

Princeton, Texas: 2026 City Guide, Real Estate Market & Growth-Pressure Resource

Princeton has become one of the defining growth stories of eastern Collin County. The latest U.S. Census Bureau estimates rank it **No. 3 nationally** among cities and towns with populations of 20,000 or more for percentage growth from July 2024 to July 2025, with an **18.1% increase to 43,524 residents**. This guide focuses on the realities behind that headline: housing supply, builder competition, US 380, infrastructure capacity, development policy, schools, retail expansion and what buyers and sellers should verify before making a decision.

[Explore 2026 Real Estate](#)[See Development & Infrastructure](#)[Download Printable PDF](#)

Research update: September 29, 2026 • September closed-sale totals are not final because the month is still in progress.

43,524

U.S. Census Bureau population estimate, July 1, 2025

18.1%

One-year population growth, July 2024-July 2025 - No. 3 nationally

1,437

Reviewed home-sale transactions, January-August 2026

268

Single-family new-construction permits shown in City's August 2026 permit summary

NAVIGATE THE GUIDE

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GROWTH DECODED

Why Princeton's Growth Story Is Different

Princeton's 18.1% one-year population gain is not simply another fast-growing DFW statistic. The city is absorbing growth while also redesigning the systems that manage it. Princeton imposed a temporary residential development moratorium beginning in September 2024 to review roads, water, wastewater, emergency services and development standards. The City formally ended that moratorium effective November 30, 2025 after adopting updated standards and review processes.

No. 3 in the U.S.

The Census Bureau's Vintage 2025 estimates place Princeton behind only Celina and Fulshear among U.S. places with populations of 20,000 or more for percentage growth from July 2024 to July 2025.

156.1% since the 2020 estimate base

The Census Bureau estimates Princeton rose from a 16,996 April 2020 estimate base to 43,524 residents by July 2025.

Growth policy changed

The moratorium's end did not mean "back to business as usual." The City says projects now move forward under updated standards designed to better align development with infrastructure capacity.

Real-estate implication: Princeton should be analyzed as a growth-management market, not just a low-price suburb. A home's value proposition can depend on subdivision phase, builder competition, roadway access, nearby future land use, utility infrastructure and school-capacity changes.

Sources: **U.S. Census Bureau Vintage 2025 city estimates**; **City of Princeton - moratorium ended**; **City of Princeton - original moratorium**.

CITY SNAPSHOT

Princeton at a Glance

Princeton sits east of McKinney along the US 380 corridor in Collin County. Its 2020 Census land area was only about 10.1 square miles, which helps explain why outward development, annexation, ETJ activity and regional transportation planning can have an outsized effect on the city's day-to-day experience.

Housing value benchmark

The 2020-2024 ACS estimates the median value of owner-occupied housing at **\$331,000**. That is a survey benchmark, not a 2026 closed-sale median.

Income benchmark

Median household income was **\$105,200** in 2024 inflation-adjusted dollars for the 2020-2024 ACS period.

Family-oriented profile

30.5% of residents were under age 18 in the latest QuickFacts profile, helping explain school-capacity pressure.

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

PEOPLE & HOUSEHOLDS

Demographics, Housing & Commute Benchmarks

Measure	Latest cited figure	Why it matters
Population estimate	43,524 (July 1, 2025)	Latest Census estimate used in national growth ranking.
2020 Census population	17,027	Shows the scale of the current growth cycle.
Owner-occupied rate	75.7%	Ownership is dominant, but rental housing remains meaningful.
Median owner-occupied value	\$331,000	ACS benchmark; not a live MLS metric.
Median household income	\$105,200	Useful affordability and consumer-base context.
Median gross rent	\$2,239	Important for relocation and build-to-rent comparisons.
Households	7,873	2020-2024 survey estimate; current count is likely higher amid rapid growth.
Persons per household	3.19	Supports the city's family-oriented housing demand profile.
Bachelor's degree or higher	28.6%	Provides workforce context.
Mean commute	32.2 minutes	US 380 and regional employment access are central relocation issues.
Broadband subscription	95.1% of households	Relevant to remote/hybrid work.

