

Custom Home Pricing Guide

*Understanding the Cost of Building a
Custom Home in Austin, Texas*





Introduction:

What to Expect When Building a Custom Home

When people start exploring the idea of building a custom home, one of the main questions they ask is:

“How much does it cost?”

That’s why we created this Custom Home Pricing Guide to help you understand what really goes into the cost of building a home in Austin. Inside, you’ll find a breakdown of pricing factors, examples of real projects, and practical insights that will help you plan with confidence.

Our goal isn’t just to give you numbers. It’s to help you see the why behind those numbers so you can move forward knowing what’s possible for your budget, your lot, and your lifestyle.

And before we dive into specifics, it helps to see a real example of what’s possible when you approach custom home building the right way.

But First, A Quick Story...

We met a couple who fell in love with one of our spec homes. It checked nearly every box: the right size, beautiful finishes, and it was move-in ready.

But there was one issue: **They didn't like the neighborhood.**

So we told them, *"We can find you a lot in a neighborhood you love, and we can build a house exactly the way you want it."*

They jumped at the idea.

A few weeks later, we helped them secure a lot in a great location and we started designing their home from the ground up.

We tailored everything to their needs, including a screened-in porch for relaxing evenings, a gym nook in the garage, and a private office above the detached garage.

The best part?

They moved in with an estimated \$300,000 in equity, on top of getting the exact home they wanted in the neighborhood they loved.

If they had bought the spec home, they would've paid full market price with no built-in equity. For them, building wasn't just about customization; it was a smart investment.

Their fully custom home in a neighborhood they loved.





Detached garage with upstairs office, kitchen, screened-in back porch, and custom gym space.

Real Client Example

Custom Build:

- Lot: ~\$600K
- Build: ~\$950K
- Total: ~\$1.55M

Approx Value at Completion: ~\$1.85M

Built-in Equity: ~\$300K+

And they got everything they wanted: location, layout, finishes, even a gym space.

Naturally, every home is unique, and the total investment varies depending on the type of builder, the level of customization, and the location.

Whether your vision is a refined modern home or a large-scale luxury build, understanding how costs are structured can help you plan accordingly.

Understanding Cost Per Square Foot

One of the simplest ways to compare home costs is by looking at price per square foot.

However, not all square footage is measured the same way.

At Mission, we base our pricing on Sellable Square Feet (SSF), which includes only the air-conditioned, livable space within the home.

Some builders use Building Square Feet (BSF), which also counts garages, porches, patios, balconies, and other covered areas. This can make their price per square foot appear lower, even if the total cost to build the home is the same or higher.

Here's a quick overview:

Standard Production Homes: \$200 to \$250+ per square foot

Built by national builders with limited customization. These homes follow preset floor plans with standard finish packages and are designed to maximize efficiency and affordability, which can sometimes come at the expense of higher-end materials or craftsmanship.

Standard Modern Custom Homes: \$300 to \$400+ per square foot

Fully custom homes designed to fit your lifestyle and preferences. They include quality materials, personalized layouts, and upgraded finishes that balance design, comfort, and value.

Premium Luxury Custom Homes: \$450 to \$1,500+ per square foot

High-end projects featuring premium materials, custom architectural elements, expansive layouts, and top-tier appliances and finishes.

Now let's look at how those numbers come together when building a typical custom home.

What Does a Typical Family Home Cost to Build?

At Mission Home Builders, most of our spec homes land around **\$350 per square foot**. That number generally reflects high-quality construction with custom finishes, functional floor plans, and features most families want.

Now, to put those numbers into context, let's look at how cost per square foot translates into the total build cost of a typical custom home.

For reference, most families we build for want a home that includes:

- 3 to 4 bedrooms
- 2.5 to 3.5 bathrooms
- 2 living areas
- 2-car garage
- Dedicated office

To comfortably fit these features, most homes fall around **3,000 square feet**, depending on layout and design preferences.

Example Build Cost Comparison (Not Including Land)

Build Type	Cost per Sq Ft	Estimated Total at 3,000 sq ft
Value-Conscious Custom	~\$300/sq ft	~\$900,000
Standard Custom	~\$350/sq ft	~\$1,050,000
High-End Custom	~\$450+/sq ft	~\$1,350,000+

Your custom home investment will vary based on size, materials, finishes, and the level of customization you choose.

