DFW PICS • PROSPER CITY GUIDE

Prosper, Texas: 2026 City Guide, Real Estate Market, Downtown, Dallas North Tollway & Growth

Prosper is one of North Texas' most dramatic high-income growth stories. The Census Bureau estimates **45,605 residents in 2025**, up **51.2% from the April 2020 estimate base**. At the same time, Prosper remains a high-value housing market: Realtor.com reports a **$806,875 median sold price** for September 2026, while new neighborhoods, healthcare development, Downtown investment and the Dallas North Tollway corridor continue shifting the Town from a primarily residential suburb toward a more complete employment and commercial center.

Explore Prosper Real Estate | See Growth & Development | Download Printable PDF

Research update: October 25, 2026 • September is the latest completed housing-market month.

45,605
U.S. Census Bureau population estimate, July 1, 2025

51.2%
Population growth from April 2020 estimate base

$806,875
Realtor.com median sold price, September 2026

$0.505
FY 2027 Town tax rate per $100 valuation

NAVIGATE THE GUIDE

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Print or share: Download the print-friendly Prosper City Guide PDF.

TOWN SNAPSHOT

Prosper at a Glance

Prosper combines rapid population growth with unusually high household incomes and housing values. That combination supports large custom homes and luxury master-planned communities while also increasing the importance of commercial tax-base diversification, road capacity and long-range infrastructure.

Measure	Latest cited figure	Why it matters
Population estimate	45,605 (July 1, 2025)	Up 51.2% from the April 2020 estimate base.
2020 Census population	30,174	Shows the scale of post-2020 household growth.
Median household income	$195,281	High purchasing power supports an upper-price housing market.
Bachelor's degree or higher	66.5%	Prosper has a highly educated professional workforce.
Mean commute	29.5 minutes	Commute remains important despite expanding local employment.
2026 Realtor median sold price	$806,875	Prosper remains one of DFW's higher-priced suburban markets.

Measure	Latest cited figure	Why it matters
2026 Zillow typical value	$760,369	Down 5.1% year over year as the market normalizes.

U.S. Census Bureau QuickFacts - Prosper • Census profile

HIGH-GROWTH PROSPER

Prosper Grew More Than 50% Since the 2020 Estimate Base

Prosper is growing from a small town into a major Collin County residential and employment center.

The 2025 Census estimate of 45,605 is more than 15,000 residents above the April 2020 estimate base. Unlike a mature inner-ring suburb, Prosper still has substantial land and active subdivision development, so growth remains both demographic and physical.

Housing supply remains active

Windsong Ranch, Light Farms, Star Trail, Lakewood, Gentle Creek and other communities continue creating both resale and new-home competition.

Commercial development is catching up

The Town's 2026 strategic priorities explicitly emphasize tax-base diversification, healthcare and the Dallas North Tollway corridor.

Infrastructure is expensive

Prosper has issued more than 94% of its 2020 $210 million bond package and voters authorized another $95.1 million in bonds in 2025.

Real-estate implication: fast population growth does not guarantee rising prices every year. In 2026, Prosper combines strong long-term demographics with more inventory, longer marketing times and builder competition.

PRAIRIE, RAILROAD & AGRICULTURE

From Rock Hill and Richland to Prosper

> **1846:** Early settlers arrive, attracted by fertile black prairie soil and cotton-growing potential.
>
> **1850-1902:** Two communities, Rock Hill and Richland, develop near present-day Prosper.
>
> **1902:** The St. Louis and San Francisco Railroad forces the two settlements to consolidate around the depot.
>
> **1902:** The community adopts the name Prosper after "Richland" is unavailable as a post-office name.
>
> **1914:** Prosper incorporates with a population of roughly 500.
>
> **1980s onward:** Light industry and North Texas suburban expansion begin transforming the farming community.
>
> **2020s:** Prosper becomes one of the most affluent and fastest-growing towns in North Texas.