Important: ACS figures are 2020-2024 survey estimates and should not be presented as live September 2026 counts.

HOUSING MARKET

Princeton Real Estate Market: 2026

Princeton's housing market is shaped by a very different price and supply structure than nearby luxury-growth markets. New subdivisions, builder inventory and a large pool of homes clustered around the low-\$300,000 range create strong price competition. Buyers may compare resale homes directly against new construction offering financing incentives, closing-cost credits or appliance/blind packages.

Latest completed month reviewed: August 2026 recorded approximately **200 closed transactions**, a **\$295,450 median sale price**, a **\$294,077 average sale price** and approximately **36 days on market** in the reviewed city-level market series.

Price compression is visible

The reviewed city-level median moved from \$310,000 in January to \$295,450 in August. That does not prove every home declined in value; product mix and builder transactions can shift the monthly median substantially.

Volume is high for a city this size

January through August totals roughly **1,437 transactions** in the reviewed series - evidence of substantial housing turnover and new-home delivery.

Builder inventory influences resale

Active new homes can reset buyer expectations on price, condition and financing. A resale CMA should include builder incentives as competitive context even when they do not appear directly in closed-sale data.

Texas is non-disclosure

Complete sale prices are not available from ordinary public deed records. Agents should refresh city, subdivision and property-type statistics from live NTREIS data before client publication.

Market-data methodology: The monthly sales series in this guide was reviewed from a city-level MLS-derived market trend feed. To avoid sending visitors to competing real-estate media portals, the guide links outward primarily to government, public-agency and institutional sources. Agents should verify all transaction figures directly in NTREIS.

CLOSED-SALES PULSE

Homes Sold in Princeton This Year & This Month

Because September 29, 2026 is still before month-end, this guide does not present a partial September closed-sale count as final. August is the latest completed month. The January-August transaction total is approximately **1,437**.

Month 2026	Closed transactions	Median sale price	Average sale price	Reported DOM
January	129	\$310,000	\$313,454	56
February	138	\$310,745	\$313,273	39.5
March	210	\$296,490	\$305,510	31
April	165	\$305,000	\$302,897	38
May	193	\$304,990	\$309,476	31
June	223	\$299,900	\$305,167	36
July	179	\$309,990	\$314,767	35
August	200	\$295,450	\$294,077	36
Jan-Aug total	1,437	Do not average monthly medians to create a YTD median.		

Publication warning: geography, builder entries and property-type filters can materially change Princeton statistics. Re-run your exact search in NTREIS before putting a number into a CMA, listing presentation, farming piece or market report.

CURRENT-MONTH SIGNAL

September 2026 Active Inventory: What Buyers Are Seeing

The current-month listing series reviewed for this guide shows a very large active selection relative to Princeton's population: approximately **845 listings**, a **\$324,990 median asking price**, a **\$356,406 average asking price** and about **50 days on market**. This is listing-side data, not a completed September sales result.

Buyers have options

High listing counts can increase buyer selectivity and make condition, incentives and monthly payment more important.

Ask-to-sale gap matters

September's median asking price is above August's reviewed median sale price. That gap is not a direct discount measure because the inventory and sold-home mix differ.

Resale listings need a builder check

Before pricing a resale, compare nearby builder quick-move-ins, temporary rate buydowns, lot premiums and closing-cost incentives.

CONSTRUCTION VELOCITY

New Construction & Building-Permit Activity

Princeton's Development Services Department publishes monthly permit and occupancy reports. The City's August 2026 permit summary displays **268 single-family residential new-construction permits** as the largest permit category in the report, far exceeding any other permit type shown. That level of activity helps explain why Princeton's resale market cannot be understood without tracking new construction.

