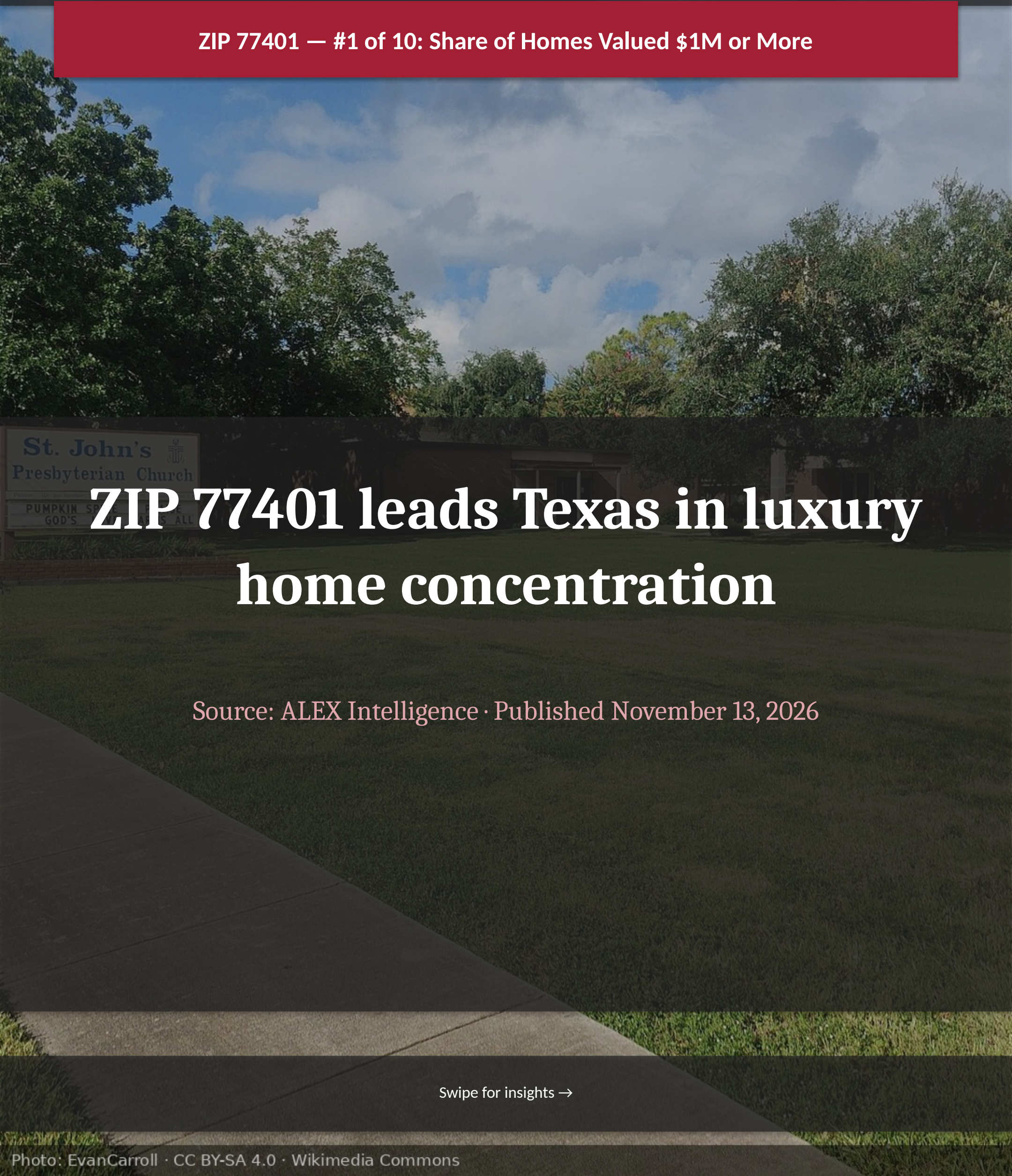
ZIP 77401 — #1 of 10: Share of Homes Valued $1M or More



ZIP 77401 leads Texas in luxury home concentration

Source: ALEX Intelligence · Published November 13, 2026

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THE DATA

72.7%

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

In ZIP 77401, more than seven in ten homes exceed $1 million in value.

