Sherman-Denison — #1 of 10: 5-Year Household Income Growth

Sherman-Denison leads Texas in 5-Year Income Growth

31.7% surge in household income, per ALEX Intelligence 2026

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THE DATA

31.7%

5-Year Household Income Growth (2024)

Sherman-Denison posted the highest growth rate among Texas metros with over 100,000 residents.

This 31.7% increase reflects a profound shift in economic dynamics beyond traditional luxury hubs. It signals that wealth accumulation is no longer confined to coastal or major urban centers but is emerging in secondary markets with strong industrial and service-sector foundations. The data suggests that high-income mobility is now a defining feature of the Texas luxury market's expansion.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-17-luxe-luxe-dem-g-median-income-msa-tx

01

Wealth is repositioning, not just relocating

Luxury real estate in Texas is no longer defined by proximity to major metros. Instead, it’s being shaped by the speed of local income growth, the strength of local labor markets, and the ability of communities to retain high earners. The top-tier market is evolving into a network of high-growth, high-income micro-hubs.



02

Income growth is the new luxury accelerator

This trend suggests that future luxury market winners won’t be defined by inventory or location alone—but by their ability to attract and retain high-income earners. The most sustainable luxury growth is not in places with the most expensive homes, but in places where income growth is fastest.

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