

# 2024 CENTRAL TEXAS INTERNATIONAL HOMEBUYERS REPORT





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# ABOUT THE 2024 CENTRAL TEXAS INTERNATIONAL HOMEBUYERS REPORT

Since 2020, the Austin Board of REALTORS® (ABoR) has conducted an annual survey of Central Texas REALTORS® to measure international homebuying activity as it relates to the Central Texas housing market at large, as well as to track our region's growing demand among international homebuyers and investors. The specific objectives of this report are to:

- Quantify the impact of international homebuying activity on the Central Texas economy and housing market;
- Measure the origin, characteristics, and motivations of international homebuyers in Central Texas;
- Determine the preferred property types, price ranges, and locations for international buyers in Central Texas;
- Identify any barriers preventing international buyers from purchasing properties in Central Texas and;
- Equip and empower ABoR members to better serve our market's growing international clientele.

The 2024 Central Texas International Homebuyers Report was produced in-house through Unlock MLS Research, led by Unlock MLS housing economist Dr. Clare Knapp. In partnership with ABoR Global, we have worked to streamline this survey while maintaining year-over-year data integrity with previous editions.

As our region—and our world—becomes more interconnected, Central Texas REALTORS® continue to serve more diverse clients and a broader market area than ever before. This report shows a continued demand for agents who understand the needs of international investors, buyers, and expat-bound Central Texans, as well as for regional data and research that supports those efforts.

# EXECUTIVE SUMMARY

With its resilient economy and business-friendly environment, Central Texas continues to be a top draw for international homebuyers, sellers, and investors. Despite economic challenges—such as the pandemic, inflation, geopolitical conflicts, and rising interest rates—international interest in our region continues to grow. International homebuyers are moving to Central Texas due to the area’s affordability, quality of life, and thriving job market. As one of the nation’s fastest-growing areas and home to major universities like The University of Texas at Austin, our region supports a substantial number of high-skilled jobs in finance and technology. Austin is increasingly recognized as a key player in the global semiconductor industry, and its affordability compared to other major U.S. cities makes it attractive to companies looking to relocate.

## BY THE NUMBERS: REGIONAL GROWTH, INCREASED MIGRATION, AND AFFORDABILITY

- **Population Growth:** The Austin-Round Rock-Georgetown Metropolitan Statistical Area (Austin MSA) ranks #1 among the 50 largest U.S. metros in net population growth, with a 4.8% increase. This is significantly higher than the growth in Dallas-Fort Worth and Houston MSAs (1.8% and 2.7%, respectively).
- **International Migration:** Over the past decade, one in six (16.5%) new Austin-area residents relocated from abroad. That figure dropped to 7.6% in 2021, a byproduct of the pandemic, but rebounded swiftly to 20.7% in 2022.
- **Affordability:** The affordability of Central Texas continues to draw international clients looking to tap into the wealth-building benefits of homeownership. Our region remains more affordable than many international cities, including Hong Kong (3.8x), Vancouver (2.5x), and Toronto (1.9x).

The National Association of REALTORS® reported that in 2024, Texas was the second most popular state for international homebuying, selling, and investing, making up 13% of all U.S. sales by international clients. Even though higher mortgage rates and home prices reduced buyer purchasing power, Austin remained more affordable compared to other major cities in the U.S., including Los Angeles, New York City, San Francisco, Boston, Seattle, and Miami. For example, Austin was about 2.2 times more affordable than Los Angeles and 1.4 times more affordable than New York City, Seattle, and Boston.

Despite a slight drop in overall sales, international demand for Central Texas real estate remained strong in 2024. There were more than 1,020 sales to international clients, a 2% increase from the previous year. The median price for these international transactions was \$577,778, which is a 0.8% year-over-year increase and \$100,000 higher than the median cost for all sales in the area, which saw a slight dip of 2.2%.

# REPORT HIGHLIGHTS

## **TRANSACTIONS AMONG INTERNATIONAL CLIENTS INCREASED 2% YEAR-OVER-YEAR**

International clients bought and sold \$618 million in residential real estate, comprising more than 3% of total sales dollar volume in the Austin MSA from April 2023 through March 2024. Both international sales dollar volume and the percentage of overall sales dollar volume are effectively unchanged from last year (\$609 million and 3%, respectively).

## **MEXICO SURPASSED INDIA AS THE TOP COUNTRY OF ORIGIN**

From April 2023 through March 2024, the top five countries of origin for international buyers in Central Texas were Mexico (20%), India (17%), Canada (7%), China (5%), and Brazil (5%). While these five countries consistently rank among the top five for foreign buyers, it's interesting to note that India dropped to second place after ranking first in 2022 and 2023.

## **MEDIAN PURCHASE PRICE REMAINED CONSISTENT YEAR-OVER-YEAR**

The median home price for international buyers in the Austin MSA was \$577,778, which is a 0.8% year-over-year increase and \$100,000 higher than the median cost for all sales in the area, which saw a slight dip of 2.2%.

## **DEMAND REMAINS STRONG IN OUR REGION**

Despite the local market shifting with lower sales and prices, international homebuying demand has risen. Central Texas remains attractive to international buyers, with a 2% increase in international sales in 2024, generating \$619 million in sales, comprising more than 3% of the total market volume. Travis and Williamson Counties are the top areas for international purchases, accounting for more than 40% of transactions.

# THE BOTTOM LINE

Despite ongoing global economic challenges, Central Texas remains a top destination for international homebuyers and investors. The region's resilient economy, quality of life, entrepreneurial spirit, business-friendly environment, and lower cost of living continue to draw international interest. Many buyers are not only investing but also choosing to establish roots in Austin. While housing affordability remains a local concern, Central Texas is still more affordable than many major U.S. metros, making it an even more appealing option for international buyers.

# ECONOMIC CONSIDERATIONS

To fully understand the significance of the data in this report, it is important to have a baseline understanding of macroeconomic trends that impact Central Texas housing demand, purchasing power, and sales activity among international clients.

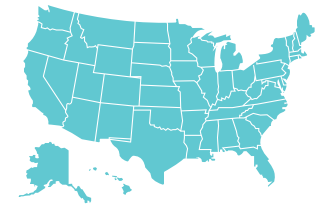


## THE GLOBAL ECONOMY

As the global economy continues to recover from the COVID-19 pandemic, central banks have aggressively tightened monetary policy to curb inflation driven by supply chain disruptions, leading to higher interest rates. Despite this, gross domestic product (GDP) growth remains strong, and job markets have stabilized. However, global conflicts, such as Russia's war on Ukraine and the Israel-Palestine tensions, continue to fuel economic uncertainty, particularly with rising borrowing costs.

## THE NATIONAL ECONOMY

From spring 2022 to summer 2023, the fastest rate hiking cycle in decades sharply increased interest rates, pushing up borrowing costs, including mortgages. While rates remain high, inflation eased in 2023, and consumer balance sheets stayed strong. As the Federal Reserve is expected to lower rates through 2024 and into 2025, investor sentiment has turned downbeat, even as the stock market hit an all-time high in spring 2024.



## THE AUSTIN ECONOMY

Broader economic challenges like inflation, higher borrowing costs, and overall uncertainty have led to slower growth in the Austin labor market. Sectors sensitive to interest rates, such as tech, finance, and business services—which comprise the bedrock of the Austin labor market—saw layoffs as companies faced difficulties securing funding. However, the arrival and expansion of international businesses continue to boost the area's economy.



## THE CENTRAL TEXAS HOUSING MARKET

After rapid and unsustainable home price and sales growth during the COVID-19 pandemic, the Central Texas housing market started to slow down in late 2022. Higher mortgage rates and still-high home prices reduced buyers' purchasing power. However, home prices and sales seemed to flatline in early 2024, with home prices and sales down approximately 2% each. However, international buyers remained active, with a 2% increase in transactions and a small 0.8% rise in the median sales price year-over-year.

## THE CENTRAL TEXAS ADVANTAGE

The U.S. offers a more affordable pathway to homeownership for many international clients. According to the Organization for Economic Co-operation and Development (OECD), in 2022, relative to the U.S., the purchasing power parity\* for Brazil was 2.53; Canada, 1.23; China, 4.02; India, 24.06; and Mexico, 10.38. In other words, purchasing a property in the U.S. was more affordable than purchasing a property in Brazil, Canada, China, India, or Mexico—the top five countries of origin for international buyers in Central Texas. A buyer's purchasing power was approximately 2.5 times higher in the U.S. than in Brazil, 1.2 times higher in the U.S. than in Canada, 4 times higher in the U.S. than in China, 24.1 times higher in the U.S. than in India, and 10.4 times higher in the U.S. than in Mexico.



## THE AFFORDABILITY PARADOX

While housing affordability and attainability remain a significant concern for Central Texans, the Austin MSA remains relatively affordable compared to other large metros in the nation. In 2024, the Austin MSA was an estimated 2.2 times more affordable than Los Angeles, 2 times more affordable than San Francisco, 1.7 times more affordable than Miami, and 1.4 times more affordable than Boston, Seattle, and New York City.



**\*WONDERING ABOUT  
"PURCHASING  
POWER PARITIES"**

**It's an academic term by the OECD that explains how far your money can go in different countries, considering the local cost of goods.**



# OVERVIEW OF INTERNATIONAL HOMEBUYING ACTIVITY

With its resilient economy, outstanding quality of life, strong job market, and business-friendly environment, Central Texas continues to be a draw for international homebuyers, sellers, and investors. A rapidly growing player in the tech, finance, and global semiconductor industries, the Austin MSA has seen consistent growth due to the area's affordability in comparison to other major U.S. cities like Los Angeles, Boston, and Seattle. These positive economic factors have made the area increasingly attractive to companies looking to relocate.

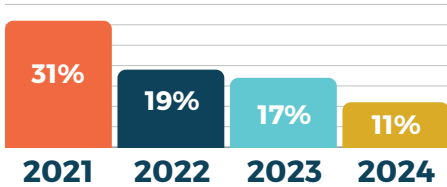
International home sales activity in Austin has shown stable yet gradually increasing trend over the past few years. In 2024, 33% of Central Texas REALTORS® reported increased international homebuying activity. Over the past five years, 48% of respondents saw an overall increase. International clients accounted for \$618 million in sales between April 2023 and March 2024, representing about 3% of the total Central Texas market. Most international buyers originated from Mexico (20%) and India (17%), with Travis and Williamson counties being the most popular destinations. Home prices for international buyers remain \$100k higher than the local median, with a median purchase price of \$577,778 in 2024.

The primary drivers for purchasing homes include rental income (30%) and primary residence use (59%), with most transactions being financed through U.S. mortgages. Cost concerns, challenges in obtaining financing, and difficulties with money transfers remain barriers for international clients. However, optimism about future growth in international transactions is evident, with 49% of REALTORS® expecting an increase over the next 12 months.

