

#1 of 7: Share of the Market's \$1M Homes in Its Top Three Cities

66.5% of \$1M homes in just 3 cities

Source: ALEX Intelligence · Published October 27, 2026

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THE DATA

66.5%

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

This level of concentration is unmatched across Texas and reflects a deep bifurcation in the region's luxury housing landscape.

Temple, Belton, and Harker Heights collectively house 66.5% of all million-dollar homes in the Killeen-Temple MSA. This concentration underscores a growing divide between affluent enclaves and the broader market. The data reveals that luxury demand is not spreading evenly but is instead anchored in a narrow geographic cluster, driven by proximity to Fort Cavazos and the Baylor Scott & White medical corridor.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-27-killeen-temple-concentration-million-homes-place>

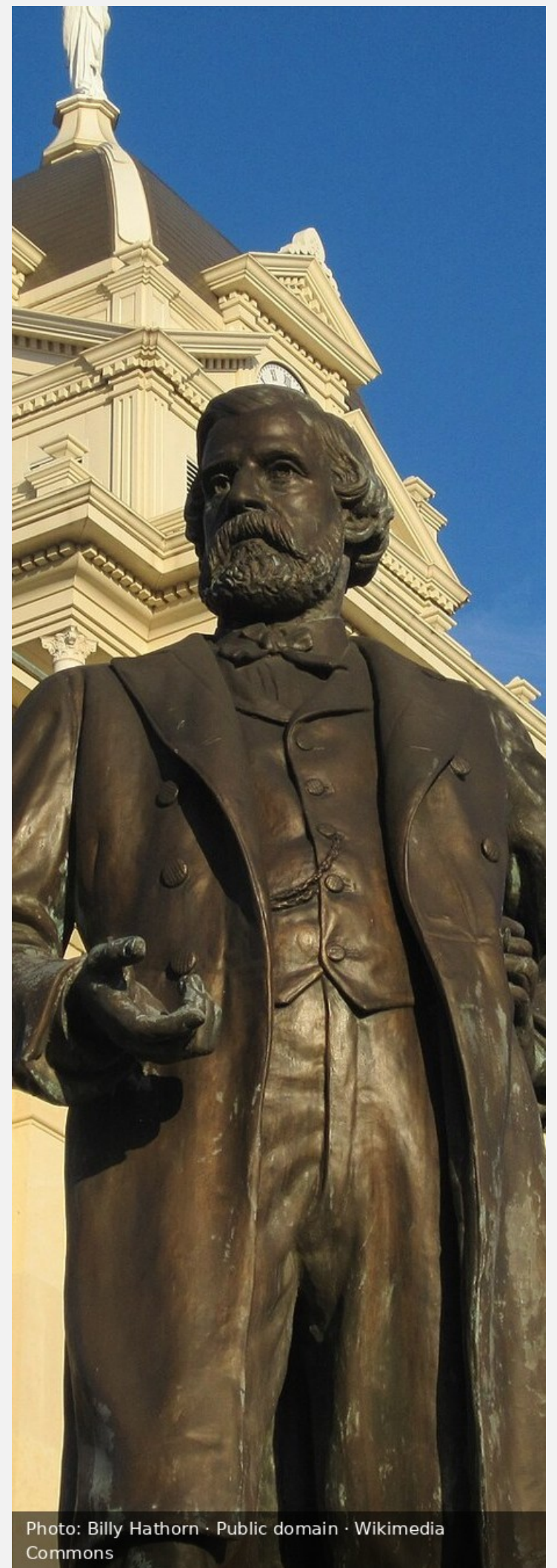


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01

Luxury is not spreading — it's consolidating

The Killeen-Temple market is not experiencing broad-based luxury growth; instead, it's witnessing a consolidation of high-end homes in three core cities. This suggests that new construction and investment are not being distributed equitably across the MSA. The implications for affordability and long-term development are significant: neighborhoods outside Temple, Belton, and Harker Heights may face stagnation in high-end demand, even as the broader economy remains stable.

02

Fort Cavazos drives the concentration

The military presence at Fort Cavazos is not just a jobs engine — it's a housing demand anchor. High-ranking personnel and defense contractors are clustering in Temple, Belton, and Harker Heights, where infrastructure and services are most developed. This creates a feedback loop: more military-affiliated residents → higher demand → more high-end construction → further consolidation. The result is a market where military-affiliated wealth is directly shaping the geography of luxury housing.



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