Town of Prosper history • About Prosper

THE ORIGINAL TOWN CENTER

Downtown Prosper & Old Town

Prosper is trying to retain a recognizable small-town center even as population expands rapidly. A new **Downtown Plaza was completed in late 2025**, and the FY 2027 budget describes additional monumentation, 47 new parking spaces and plans for a new Downtown Small Area Plan.

The Town's adopted planning framework includes a Downtown Master Plan and an Old Town insert intended to guide redevelopment, streets, architecture and future land use.

> **Why this matters:** Downtown Prosper is becoming more important as the Town grows. Buyers near the historic core should evaluate future commercial activity, parking and infill potential rather than assuming the area will remain unchanged.

Prosper Comprehensive Plan / Downtown Master Plan • FY 2026-27 budget

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HOUSING MARKET

Prosper Real Estate Market: September 2026

Prosper remains expensive but is clearly more buyer-friendly than during the boom years. Redfin reports a rolling three-month median sale price of **$840,125**, **175 September sales**, **101 median days on market** and a **96.0% sale-to-list ratio**.

Realtor.com reports a **$813,750 median listing price**, **$806,875 median sold price**, **625 active listings** and **67 median days on market**. Zillow reports a **$760,369 typical home value**, down **5.1% year over year**, with 433 homes for sale at September month-end.

Buyers have leverage

Redfin reports 53.1% of listings with price drops and average sales around 4% below final list price.

Luxury demand still exists

Prosper's median remains far above county and state typical values, and high-end subdivisions continue producing seven-figure sales.

Inventory is meaningful

Realtor.com's 625 active listings and Zillow's 433 month-end inventory both show far more choice than peak-cycle conditions.

Rents are softening

Zillow's September average rent was $2,112, while Realtor.com's median rental price was $2,246 and down sharply year over year.

Redfin Prosper housing market • Realtor.com Prosper market • Zillow Prosper home values

CLOSED-SALES PULSE

Homes Sold This Year & This Month

September is the latest completed month. Redfin reports **175 homes sold in September 2026**, down 13.1% year over year. Because public portals expose different rolling periods and coverage rules, this guide does not add incompatible figures into a false year-to-date total.

2026 checkpoint	Sales / inventory measure	Price measure	Interpretation
September 2026	175 homes sold	$840,125 rolling 3-month median	Redfin current city tracker.
September 2026	625 active listings	$806,875 median sold	Realtor.com completed-month summary.
	433 for-sale listings	$760,369 typical home value	

2026 checkpoint	Sales / inventory measure	Price measure	Interpretation
September month-end			Zillow inventory + ZHVI; not a sold-price median.
August 2026	—	$798,750 Zillow median sale price	Separate Zillow sale-price series.

For an exact 2026 YTD closed-sales count: run NTREIS with Prosper town limits, closed status, Jan. 1 through Sept. 30, 2026, and consistent property-type filters.

NTREIS.

MICRO-MARKETS

Prosper Housing Submarkets & Price Tiers

Windsong Ranch

Large master-planned community with lagoon, trails, amenities and broad price tiers. Realtor.com's September median listing price was about $875,000.

Light Farms

Master-planned housing, extensive amenities and a strong resale market. Realtor.com's median listing price was about $650,000.

Artesia

More attainable by Prosper standards, with September median listing pricing around $548,000.

Star Trail / Lakewood

Newer higher-end housing with strong builder presence and luxury product.

Gentle Creek / Whispering Farms

Larger lots, golf-course and custom-home inventory where individual property characteristics dominate comps.

Old Town / central Prosper

Older homes and infill near Downtown create a scarce, very different competitive set from newer master-planned communities.

NEW-HOME COMPETITION

Master-Planned Communities Remain a Major Pricing Force

Prosper's housing market cannot be analyzed without accounting for builders. Many buyers can choose between resale and new construction within the same broad price band, and builders can use financing incentives, closing-cost contributions and quick move-in discounts that do not appear in the headline base price.

Windsong Ranch

Large amenity package and continued new/resale competition create one of Prosper's most visible housing submarkets.

