

The New Braunfels Honest Neighborhood Guide

What the Listings Don't Tell You

A Word From Joe

I've been selling homes in New Braunfels for 5 years full time. In that time, I've walked hundreds of homes, sat at hundreds of kitchen tables, and had one consistent conversation: "How's this neighborhood?"

This guide is my attempt to fix that. I'm not going to tell you every neighborhood is great for everyone — that's not true and it's not helpful. I'm going to tell you what each area is actually like, who it's right for, and what to watch out for. Then you can make a real decision.

If you have questions after reading this, call or text me directly. That's the point.

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🌳 River Chase

Price Range: \$600K - Million+

Best For: Families wanting space, nature access, and top-rated Comal ISD schools

Vibe: Established, family-friendly, outdoor-oriented, great amenities for the price

Commute: ~15 min to downtown NB, ~40 min to north San Antonio

What You'll Get

- Large lots with mature trees — rare in newer NB developments
- Community amenities: pool, tennis, river access to the Guadalupe
- Quiet streets, low traffic, strong neighborhood identity
- Resale value has held steady — popular with move-up buyers

JOE'S HONEST TAKE

River Chase is one of those neighborhoods where people buy and stay. You'll find Gen X families who bought 10 years ago and never left. If you want established roots, not a brand new subdivision feel. Downsides: some homes need updating, and you won't find much under \$750K anymore.

🏡 Mayfair

New construction energy meets NB convenience

Price Range: \$320K - \$900K

Best For: Millennials moving up from a starter home who want newer construction

Vibe: Growing, modern, young families and first move-up buyers

Commute: ~10 min to downtown NB, ~35 min to San Antonio, ~45 min to Austin

What You'll Get

- Newer builds with modern floor plans — open concept, large primary suites
- More affordable entry point than Vintage Oaks or River Chase
- Close to grocery, dining, and retail on FM 306
- Comal ISD — consistently rated one of the best districts in Central TX
- Parks, hike/bike trails, pool, pond, midtown cafe, and green spaces

JOE'S HONEST TAKE

Mayfair has a little bit for everyone but Millennials who want a newer home and a great place to raise a family will love it here. It's not as established as River Chase but the value per square foot is strong right now. Growing fast — which means more neighbors but also more amenities coming.

 Veramendi

Master-planned done right

Price Range: \$450K - \$950K+

Best For: Move-up buyers and relocations who want a turn-key lifestyle

Vibe: Upscale, master-planned, walkable community feel

Commute: ~8 min to downtown NB, ~30 min to north San Antonio, ~50 min to Austin

What You'll Get

- Walkable town center with shops, restaurants, and events
- Gorgeous Hill Country-inspired architecture
- Multiple pools, trails, and community gathering spaces
- One of the fastest-appreciating areas in NB over the last 3 years
- New Braunfels ISD

JOE'S HONEST TAKE

Veramendi is easy to sell — it photographs beautifully, the amenities are real, and buyers from Austin and San Antonio immediately get it. But HOA fees are real, and the town center is still filling in. Some buyers expect a fully built-out walkable downtown and it's not quite there yet. Set expectations right and it sells itself.

 Voss Farms

Quiet, affordable, and closer to everything than people think

Price Range: \$200K - \$450K

Best For: Value-conscious families, first move-up buyers, practical buyers, first-time buyers

Vibe: Unpretentious, solid, practical value

Commute: ~12 min to downtown NB, ~35 min to San Antonio, ~40 min to Austin

What You'll Get

- One of the better value-per-square-foot options left in NB
- New Braunfels ISD schools, including a brand new high school — same district as pricier neighborhoods
- Established neighborhood with new build sections
- Larger lots than what you get at the same price point in newer subdivisions

JOE'S HONEST TAKE

Voss Farms is underrated and I'll say it plainly. Buyers who get priced out of River Chase or Mayfair often land here and are genuinely happy they did. It doesn't have the flash of Veramendi but the bones are good and the value is real. Great option if your budget is firm.

🏡 The Hill — Inside the Loop

Character, history, and NB's most walkable living

Price Range: \$350K - Million+

Best For: Buyers who want character over cookie-cutter — often empty nesters or Gen X downsizers

Vibe: Historic, unique, walkable to Gruene and downtown

Commute: Walkable to many destinations — minimal car dependence possible

What You'll Get

- Established neighborhoods with real architectural character
- Walking distance to the Comal River, Gruene, and downtown restaurants
- Larger lots with mature trees and actual privacy
- Some of the most unique homes in all of New Braunfels
- Right in the middle of all the fun

JOE'S HONEST TAKE

The Hill and the homes inside the loop are where New Braunfels actually has soul. These aren't subdivision homes — they're individual. Buyers who've been in a master-planned community for 15 years often fall in love here. The catch: inventory is very limited, and when something good hits the market it moves fast. You have to be ready.

These are just a few of the major neighborhoods in New Braunfels — I can't cover them all. We'd need to sit down and talk about what you're looking for to find the right neighborhood and home for you.

Ready to Find Your Neighborhood?

Let's talk about what matters most to your family and find the right fit

together.

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📞 Call or text me anytime

This guide is for informational purposes only and reflects the personal opinions of the author.