Travis County — #1 of 10: Share of Homes Valued $1M or More

Travis County Leads Texas in $1M+ Homes

Source: ALEX Intelligence, November 6, 2026

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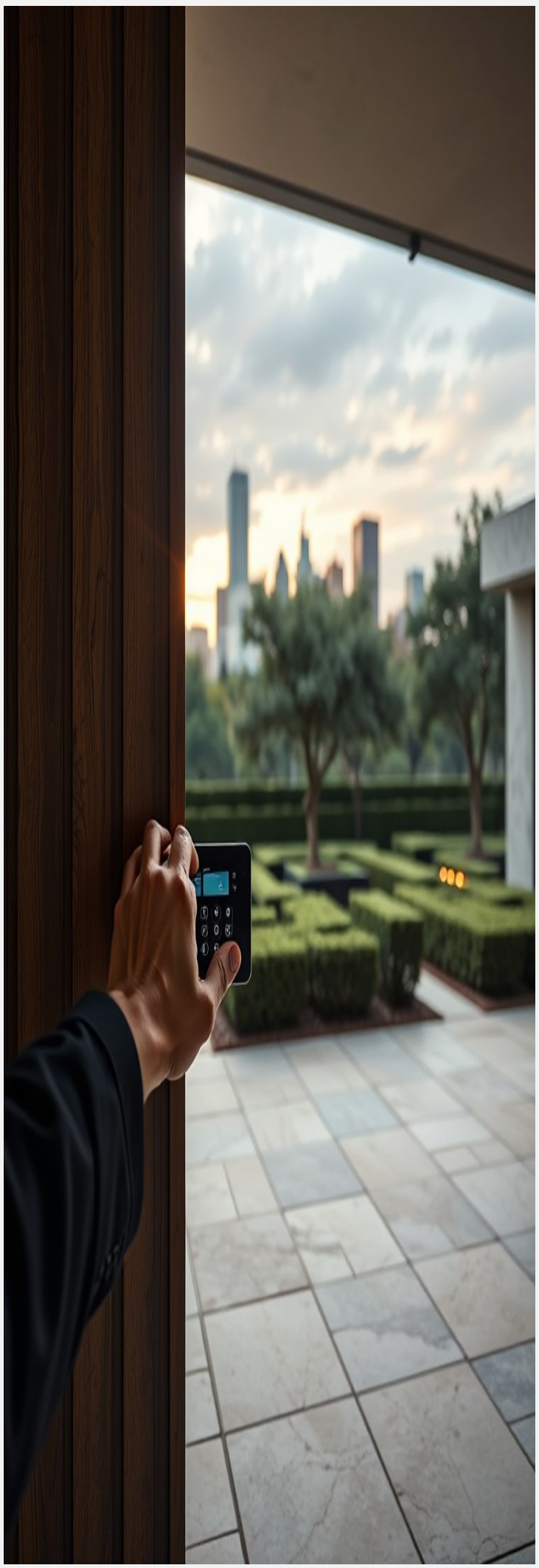
THE DATA

24.1%

Share of Homes Valued $1M or More (2024)

Travis County leads Texas in the share of homes valued at $1 million or more.

This figure represents a structural shift in the Texas luxury market, where high-end residential density is no longer confined to isolated enclaves. The concentration of million-dollar homes in Travis County — home to Austin — reflects deepening economic polarization and the consolidation of wealth in innovation-driven urban cores. The data reveals a market where luxury is not a fringe phenomenon but a dominant housing category in key metropolitan centers.

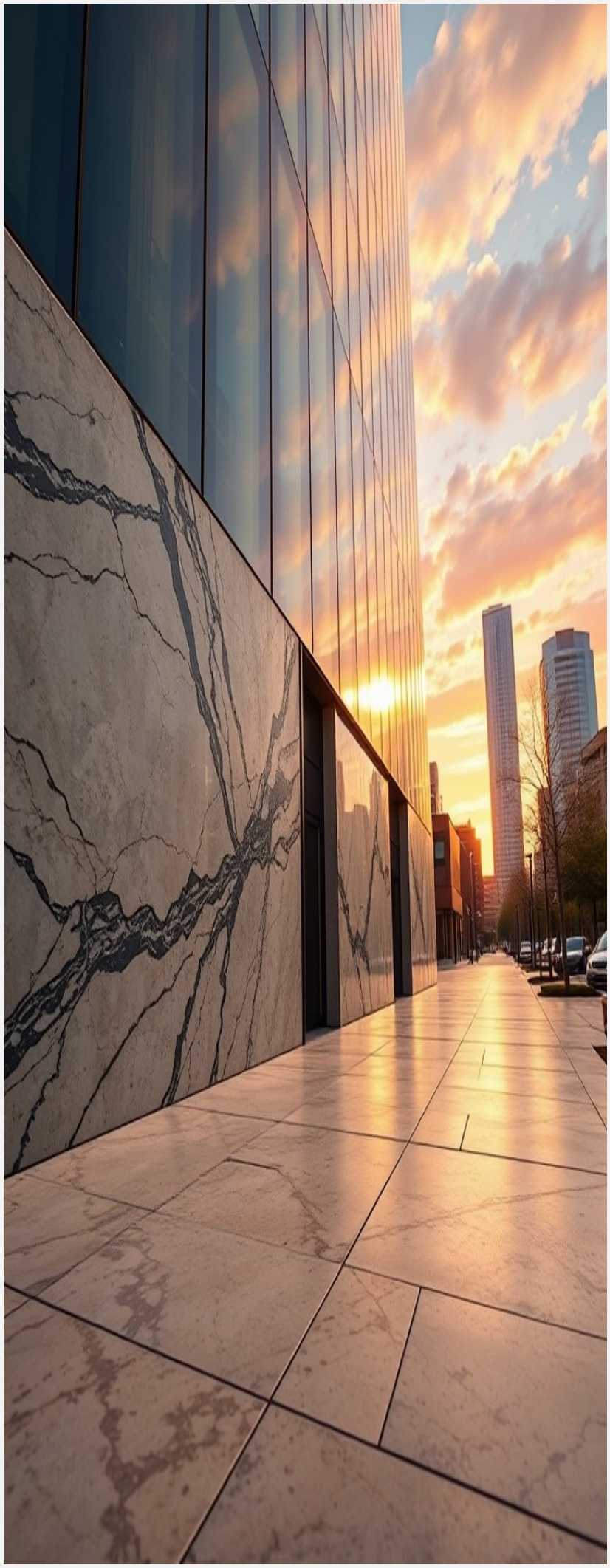


Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-06-luxe-luxe-million-share-county-tx

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Luxury Is Now a Core Urban Identity

Travis County’s 24.1% share of $1M+ homes signals that luxury is no longer a secondary market segment but a defining feature of urban development. This level of concentration indicates that high-end housing is not just present — it’s shaping the city’s zoning, infrastructure, and social fabric. The rise of tech-driven wealth and remote work has accelerated the migration of capital into urban centers, where density and connectivity drive value, making luxury a function of location, not just price.



02

The New Luxury Paradox

While Travis County leads Texas, the ranking also highlights a counterintuitive trend: luxury concentration is growing faster in counties with strong innovation ecosystems than in traditional wealth hubs. The presence of tech firms, venture capital, and research institutions in the Austin metro creates a self-reinforcing cycle — high-income residents demand high-end housing, which in turn attracts more innovation. This dynamic suggests that future luxury real estate growth will be driven not by legacy wealth, but by the economic engine of knowledge-based industries.

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