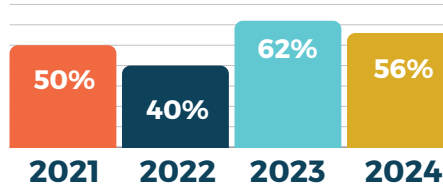
# PERCEPTION OF INTERNATIONAL HOME SALES ACTIVITY AMONG CENTRAL TEXAS REALTORS®

## OVER THE PAST YEAR...

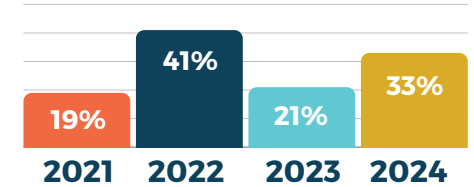
### DECREASED



### STAYED ABOUT THE SAME

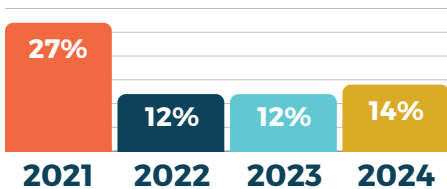


### INCREASED

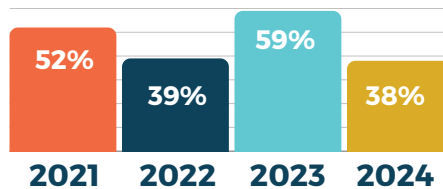


## OVER THE PAST 5 YEARS...

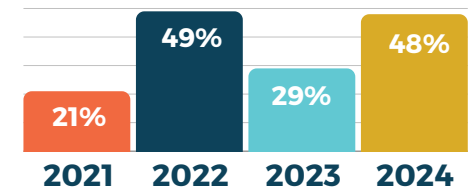
### DECREASED



### STAYED ABOUT THE SAME



### INCREASED



Survey respondents were optimistic about the 12-month outlook for international real estate transactions. Nearly half (49%) expect an increase, a significant jump from last year's 29%.

## OPTIMISTIC OUTLOOK FOR 2024



# \$618 MILLION

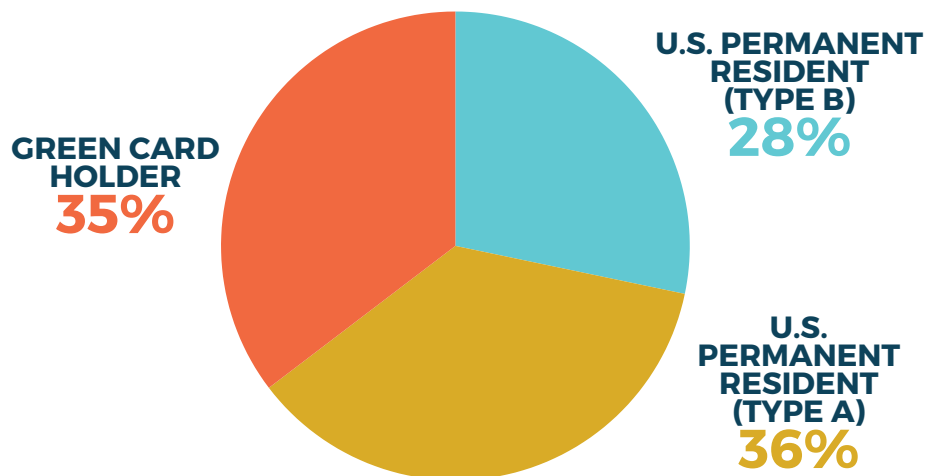
INTERNATIONAL HOME SALES CONTRIBUTED \$618M TO THE CENTRAL TEXAS ECONOMY BETWEEN APRIL 2023 AND MARCH 2024.

Transactions among international homebuyers generated \$618 million in sales dollar volume throughout the Austin MSA between April 2023 and March 2024. This equates to more than 3% of total sales dollar volume in Central Texas (\$19.2 billion) during the same period. Both international sales dollar volume and the percentage of overall sales dollar volume are relatively unchanged from last year (\$609 million and 3%, respectively). However, sales dollar volume was down relative to 2020 (\$800 million) and 2021 (\$634 million).

### TOTAL SALES DOLLAR VOLUME (IN MILLIONS)



### CITIZENSHIP STATUS



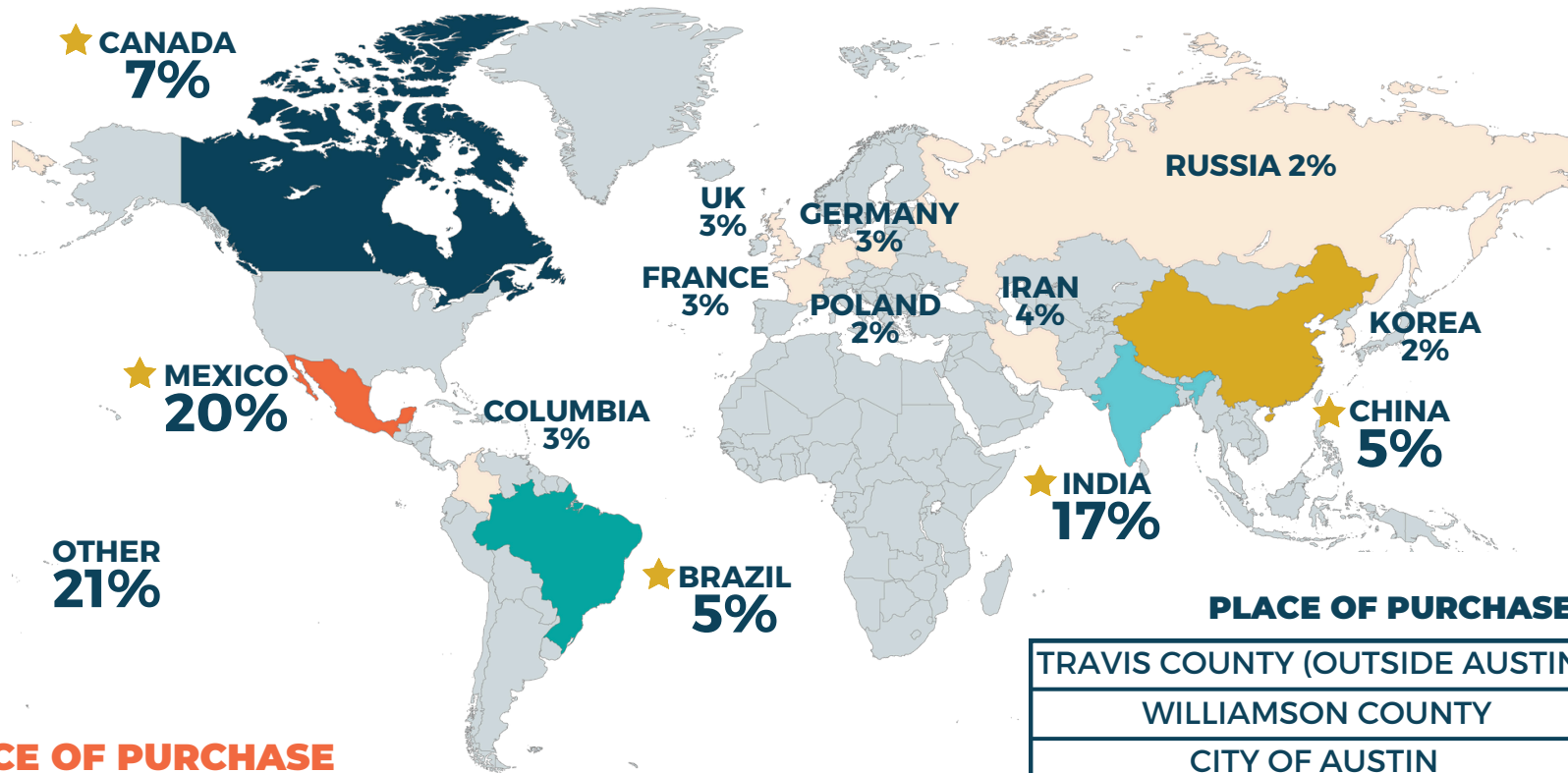
### CITIZENSHIP STATUS OF INTERNATIONAL CLIENTS

The immigration status of international clients was relatively even among Types A and B visas and green card holders. More than one-third of international clients (36%) had a Type A visa, while the same proportion (35%) held a green card. Meanwhile, a slightly lower percentage (28%) of international clients had a Type B visa. All three categories denote non-U.S. citizens (for more information see “Terminology” on page 32).

# COUNTRY OF ORIGIN

## OVERVIEW OF INTERNATIONAL HOME SALES ACTIVITY IN CENTRAL TEXAS

The primary countries of origin for international buyers in Central Texas include **Mexico (20%)** and **India (17%)**, followed by **Canada (7%)**, **Brazil (5%)**, and **China (5%)**. These five countries consistently rank among the top countries of origin for international buyers in Central Texas. However, this is the first year Mexico ranks as the top country of origin. In 2021, Mexico and China tied for the top countries of origin (14% each). In 2022 and 2023, Mexico ranked second to India.



## PLACE OF PURCHASE

More than two-fifths (41%) of international buyers purchased in Travis County (outside of the City of Austin) or in the City of Austin, while 21% bought in Williamson County and 14% in Hays County. Travis and Williamson Counties consistently top the list for international purchases, with Bastrop and Caldwell Counties accounting for just 11%.

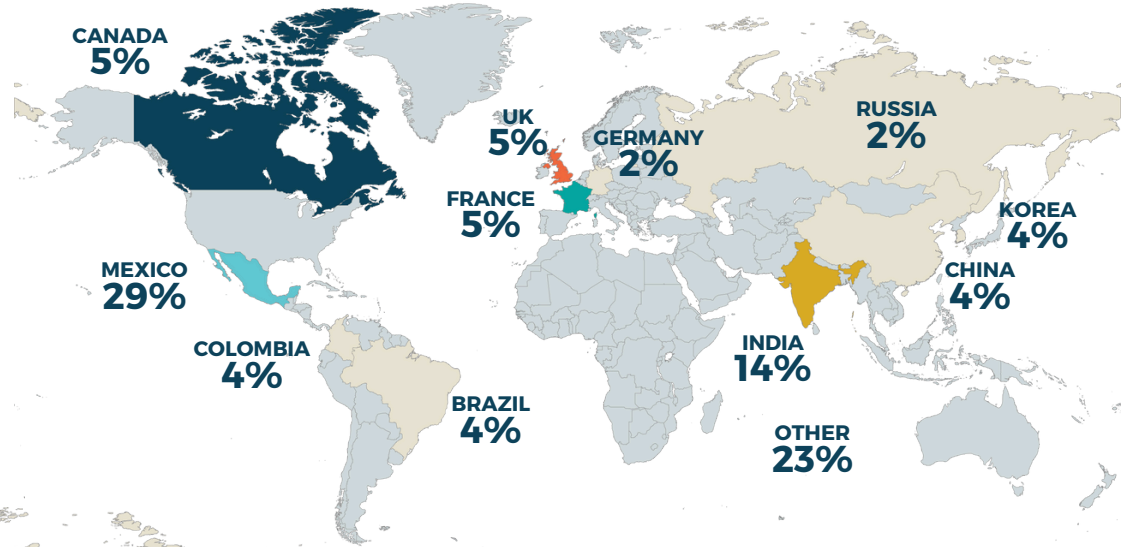
### PLACE OF PURCHASE

TRAVIS COUNTY (OUTSIDE AUSTIN)	24%
WILLIAMSON COUNTY	21%
CITY OF AUSTIN	17%
HAYS COUNTY	14%
BASTROP COUNTY	7%
CALDWELL COUNTY	4%
OTHER TEXAS COUNTY	9%
OUT OF STATE	4%

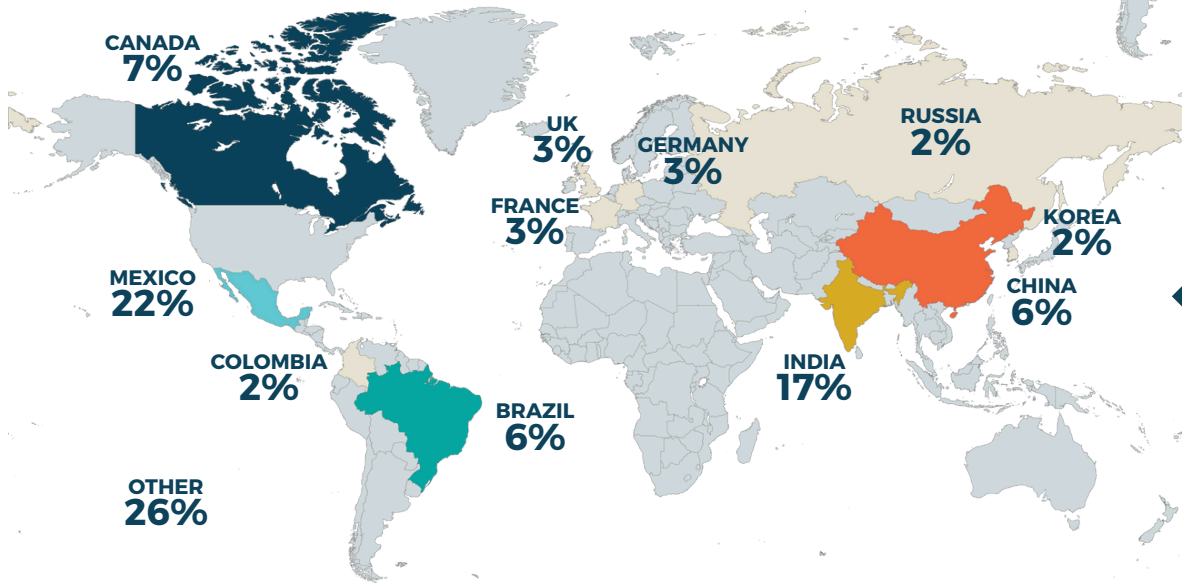
## TRAVIS COUNTY

In Travis County, Mexico led as the top country of origin for international buyers, representing 22% of buyers outside the city of Austin and 29% of buyers inside the city. Notably, more buyers relocated from Mexico to Austin (29%) than to the broader Central Texas region (20%). India ranked second, making up 17% of foreign buyers outside Austin and 14% within the city. Buyers from other countries accounted for less than 10%. Among the remaining top countries, Canada contributed 7% outside Austin and 5% inside, while both China and Brazil accounted for 6% and 4%, respectively.

### INSIDE THE CITY OF AUSTIN



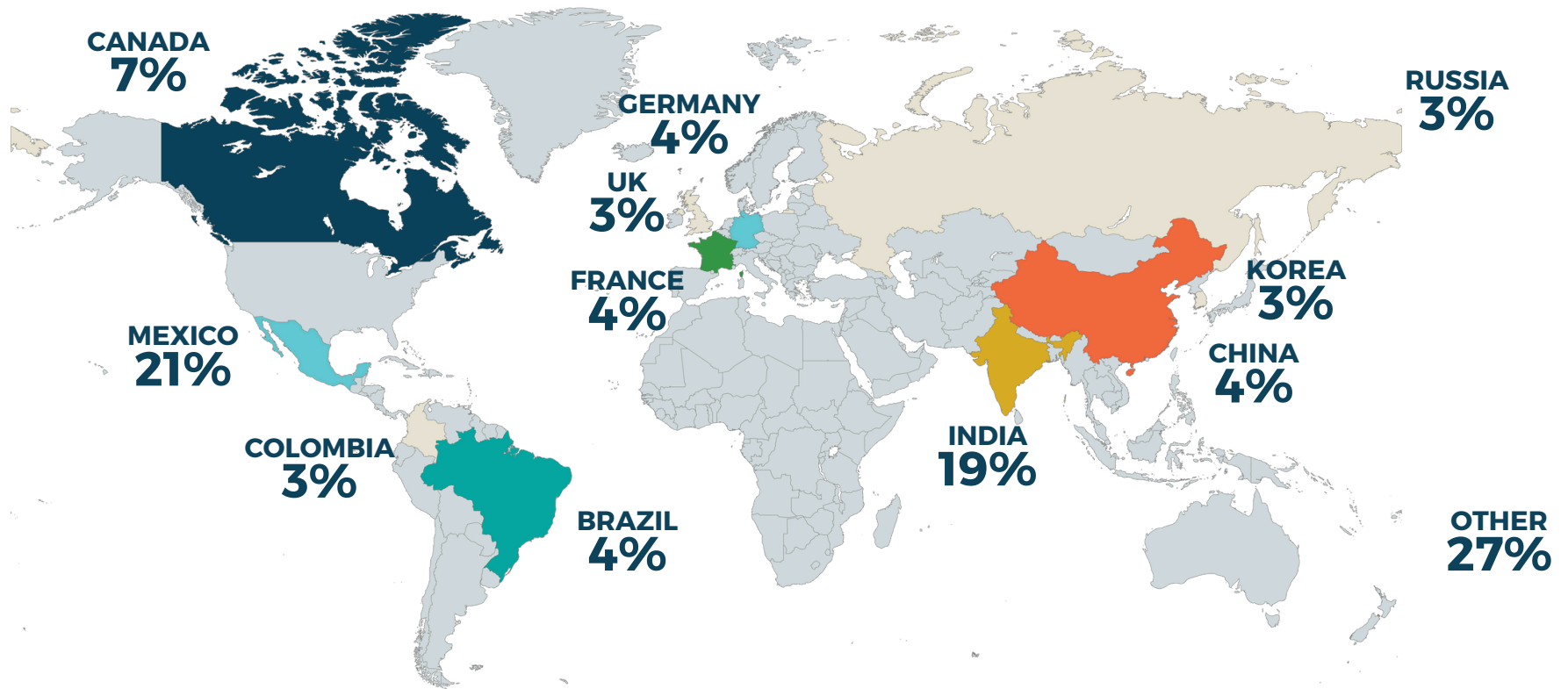
### OUTSIDE THE CITY OF AUSTIN



# COUNTRY OF ORIGIN BY COUNTY

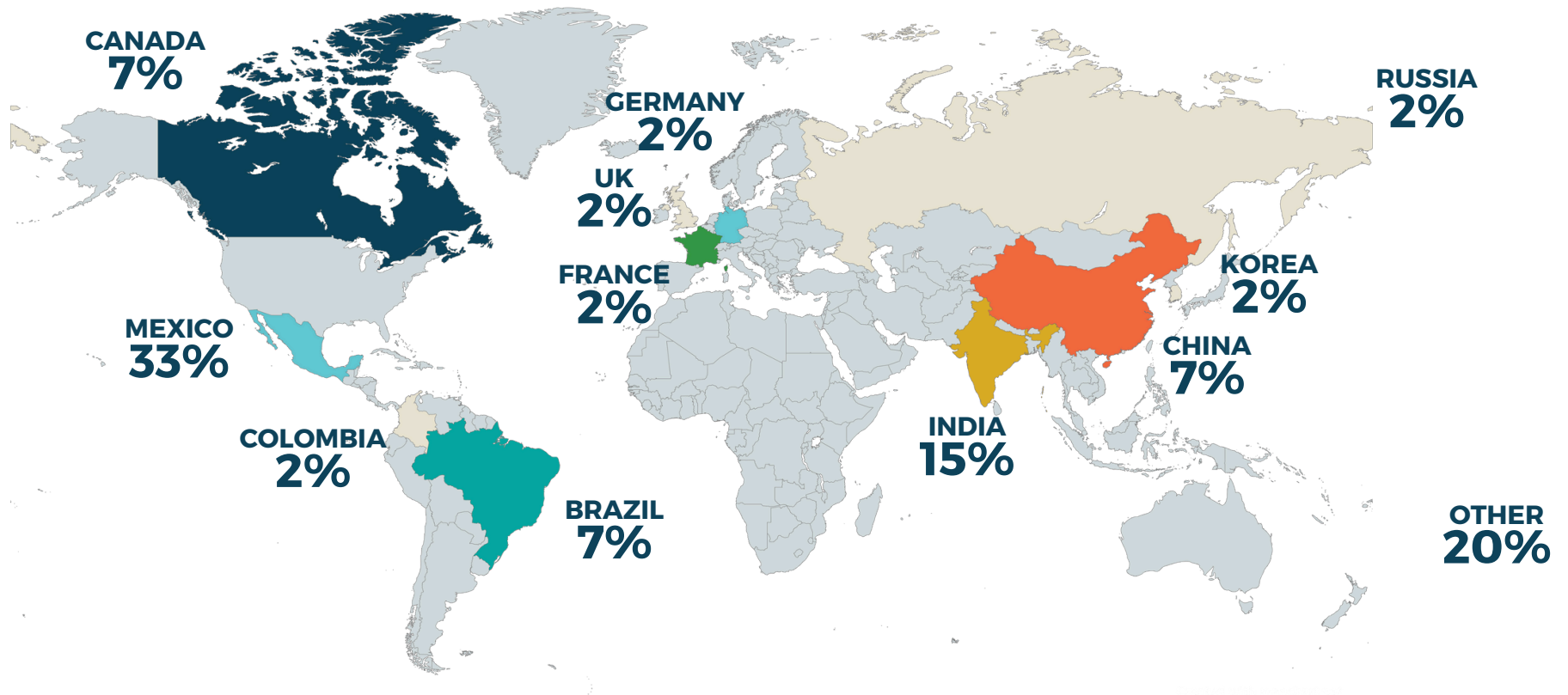
## WILLIAMSON COUNTY

Two-fifths of international buyers who purchased property in Williamson County relocated from Mexico (21%) or India (19%). The proportion of foreign buyers who relocated from Canada, China, or Brazil (7%, 4%, and 4%, respectively) was relatively commensurate with the proportion of such buyers who relocated to Central Texas (7%, 5%, and 5%, respectively).



