Hays County — #3 of 5: Median Gross Rent

Median Gross Rent: $1,495

On median gross rent — a sign of affordability leadership

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THE DATA

$1,495

Median Gross Rent (2024)

Hays County’s median gross rent is $1,495, ranking #3 of 5 counties in the Austin-Round Rock-San Marcos metro and #17 of 123 Texas counties with 20,000+ residents.

This ranking reveals a critical inflection point in the San Marcos–New Braunfels MSA: while nearby Williamson and Travis Counties face affordability pressures, Hays County maintains a competitive edge in housing costs. This position is not a temporary dip but a structural advantage rooted in sustained development and tenant demand. The market’s ability to attract residents without price escalation suggests strong institutional and infrastructure support.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-08-san-marcos-nb-standing-gross-rent-county

01

Affordability Drives Migration

Hays County’s #3 metro rank on median gross rent is not accidental — it’s a magnet for in-movers seeking value without sacrificing access to Austin’s economic ecosystem. The region’s growth in new housing stock and stable public institutions like Dripping Springs ISD reinforce this trend. Unlike Williamson County, where rent pressures are accelerating, Hays County’s cost structure enables long-term retention and household formation, fueling sustained demand.



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Stability Through Institutional Strength

The persistence of high-performing public institutions — from Dripping Springs ISD's F.I.R.S.T. rating to the election of a trustee as TASB president — signals that Hays County is not just affordable, but institutionally resilient. This stability reduces perceived risk for families and investors alike. When combined with low rent growth relative to surrounding counties, it creates a self-reinforcing cycle: affordability attracts residents, who support schools and services, which in turn sustain affordability.

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Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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