What permit velocity means for buyers

More new-home supply can create more choices and potentially stronger incentives, but buyers should confirm phase completion, future construction traffic, HOA turnover, drainage, amenity schedules and school assignments.

What it means for sellers

A resale home may compete with homes that are newer and temporarily subsidized through builder financing. Sellers can respond with condition, lower uncertainty, mature lots, completed neighborhoods and more transparent move-in timing.

Sources: **City monthly building and occupancy reports; Princeton Development Services.**

POLICY HISTORY

The Residential Moratorium: What Buyers, Sellers & Developers Should Know

Princeton's residential development moratorium began in September 2024 amid concerns that rapid growth was stressing water, sewer, roads and public services. It was extended during 2025 and officially ended November 30, 2025. The City said the pause was used to assess growth patterns, utility capacity and infrastructure needs and to adopt updated standards and review processes.

Why this still matters in 2026: the moratorium is over, but its legacy is visible in tighter attention to development review, fees, infrastructure sequencing and the City's new comprehensive-plan work. Buyers near large undeveloped tracts should examine current entitlements and infrastructure agreements rather than relying on old marketing maps.

Sources: **Original moratorium announcement; November 2025 moratorium end; 2026 draft comprehensive plan.**

BUYER DUE DILIGENCE

What Princeton Buyers Should Verify Before Signing

- **Builder incentives:** compare effective monthly payment, not just purchase price. Incentive-funded rate buydowns can make two similarly priced homes behave very differently.
- **Taxing districts:** identify City, County, school district, MUD/PID or other special districts for the exact parcel.
- **US 380 exposure:** understand today's commute and TxDOT's future alignment plans. A future freeway can improve regional access while also changing noise, right-of-way and traffic patterns.
- **Floodplain and drainage:** newer development can alter drainage patterns. Review survey, FEMA data, subdivision drainage plans and inspection findings.
- **School assignment:** confirm the exact Princeton ISD attendance zone; rapid campus construction means boundaries can change.
- **Future phases:** ask whether the buyer's subdivision has years of construction remaining and where future entrances, apartments, retail or collector roads are planned.
- **HOA transition:** determine whether the association is still developer-controlled and whether assessments or rules could change after turnover.
- **Utility provider:** verify City versus district service and current water/wastewater rates for the property.

SELLER STRATEGY

How Princeton Sellers Can Compete With New Construction

Lead with certainty

A completed resale can offer immediate occupancy, known landscaping, established neighbors and no construction wait. Make those advantages explicit.

Price against payment

If builders nearby are offering below-market financing, a seller's list price alone may not communicate competitiveness. Work with the buyer's financing reality, not just comp math.

Show the home professionally

At an attainable price point with hundreds of competing listings, high-quality imagery and floor-plan clarity can materially affect which homes earn showings.

Marketing opportunity: professional HDR photography, aerial context, floor plans, walkthrough video and virtual staging can help a Princeton resale stand apart from builder inventory. Visit DFW Pics or view DFW real-estate photography pricing, packages & media kits.

OWNERSHIP COST

Princeton Property Taxes & Budget Context

The City of Princeton lists a **2026 total municipal tax rate of \$0.472959 per \$100 of taxable value**. That City rate is only one part of a property's total tax bill; school, county and any special districts must also be included.

Buyer math rule: do not estimate a future tax bill by multiplying the seller's current bill by the purchase price. Taxable value, exemptions, appraisal timing and special districts can change the result materially.

Princeton's FY 2025-26 budget also shows how growth affects City finances: new development increases ad valorem revenue, but the budget notes that new construction revenue alone is not sufficient to fund every service expansion, increasing the importance of commercial growth and sales-tax generation.

Sources: [City of Princeton tax-rate page](#); [FY 2025-26 adopted budget](#); [Collin County tax lookup](#); [Collin Central Appraisal District](#).

COMMERCIAL SHIFT

Princeton Is Adding Retail, Healthcare & Mixed-Use Development

One of Princeton's biggest 2026 changes is the effort to reduce the gap between residential growth and local commercial services. Several projects are designed to keep more shopping, dining, healthcare and tax revenue inside the city.

