3 of 51 — #1 of 10: Share of Rural Counties Above a $300,000 Median

5.9% of Texas rural counties now exceed $300K

New ALEX Intelligence data reveals a sharp value threshold crossing

Swipe for insights →

THE DATA

5.9%

Share of Rural Counties Above a $300,000 Median (2024)

This marks a critical inflection point in Texas rural home value distribution.

Only 3 of 51 rural Texas counties with populations over 20,000 and under 50,000 residents now have median home values above $300,000. Kendall County leads at $512,700, followed by Gillespie and Llano — all in the Central Texas corridor. This concentration reflects a growing shift in land use, investment, and lifestyle demand beyond traditional agricultural or recreational markets.



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-land-land-threshold-home-value-county-tx-rural

01

Value threshold is shifting

The fact that 5.9% of rural Texas counties now exceed $300,000 median value is not a statistical anomaly — it is a structural signal. This threshold reflects a convergence of demand drivers: remote work migration, off-grid living, solar development, and water conservation initiatives. These forces are no longer isolated to coastal or urban fringe markets; they are now redefining the economic profile of rural Texas itself. The market is not just appreciating — it is reclassifying.

02

Not just price — redefinition of 'rural'

The data reveals a new kind of rural market: one where land is valued not for its yield, but for its strategic utility. Counties like Kendall, Gillespie, and Llano are no longer just 'rural' — they are now high-value land assets. The rural frontier is being redefined by data, not dirt.

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