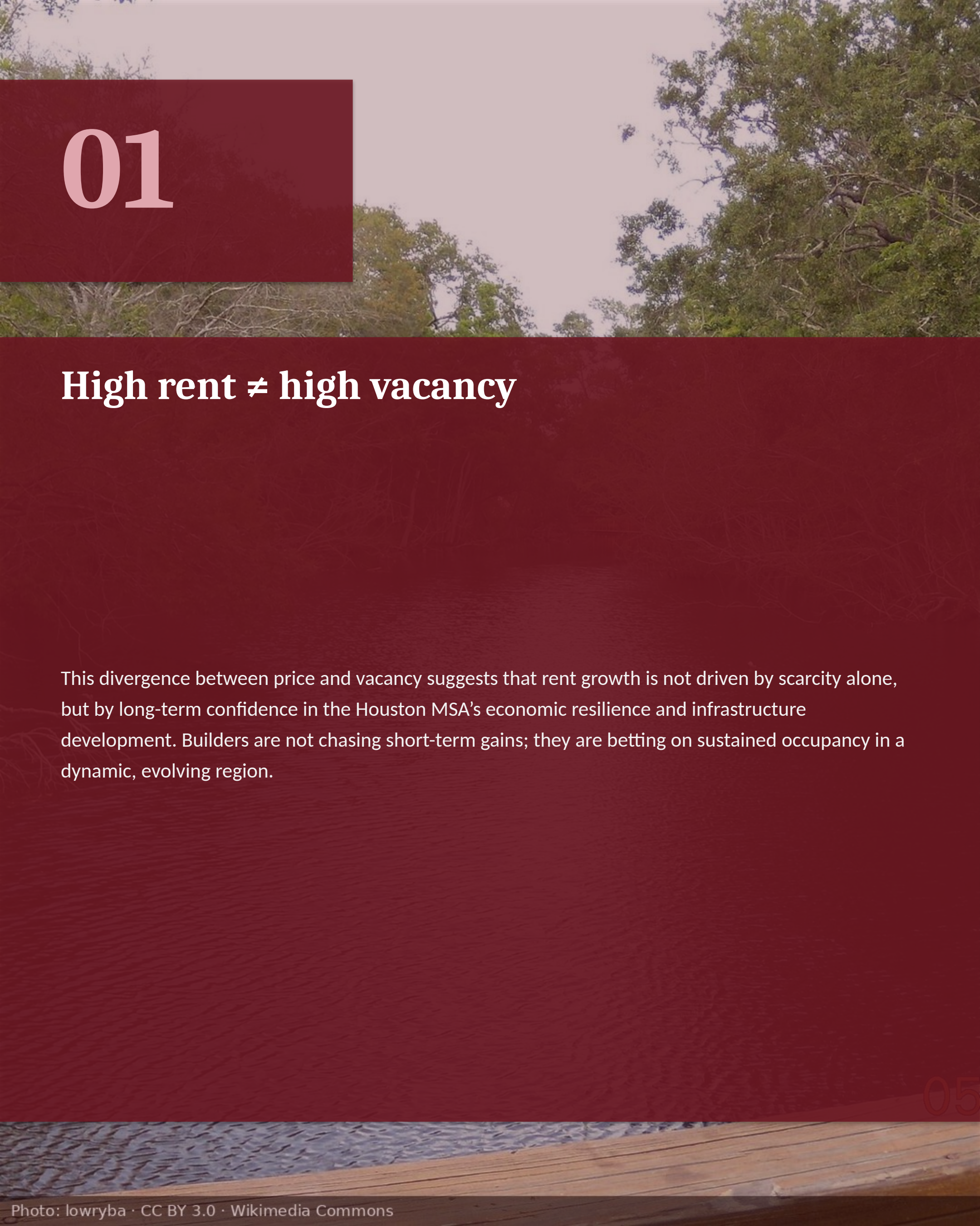
Houston-Pasadena-The Woodlands ranks #3 of 24 Texas metros on median gross rent (metros of 100,000+ residents)

This figure reflects sustained demand for housing despite elevated mortgage rates. The fact that Houston holds the third-highest median gross rent among Texas metros—just behind Austin and Dallas—indicates that affordability pressures are being absorbed through increased construction and rising rents, not reduced demand. It suggests that renters and buyers alike are prioritizing location, access, and stability over cost in the long term.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-27-houston-msa-standing-gross-rent-msa>



Photo: Jim Evans · CC BY-SA 3.0 · Wikimedia Commons



01

High rent ≠ high vacancy

This divergence between price and vacancy suggests that rent growth is not driven by scarcity alone, but by long-term confidence in the Houston MSA's economic resilience and infrastructure development. Builders are not chasing short-term gains; they are betting on sustained occupancy in a dynamic, evolving region.

05

02

Rents rise, but affordability isn't lost

Despite ranking #3 in Texas for median gross rent, Houston's rent growth is not outpacing income growth. The Dallas Fed's October 2026 regional update confirms strong labor market performance, with payroll growth outpacing inflation in the MSA. This balance allows renters to absorb higher rents without a sharp decline in housing demand. The market is not overheating—it is maturing, with rent increases reflecting improved quality, access, and amenities rather than pure speculation.



Photo: lowryba · CC BY 3.0 · Wikimedia Commons

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