This figure represents the highest concentration of million-dollar homes among all Texas ZIP Code Tabulation Areas with sufficient data. The dominance of high-value properties in this area signals a deepening polarization in Texas's luxury real estate landscape, where elite enclaves are emerging beyond traditional metropolitan cores. This is not a function of population size or visibility, but of structural wealth clustering.

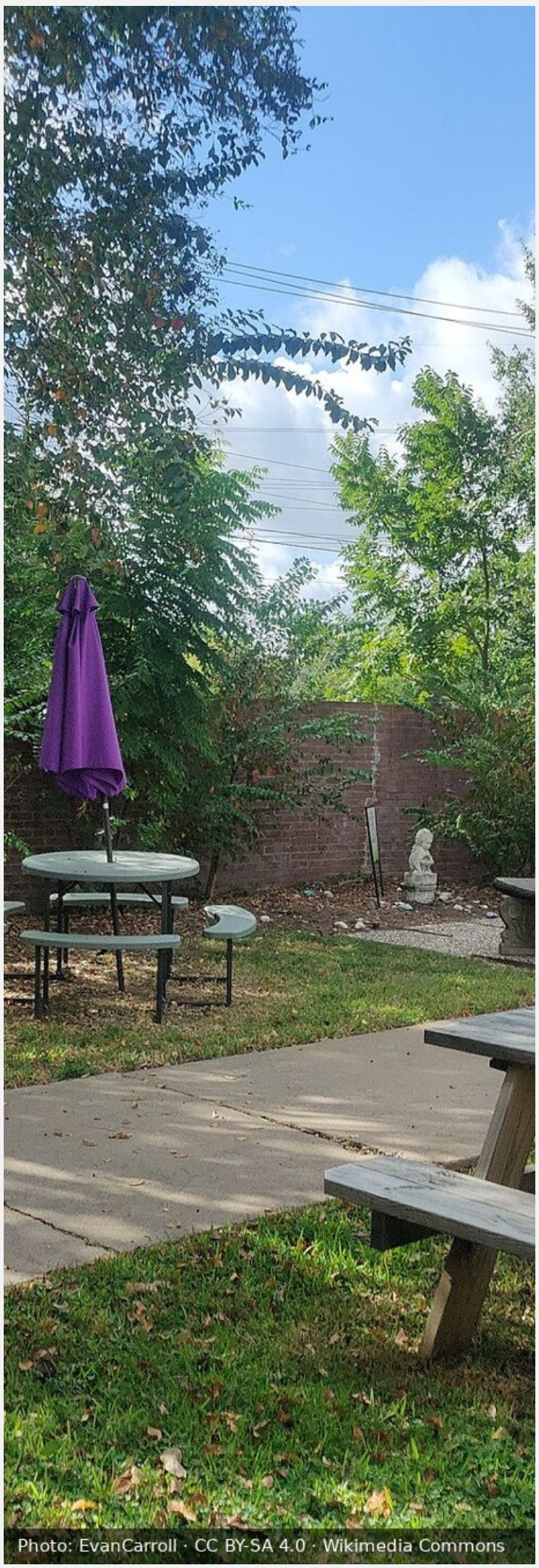


Photo: EvanCarroll · CC BY-SA 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-13-luxe-luxe-million-share-zcta-tx



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Luxury is no longer defined by city center

We are witnessing the rise of 'blue ocean' pockets — geographically peripheral but economically concentrated — where wealth is self-reinforcing. These zones attract capital not because of visibility, but because they offer a rare combination of low turnover, high net worth density, and limited supply. The market is rewarding discretion over display.

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02

Wealth is self-organizing into physical enclaves

This is not a temporary bubble. It is a long-term spatial reconfiguration of wealth. As mortgage rates remain elevated and affordability pressures persist, high-income buyers are increasingly opting for locations where their assets are shielded from market volatility. ZIP 77401 exemplifies this behavior — a fortress of capital, insulated from broader market dynamics.

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

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