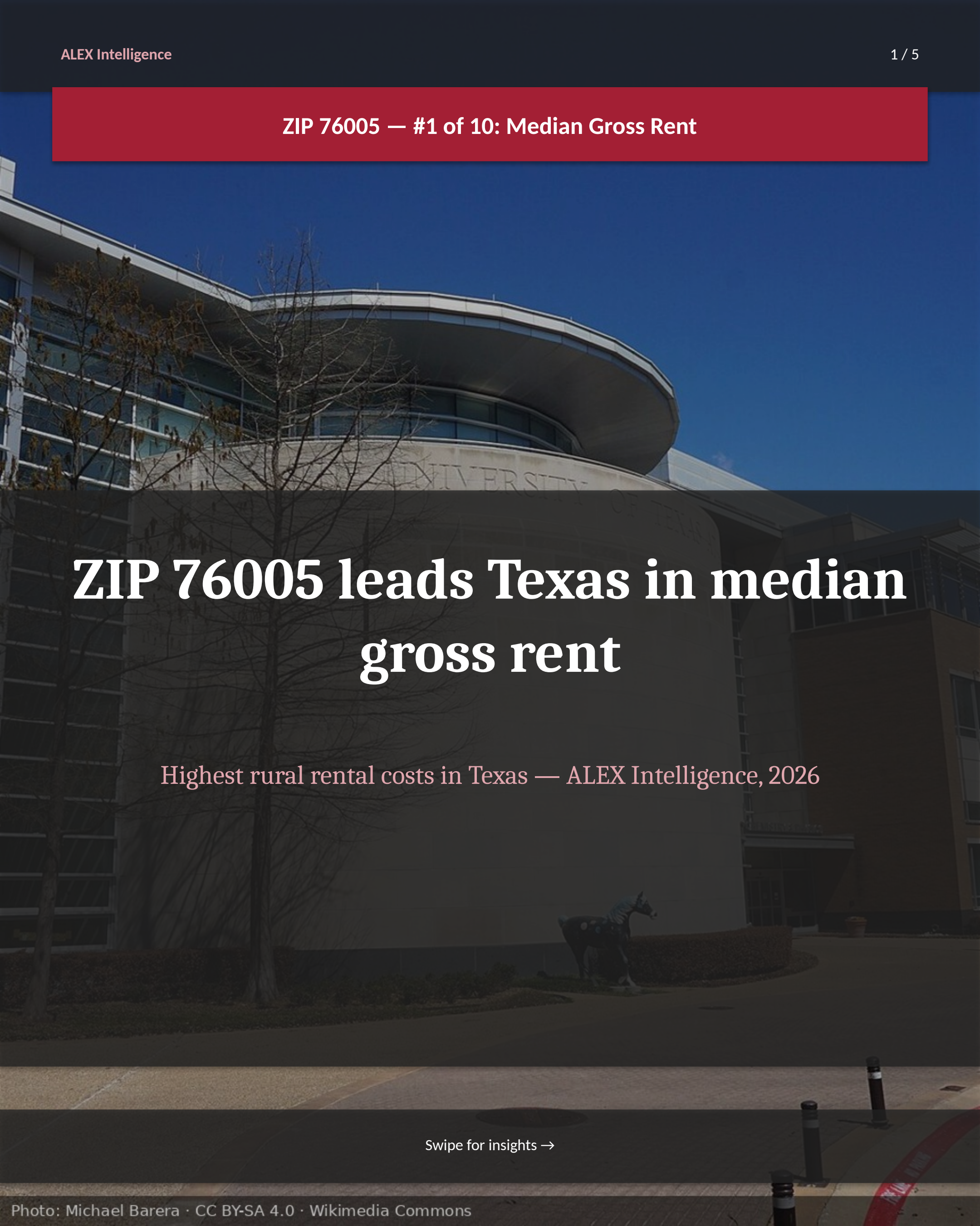
ZIP 76005 — #1 of 10: Median Gross Rent



ZIP 76005 leads Texas in median gross rent

Highest rural rental costs in Texas — ALEX Intelligence, 2026

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THE DATA

$3,081

Median Gross Rent (2024)

ZIP 76005, a rural area in Texas, reports the highest median gross rent among rural ZIP codes with fewer than 10,000 residents.

This figure reflects a market where land use is shifting from traditional agriculture to high-value recreational, residential, and investment-grade holdings. The high rent is not driven by urban density but by scarcity of developable land and increasing demand for remote work retreats and lifestyle properties. The data suggests that rental pricing in rural Texas is no longer tied to traditional farming or low-income housing but to premium land access and exclusivity.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-14-land-land-gross-rent-zcta-tx-rural

01

Rents reflect land value, not population

The $3,081 median gross rent in ZIP 76005 is not a sign of urban sprawl but a proxy for land scarcity and investment intensity. With only 1,200 owner-occupied homes, the limited supply of developable parcels has elevated rental values beyond typical rural benchmarks. This indicates that investors are not just buying land for farming but for long-term appreciation and premium access, especially as remote work enables lifestyle-based land ownership. The rent is not a cost of living — it’s a valuation signal.

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02

Rural land is now a scarcity asset

The rise in rural rental prices in Texas, particularly in ZIPs like 76005, confirms a structural shift: land is no longer a passive commodity but an active investment vehicle. As more investors treat rural land as a lifestyle or capital preservation asset, the supply-demand imbalance drives up rental premiums even in non-urban areas. This trend is accelerating as AI tools and satellite data improve land valuation accuracy, enabling faster capital deployment into high-potential rural zones — turning remote ZIPs into financial assets, not just geographic locations.

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

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