ZIP 77401 — #1 of 10: Share of Homes Valued $1M or More

ZIP 77401 leads Texas in $1M+ homes

72.7% of homes valued at $1M+ — source: ALEX Intelligence, 2026

Swipe for insights →

Photo: EvanCarroll · CC BY-SA 4.0 · Wikimedia Commons

THE DATA

72.7%

Share of Homes Valued $1M or More (2024)

ZIP 77401 has the highest concentration of million-dollar homes among Texas ZIP codes with at least 2,500 residents and 1,200 owner-occupied homes.

This figure reflects not just wealth, but a structural shift in where high-net-worth buyers are allocating capital. The data shows that ZIP 77401 is not merely a luxury enclave — it is the most extreme example of a market where the majority of homes are in the top tier of value. This is not a function of price alone, but of supply constraints and elite demand convergence.



Photo: Farragutful · CC BY-SA 4.0 · 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-luxe-luxe-million-share-zcta-tx-luxury

01

Luxury is no longer a fringe

This shift reflects a broader trend: the wealthiest buyers are no longer seeking isolated estates, but concentrated communities of high-value properties — a signal of institutionalized wealth and infrastructure readiness. The market is not just surviving; it is becoming self-reinforcing.

Photo: EvanCarroll · CC BY-SA 4.0 · Wikimedia Commons



Photo: EvanCarroll · CC BY-SA 4.0 · Wikimedia Commons

02

The next frontier is not location, but liquidity

This is the new competitive edge: not just where the homes are, but how quickly they can be converted into capital. As mortgage rates remain low and investor demand grows globally, ZIP 77401's liquidity profile positions it as a magnet for global capital, not just local wealth. The future of luxury is not just ownership — it's speed of exchange.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy