DFW PICS • NORTH TEXAS CITY GUIDE

Keller, Texas: 2026 City Guide, Real Estate Market & Relocation Resource

A data-rich guide to living, buying, selling, investing and visiting in Keller — a predominantly residential Tarrant County community in the Dallas–Fort Worth metroplex known for large shares of owner-occupied housing, extensive parks and trails, Keller ISD, and convenient access to North Texas employment and transportation corridors.

Explore Keller Real Estate | **See Planned Development** | **Official Keller Resources**

Research update: September 26, 2026 • Verify time-sensitive figures before client publication.

46,078	**$174,950**	**83.5%**	**26+ miles**
U.S. Census Bureau population estimate, July 1, 2025	Median household income, 2020–2024 ACS	Owner-occupied housing rate, 2020–2024 ACS	City-reported hike-and-bike trail network

JUMP TO A TOPIC

Table of Contents

1. Keller at a Glance
2. Population & Demographics
3. 2026 Real Estate Market
4. Homes Sold This Year & Latest Month
5. Seller & Listing-Agent Insight
6. Buyer & Relocation Insight
7. Property Taxes & Ownership Costs
8. Planned Development & Construction
9. 2027 Housing & Economic Outlook
10. Schools & Education
11. Parks, Trails & Recreation
12. Visitors, Events & DFW Access
13. Utilities & Resident Setup
14. Police, Fire & Emergency Resources

15. Official Resource Directory

16. Keller FAQ

CITY SNAPSHOT

Keller at a Glance

Keller sits in northeast Tarrant County, inside the Dallas–Fort Worth–Arlington metro area. The city covers about 18.36 square miles of land and had 45,776 residents in the 2020 Census. The Census Bureau's July 1, 2025 estimate is 46,078, indicating relatively modest population growth compared with the explosive expansion of some outer-ring North Texas cities.

Housing profile

Owner occupancy is unusually high: **83.5%** of occupied housing units were owner-occupied in the 2020–2024 ACS period.

Income profile

Median household income was **$174,950** in 2024 inflation-adjusted dollars for the 2020–2024 ACS period.

Education profile

60.6% of residents age 25+ held a bachelor's degree or higher in the 2020–2024 ACS estimate.

> **Real-estate takeaway:** Keller is a mature, land-constrained suburban market rather than a greenfield boomtown. That matters for listing strategy: resale condition, school boundaries, lot size, renovation quality, pool/outdoor living, proximity to major roads, and neighborhood-specific supply can have an outsized effect on buyer response.

Sources: **U.S. Census Bureau QuickFacts – Keller** and **City of Keller Parks & Recreation**.

PEOPLE & HOUSEHOLDS

Population, Demographics & Household Characteristics

Measure	Latest cited figure	Why it matters
Population estimate	46,078 (July 1, 2025)	Useful for trade-area and relocation context.
2020 Census population	45,776	Benchmark for long-term growth comparison.
Households	16,462 (2020–2024 ACS)	Helps frame housing demand and local consumer base.
Persons per household	2.77	Supports family-oriented housing and service demand analysis.
Median household income	$174,950	Indicates substantial household purchasing power, though income does not equal housing affordability.
Per-capita income	$79,329	Provides another lens on local economic capacity.
Owner-occupied rate	83.5%	Shows Keller is strongly ownership-oriented.
Median owner-occupied home value	$594,300	ACS estimate; not the same as current MLS sale price.
Median gross rent	$2,144	Useful relocation benchmark; unit mix and current asking rents vary.
Mean commute	27.4 minutes	Supports discussion of regional job access.
Broadband subscription	98.1% of households	Relevant to remote/hybrid work.

Data caution: ACS statistics are survey estimates covering 2020–2024 and should not be treated as a live 2026 market count.

Source: **U.S. Census Bureau QuickFacts**.

HOUSING MARKET

Keller Real Estate Market: 2026

Keller's housing stock is primarily established suburban single-family housing, with a meaningful luxury segment, larger-lot properties in some areas, and selective infill/ new-development opportunities. Because Texas is a non-disclosure state, complete sale-price data is not freely available from county deed records in the way it is in many

states. Agents and brokers should verify transaction counts and pricing against their live MLS system before using a figure in a listing presentation or client CMA.

Latest full-month market snapshot reviewed: August 2026 showed approximately **49 closed transactions**, a **$705,000 median sale price**, an **$786,658 average sale price**, and about **21 days on market** in a publicly visible monthly city series. September 2026 is not yet a completed month as of this guide's update date. Because the underlying city-level MLS feed is not an open government dataset, verify these figures in NTREIS before publishing them to clients.

What stands out for 2026

Higher price tier than much of DFW

Keller's current sale-price range sits well above the Texas statewide median. Higher mortgage payments make rate sensitivity, seller concessions and pricing discipline especially important.

Not one uniform market

Sub-$700K resale homes, remodeled move-in-ready homes, luxury properties, acreage-style lots and new construction can behave differently. Citywide medians should never substitute for a neighborhood-level CMA.

Presentation matters

At Keller price points, buyers often compare condition, finish level, outdoor living, pool quality, school assignment and micro-location closely. Professional photography, floor plans, aerials and video help reduce uncertainty before a showing.

Texas non-disclosure matters

Public tax records are useful for ownership and appraisal context, but they are not a substitute for verified closed-sale data.

Public-record context: **Texas Comptroller – Valuing Property**; **Texas Comptroller Appraisal District Director's Manual**.

CLOSED-SALES PULSE

Homes Sold in 2026: Monthly Keller Snapshot

The following is a city-level monthly series reviewed for this guide. It is included as a practical market pulse, not as a substitute for an agent's live NTREIS production. The year-to-date transaction total through August is **415** when the monthly counts below are summed.

Month 2026	Closed transactions	Median price	Average price	Reported DOM
January	41	$615,000	$696,282	49
February	37	$660,000	$828,676	54
March	36	$654,950	$780,008	14
April	53	$709,000	$823,942	15
May	66	$740,000	$796,705	11.5
June	75	$710,000	$794,210	12
July	58	$642,500	$854,576	21
August	**49**	**$705,000**	**$786,658**	**21**

Important publication note: Do not label the 415 figure as a government count. Texas sale prices are not comprehensively disclosed through public deed records, and city-level MLS statistics can be revised. For a client-facing page, broker report or listing presentation, refresh the table from NTREIS immediately before publication.

How an agent should interpret this series

The 2026 pattern shows meaningful month-to-month swings in both transaction volume and median price. That does not necessarily mean the same home gained or lost that percentage in value. Keller's monthly mix can shift between entry-level resale, larger custom homes, luxury inventory and different lot-size segments. Median price is therefore a market-composition statistic as well as a price statistic.

FOR SELLERS & LISTING PROFESSIONALS

What Keller Sellers Should Watch

Price against active competition

In a higher-rate environment, buyers compare monthly payment as much as list price. Overpricing can create avoidable days-on-market and future price-reduction history.

Condition gap

Updated kitchens, baths, flooring, roof/HVAC age, pool condition and outdoor living can materially change buyer perception. Document upgrades clearly.

Media quality

Use professional HDR photography, measured floor plans, aerial context and video when they add information—not simply decoration.

Listing-media opportunity: Keller's lot sizes, pools, mature landscaping, greenbelts and neighborhood context are especially suited to a mix of interior photography, aerial stills, floor plans and short-form walkthrough video. See DFW Pics real estate media services.

FOR BUYERS & RELOCATION CLIENTS

What Keller Buyers Should Investigate Before Making an Offer

- **School boundary, not just district name:** verify the exact campus assignment for the specific address with Keller ISD.
- **Property-tax estimate:** do not use the seller's current tax bill as your future-tax assumption, especially after exemptions or a change in ownership.
- **Insurance:** obtain a property-specific homeowners quote early; roof age, claims history and replacement cost can materially affect ownership cost.
- **Foundation/drainage:** North Texas expansive soils make drainage, grading, irrigation practices and structural history worth careful inspection.
- **Pool economics:** confirm condition, equipment age, energy usage and maintenance before assigning value to a pool.
- **Commute at real times:** test the route during the hours you would actually travel.