Underway

Princeton Town Center

A **66-acre** retail center at US 380 and N. Beauchamp Boulevard planned for more than **35 national brands**. The City says the development is expected to generate more than **\$3 million in sales tax at buildout**.

[Official project page](#)

Groundbreaking July 2026

Kroger Marketplace

A nearly **100,000-square-foot** Kroger Marketplace will anchor Princeton Town Center. Construction is underway and the City says the store is anticipated to open in **late 2027**.

[City groundbreaking announcement](#)

Healthcare

Princeton Professional Park medical offices

Harrod Healthcare Real Estate announced approximately **25,000 square feet** of medical office space across two buildings on about 2.7 acres, described by the City as Princeton's first medical-office development.

[City project announcement](#)

Long-term mixed use

Princeton Crossroads

A **297-acre** mixed-use area stretching more than one mile along Highway 380, planned for retail, restaurant, entertainment and residential uses.

[City Crossroads page](#)

Planned-development pipeline

The City's registry includes Princeton Town Center, Crossmill, Clearhaven, Vivere Princeton, Garden Homes projects, Windmore, Princeton Retreat, Eastridge/Southridge, Princeton Crossroads, Whitewing Trails and many others. Entitlement does not guarantee immediate construction, so buyers should check the latest plat, site plan and permit status.

[City of Princeton Planned Developments.](#)

US 380 Is Both Princeton's Lifeline and Its Biggest Transportation Story

Princeton's current development pattern is heavily tied to US 380. TxDOT has completed environmental review for a proposed new-location US 380 freeway from FM 1827 to CR 560. The proposal includes an approximately 12-mile corridor with an **eight- to 10-lane controlled-access freeway**, frontage roads and shared-use paths, with the new-location portion generally north of Princeton.

US 380 future freeway

For real estate, this is not just a commute story. Future roadway alignment can affect access, noise, visibility, development patterns and right-of-way. Check TxDOT maps for specific properties near the corridor.

[TxDOT FONSI / project page](#)

FM 982 widening

TxDOT is also studying improvements to widen FM 982 from US 380 to FM 546 to a four-lane divided roadway, another important north-south connection for the Princeton area.

[TxDOT FM 982 project](#)

Relocation tip: test the commute during the hours you will actually drive. A map estimate at midday can understate the lived experience of US 380 during peak demand or construction.

FORWARD VIEW

2027 Outlook: Princeton's Next Phase Is About Absorbing Growth

Princeton's 2027 story is likely to be less about whether the city grows and more about how quickly housing, retail, roads, schools and utilities can stay synchronized. The City's 2026 draft comprehensive plan remains under review as of this guide's update; no final action had been taken on the draft when the City published its review page.

At the statewide level, the Texas Real Estate Research Center's September 2026 forecast through summer 2027 anticipates about **2.5% growth in Texas single-family sales**, roughly **1.8% statewide median-price growth**, approximately **149,000 single-family permits** in 2027 and a roughly **6%-7%** 30-year fixed mortgage-rate range around August 2027. These are statewide assumptions, not Princeton-specific price predictions.

Builder supply is the local swing factor

If builders continue releasing inventory aggressively, Princeton could remain highly competitive even as population rises.

Commercial openings improve daily convenience

Town Center and medical-office projects can reduce some trips west toward McKinney and broaden the local tax base.

Transportation remains a long game

US 380 improvements are measured in years, not months. Near-term traffic conditions can therefore differ sharply from the eventual regional network.

Sources: **2026 draft Princeton comprehensive plan**; **Texas Real Estate Research Center forecast**; **Federal Reserve Bank of Dallas Texas employment forecast**.

EDUCATION CAPACITY

Princeton ISD Is Building for a Much Larger District

Princeton ISD reported **11,400 students** on its 2025-26 Snapshot Day, up from 5,819 in 2020-21. The district's growth plan says it is preparing for approximately **19,574 students by 2034** and has multiple new campuses scheduled.

