Austin-Round Rock-San Marcos — #1 of 10: Share of Homes Valued $2M or More

Austin leads Texas in $2M+ home concentration

1.8% of homes valued at $2M+ — source: ALEX Intelligence, 2026

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THE DATA

1.8%

Share of Homes Valued $2M or More (2024)

Austin-Round Rock-San Marcos has the highest concentration of $2M+ homes among Texas metros.

This 1.8% share reflects a market where luxury is not an outlier but a structural norm. The disparity between Austin and the next highest metro, Dallas-Fort Worth-Arlington at 0.9%, reveals a widening gap in wealth distribution and real estate market maturity across Texas. The data, drawn from the U.S. Census Bureau's 2024 American Community Survey, underscores how deeply embedded high-value housing has become in Austin's urban fabric.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-23-luxe-luxe-two-million-share-msa-tx



01

Luxury is now a baseline, not a benchmark

Austin’s 1.8% share of $2M+ homes suggests that the luxury market is no longer defined by scarcity but by scale. This is not a sign of market overheating but of deep economic integration — where high-net-worth residents, tech capital, and innovation-driven job growth have converged. The concentration reflects a self-reinforcing ecosystem: affluent residents attract luxury amenities, which in turn draw more capital, further entrenching the market’s upward trajectory. For global investors, this is not a trend to watch — it’s a structural reality to navigate.

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02

The AI infrastructure cost is already priced in

As MIT's recent study highlights, data centers powering AI systems have significant environmental and energy footprints. In Austin, where AI adoption in real estate tech is accelerating, the cost of digital infrastructure is embedded in the value of luxury properties. Developers are no longer just building homes — they're building hyperconnected, AI-integrated ecosystems with embedded sustainability costs. The 1.8% figure, therefore, is not just a wealth indicator but a proxy for the region's digital and environmental footprint. The future of luxury real estate will reward those who can balance technological sophistication with environmental stewardship.

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