## HAYS COUNTY

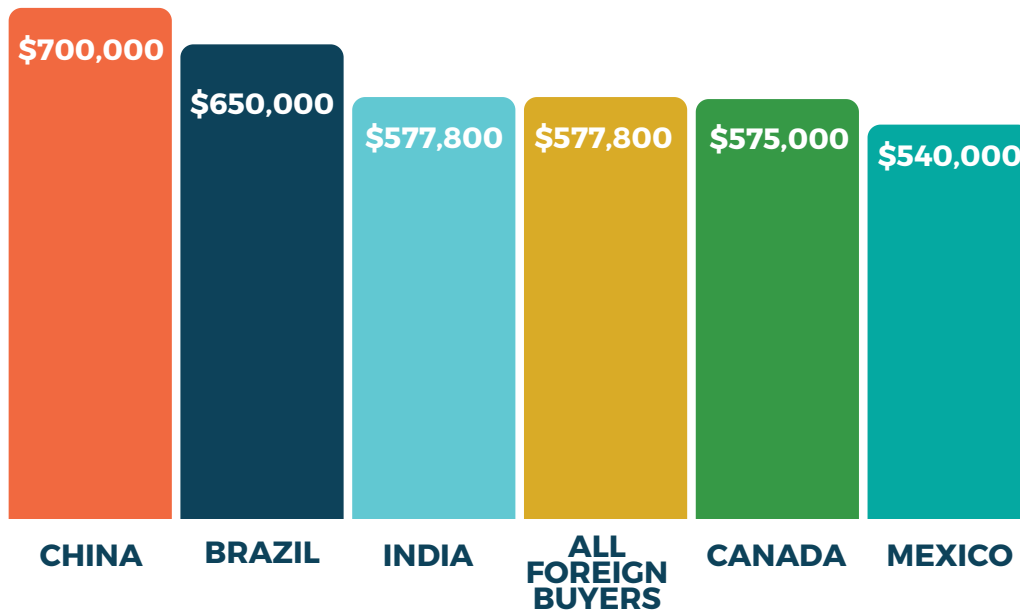
One-third (33%) of foreign buyers in Hays County came from Mexico, a higher proportion than in Central Texas (20%). Additionally, 15% of Hays County's foreign buyers relocated from India. The share of buyers from Canada, China, and Brazil (7% each) was similar to Central Texas' figures (7%, 5%, and 5%, respectively).



# CHARACTERISTICS OF INTERNATIONAL HOMEBUYERS

In 2024, the median purchase price for international buyers was \$577,778, a slight 0.8% increase from \$573,214 in 2023. This far exceeds the median sales price in Central Texas, which hovered around \$450,000. About 24% of foreign buyers purchased homes priced between \$300,001 and \$400,000, while 20% spent between \$400,001 and \$600,000. Additionally, 26% of international buyers bought homes in the \$600,001 to \$800,000 range. The median price varied by country, with buyers from Mexico at \$540,000 and those from China at \$700,000.

**MEDIAN SALES PRICE BY COUNTRY OF ORIGIN**



**HOME SALES BY PRICE CLASS**

\$300,000 OR BELOW	10%
\$300,001 - \$400,000	24%
\$400,001 - \$600,000	20%
\$600,001 - \$700,000	13%
\$700,001 - \$800,000	13%
\$800,001 - \$900,000	7%
\$900,001 - \$1,000,000	6%
\$1,000,001 - \$2,500,000	7%
\$2,500,001 - \$5,000,000	1%



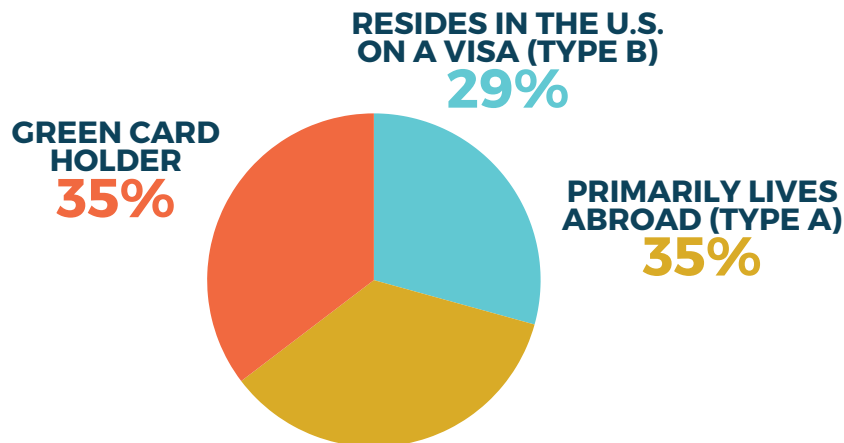
Most international buyers (58%) used U.S. mortgage financing, while one-third (34%) paid in cash. Immigration status was evenly split: 35% held a green card, 35% had a Type A visa, and 29% had a Type B visa (living primarily abroad). Most buyers were referred to their REALTOR® by friends, neighbors, relatives, or previous clients (64%), while 13% found agents via organic online searches.

Most foreign buyers (59%) intended to use their property as a primary residence, and 30% planned to rent it out. More than half (51%) bought in the suburbs, with 33% purchasing in urban areas. Detached single-family homes were the most popular (67%).

### PURCHASE METHOD



### IMMIGRATION STATUS



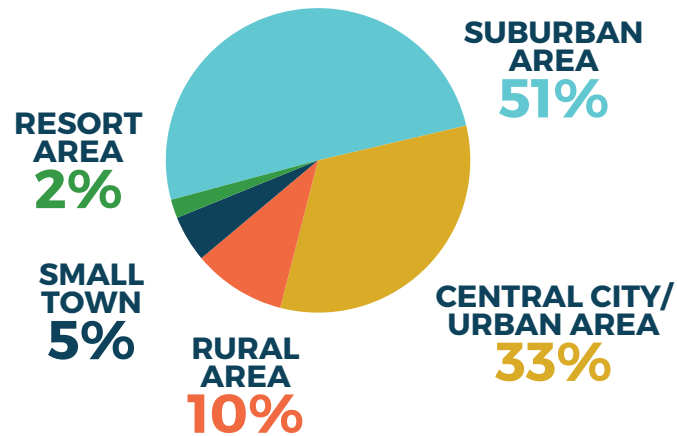
### REFERRAL SOURCE

PREVIOUS CLIENT/BUSINESS REFERRAL	35%
REFERRED BY PERSONAL CONTACT	29%
WEBSITE/INTERNET SEARCH	13%
BUSINESS CONTACT OUTSIDE US	4%
CIPS DESIGNEE/NETWORK GROUP	1%
OTHER	19%

