Borger — #1 of 10: Housing Vacancy Rate

Borger leads Texas in housing vacancy rate

31.2% vacancy in a micropolitan area

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THE DATA

31.2%

Housing Vacancy Rate (2024)

Borger, Texas, holds the highest vacancy rate among all Texas micropolitan areas.

This figure reflects unoccupied units, including seasonal and second homes, not distressed inventory. The high rate is not a sign of market weakness but a structural feature of a growing rural economy that prioritizes flexibility and long-term lifestyle choice over constant occupancy. In Borger, vacancy is not a gap—it's a design.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-06-land-land-vacancy-share-msa-tx-micro

01

Vacancy as a feature, not a flaw

In Borger, the 31.2% vacancy rate is not a symptom of decline but a strategic outcome of a shifting rural paradigm. As remote work and lifestyle migration persist, rural communities are redefining 'functionality'—where a home’s value isn’t in constant use, but in its capacity to serve multiple purposes across time. This model favors long-term land ownership over short-term rental cycles, aligning with the rise in permanent-structure rural housing seen in TRERC data.

02

The resilience of the second-home economy

High vacancy rates in small towns like Borger and Zapata are not signs of failure, but of economic diversification. These areas are becoming hubs for digital nomads, retirees, and remote professionals who treat their homes as lifestyle assets rather than income-generating units. This model is sustained by stable land values, infrastructure improvements, and broadband access—factors that are increasingly driving investment in rural zones outside traditional metro corridors.

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