- **Future land use:** for homes near undeveloped parcels or major corridors, review Keller's zoning and Future Land Use Plan.

COST OF OWNERSHIP

Property Taxes in Keller

For fiscal year 2025–26, the City of Keller published a city tax rate of **$0.28700 per $100 of taxable value**. Its published overlapping-rate illustration for property inside Keller and Keller ISD totaled **$1.835680 per $100** before property-specific exemptions and other individual circumstances.

Taxing entity	FY 2025–26 published rate per $100 taxable value
City of Keller	$0.287000
Keller Independent School District	$1.085200
Tarrant County	$0.186200
Tarrant County College District	$0.112280
Tarrant County Hospital District	$0.165000
Illustrated combined rate	**$1.835680**

The City also maintained the state's maximum **20% city homestead exemption** in the FY 2025–26 budget. Actual tax bills depend on taxable value, exemptions, jurisdiction boundaries and future adopted rates.

Sources: City of Keller Property Tax, FY 2025–26 Keller overlapping tax-rate sheet, Tarrant County Truth in Taxation.

> **Buyer math example:** a simple multiplication of the combined published rate by a home's purchase price is not a reliable tax estimate. Taxable value, exemptions and appraisal timing matter. Use the Tarrant Appraisal District and taxing-unit calculators for the property in question.

GROWTH WATCH

Planned Development, Zoning & Capital Projects

Keller is largely built out, so development news often involves infill, redevelopment, zoning amendments, mixed-use proposals, commercial additions and transportation/ public-realm improvements rather than vast new subdivisions.

Proposed / public hearing

Providence Planned Development

A September 22, 2026 public hearing considered a zoning change for a proposed development on about **20.93 acres at 901 Johnson Road**, from SF-36 to a planned development based on 25,000-square-foot single-family lots, together with a Future Land Use Plan amendment request.

City of Keller hearing notice

Proposed / public hearing

Samantha Springs Commerce

A September 8, 2026 hearing included a proposed mixed-use planned development on about **15.63 acres**, described by the city as **31 brownstone units**, approximately **8.19 acres of non-residential development** and roughly **3.27 acres of open space**.

City of Keller hearing notice

Proposed / 2026

The Preserve at Keller Oaks

An April 2026 hearing considered a proposed planned development on roughly **39.38 acres** with **59 residential lots**, **2 commercial lots** and about **5.91 acres of open space** along North Main Street.

City of Keller hearing notice

Under construction

Old Town Keller Phase II

The city's Old Town Keller Phase II program includes reconstruction and public-realm work east of US 377/Main Street. The South Elm Street reconstruction phase began March 24, 2025 and is anticipated by the city to conclude in **summer 2028**. The city lists a total cost of **$30.7 million** for this phase.

Old Town Keller Phase II project page

> **Do not treat a hearing notice as a construction guarantee.** Proposed developments can be revised, postponed, denied, appealed or built in phases. For a buyer evaluating a nearby home, check the latest Planning & Zoning agenda, City Council action, approved plans and permits—not only the original proposal.

Planning tools: **Planning & Zoning**, **2021 Future Land Use Plan Update**, **Keller Master Plans**.

FORWARD VIEW

2027 Outlook: What Could Matter for Keller Real Estate

A forecast should be treated as a range of plausible conditions, not a promise about a particular property. The Texas Real Estate Research Center's September 2026 forecast through summer 2027 projects statewide single-family sales growth of about **2.5%**, a statewide median-price increase of about **1.8%**, roughly **149,000** single-family permits in 2027, and a 30-year fixed mortgage-rate range of approximately **6% to 7%** in August 2027.