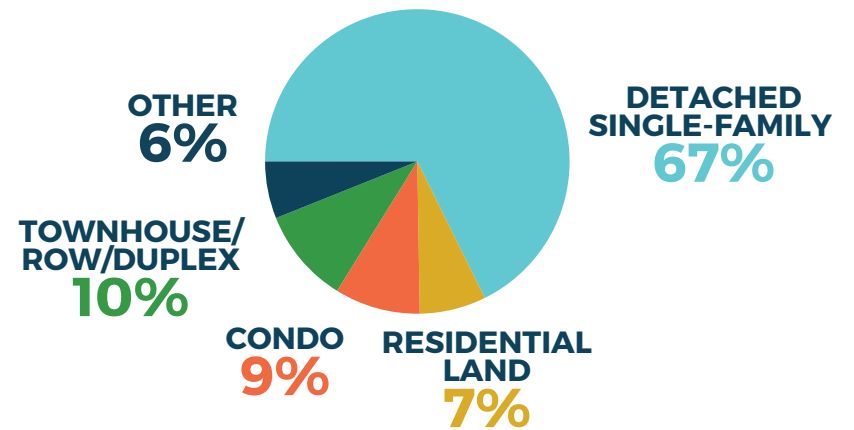
### REASON FOR PURCHASE

PRIMARY RESIDENCE	59%
RESIDENTIAL RENTAL	30%
PROPERTY FOR STUDENTS	3%
VACATION HOME	2%
OTHER	7%

### MARKET AREA TYPE



### PROPERTY TYPE



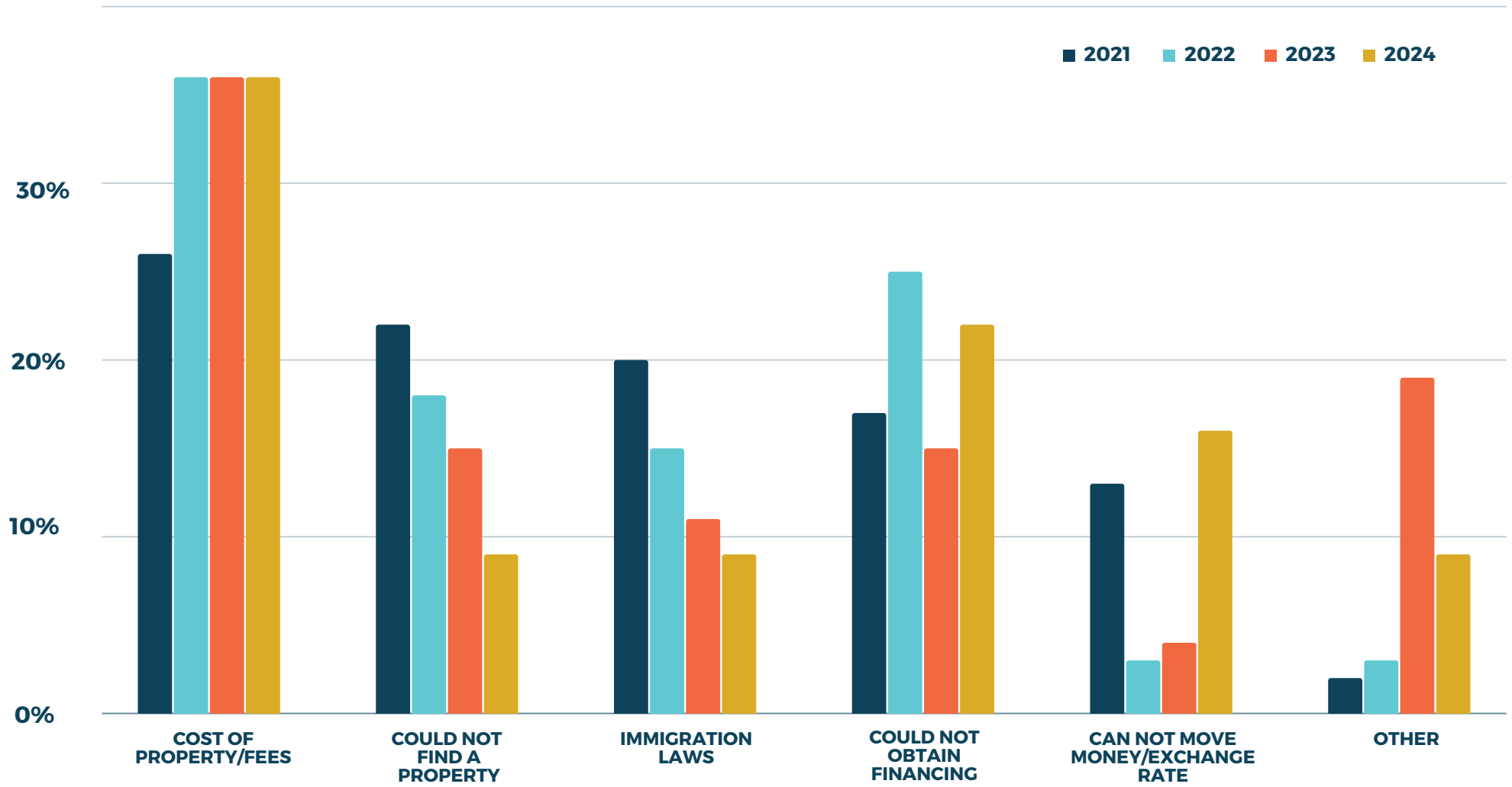
**64%**

**OF BUYERS REFERRED BY PERSONAL CONTACT**

Most buyers were referred to their REALTOR® by friends, neighbors, relatives, or previous clients (64%), while 13% found agents via organic online searches.

## REASONS INTERNATIONAL CLIENTS DID NOT PURCHASE PROPERTY IN CENTRAL TEXAS

In 2024, 36% of respondents cited property costs as the biggest barrier for international buyers, consistent with previous surveys. About 22% reported difficulties in securing financing or qualifying for a mortgage. Additionally, 16% mentioned challenges with moving money out of their home country or unfavorable exchange rates. Only 9% said that a lack of available homes was an issue.



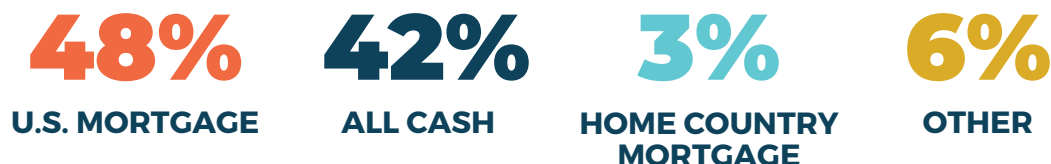


## TOP 5 COUNTRIES: MEXICO

After two years (2022 and 2023) of coming in second to India as the top country of origin for international buyers, Mexico became the top country of origin for international homebuyers in Central Texas in 2024, accounting for 20% of foreign buyers. Sixty percent of Mexican buyers purchased properties in Travis or Williamson Counties, primarily in central cities (35%) or suburban areas (39%). With a median sales price of \$540,000, 41% of homes sold for \$400,000 or less, and 23% sold between \$400,001 and \$700,000. Financing was split between U.S. mortgages (48%) and all-cash purchases (42%).

Most properties, primarily detached single-family homes (54%), were bought as either primary residences or rental/vacation homes (36% each). Buyers were commonly referred to REALTORS® by personal contacts (31%) or previous clients/business affiliates (40%). Nearly half (47%) live abroad, 24% hold a green card, and 29% reside in the U.S. on a Visa (Type B).

### PURCHASE METHOD



### REFERRAL SOURCE

PREVIOUS CLIENT/ BUSINESS REFERRAL	40%
REFERRED BY PERSONAL CONTACT	31%
WEBSITE/INTERNET	14%
BUSINESS CONTACT OUTSIDE OF U.S.	6%
OTHER	9%

### HOME SALES BY PRICE CLASS

\$300,000 OR BELOW	13%
\$300,001 - \$400,000	28%
\$400,001 - \$600,000	13%
\$600,001 - \$700,000	10%
\$700,001 - \$800,000	8%
\$800,001 - \$900,000	13%
\$900,001 - \$1,000,000	8%
\$1,000,001 - \$2,500,000	8%

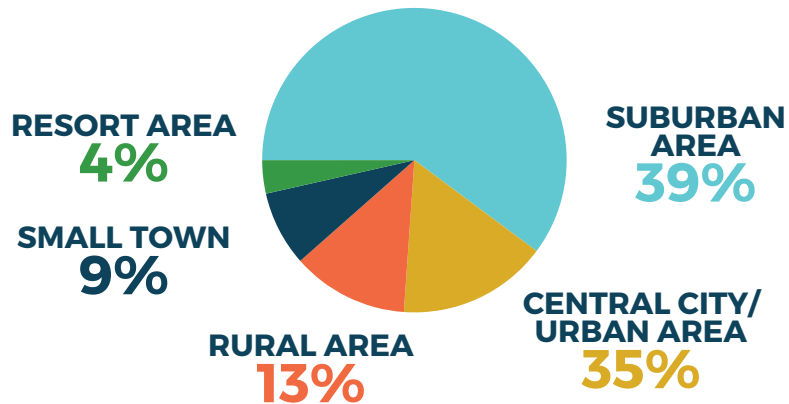
## PLACE OF PURCHASE

WILLIAMSON COUNTY	21%
TRAVIS COUNTY (OUTSIDE AUSTIN)	21%
CITY OF AUSTIN	18%
HAYS COUNTY	13%
BASTROP COUNTY	7%
CALDWELL COUNTY	6%
OTHER TEXAS COUNTY	8%
OUT OF STATE	7%

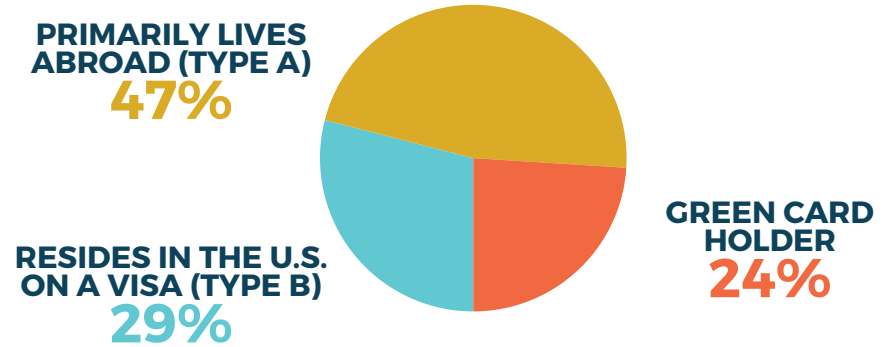
## REASON FOR PURCHASE

PRIMARY RESIDENCE	36%
RESIDENTIAL RENTAL	36%
VACATION HOME OR RENTAL	9%
STUDENT HOUSING	5%
OTHER	14%

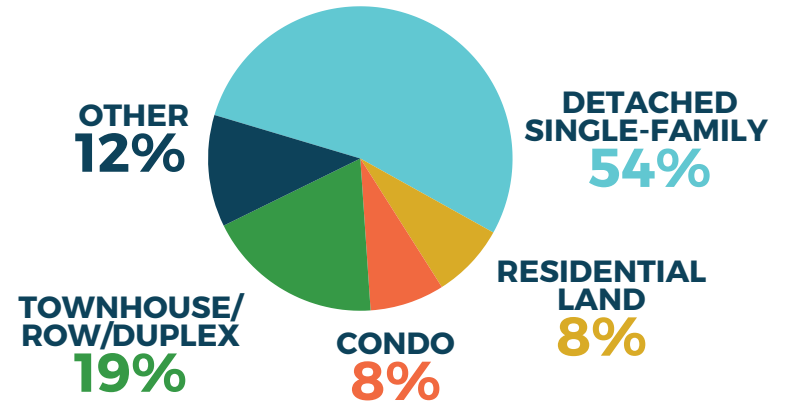
## MARKET AREA TYPE



## IMMIGRATION STATUS



## PROPERTY TYPE





# TOP 5 COUNTRIES: INDIA

In 2024, India dropped to second place as the top country of origin for international buyers, after leading in 2022 and 2023. Indian buyers comprised 17% of international homebuyers in Central Texas, primarily purchasing in Travis and Williamson Counties (61%). Properties were typically bought in central urban (32%) or suburban areas (37%). With a median sales price of \$577,780, nearly half of homes purchased by international buyers from India sold for between \$300,001 and \$600,000, and 30% were priced between \$600,001 and \$800,000.

Most purchases (60%) were financed with a U.S. mortgage, while 27% were all-cash. Detached single-family homes made up 62% of purchases, used mainly as primary residences (40%) or rental/vacation homes (35%). Buyers often found their REALTOR® through referrals, with 33% coming from personal contacts and 37% from past clients or business affiliates. About 44% of buyers held green cards, and the same percentage lived primarily abroad. 11% live in the U.S. on a Visa (Type B).

## PURCHASE METHOD



## REFERRAL SOURCE

PREVIOUS CLIENT/ BUSINESS REFERRAL	37%
REFERRED BY PERSONAL CONTACT	33%
WEBSITE/INTERNET	13%
BUSINESS CONTACT OUTSIDE OF U.S.	3%
CIPS DESIGNEE/NETWORK GROUP	3%
OTHER	10%

## HOME SALES BY PRICE CLASS

\$300,000 OR BELOW	6%
\$300,001 - \$400,000	21%
\$400,001 - \$600,000	26%
\$600,001 - \$700,000	18%
\$700,001 - \$800,000	12%
\$900,001 - \$1,000,000	9%
\$1,000,001 - \$2,500,000	9%

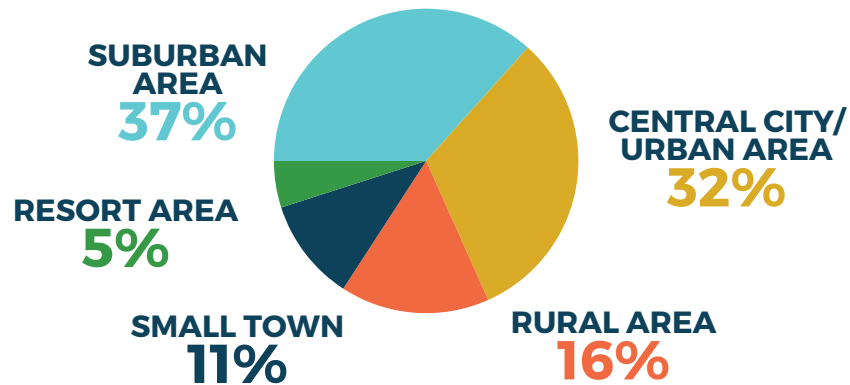
### PLACE OF PURCHASE

WILLIAMSON COUNTY	21%
TRAVIS COUNTY (OUTSIDE AUSTIN)	21%
CITY OF AUSTIN	19%
HAYS COUNTY	11%
BASTROP COUNTY	8%
CALDWELL COUNTY	6%
OTHER TEXAS COUNTY	8%
OUT OF STATE	5%