Past Project Example

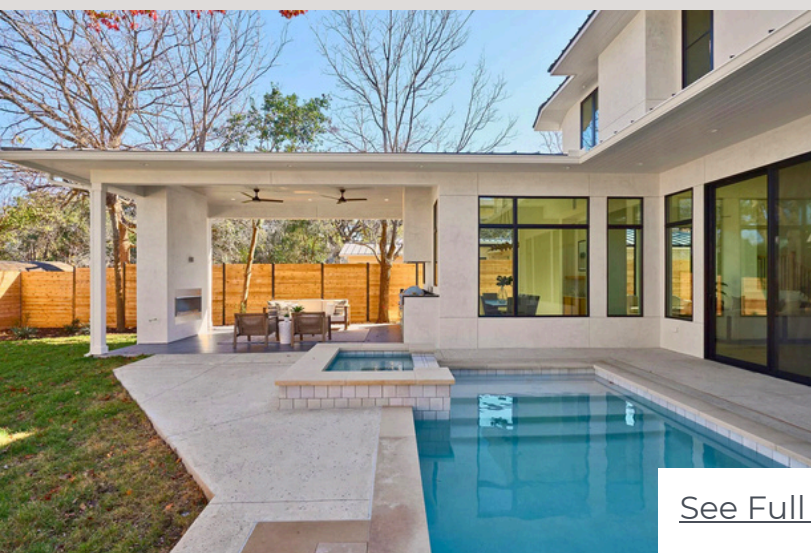
Zilker Luxe: ~\$420/sq ft (Build Cost)

3,395 Sqft | 4 Bed | 6 Bath | Heated Pool | Office | Second Living Area



Highlights

- Chef's kitchen with Cristallo marble countertops, custom white oak cabinetry, and Viking appliances
- Floor-to-ceiling fireplace and wide-plank white oak flooring
- Spa-inspired primary suite with Dandy marble, clé Zellige tile, and freestanding soaking tub
- Wine room and EV-ready garage
- Outdoor living area with fireplace, kitchen, and full pool bath
- Burnt-finish stucco exterior and energy-efficient windows for abundant natural light



[See Full Gallery →](#)

Past Project Example

Crestview Modern: ~\$325/sq ft (Build Cost)

3,100 Sqft | 5 Bed | 4 Bath | Office | Second Living Area | 2-car garage



Highlights

- Gourmet kitchen with Cremo Delicato marble countertops, matching backsplash, and custom cabinetry in Evergreen Fog
- Quarter-sawn white oak island and Mirage white oak flooring throughout
- Commercial-grade Viking appliances and custom integrated Zephyr hood
- Spa-like primary suite with Silestone quartz countertops, brushed limestone floors, and matte black fixtures
- Over 500 sq ft of covered outdoor living with fireplace and dining area
- Large lot with space for future pool or garden
- abundant natural light from oversized windows



[See Full Gallery →](#)



What About Land Costs?

In Austin, the cost of land can vary widely depending on where you want to build.

Prime Central and West Austin Areas (Zilker, Tarrytown, Travis Heights, Westlake, etc.): Expect to pay **\$500,000 to \$900,000 or more** for a buildable lot. These locations are highly desirable and carry a premium for proximity to downtown, top schools, and established neighborhoods.

Greater Austin Suburbs or Outer Areas (Leander, Liberty Hill, Driftwood, Dripping Springs): You can still find land between **\$150,000 to \$300,000+**, depending on size, utilities, and neighborhood growth trends.

Even though land may seem scarce, our team specializes in identifying hidden opportunities, such as properties with older homes that can be replaced with new construction.

That said, a typical project cost including land **is around 1.2M to 2.5M+ all in.**

What Factors Influence the Cost?

Here are the key factors that influence your total build cost:

Size and Design Complexity

The overall size and layout of your home have a major impact on cost. While two-story homes can often be more efficient to build than one-story homes of the same square footage, more complex designs such as open layouts, vaulted ceilings, or expansive window walls require additional engineering and materials that can raise the price.

Materials and Finishes

High-end selections like designer lighting, premium flooring, or custom cabinetry elevate the look and feel of your home but also add to the investment.

