

Nicholas Kjos of Phyllis Browning Company Sells Award-Winning San Antonio Estate Before It Reaches the Open Market

The sale of 24015 Gran Palacio illustrates what Kjos calls the defining trend among today's luxury buyers: quality has become the ultimate amenity

SAN ANTONIO, TX, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- [Nicholas Kjos](#) of Phyllis Browning Company has closed the sale of 24015 Gran Palacio, a 5,100-square-foot estate in the Cibolo Canyons neighborhood of San Antonio. The single-story residence, built by acclaimed San Antonio builder Don Craighead and recognized with a Parade of Homes award, sold in 2026 before it was ever officially placed on the open market. Kjos represented the seller, with final terms held confidential under Texas' non-disclosure practices. The property was last offered at \$1,649,000.



24015 Gran Palacio, San Antonio, TX 78261

Set on nearly half an acre, the four-bedroom, four-and-a-half-bath residence is organized around a central outdoor oasis, allowing its indoor and outdoor living spaces to function as one. Craftsmanship is evident throughout, including dramatic barrel and vaulted ceilings, bespoke cabinetry, floor-to-ceiling gallery windows, and a temperature-controlled wine room. The primary suite serves as a private retreat with a spa-style bathroom, dual vanities, and an oversized walk-in closet, while formal and casual dining areas and a recreation room opening directly to the pool round out the entertaining spaces. The grounds include a heated Keith Zars pool and spa and a resort-style covered veranda with a full outdoor kitchen and gas fireplace, with an oversized

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Nicholas Kjos

three-car garage completing the offering.

"This home sold before it ever reached the open market, and that speaks to exactly what today's luxury buyer is looking for," said Kjos. "Every detail, from the craftsmanship to the finishes to the way the home lives day to day, was exceptional. Buyers today are willing to pay for that level of quality, and increasingly, they are not willing to wait for the right home to show up on a portal."

Kjos said the sale reflects a broader shift he is seeing across San Antonio's luxury market. Activity remains healthy, he said, but today's buyer is far more discerning and strategic than in years past.

"San Antonio's luxury market is healthy, but 'good enough' is no longer good enough," Kjos said. "Buyers want quality, thoughtful design, and a property that truly justifies its price, and they are willing to pay for the right home. For sellers, that makes pricing, presentation, and positioning essential from the very start. Properties that miss the mark can lose momentum quickly, while those that stand apart continue to command attention."

That selectivity is being paired with steady interest from beyond San Antonio, according to Kjos. He points to Texas' lack of an individual income tax, the city's relative affordability compared with Austin, Dallas, and Houston, and a wave of investment transforming its downtown core.

"San Antonio is attracting a growing number of luxury buyers who see Texas, and San Antonio in particular, as a compelling place to live and invest," Kjos said. "Buyers are increasingly looking beyond Austin, Dallas, and Houston and recognizing the value San Antonio offers. The cost of living remains comparatively attractive, and the investment happening downtown is creating real energy and long-term potential for the city."

Within San Antonio, Kjos said Alamo Heights, Terrell Hills, and Olmos Park continue to lead demand at the luxury level, driven by the Alamo Heights School District, established housing stock, limited supply, and proximity to downtown's ongoing transformation.

"Alamo Heights, Terrell Hills, and Olmos Park continue to lead demand at the luxury level," Kjos said. "Their appeal comes down to established neighborhoods, limited supply, and proximity to the growth happening downtown. Buyers can enjoy that established character while remaining close to everything the city is building."

Looking ahead, Kjos expects quality to become an even greater differentiator as San Antonio's luxury market continues to mature.

"Quality has become the number one amenity in this market," Kjos said. "My advice to sellers is simple: prepare first, market second. A home that is thoughtfully presented before it ever reaches the market, the way 24015 Gran Palacio was, is the kind of property that stands apart rather than simply participates."

About Nicholas Kjos

Nicholas Kjos is a [real estate agent](#) with Phyllis Browning Company, serving buyers and sellers throughout San Antonio and the surrounding communities, including New Braunfels and Boerne. Kjos works across both the luxury market and first-time buyer transactions, with an approach centered on market expertise, transparency, and hands-on client service.

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