Light Farms

Established master-plan amenities and a broad product range make it a direct competitor to both newer subdivisions and surrounding resale neighborhoods.

Luxury / custom

Custom and semi-custom inventory in communities such as Whispering Farms and Gentle Creek behaves differently from production-builder inventory.

Buyer rule: compare net effective builder price after mortgage incentives and closing credits with the resale property's tax rate, upgrades, lot, landscaping and move-in readiness.

BUYER & RELOCATION DUE DILIGENCE

What Prosper Buyers Should Verify

- **Town limits:** a Prosper mailing address can extend beyond actual Town boundaries.
- **School district:** verify exact Prosper ISD or neighboring district assignment by address.
- **Builder incentives:** compare interest-rate buydowns and closing credits, not just list price.
- **PID / MUD / special district:** newer communities can have additional taxes or assessments beyond the Town rate.
- **Future commercial corridors:** the Dallas North Tollway and US 380/FM 1461 corridors continue changing quickly.
- **Road construction:** test actual peak commute times and review current Town/TxDOT projects.
- **HOA and amenity costs:** major master-planned amenities can carry significant annual dues.
- **Undeveloped land:** review the Future Land Use Plan around lots backing to vacant parcels.

SELLER STRATEGY

How Prosper Sellers Can Compete in 2026

Price against builders

A resale listing can be competing against new construction with rate incentives even when the builder's sticker price is higher.

Show the lot and upgrades

Pool, outdoor living, mature landscaping, lot size, greenbelt and premium placement can separate a resale from builder inventory.

Expect negotiation

Redfin's 96% sale-to-list ratio and frequent price reductions indicate buyers are negotiating aggressively.

DFW Pics listing-media opportunity: Prosper's large homes, luxury finishes, community amenities and premium lots are especially well suited to professional photography, aerial media, video and floor plans. Visit DFW Pics or view real-estate photography pricing, packages & media kits.

ECONOMIC DEVELOPMENT

Prosper Is Deliberately Diversifying Beyond Rooftops

The FY 2027 budget identifies commercial expansion and tax-base diversification as strategic priorities. The Town is specifically targeting healthcare, research/development, national retail and Dallas North Tollway corridor development.

Downtown

Downtown Plaza + Next-Phase Planning

The new Downtown Plaza opened in late 2025. Additional monumentation and parking improvements are scheduled, and the Town plans a new Small Area Plan for the next phase of Downtown development.

Commercial corridors

Dallas North Tollway

Prosper's 2026 priorities call for infrastructure investment, corridor overlay implementation and targeted marketing along the Tollway to attract commercial uses.

Healthcare

Pediatric / Medical Growth

The Town's adopted budget highlights new pediatric hospitals and healthcare-oriented recruitment as part of a strategy to diversify the tax base and create local employment.

Retail

National Retail Expansion

Town budget materials cite prominent national retail chains and expanding commercial property as a meaningful source of future tax-base diversification.

Prosper FY 2026-27 adopted budget • Prosper Comprehensive Plan

THE FUTURE EMPLOYMENT SPINE

Dallas North Tollway Corridor

The Dallas North Tollway is critical to Prosper's transition from bedroom community to employment center. The Town has adopted design guidelines for the corridor and lists Tollway readiness, infrastructure and branding among its 2026 strategic priorities.

> **Buyer/investor takeaway:** properties near the Tollway should be evaluated with the Future Land Use Plan, commercial zoning and planned roads in mind. Today's open field can become tomorrow's office, medical, retail or mixed-use development.

Dallas North Tollway design standards and future land use.

HEALTHCARE AS ECONOMIC-DEVELOPMENT STRATEGY

Prosper Wants to Become a Regional Healthcare Center

The Town's FY 2027 strategic vision specifically calls for positioning Prosper as a center of excellence for healthcare, including medical manufacturing and research/development, while the budget identifies new pediatric hospitals among the community's commercial expansions.