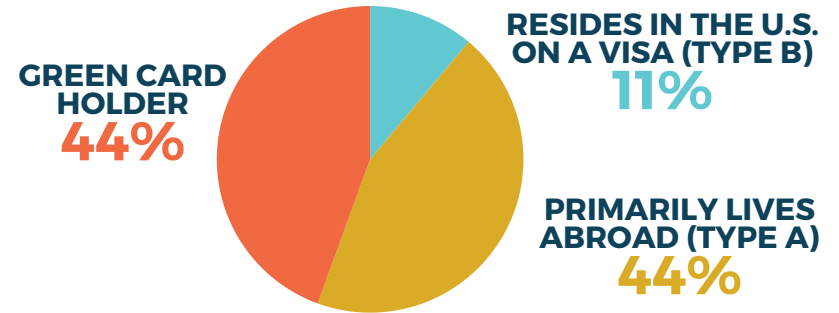
### REASON FOR PURCHASE

PRIMARY RESIDENCE	40%
RESIDENTIAL RENTAL	35%
VACATION HOME OR RENTAL	5%
STUDENT HOUSING	5%
OTHER	15%

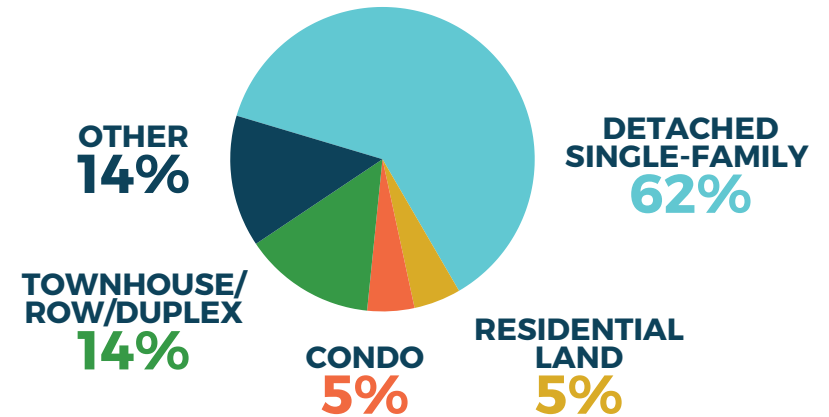
### MARKET AREA TYPE



### IMMIGRATION STATUS



### PROPERTY TYPE





# TOP 5 COUNTRIES: CANADA

Canada is the third-largest source of international homebuyers in Central Texas, making up 7% of foreign purchases. Most Canadian buyers (61%) purchased properties in Travis or Williamson Counties, with nearly equal splits between urban (50%) and suburban (38%) areas.

The median home price for Canadian buyers was \$575,000, with nearly half of the homes priced between \$300,001 and \$600,000. Most purchases were financed through U.S. mortgages (55%), with 36% buying in cash.

The majority (88%) of properties were detached single-family homes, with 44% bought as rental investments. Only 22% were for primary residences.

About 23% of Canadian buyers found their REALTOR® organically, while 46% were referred. Half of the buyers have green cards, while the other half live abroad or reside in the U.S. on a Visa (Type B).

## PURCHASE METHOD



## REFERRAL SOURCE

PREVIOUS CLIENT/ BUSINESS REFERRAL	46%
WEBSITE/INTERNET	23%
REFERRED BY PERSONAL CONTACT	15%
OTHER	15%

## HOME SALES BY PRICE CLASS

\$300,000 OR BELOW	6%
\$300,001 - \$400,000	24%
\$400,001 - \$600,000	24%
\$600,001 - \$700,000	18%
\$700,001 - \$800,000	24%
\$800,001 - \$900,000	6%



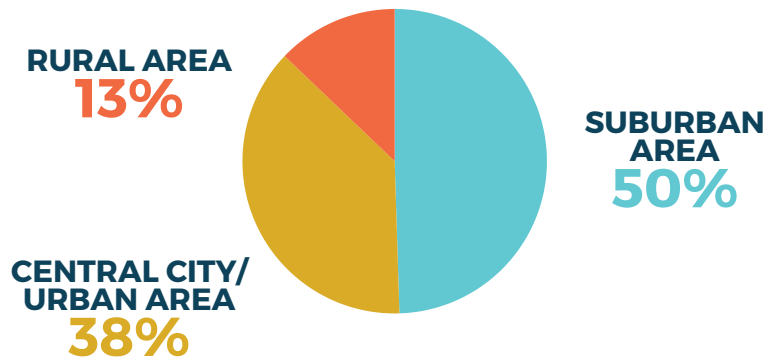
### PLACE OF PURCHASE

WILLIAMSON COUNTY	23%
TRAVIS COUNTY (OUTSIDE AUSTIN)	19%
CITY OF AUSTIN	19%
HAYS COUNTY	12%
BASTROP COUNTY	8%
CALDWELL COUNTY	8%
OTHER TEXAS COUNTY	8%
OUT OF STATE	4%

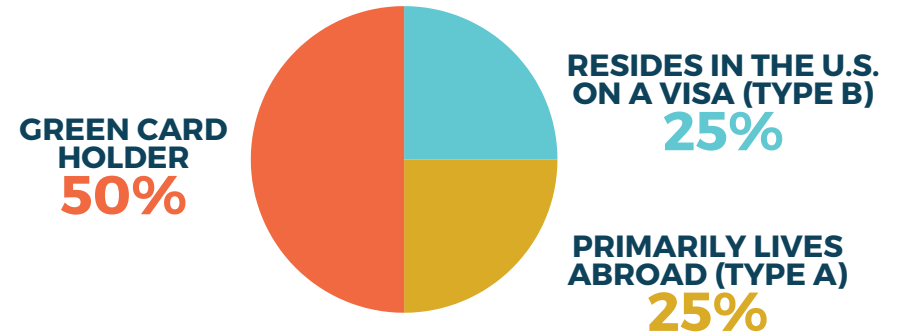
### REASON FOR PURCHASE

RESIDENTIAL RENTAL	44%
PRIMARY RESIDENCE	22%
VACATION HOME OR RENTAL	11%
STUDENT HOUSING	11%
OTHER	11%

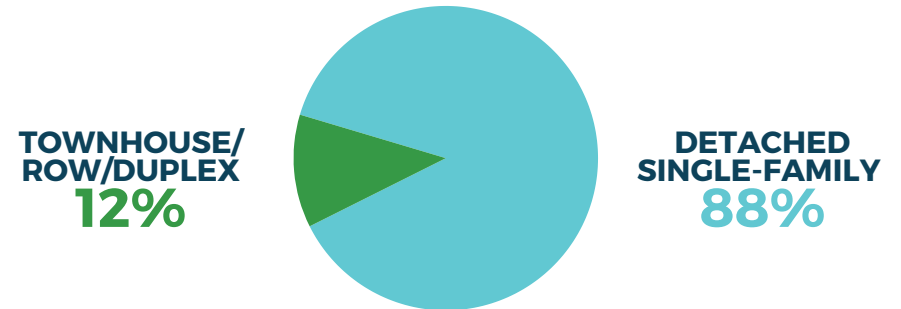
### MARKET AREA TYPE



### IMMIGRATION STATUS



### PROPERTY TYPE





# TOP 5 COUNTRIES: CHINA

China, tied with Brazil, ranks fourth among foreign buyers in Central Texas in 2024, down one spot from 2023. More than half of Chinese buyers (56%) purchased properties in Travis or Williamson Counties, with 67% opting for suburban areas. The median sales price for foreign buyers from China was \$700,000, with half of the homes priced at or below that amount and 10% priced between \$2.5 and \$5 million. These purchases were primarily all-cash (50%) or financed with U.S. mortgages (40%).

Most properties, all detached single-family homes, were bought as either investments (33%) or primary residences (33%). Buyers were typically referred to REALTORS® by personal contacts (40%) or business affiliates (30%). Two-thirds (67%) of Chinese buyers hold green cards, while the rest (33%) live in the U.S. on a Visa (Type B).

## PURCHASE METHOD



## REFERRAL SOURCE

REFERRED BY PERSONAL CONTACT	40%
PREVIOUS CLIENT/ BUSINESS REFERRAL	30%
WEBSITE/INTERNET	10%
BUSINESS CONTACT OUTSIDE OF U.S.	10%
OTHER	10%

## HOME SALES BY PRICE CLASS

\$300,000 OR BELOW	10%
\$300,001 - \$400,000	20%
\$400,001 - \$600,000	10%
\$600,001 - \$700,000	10%
\$700,001 - \$800,000	20%
\$900,001 - \$1,000,000	20%
\$2,500,001 - \$5,000,000	10%

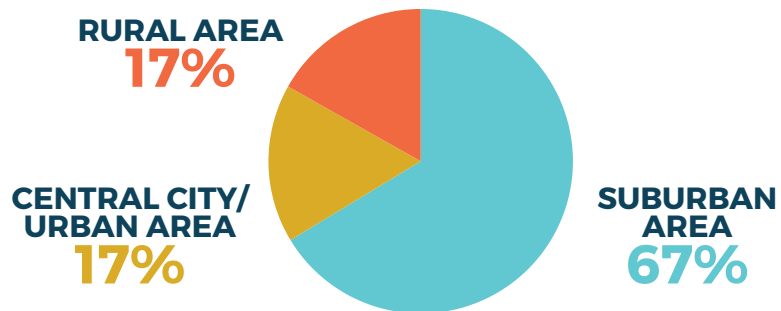
## PLACE OF PURCHASE

WILLIAMSON COUNTY	19%
TRAVIS COUNTY (OUTSIDE AUSTIN)	19%
CITY OF AUSTIN	14%
HAYS COUNTY	14%
BASTROP COUNTY	10%
CALDWELL COUNTY	10%
OTHER TEXAS COUNTY	10%
OUT OF STATE	5%

