Houston-Pasadena-The Woodlands, TX — #2 of 10: Real Estate Establishments

Real Estate Establishments: 7,673

Source: ALEX Intelligence · Published November 22, 2026

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THE DATA

7,673

Real Estate Establishments (2022)

Houston-Pasadena-The Woodlands, TX leads Texas in the number of real estate firms, reflecting deep market infrastructure.

This figure — 7,673 real estate establishments — represents a concentration of professional capacity unmatched in the state. It signals not just volume, but the presence of a mature, diversified real estate ecosystem capable of supporting complex transactions, specialized services, and rapid market adaptation. The density of licensed firms, brokers, and service providers creates a self-reinforcing network that strengthens market liquidity and reduces transaction friction.

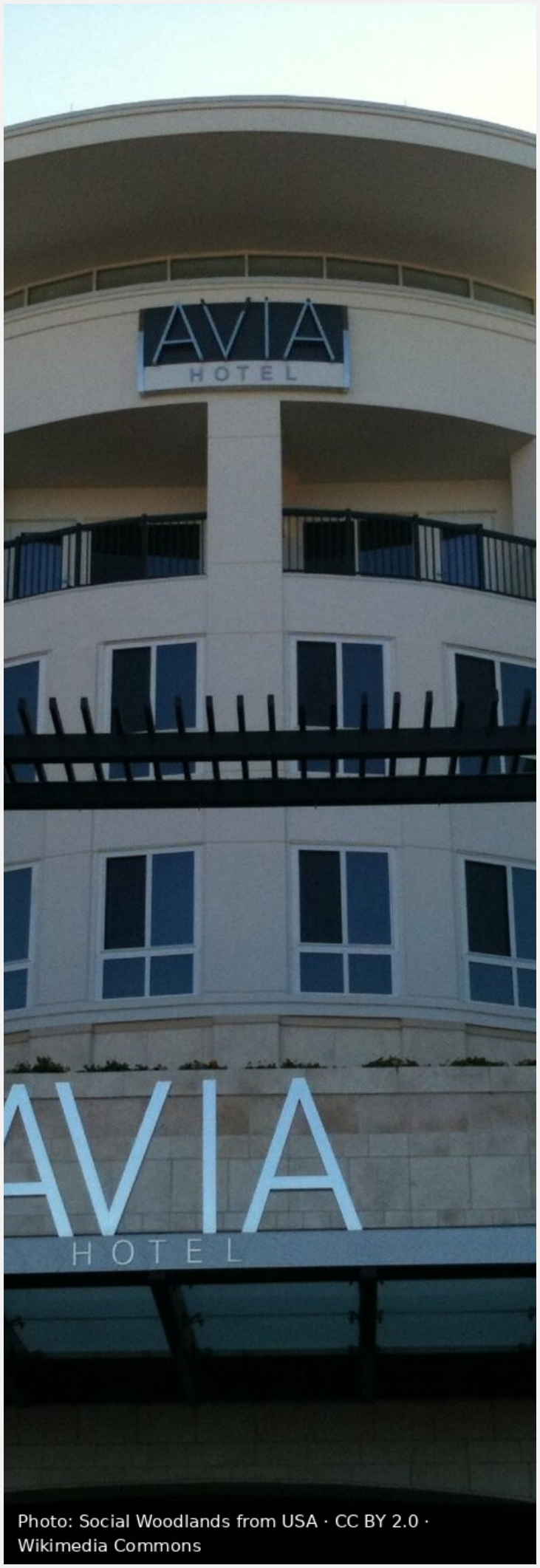


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Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 531 (Real estate) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-22-houston-msa-istand-531-msa

01

Market depth drives resilience

Houston’s second-place ranking in real estate establishments isn’t just about scale — it’s about systemic strength. A high density of firms means greater redundancy, faster response to market shifts, and deeper local expertise across neighborhoods and asset classes. This structural advantage buffers against volatility, enabling the market to absorb shocks more effectively than less established metros. It also lowers the barrier to entry for new players, fostering innovation and competition without destabilizing the core.

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02

Establishment density enables innovation

The concentration of real estate firms in Houston is not passive — it actively fuels innovation. With more firms, there is more capital for niche services: specialized underwriting, data analytics, sustainable development consulting, and AI-driven market modeling. This ecosystem supports the rise of new business models, including platform-based brokerage and digital transaction platforms. The sheer number of firms creates a feedback loop where competition drives efficiency, and scale enables investment in technology and talent.

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