Granbury — #1 of 10: Median Gross Rent

Granbury leads Texas in median gross rent

Top-ranked micropolitan area, 2026

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THE DATA

$1,428

Median Gross Rent (2024)

Granbury leads all Texas micropolitan areas in median gross rent, according to the latest ALEX Intelligence data.

This figure reflects a growing premium on rental affordability in small-town Texas, where demand for housing is outpacing supply. The $1,428 median rent is not driven by urban density but by sustained migration into rural areas with strong community infrastructure and proximity to natural amenities. This suggests that location, lifestyle, and quality of life are increasingly priced into rural real estate markets.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-08-land-land-gross-rent-msa-tx-micro

01

Rural rents are becoming a premium indicator

The fact that Granbury leads Texas in median gross rent — not in property value, but in rental cost — signals a shift in rural market dynamics. It’s no longer just about ownership or land value; it’s about access to high-demand, low-density living. This trend reflects deeper demographic shifts: remote workers, retirees, and digital nomads seeking quality of life without sacrificing connectivity. The rental premium is a proxy for desirability, not just scarcity.



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Affordability is relative, not absolute

A $1,428 rent in a micropolitan area may seem high, but it’s not a national outlier — it’s a local benchmark. In Granbury, this rent level coexists with low population density, low property taxes, and high access to natural spaces. The market is pricing intangibles: peace, privacy, and community cohesion. This suggests that rural real estate is no longer a bargain based on price alone, but a strategic asset tied to lifestyle capital. The real competition isn’t for cheaper rent — it’s for the best value in quality of life.

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

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