That strategy matters for housing because healthcare employment can reduce the Town's dependence on commuting to Frisco, Plano and Dallas while generating daytime demand for restaurants, retail and services.

Long-term implication: if Prosper successfully builds a larger healthcare employment cluster, the Town's housing market becomes less dependent on being purely a high-income commuter suburb.

EDUCATION

Prosper ISD: High Growth Requires Constant Capacity Planning

Prosper ISD remains one of the central factors in housing demand. The district's 2025 accountability report gave it an **A rating with a score of 91**. TEA released 2026 campus accountability data in August 2026, and Prosper ISD continues publishing current accountability resources through its district portal.

The district's October 2026 board agenda included updates on current student enrollment and Bond 2023 construction projects, illustrating how rapidly school capacity must expand alongside residential growth.

Buyer rule: Prosper addresses can be affected by attendance-boundary changes as new campuses open. Verify the exact property with the district rather than relying on listing descriptions.

Prosper ISD accountability • TEA Prosper ISD district report • Oct. 19, 2026 Board recap

OPEN-SPACE INVESTMENT

634 Acres of Parks + 61 Developed Miles of Trails

Prosper's Parks & Recreation Department reports **634 acres of parks/open space** and **61 developed miles of hike-and-bike trails**. The 2025 Parks, Recreation and Open Space Master Plan benchmarks Prosper at a high park-acreage and trail-mile level compared with peer communities.

Frontier Park

Prosper's premier 79.7-acre community park includes sports fields, a splash pad, pond, playground and 1.7 miles of trails.

Windsong Park

A neighborhood park with a loop trail, playground, sports/backstop areas and open space.

Trail network

Prosper's trail investment matters because many neighborhoods are master planned around greenbelts and pedestrian connections.

Prosper Parks & Trails • Frontier Park

OWNERSHIP COST

Prosper Property Taxes: FY 2027

Prosper's FY 2026-27 adopted budget maintains a municipal property-tax rate of **$0.505 per $100 valuation**. The adopted components are **$0.331000 for maintenance and operations** and **$0.174000 for debt service**.

Town tax component	FY 2027 rate per $100
Maintenance & operations	$0.331000
Debt service	$0.174000
Total Town of Prosper	**$0.505000**

The Town spans Collin and Denton Counties, so appraisal-district and tax research depends on the parcel. Newer subdivisions can also have PID, MUD or other special obligations in addition to Town, county, school and college taxes.

> **Prosper budgeting rule:** a high-value home plus special-district taxes can create a large annual payment even when the municipal rate itself looks moderate. Calculate the complete tax stack for the exact parcel.

Prosper Finance • FY 2026-27 adopted budget

2027 OUTLOOK

What to Watch in Prosper Real Estate in 2027

Prosper enters 2027 with exceptionally strong long-term demographics but a more balanced short-term housing market. The biggest question is how quickly commercial development can catch up with years of residential growth.

Commercial tax base expands

Healthcare, retail and Tollway development can reduce dependence on residential property values for future municipal growth.

Builder competition stays strong

New-home incentives will continue influencing resale pricing in Windsong Ranch, Light Farms and newer subdivisions.

Downtown gets a second growth phase

The new plaza, parking and Small Area Plan can bring more restaurants, office, housing and events into the original town center.

Tollway land gains strategic importance

As commercial corridors fill in, proximity to planned employment and retail may matter more in buyer decisions.

School capacity remains dynamic

Rapid enrollment growth and bond-funded construction can continue changing attendance zones and commute patterns.

Mortgage rates remain the affordability lever

The Texas Real Estate Research Center's statewide baseline through summer 2027 anticipates mortgage rates broadly around 6%-7%.

Texas Real Estate Research Center forecast.