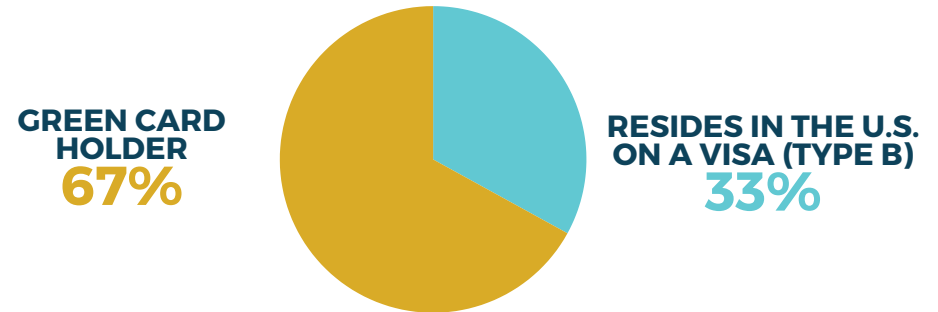
## REASON FOR PURCHASE

RESIDENTIAL RENTAL	33%
PRIMARY RESIDENCE	33%
VACATION HOME OR RENTAL	17%
OTHER	17%

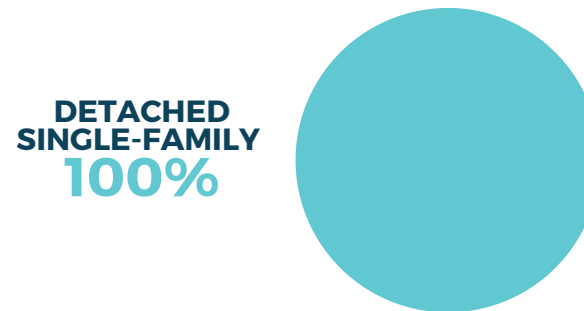
## MARKET AREA TYPE



## IMMIGRATION STATUS



## PROPERTY TYPE





## TOP 5 COUNTRIES: BRAZIL

Tied with China at 5%, Brazil ranks fourth for foreign buyers in Central Texas in 2024. More than half (56%) of Brazilian buyers purchased properties in Travis or Williamson Counties, with 67% opting for suburban homes. The median sales price was \$650,000, and 66% of homes sold for \$700,000 or less, primarily financed with U.S. mortgages (63%).

All purchases were detached single-family homes, used as either investments (33%) or primary residences (33%). A majority (70%) of Brazilian buyers were referred to REALTORS® through personal contacts or business affiliates. Two-thirds (67%) hold green cards, while the rest live in the U.S. on a Visa (Type B)

### PURCHASE METHOD



### REFERRAL SOURCE

PREVIOUS CLIENT/ BUSINESS REFERRAL	40%
REFERRED BY PERSONAL CONTACT	30%
WEBSITE/INTERNET	10%
BUSINESS CONTACT OUTSIDE OF U.S.	10%
OTHER	10%

### HOME SALES BY PRICE CLASS

\$300,001 - \$400,000	22%
\$400,001 - \$500,000	22%
\$600,001 - \$700,000	22%
\$700,001 - \$800,000	11%
\$900,001 - \$1,000,000	11%
\$1,000,001 - \$2,500,000	11%

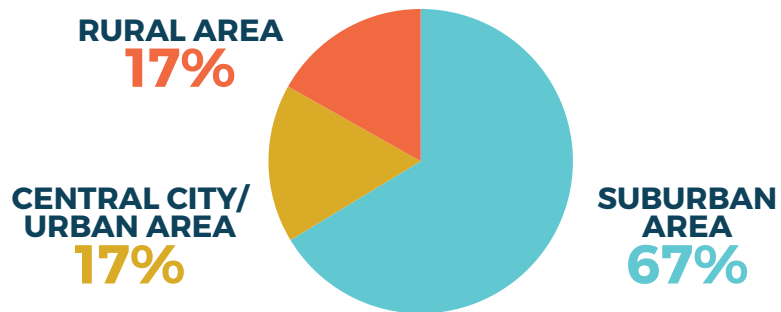
### PLACE OF PURCHASE

WILLIAMSON COUNTY	19%
TRAVIS COUNTY (OUTSIDE AUSTIN)	19%
CITY OF AUSTIN	14%
HAYS COUNTY	14%
BASTROP COUNTY	10%
CALDWELL COUNTY	10%
OTHER TEXAS COUNTY	10%
OUT OF STATE	5%

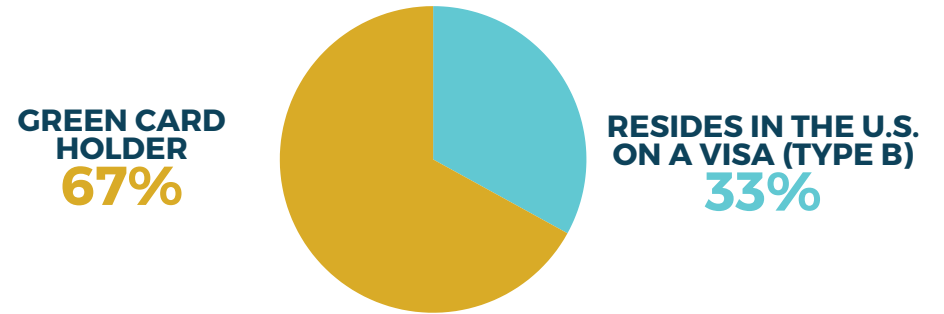
### REASON FOR PURCHASE

RESIDENTIAL RENTAL	33%
PRIMARY RESIDENCE	33%
VACATION HOME OR RENTAL	17%
OTHER	17%

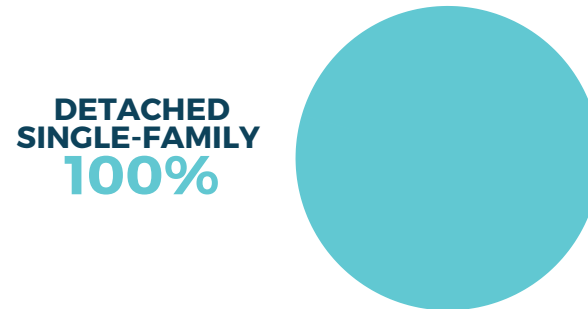
### MARKET AREA TYPE



### IMMIGRATION STATUS



### PROPERTY TYPE

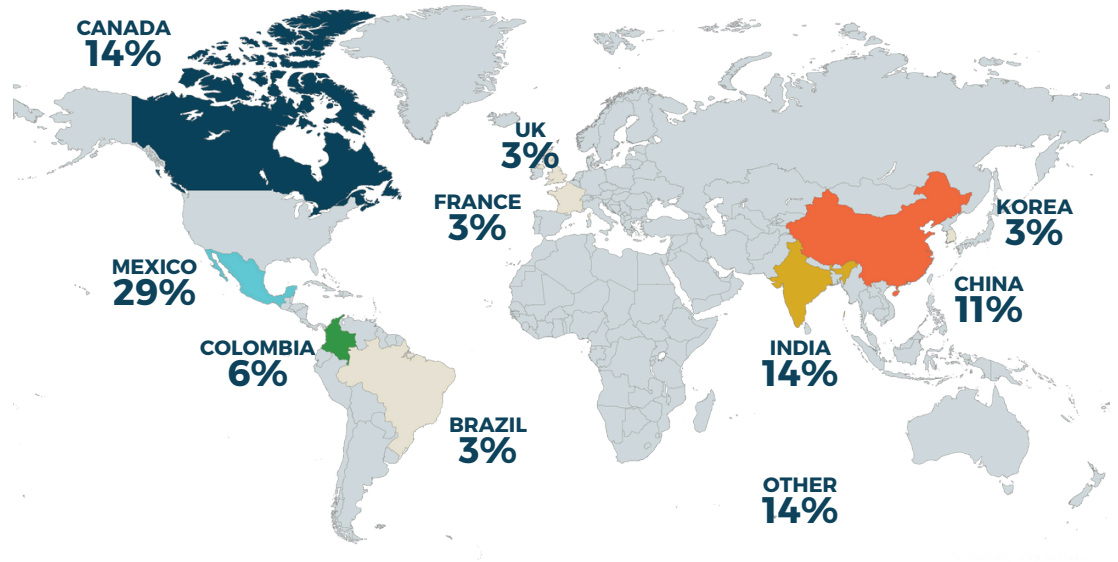


# INTERNATIONAL SELLERS

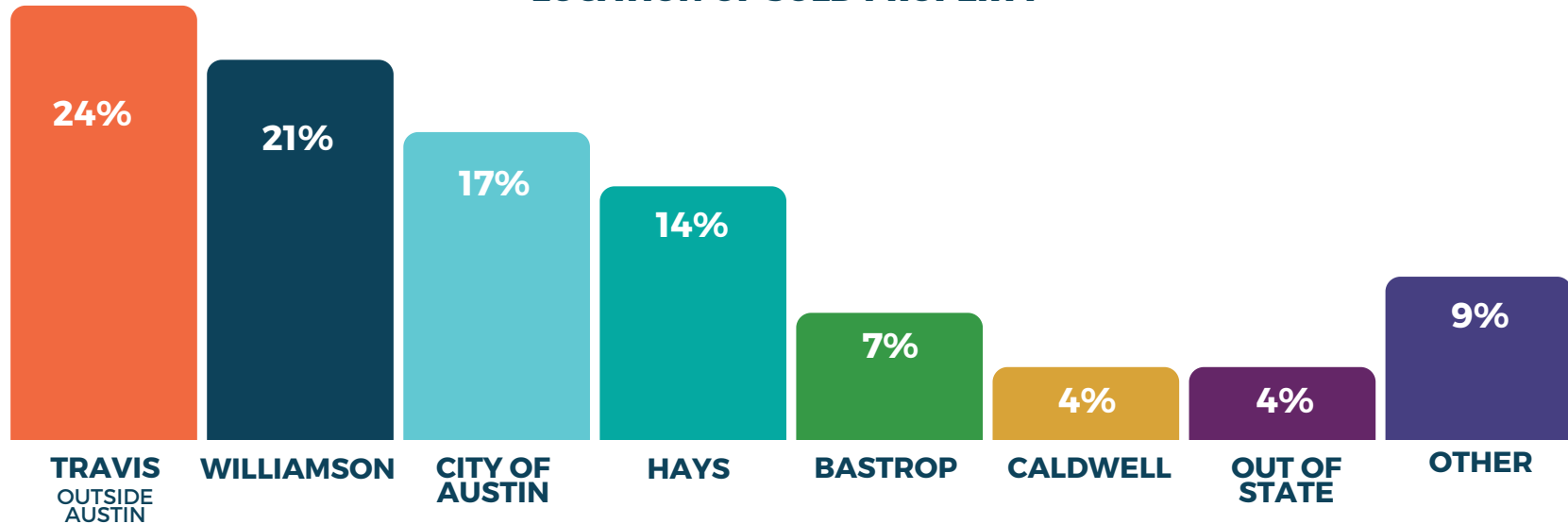
## CENTRAL TEXAS HOME SALES ACTIVITY BY INTERNATIONAL CLIENTS

The top destinations for international sellers closely match the top origins of international buyers. Mexico led with 29%, followed by Canada, India, and other countries at 14% each. China ranked fifth at 11%. Mexico's share of international sellers has grown from 21% in 2023 to 29% in 2024.

