



FOR IMMEDIATE RELEASE**The Wall Street Journal Highlights Rising Prestige of Lead and the Black Hills**

Lead, SD – July 9, 2026 – Deer Mountain Village is proud to see the Lead area and the greater Black Hills region recognized in a recent Wall Street Journal feature examining the luxury real estate transformation underway in western South Dakota. The recently-published article highlighted how the Lead area's 57754 ZIP Code reached a median listing price of \$899,000 in May, making it South Dakota's priciest market according to a custom Realtor.com analysis prepared exclusively for The Wall Street Journal.

The piece describes a region once defined by miners' cabins and standard housing that is now being reshaped by luxury estates, premier master-planned communities, and a new wave of buyers drawn to the area's beauty, recreation, and long-term value. It also notes that Lead increasingly feels more like a western ski village than a traditional Midwestern town, underscoring the growing national appeal of the northern Black Hills.

Alec Keating, CEO of Keating Resources, welcomed the recognition, saying, "It's exciting to see national attention turning toward Lead and the Black Hills in this way. This region offers something truly special that more and more buyers are discovering for themselves. We believe Deer Mountain Village reflects that evolution and the growing prestige of this part of South Dakota."

As interest in the area continues to grow, Deer Mountain Village remains focused on offering a thoughtful, elevated community experience rooted in the character of the Black Hills. For those looking to build in a place where luxury and landscape meet, the momentum surrounding Lead is one more sign that the prestige of the Black Hills is continuing to rise.

About Keating Resources:

Founded by Gerard Keating in 2004, the legacy of Keating Resources is woven from six generations of Keatings who have and are living the American dream. The company believes in creating beautiful, first-class experiences for its guests and residents, never forgetting where it came from, and ever honoring the history of the communities where it invests its time and resources. Keating Resources is operated by Gerard Keating and his son, Alec.

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