

53 of 79 — #1 of 10: Share of Cities With Median Gross Rent Above \$1,500

**67.1% of DFW cities rent above
\$1,500**

Source: ALEX Intelligence · Published October 30, 2026

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THE DATA

67.1%

Share of Cities With Median Gross Rent Above \$1,500 (2024)

In the Dallas-Fort Worth MSA, more than two-thirds of cities now have median gross rents exceeding \$1,500.

This threshold marks a structural shift in the region's housing market, signaling that affordability is no longer a local concern but a systemic condition across most of the metro. The rise reflects sustained demand, constrained supply, and shifting income-to-rent ratios that are reshaping where people can live and work.

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

<https://alex-companies.com/data/2026-10-30-dfw-msa-threshold-gross-rent-1500-place>



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01

Rent thresholds are now the new market filter

This isn't a cyclical spike — it's a recalibration of the rental ecosystem. Cities like Lantana, University Park, and Colleyville are no longer outliers; they are the new baseline. The implications for workforce retention, especially in tech and healthcare, are profound and underappreciated.

JOHN PAUL
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02

The rent divide is redefining suburban identity

The result is a deeper polarization: cities with rents below \$1,500 are becoming increasingly rare, and those that remain are under pressure to accommodate rising demand. This dynamic may accelerate suburban sprawl into less-developed areas, where infrastructure lags behind housing development — a new kind of urban sprawl with no greenfield safety net.

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