

ZIP 78739 — #1 of 10: Share of Homes Valued \$500K or More

In Texas' top ZIP, 96.9% of homes are \$500K+

Source: ALEX Intelligence · Published October 29, 2026

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THE DATA

96.9%

Share of Homes Valued \$500K or More (2024)

ZIP 78739 leads Texas in luxury home concentration, with nearly every property priced above \$500,000.

This figure reflects a structural shift in Texas' high-end housing market: affordability thresholds are no longer defined by price alone, but by market exclusivity. The concentration of high-value homes in ZIP 78739 suggests that luxury is no longer a niche — it's becoming the baseline in elite enclaves. This is not a transient trend but a data-backed signal of enduring value clustering.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-29-luxe-luxe-half-million-share-zcta-tx-luxury>



01

Luxury is now the default in elite enclaves

The fact that 96.9% of homes in ZIP 78739 are valued at \$500K or more indicates that the market has reached a tipping point where luxury is not an exception — it's the standard. This is not about individual wealth; it's about the aggregation of capital into self-reinforcing ecosystems where high value begets higher value. The real estate market here functions less as a transactional system and more as a closed-loop wealth accelerator.

02

The \$500K threshold is now a floor, not a ceiling

What was once a benchmark for luxury has become a baseline for entry. In ZIP 78739, homes below \$500K are not outliers — they are anomalies. This redefines the economics of exclusivity: the most valuable assets are no longer defined by their individual price, but by their position within a dense, high-value cluster. The implication for investors is clear: in elite markets, value is not just in ownership, but in proximity to other high-value assets.



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