



SAN MARCOS HOUSING MARKET GUIDE 2026

Your hill country home resource



Introduction

San Marcos, nestled in the heart of Texas Hill Country along the I-35 corridor, offers affordable housing, proximity to Austin and San Antonio, and access to Texas State University. As of early 2026, the market shows balanced conditions with softening prices and increased inventory—creating opportunities for buyers.

Current Market Snapshot (Early 2026)

Here's a quick look at the current state of the San Marcos housing market:

- **Median Home Price:** Around \$320,000–\$362,000 (varies by source; e.g., recent sales ~\$320K, overall values ~\$308K–\$363K).
- **Year-over-Year Trend:** Prices down 2–8% from last year, reflecting a shift to a more buyer-friendly market.
- **Days on Market:** Typically 85–95 days (longer than peak pandemic years).
- **Inventory:** Higher supply, with active listings supporting more choices and negotiation power.
- **Key Appeal:** Affordable compared to Austin, growing job market, riverside recreation (San Marcos River), and strong rental demand due to university presence.

Buying in San Marcos: What to Expect

San Marcos offers a diverse range of housing options to suit various lifestyles and budgets.

Home Types

Home Types: Mix of single-family homes, new constructions in subdivisions, and older charming properties.

Popular Neighborhoods

These neighborhoods are attractive because they often offer homes under 400K, which fits first time home buyers.

- El Camino Real
- Milbrook Park
- Whisper
- Willow Creek
- Hughson Heights
- Spring Lake Hill

Affordability

San Marcos offers a relatively affordable housing market compared to other major Texas cities. Lower entry prices make it ideal for first-timers or commuters.

Challenges

Like any growing market, San Marcos presents certain challenges:

Tips for Buyers

Here are a few essential tips to help you navigate the San Marcos housing market successfully:

- **Get Pre-Approved:** Obtain pre-approval for a mortgage to strengthen your offer and allows you to act quickly on good deals.
- Consider future growth—San Marcos benefits from Austin spillover.
- **Work with a Local Agent:** Partner with a real estate agent who knows the San Marcos market inside and out.
- **Act Quickly:** Be prepared to make a competitive offer when you find the right property.
- **Consider Future Growth:** Research planned developments and infrastructure improvements in your target areas.
- **Be Patient:** Finding the perfect home takes time and persistence. Stay positive and don't get discouraged.

Next Steps & Contact Us

Ready to explore San Marcos listings? Contact me for current properties, market updates, or a personalized search!

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