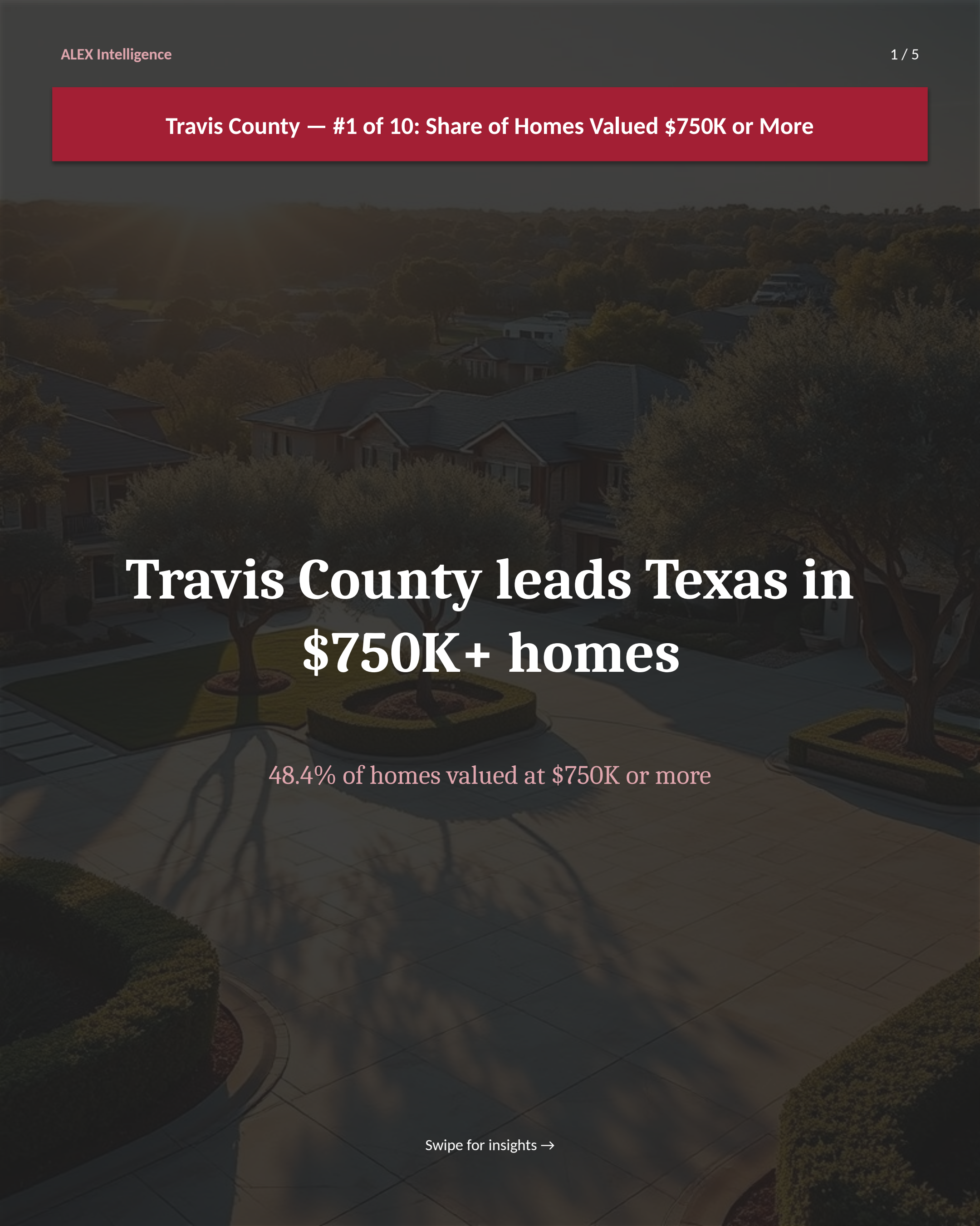
**Travis County — #1 of 10: Share of Homes Valued $750K or More**



# Travis County leads Texas in $750K+ homes

48.4% of homes valued at $750K or more

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THE DATA

# 48.4%

**Share of Homes Valued $750K or More (2024)**

Travis County’s share of homes valued at $750K or more is nearly 48.4%, the highest in Texas among counties with at least 20,000 residents.

This figure reflects a structural shift in the Texas luxury market: affordability thresholds are no longer tied to exclusivity but to scale. In Travis County, homes at $750K are not outliers—they are the new baseline. The data shows that more than half of all homes in the county are now in the luxury tier, a threshold previously reserved for elite enclaves.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-07-luxe-luxe-three-quarter-share-county-tx

# 01

## Luxury is no longer rare—it’s normalized

The consequence is a reordering of value: in Travis County, the premium is not in being different, but in being part of a system where high performance, connectivity, and permanence are built into the fabric of the neighborhood.



# 02

## Affordability is a function of scale, not price

For developers, investors, and policymakers, the takeaway is clear: building luxury is no longer about exclusivity. It is about building systems—transportation, digital infrastructure, education, and governance—that support a high-density, high-value housing model. The future of luxury is not about fewer homes, but about better systems.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.


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