Willacy County — #1 of 10: Median Home Value

Willacy County leads Texas in rural home affordability

Source: ALEX Intelligence · Published November 24, 2026

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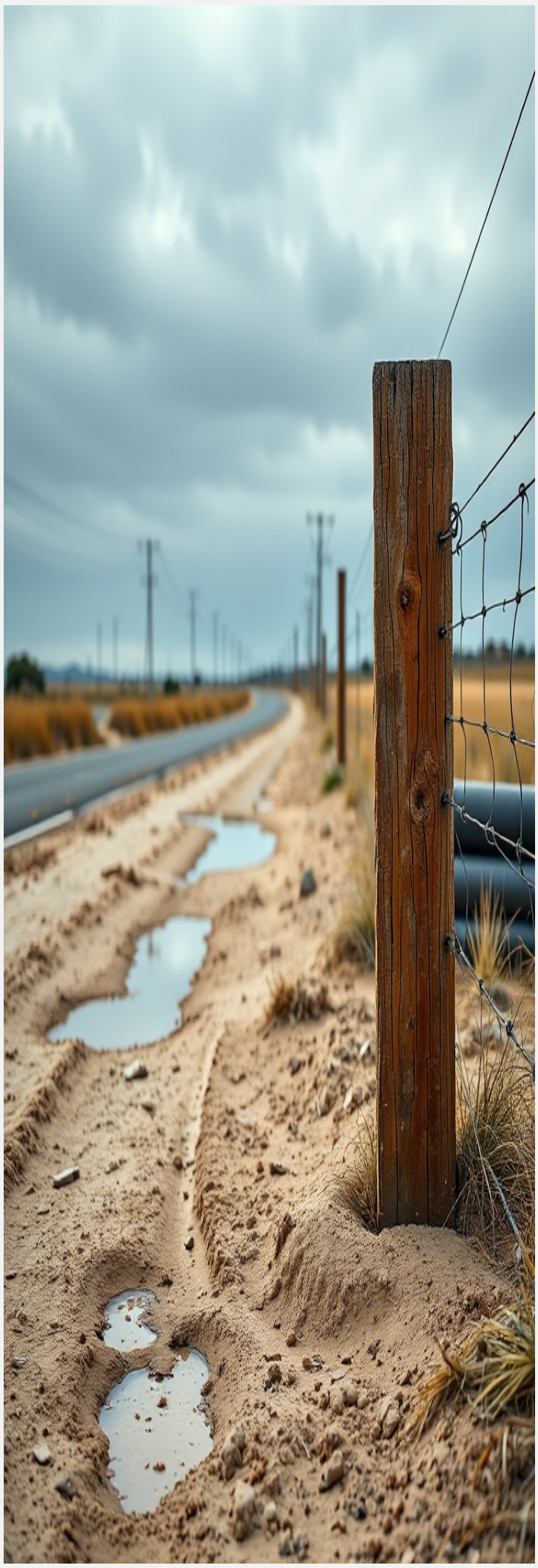
THE DATA

$73,600

Median Home Value (2024)

Willacy County holds the lowest median home value among Texas counties with at least 20,000 residents and under 50,000 total residents.

This figure marks a structural shift in rural Texas real estate, where affordability is no longer confined to the margins. With infrastructure investments and industrial growth in the Rio Grande Valley, Willacy County is emerging as a destination for long-term land investors seeking entry-level positions in a high-growth corridor.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-24-land-land-home-value-county-tx-rural-asc

01

Affordability is a strategic entry point

Willacy County’s $73,600 median home value is not a sign of stagnation—it reflects a strategic positioning. As industrial development accelerates in South Texas, particularly in energy and logistics, low home values are a deliberate market signal for capital deployment. This allows investors to secure land at scale before infrastructure premiums take hold, creating a first-mover advantage in future appreciation.



02

Rural value is redefined by access, not isolation

The data reveals a counterintuitive truth: the most attainable rural counties are not the least developed. Willacy County's affordability is underpinned by its proximity to port infrastructure and expanding broadband access, both of which are critical for remote land management and future development. This suggests that rural value is increasingly tied to connectivity, not remoteness, reshaping investment criteria across Texas, North Carolina, and Colorado.

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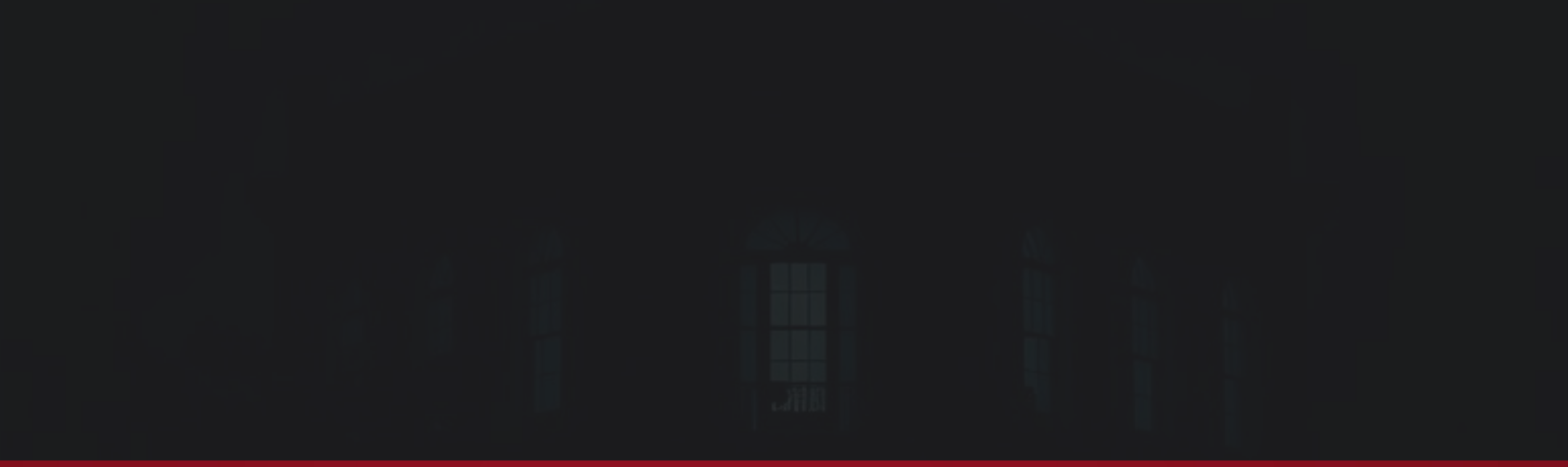

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