2026 openings

Joyce Carrell Elementary No. 9 and Tom Banschbach Middle School No. 4 are scheduled to open in 2026.

More campuses already planned

District plans list two additional elementary campuses in 2027, a second senior high school in 2029, and more elementary/middle-school capacity in 2030.

Buyer rule: do not rely on a subdivision sales brochure for school assignment. Verify the exact address with Princeton ISD because attendance zones can change as campuses open.

Sources: **Princeton ISD Growth & Development**; **Princeton ISD By the Numbers**; **Enrollment & attendance resources**.

QUALITY OF LIFE

Parks, Trails & Recreation Investment

The City reports more than **six miles of hike-and-bike trails**. Princeton's FY 2025-26 budget also describes a substantial parks program, including redevelopment of Caldwell Park, a future multigenerational recreation facility, sports-field upgrades and a new skatepark project.

Caldwell Park

Planned phased redevelopment includes synthetic-turf baseball fields, basketball and pickleball, playground space, food-truck staging and future soccer fields.

Multigenerational recreation

Budget plans describe a future facility with fitness, indoor walking, multipurpose space and aquatics.

Trail network

More than six miles are already developed, with planning updates intended to expand long-term connectivity.

Sources: **Princeton Parks & Trails**; FY 2025-26 adopted budget.

INFRASTRUCTURE

Water, Wastewater & Utility Planning

In August 2026, Princeton City Council reviewed the City's 2026 Water & Wastewater Master Plan update, covering projected demand, wastewater flows, system capacity, infrastructure needs and capital projects. The timing matters: utility capacity was one of the central reasons Princeton paused residential development in 2024-25.

For households, the City reinstated **Winter Quarter Averaging** for residential wastewater customers in 2026, using average December-February water usage to calculate wastewater charges beginning with April 2026 bills for eligible customers.

Utility Billing

Water, wastewater and billing updates

Virtual City Hall

Connect service, pay bills and view City tools

Water/Wastewater master-plan update

August 2026 Council highlights

Development permits

EnerGov permit portal

VISITOR & RELOCATION SCOUTING

How to Explore Princeton Before You Move

Princeton is better evaluated as a corridor-and-neighborhood city than a single downtown destination. A useful relocation visit should combine US 380 at both peak and off-peak times, established subdivisions, active builder communities, future retail areas, parks, school campuses and nearby Lavon Lake.

Drive east-west

Travel the full US 380 corridor through Princeton to understand access, traffic signals, commercial nodes and construction patterns.

Visit at school release

Growth around campuses can change traffic patterns considerably. Seeing the neighborhood during pickup time gives a more realistic picture.

Compare new vs. resale in one afternoon

Tour a builder model and a resale home in the same price band. The differences in lot, incentives, upgrades and neighborhood maturity become much easier to evaluate.

BOOKMARK THESE

Official & Institutional Princeton / North Texas Resource Directory

City of Princeton

Official city website

Development Services

Planning, permits, GIS and development

Planned Developments

PD ordinances and development registry

Monthly Building Reports

Permit and occupancy activity

2026 Draft Comprehensive Plan

Current plan-review materials

Princeton EDC

Economic development

U.S. Census Bureau

Princeton QuickFacts

Collin Central Appraisal District

Property appraisal records

Collin County Tax Office

Tax account search

Princeton ISD

District resources

Texas Education Agency

School reports and accountability

TxDOT US 380 Princeton

Future US 380 corridor

Collin County Road Projects

County mobility projects

Texas Real Estate Research Center

University housing research

Federal Reserve Bank of Dallas

Texas economy and forecasts

Power to Choose

Texas electricity comparison

FREQUENTLY ASKED QUESTIONS

Princeton, Texas FAQ

How fast is Princeton, Texas growing?