Nearly half of international sellers' properties were in Travis (24%) and Williamson (21%) Counties. One-third were in Austin and Hays County (17% and 14%, respectively). The remaining 11% were in Bastrop and Caldwell Counties, with 13% sold outside the county or state.



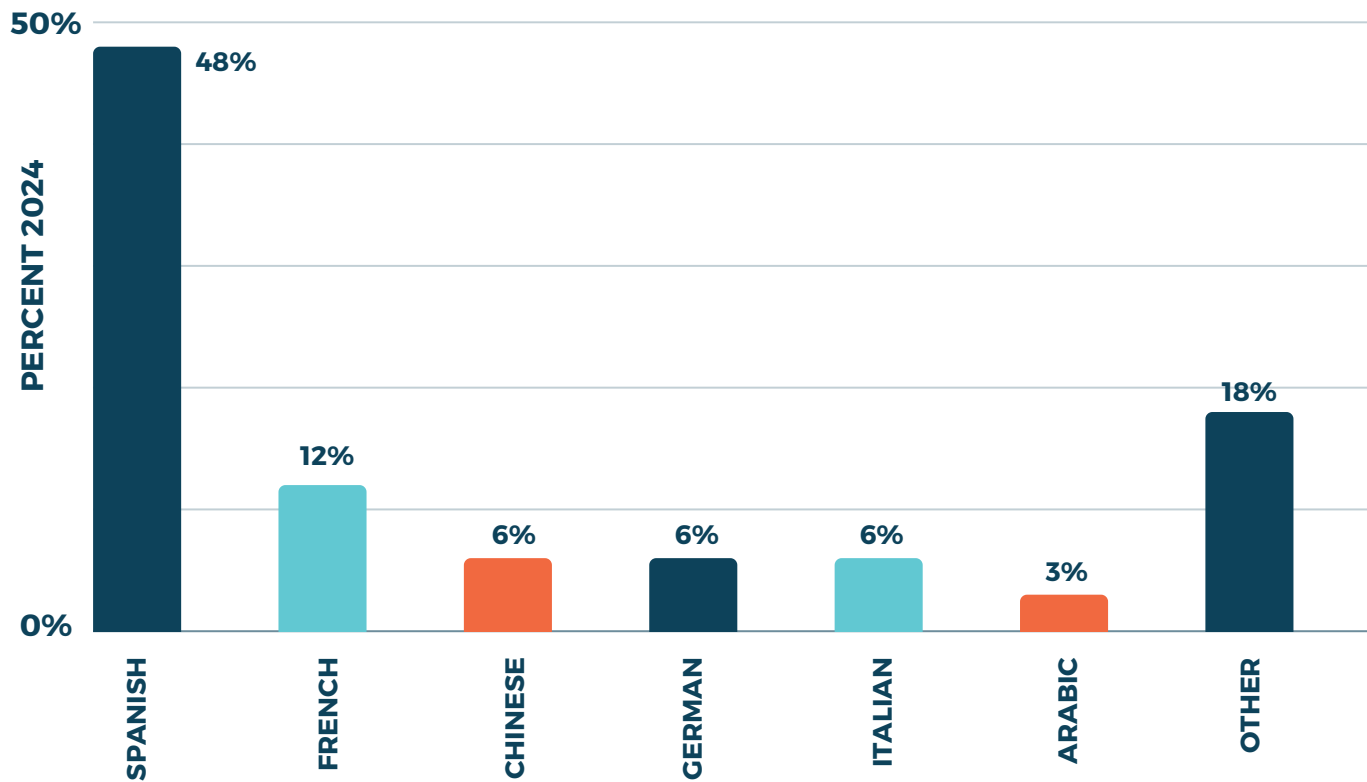
## LOCATION OF SOLD PROPERTY



# CHARACTERISTICS OF CENTRAL TEXAS REALTORS®

Two-fifths (41%) of REALTORS® reported being either bilingual or multilingual, relatively consistent with the proportion of such REALTORS® in 2023 (46%). Among bilingual or multilingual respondents, 48% spoke Spanish (relative to 54% in 2023), 12% spoke French, and 18% spoke a myriad of other languages, including Portuguese, Farsi, and Russian. Although India was second only to Mexico with respect to international buyers, no respondents reported being able to speak the most common languages in the country (Hindi, Urdu, or Punjabi). In 2023, only 7% of respondents reported being able to speak such languages. This indicates that a considerable proportion of international buyers from India speak English with their agent. Meanwhile, the proportion of Chinese speakers rose to 6% in 2024, up from 1% in 2023.

**LANGUAGES SPOKEN BY BILINGUAL/MULTILINGUAL CENTRAL TEXAS REALTORS®**



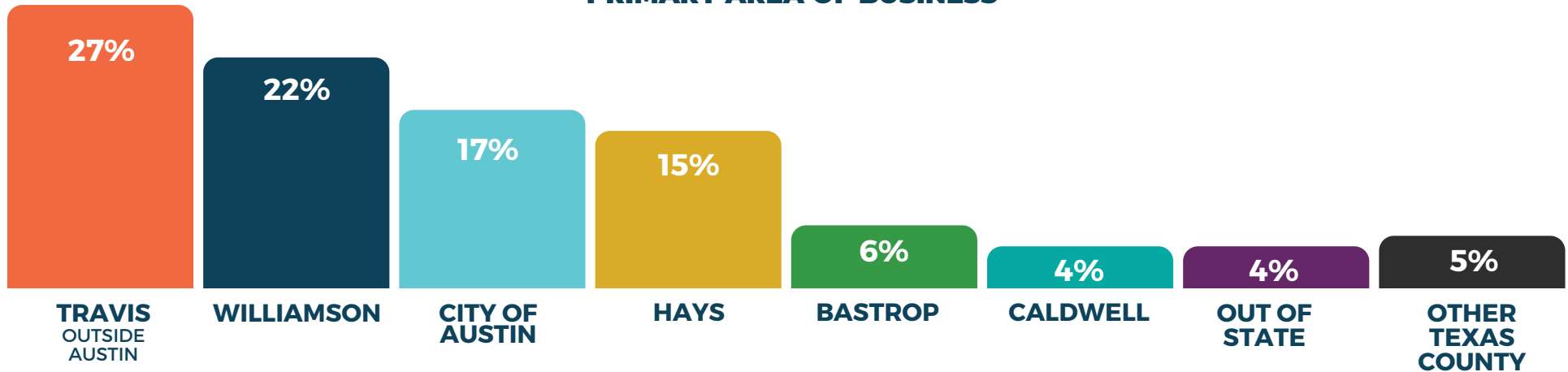
## CENTRAL TEXAS REALTORS® WHO SPEAK MORE THAN ONE LANGUAGE



## PRIMARY AREA OF BUSINESS

Two-fifths (44%) of respondents reported Travis County as their primary area of business for international clients. One-fifth (22%) of respondents reported Williamson County as their primary area of business, while 15% reported Hays County as their primary area of business.

### PRIMARY AREA OF BUSINESS



## REFERRAL SOURCE

In 2024, the personal networks of REALTORS® proved critical to attracting international clients. Three-fifths (62%) of survey respondents indicated that friends, neighbors, relatives, or previous clients and/or business affiliates referred their international clients to them.

### REFERRAL SOURCE

PREVIOUS CLIENT/ BUSINESS REFERRAL	36%
REFERRED BY PERSONAL CONTACT	26%
WEBSITE/INTERNET	13%
BUSINESS CONTACT OUTSIDE OF U.S.	5%
CIPS DESIGNEE/NETWORK GROUP	1%
OTHER	19%



# ABOUT THE REPORT

## METHODOLOGY

The 2024 Central Texas International Homebuyers Report represents survey responses from Central Texas REALTORS® taken in July 2024 regarding residential real estate transactions among international clients between April 2023 and March 2024 across the Austin-Round Rock-Georgetown MSA. Survey data was analyzed against the survey data from the past four years (2020-2023) of the international report and residential sales data from Unlock MLS—the most comprehensive and accurate source of Central Texas real estate sales activity. This facilitates a comparison of international homebuying and selling activity against that of the Central Texas housing market. Please note that due to rounding, some graph totals may add up to more or less than 100%. Some fields may be omitted when the percentage was 0%, meaning no response was recorded.

## TERMINOLOGY

In this report, the term "international client" refers to three primary categories of non-U.S. citizens:

- Type A: Non-immigrants who primarily reside outside the U.S. and do not stay in the U.S. year-round.
- Type B: Non-immigrants such as diplomats, foreign students, foreign workers, or recent immigrants.
- U.S. Lawful Permanent Resident: Green card holders, i.e. non-U.S. citizen residents who are not on non-immigrant temporary visas.

Type A and Type B non-immigrants are further categorized based on length of time in the U.S. from the visa transaction date: non-immigrants who have been in the U.S. for less than two years and non-immigrants who have been in the U.S. for more than two years.



## ABOUT DR. CLARE KNAPP

As the Unlock MLS Housing Economist, Dr. Clare Knapp helps unpack complex data, keeps REALTORS® updated on the latest trends in the Austin housing market, and assists REALTORS® in better understanding current conditions in the market.

Prior to joining ABoR & Unlock MLS, Dr. Knapp worked at the Texas Real Estate Research Center at Texas A&M University as an Assistant Research Economist. In her role, she provided analysis and commentary on the Austin economy and housing market using econometric and statistical models.

## ABOUT ABOR GLOBAL

ABoR Global is a leading force in global real estate education, offering award-winning programs and resources that empower real estate professionals to excel in serving international buyers, sellers, and investors. At its core is the ABoR Global Business Alliance Network (GBA), a dynamic community of members, affiliates, and global advocates committed to advancing the industry.

The ABoR Global Advisory Group, in strategic partnership with ABoR staff, leads the development of cutting-edge global initiatives. With a keen eye on global trends and a focus on building strong collaborations, they ensure ABoR's programs stay at the forefront of the ever-evolving real estate landscape, empowering professionals to thrive in a competitive international market.

ABoR Global Ambassadors provide critical insights into emerging strategies, trends, and resources, informing members on how to stay ahead of industry shifts and fostering growth in an increasingly interconnected world. Through expanding multicultural relationships, supporting economic development, and showcasing Central Texas' rich diversity, ABoR Global equips its members with the tools, knowledge, and connections to succeed—thinking globally to thrive locally.



## ABOUT UNLOCK MLS RESEARCH

Unlock MLS Research is the economic research and publication arm of the Austin Board of REALTORS®, the largest professional trade association in Central Texas. Led by Unlock MLS Housing Economist, Dr. Clare Knapp, Unlock MLS Research delivers timely market intelligence that helps Central Texas real estate professionals, consumers, and policymakers understand trends and economic factors impacting the region's housing market.



## MEDIA CONTACT

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