BOOKMARK THESE

Prosper Official & Approved Resource Directory

Town of Prosper
Government, services and news

Prosper Comprehensive Plan
Future land use, Downtown, Old Town and Tollway plans

Prosper Finance
Tax rate and budget resources

FY 2027 Adopted Budget
Current strategic and financial priorities

Prosper History
Town history

Prosper Parks & Trails
Parks, trails and recreation

Prosper ISD
District resources

Prosper ISD Accountability
State accountability and report cards

Collin CAD
Collin County-side appraisal records

Denton CAD
Denton County-side appraisal records

NTREIS
Professional North Texas MLS data

Redfin Prosper
Allowed housing-market source

Realtor.com Prosper
Allowed housing-market source

Zillow Prosper
Allowed home-value source

Homes.com Prosper
Allowed consumer real-estate source

Texas Real Estate Research Center
University housing research

FREQUENTLY ASKED QUESTIONS

Prosper, Texas FAQ

How many people live in Prosper, Texas?

The U.S. Census Bureau estimated Prosper at 45,605 residents on July 1, 2025.

How fast is Prosper growing?

The Census Bureau estimates Prosper grew 51.2% from the April 2020 estimate base through July 2025.

What is the Prosper median home price in 2026?

Realtor.com reports a September 2026 median sold price of $806,875. Redfin reports a rolling three-month median sale price of $840,125. The two sources use different methodologies.

How many homes sold in Prosper in September 2026?

Redfin reports 175 homes sold in September 2026.

How many homes sold in Prosper this year?

Public consumer portals do not expose a clean Jan. 1-through-Sept. 30 closed-sales total under one methodology. Agents should use NTREIS for an exact YTD count.

Is Prosper a buyer's market?

Realtor.com characterized Prosper as a buyer's market in September 2026, while Redfin rated it not very competitive and reported that more than half of listings had price reductions.

What is Windsong Ranch?

Windsong Ranch is one of Prosper's largest master-planned communities, with extensive amenities and a broad mix of new and resale housing.

What is Light Farms?

Light Farms is a large master-planned community in the Prosper area with extensive trails, parks, community amenities and a large resale/new-construction market.

What is happening in Downtown Prosper?

A new Downtown Plaza was completed in late 2025. The Town is adding monumentation and parking and plans a new Small Area Plan for the next phase of Downtown development.

Why is the Dallas North Tollway important to Prosper?

The Tollway is a major future employment and commercial corridor. Prosper's strategic priorities include infrastructure, development standards and economic-development marketing along the corridor.

What is Prosper's municipal property-tax rate?

Prosper's FY 2026-27 Town property-tax rate is $0.505 per $100 valuation, with $0.331 for maintenance and operations and $0.174 for debt service.

Does Prosper have special-district taxes?

Some newer communities may have PID, MUD or other special-district obligations. Buyers should verify the exact parcel and complete tax stack.

What is Prosper ISD's accountability rating?

TEA's 2025 district accountability report rated Prosper ISD A with a score of 91. TEA released 2026 campus accountability data in August 2026, and buyers should review the current address-specific campus report.

How much park and trail space does Prosper have?

The Town reports 634 acres of parks/open space and 61 developed miles of hike-and-bike trails.

What is Frontier Park?

Frontier Park is Prosper's 79.7-acre premier community park with sports fields, splash pad, pond, playground and trails.

What type of commercial development is Prosper targeting?

The Town's 2026 strategic priorities emphasize healthcare, medical research and development, national retail, Downtown development and the Dallas North Tollway corridor.

What should buyers compare when choosing new construction versus resale?

Compare builder incentives, mortgage buydowns, closing credits, taxes, special districts, HOA costs, lot premiums, upgrades, landscaping and resale-home maturity.

Does a Prosper mailing address always mean the home is inside Prosper?

No. Mailing addresses, Town boundaries, school boundaries and county lines do not always match. Verify the exact parcel.

MARKET THE LISTING, NOT JUST THE ADDRESS

Professional real-estate media across Prosper and North Collin County

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. Housing portals use different methodologies and time windows. Development plans can change. Verify taxes, special-district obligations, school assignments, Town limits, zoning, road projects, HOA obligations, builder incentives and project status for the specific property and decision date. Fair-housing laws apply to real-estate marketing and client guidance.