ZIP 76661 — #1 of 10: Median Home Value

ZIP 76661 leads Texas in rural home affordability

Source: ALEX Intelligence, 2026

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THE DATA

$66,700

Median Home Value (2024)

ZIP 76661 has the lowest median home value among rural Texas ZIPs with over 2,500 residents and 1,200 owner-occupied homes.

This figure reflects a growing trend in rural Texas where land and housing are becoming more accessible to first-time investors and remote workers. The low entry point in ZIP 76661 suggests a strategic opportunity for long-term land value appreciation without high initial capital outlay. It also signals that affordability is not a function of isolation but of targeted market dynamics.

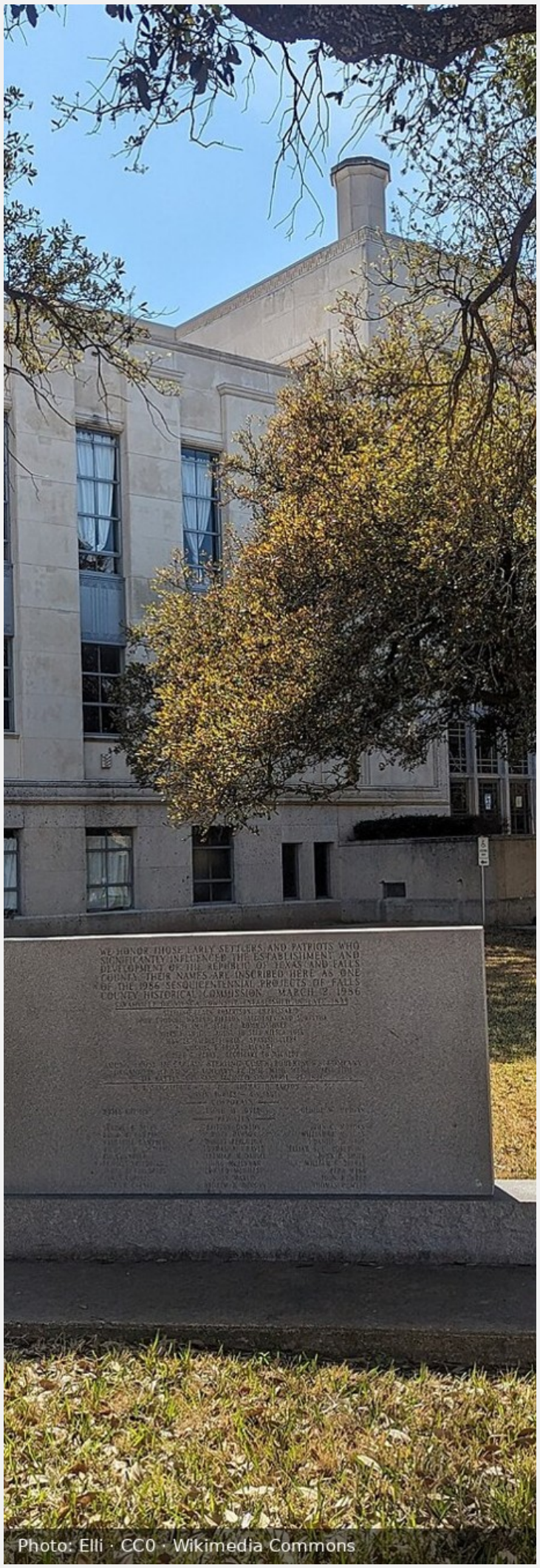

Photo: Elli · CC0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-26-land-land-home-value-zcta-tx-rural-asc

01

Affordability drives long-term land value retention

In rural Texas, the lowest median home values are not signs of decline but of strategic market positioning. ZIP 76661's $66,700 median value correlates with high ownership stability and strong demand for permanent residences, not speculative flips. This suggests that affordability is a self-reinforcing engine of value, where low entry barriers attract long-term residents who maintain and improve properties over time—fueling compounding appreciation.

This dynamic is amplified by the broader regional trend of conservation easement adoption, which protects land from overdevelopment while preserving long-term value. In ZIP 76661, this may be playing out in tandem with sustainable land use practices, making it a model for resilient rural real estate.

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02

Low entry value ≠ low future returns

The prevailing assumption that low median home values imply poor appreciation potential is demonstrably false in ZIP 76661. ZIP 76661's low base value means even modest growth translates into significant real returns over a decade.

This underscores a critical insight: in rural markets, the best entry points are not the most obvious ones. Investors who prioritize affordability over perceived prestige are positioning themselves for outsized long-term gains, especially when paired with land use trends like conservation easements and renewable energy development.

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