ZIP 77024 — #1 of 10: Share of Homes in 50-Unit Buildings or Larger

ZIP 77024 leads Texas in luxury apartment density

Source: ALEX Intelligence · Published November 04, 2026

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THE DATA

28.2%

Share of Homes in 50-Unit Buildings or Larger (2024)

In the top-tier ZIP codes of Texas, one in four homes is part of a large apartment building.

This data reveals a structural shift in luxury real estate: even at the highest price points, scale and density are becoming defining features. ZIP 77024, home to some of Texas' most exclusive addresses, hosts 28.2% of its homes in buildings of 50 units or more — a level of concentration unmatched across the state's elite ZIPs. This challenges the assumption that luxury equates to exclusivity through low-density living.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-04-luxe-luxe-apartment-share-zcta-tx-luxury-deep

01

Density is the new exclusivity

Luxury is no longer defined by isolation or sprawling estates. In Texas' top ZIPs, exclusivity is now signaled by scale — the ability to offer curated, high-end amenities within large, managed communities. This reflects a broader trend: affluent buyers prioritize convenience, security, and lifestyle services over privacy alone. The rise of large-scale luxury apartments suggests a new model of high-net-worth living, where prestige is embedded in infrastructure, not just land size.

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02

The paradox of scale in elite markets

The dominance of large apartment stock in ZIP 77024 — the state's top luxury ZIP — reveals a counterintuitive dynamic: density and scarcity coexist. While the ZIP leads Texas in apartment share, it also leads in median home value, suggesting that high density does not dilute value when managed with precision. This implies that luxury real estate is evolving beyond physical space into experiential and operational excellence — where the value lies not in ownership of land, but in access to a curated, high-service ecosystem.

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