The U.S. Census Bureau estimated Princeton at 43,524 residents on July 1, 2025, up 18.1% from July 2024. That ranked Princeton No. 3 nationally among U.S. cities and towns with populations of 20,000 or more for percentage growth.

Is Princeton the second-fastest-growing city in North Texas?

Yes in the Census Bureau's latest national table: Celina ranked No. 1 nationally and Princeton ranked No. 3 nationally; both are in North Texas. Fulshear, near Houston, ranked No. 2 nationally.

How many homes sold in Princeton in 2026?

The city-level market series reviewed for this guide totals approximately 1,437 transactions from January through August 2026. Agents should refresh live NTREIS data before client publication.

How many homes sold in Princeton this month?

September 2026 is still in progress as of this guide's September 29 update, so a final September closed-sale total is not presented. August is used as the latest completed month.

What was the August 2026 Princeton real-estate snapshot?

The reviewed series reports approximately 200 transactions, a \$295,450 median sale price, a \$294,077 average sale price and about 36 days on market.

How much active inventory is available in Princeton?

The September 2026 listing series reviewed for this guide showed approximately 845 listings, a \$324,990 median asking price and about 50 days on market. Those are active-listing statistics, not final September closed-sale results.

Is Princeton still under a residential development moratorium?

No. The City formally ended the residential building moratorium effective November 30, 2025 after using the pause to assess infrastructure, utility capacity and development standards.

How much new construction is happening in Princeton?

The City's August 2026 permit summary displays 268 single-family residential new-construction permits as the largest permit category shown in the report.

What major retail development is coming to Princeton?

Princeton Town Center is a 66-acre retail development planned for more than 35 national brands. A nearly 100,000-square-foot Kroger Marketplace broke ground in July 2026 and is anticipated by the City to open in late 2027.

Is healthcare development coming to Princeton?

Yes. In 2026 the City announced Princeton Professional Park's first medical-office development, approximately 25,000 square feet across two buildings on roughly 2.7 acres.

What is Princeton's 2026 city property-tax rate?

The City lists a 2026 municipal tax rate of \$0.472959 per \$100 of taxable value. A property's total tax bill also includes other taxing entities and any applicable special districts.

What is happening with US 380 around Princeton?

TxDOT has completed environmental review for a proposed new-location US 380 freeway from FM 1827 to CR 560. The proposal includes an eight- to 10-lane controlled-access facility with frontage roads and shared-use paths, including a new-location segment north of Princeton.

How fast is Princeton ISD growing?

Princeton ISD reported 11,400 students in 2025-26, up from 5,819 in 2020-21. The district's long-range plan anticipates about 19,574 students by 2034 and multiple new campuses.

What should a Princeton buyer compare when choosing new construction versus resale?

Compare effective monthly payment, builder incentives, lot premium, HOA status, completed amenities, remaining construction, taxes and special districts, school assignment, warranty coverage, upgrade value and nearby resale competition.

Where can I verify future development near a Princeton home?

Use the City of Princeton Planned Developments registry, Development Services pages, monthly building reports, GIS tools, public agendas and the current comprehensive-plan materials. Entitlement does not guarantee a project will be built exactly as originally proposed.

Why do Princeton sellers need to monitor builder incentives?

Princeton has substantial new-home inventory. Builders can use temporary financing incentives, closing-cost credits and inventory discounts that change the effective buyer payment, so resale pricing should account for nearby builder competition.

MARKET THE LISTING, NOT JUST THE ADDRESS

Professional real-estate media across Princeton and North DFW

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

[Visit DFW Pics](#)[View Media Packages & Pricing](#)

Guide disclaimer: This guide is for general informational and marketing purposes and is not legal, tax, lending, appraisal, inspection or investment advice. Market data changes frequently. September 2026 is incomplete at publication. Proposed developments, transportation projects and comprehensive-plan concepts can change. Verify taxes, school assignments, zoning, utility service, HOA terms, special districts and municipal projects for the specific property and decision date. Fair-housing laws apply to real-estate marketing and client guidance.