Austin-Round Rock-San Marcos — #1 of 10: Share of Homes Valued $750K or More

Austin leads Texas in luxury home concentration

41.3% of homes valued at $750K+ — ALEX Intelligence, 2026

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THE DATA

41.3%

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

Austin-Round Rock-San Marcos leads Texas in luxury home concentration, with over four in ten homes valued at $750,000 or more.

This figure reflects a structural shift in the Texas housing market, where high-income households are increasingly settling in urban cores with strong tech and innovation ecosystems. The concentration of high-value homes is not driven by speculative demand but by sustained job growth, infrastructure investment, and a growing preference for walkable, amenity-rich urban environments.



Photo: smallcurio from Austin, TX · CC BY 2.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-14-luxe-luxe-three-quarter-share-msa-tx

01

Luxury is no longer a fringe phenomenon

The fact that 41.3% of homes in Austin-Round Rock-San Marcos are valued at $750K or more signals that luxury housing has become the new baseline for urban living in one of America’s fastest-growing metropolitan areas. This is not a bubble—it’s a normalization of high-value housing driven by long-term economic fundamentals, not temporary price spikes. The market is shifting from luxury as a status symbol to luxury as a standard of access to opportunity.

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02

Demand is reshaping urban form

As the share of high-value homes grows, so does the pressure to redefine what urban living means. The demand for luxury homes is not simply about size or finishes—it's about connectivity, sustainability, and future-proof infrastructure. This trend is pushing cities to prioritize mixed-use development, transit access, and climate-resilient design. The most resilient markets won't be those with the highest prices, but those that deliver the most integrated value to high-net-worth residents.

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

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