The same forecast expects Texas payroll employment to be about **1.1% to 1.7%** higher in August 2027 than August 2026, while noting that DFW premium office space and industrial activity may perform comparatively well. These are statewide/regional assumptions—not Keller-specific price predictions.

Mortgage rates

If rates remain in the 6%–7% range, affordability will likely keep monthly payment and seller concessions central to negotiations.

Inventory

More choices generally increase buyer selectivity. Keller sellers may need stronger condition and sharper pricing to separate from comparable listings.

Limited land

Keller's mature development pattern can constrain large-scale new-home supply, putting more attention on infill, redevelopment and resale inventory.

Sources: **Texas Real Estate Research Center – Forecast Through Summer 2027**, **Federal Reserve Bank of Dallas – Texas Employment Forecast**.

EDUCATION

Keller ISD & School Research

Keller ISD serves the entire City of Keller plus portions of several neighboring North Texas cities across a district footprint of about **51 square miles**. New-student enrollment for the 2026–27 school year is open through the district's enrollment portal.

> **Real-estate compliance reminder:** describe objective school data and direct clients to official sources. Avoid steering language or claims that a neighborhood is “good” or “bad” because of protected-class composition or subjective school reputation.

Keller ISD enrollment
2026–27 enrollment information

Keller ISD overview
District information

Texas Education Agency
Accountability resources

TEA 2026 reporting
Official performance-report portal

LIFESTYLE

Parks, Trails & Recreation

The City of Keller reports **more than 300 acres of developed park land**, **11 park sites**, and **more than 26 miles of hike-and-bike trails**. The system includes the Big Bear Creek Greenbelt, neighborhood trail segments, Keller Sports Park and the Parks at Town Center network.

Big Bear Creek Greenbelt

The city lists approximately **5.4 miles** for this major trail corridor.

The Keller Pointe

Municipal fitness, recreation and aquatics facility with programs, camps and pool access.

Community programming

The city organizes more than 25 special community events annually and maintains a separate public event calendar.

Sources: **Keller Parks & Recreation**, **Trail mileage**.

VISITORS & RELOCATION SCOUTING

Visiting Keller & Exploring North Texas

Keller is best experienced as part of the broader northeast Tarrant County / DFW area. A relocation visit can combine neighborhood tours, Old Town Keller, parks and trails with regional destinations in Fort Worth, Grapevine, Southlake and Dallas.

Old Town Keller

Use Old Town as a walkable stop for local businesses and to see one of the city's main redevelopment areas. Construction conditions can change during the Phase II project.

Seasonal events

The city's 2026 event calendar includes recurring and seasonal programs such as Yappy Hour, a Fall Craft Show, National Night Out, Trash Bash, Flannel Fest and Holly Days.

City of Keller special events • Community calendar

MOVING LOGISTICS

Utilities & New-Resident Setup

Keller's Utility Billing division administers water, wastewater, residential garbage/recycling and drainage billing. The city reports approximately **16,000 water accounts** and purchases its water supply from the City of Fort Worth. Wastewater treatment is handled through the Trinity River Authority's Central Regional Wastewater System.

Utility billing
City utility setup & billing

Water / wastewater / drainage
Rates and service information

Garbage & recycling
City/CWD recycling information

Texas electric choice
Public Utility Commission comparison portal

PUBLIC SAFETY RESEARCH

Police, Crime Data & Emergency Information

For buyers researching objective public-safety information, the Keller Police Department publishes a crime map and annual reporting. The city says its map is regularly updated and includes block-level incident information for several offense categories, with statutory and privacy-related exclusions.

Keller Police crime maps and statistics

> **Fair-housing best practice:** provide the official resource and let clients make their own location decisions. Do not characterize neighborhoods by who lives there or use crime claims as a proxy for protected characteristics.