Location and Site Conditions

Lots in Central and West Austin typically carry higher land values and may require more site preparation, retaining walls, or engineering for slopes or drainage.

Customization Level

Unique features such as wine rooms, floating staircases, or detailed millwork increase both craftsmanship and cost but also set your home apart in design and long-term value.





How We Charge to Build Your Home

At **Mission Home Builders**, our pricing is simple and transparent so you always know where your money is going.

We organize project costs into two main parts:

Labor and Supervision

This covers our team's time managing your project, coordinating trades, handling permitting, and ensuring quality on site. The supervision fee varies based on the size and complexity of the home, allowing us to provide the right level of attention for every build.

Subcontractors and Materials

All trade labor, materials, and third-party expenses are billed at actual cost plus a **20% builder fee**. This covers overhead, administration, and warranty support while giving you full visibility into each expense.

Some builders use a fixed-price model, but those typically include higher built-in margins to account for unknowns and cost fluctuations. Our approach keeps things straightforward; you see the true cost of your project with no hidden markups, and we remain accountable for every dollar spent.

Financing A Build

When building a custom home, you'll likely use a construction loan. Here's how it's typically structured:

- Typically requires 25% down on the full project cost (lot + build)
- Interest-only payments during construction
- Once the home is complete, the loan converts to a traditional mortgage

Your lender will work with your builder to issue funds in stages as the home progresses.





Planning for Your Investment

Building a custom home doesn't start with blueprints or floor plans; it starts with a clear understanding of your vision, your goals, and your budget. The good news is that you don't have to figure it out alone.

At Mission Home Builders, we partner with you from the very beginning to make the planning process simple, clear, and stress-free. Whether you already own land or are just starting to explore your options, our team will help you:

- **Define your vision.** We'll work with you to outline your priorities, from your ideal location and home size to the type of living spaces, features, and design details that fit your lifestyle.
- **Understand your budget.** We'll help you determine a realistic range based on your goals, preferences, and available financing options.
- **Evaluate and secure land.** If you don't already have a lot, we'll help you identify and assess the right property for your build.
- **Explore financing options.** We can connect you with trusted lenders who specialize in construction loans and help you understand what's possible for your situation.

From the first conversation through move-in day, our role is to be your guide, helping you make informed decisions, stay on budget, and bring your vision to life with confidence and clarity.



Quick Reference: Austin Custom Home Costs 2025-2026

Average Cost Range (Build Only): \$300–\$450 per square foot

Typical Total Project Cost (Lot + Build): \$1M–\$2.5M+

Entry-Level Projects: ~\$850k+ all-in

Luxury Builds: \$1.8M+

Typical Size Range: 2,500–5,000+ sq ft

Time to Complete: ~11–14 months from start to move-in

When Building a Home Can Be a Smart Investment

Here's what many people don't realize: when you build in a neighborhood where new construction sells for \$500 to \$550 per square foot, and you're able to build at \$300 to \$350 per square foot, **you're gaining equity on every square foot you add.**

In other words, the more space you build (within reason), the more potential equity you gain, especially if you plan to move within 5 to 7 years and want a return on your investment.



Is Building Really Worth It?

Building a custom home is one of the most rewarding investments you can make. Beyond design and finishes, it's about creating a space that truly fits your life.

Whether that means a chef's kitchen for entertaining, a spa-like primary bathroom, a second living area for family gatherings, a screened-in porch, or a home gym, you can prioritize what's important and allocate your budget accordingly.

Plus, when you build strategically, with the right location, layout, and team, you can often move in with built-in equity, gaining long-term value from day one. And since everything is new, your maintenance and utility costs are lower, giving you peace of mind for years to come.

Ultimately, building a custom home isn't just about creating your dream space. It's about investing in lasting comfort, everyday function, and long-term value in a home built for your life.



Next Steps

If you're reading this guide, chances are you're serious about building a home that's truly yours. The next step is simple: reach out to our team and let's talk about your project.

Whether you already own land or are still exploring your options, we can help you understand what's possible for your location, budget, and goals. From your first questions to your final walkthrough, our team will guide you through every step of the process.

Give us a call at (512) 394-3559 to start the conversation.

We'd love to help you bring your vision to life.

Want to see some of the homes we've designed and built around Austin?

[View Our Portfolio Here](#)



MISSION
HOME BUILDERS