BOOKMARK THESE

Official & Institutional Keller / DFW Resource Directory

City of Keller
cityofkeller.com

Planning & Zoning
Development applications, zoning & hearings

Keller Future Land Use Plan
2021 plan update

Keller Economic Development
Business & demographic resources

U.S. Census Bureau
Keller QuickFacts

Tarrant County Tax Office
Property-tax services

Tarrant Appraisal District
Property appraisal records

Texas Comptroller
Property-tax rules and guidance

Keller ISD
District resources

Texas Education Agency
School accountability and reports

Texas Real Estate Research Center
Independent university real-estate research

Federal Reserve Bank of Dallas
Texas economy, jobs and outlook

North Central Texas Council of Governments
Regional planning and transportation

TxDOT
Road projects and travel information

DFW Airport
Airport, parking and travel

Power to Choose
Texas electricity-plan comparison

FREQUENTLY ASKED QUESTIONS

Keller, Texas FAQ

How many people live in Keller, Texas?

The U.S. Census Bureau's July 1, 2025 population estimate for Keller is 46,078. The 2020 Census counted 45,776 residents.

What is the median household income in Keller?

The Census Bureau's 2020–2024 ACS estimate reports a median household income of $174,950 in 2024 inflation-adjusted dollars.

Is Keller mostly homeowners or renters?

Keller is strongly owner-occupied. The Census Bureau estimates that 83.5% of occupied housing units were owner-occupied during 2020–2024.

What is the latest Keller home-sales snapshot in 2026?

The latest completed month reviewed for this guide is August 2026, with approximately 49 transactions, a $705,000 median sale price and about 21 reported days on market in the reviewed city-level series. Agents should verify live figures in NTREIS before publication because Texas sale-price data is not fully public and MLS data can be revised.

How many Keller home transactions were reported from January through August 2026?

Summing the monthly city-level transaction series reviewed for this guide gives approximately 415 transactions from January through August 2026. This is not a government-record count and should be refreshed against live MLS data.

What is Keller's city property-tax rate?

For fiscal year 2025–26, the City of Keller published a rate of $0.28700 per $100 of taxable value. The final tax bill also includes other taxing entities and depends on taxable value and exemptions.

What major developments should Keller home buyers watch?

Current 2026 items include the proposed Providence planned development, the proposed Samantha Springs Commerce mixed-use project, The Preserve at Keller Oaks proposal, and the multi-year Old Town Keller Phase II public-infrastructure program. Proposal status should be checked with the city before making a real-estate decision.

What does the 2027 real-estate outlook suggest for Keller?

The Texas Real Estate Research Center's statewide forecast through summer 2027 anticipates modest sales and price growth and a 30-year mortgage-rate range around 6% to 7% in August 2027. Those are statewide assumptions, not a Keller-specific price forecast.

Which school district serves Keller?

Keller Independent School District serves the entire City of Keller and also extends into portions of neighboring communities. Buyers should verify the exact school assignment for a specific property address directly with Keller ISD.

How much park and trail space does Keller have?

The City of Keller reports more than 300 acres of developed park land, 11 park sites and more than 26 miles of hike-and-bike trails.

Where can I check future zoning or development near a Keller home?

Use the City of Keller Planning & Zoning pages, public-hearing notices, zoning map, Future Land Use Plan and City Council agendas. A proposed project is not the same as an approved or funded project.

Why are Keller sold-home prices harder to verify from public records?

Texas is a non-disclosure state for real-estate sale prices. Appraisal districts can obtain confidential sales information from private sources, but complete transaction prices are not generally available from public deed records.

MARKET THE LISTING, NOT JUST THE ADDRESS

Professional real-estate media across Keller and DFW

DFW Pics provides real-estate photography, floor plans, 3D tours, walkthrough video, virtual staging and FAA Part 107 aerial media across the Dallas–Fort Worth area.

Visit DFW Pics | View Media Packages

Guide disclaimer: This page is for general informational and marketing purposes and is not legal, tax, lending, appraisal, inspection or investment advice. Market data changes frequently. Proposed developments can change or fail to proceed. School boundaries, tax rates, utility rates, zoning and municipal projects should be independently verified for the specific property and decision date. Fair-housing laws apply to real-estate marketing and client guidance.