Austin MSA Market: Two Tales Unfold?

Strong luxury sales contrast with a slowdown in new home permits. What's driving the divergence?

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THE DATA

15%

Georgetown Luxury Sales Increase

Georgetown TX saw a 15% year-over-year increase in luxury home sales.

This robust growth in a specific high-end segment demonstrates targeted strength within the broader market. It indicates continued demand for premium properties and lifestyle offerings.

Source: Williamson County MLS Data · Published June 29, 2026 [BREAKING]

01

Georgetown's Luxury Market Defies Trends

The significant rise in luxury home sales in Georgetown TX signals a resilient high-end segment, potentially driven by specific buyer demographics or unique amenities. This performance outpaces general market trends, suggesting localized strength even amidst broader shifts in the Austin MSA.

02

New Construction Slows Across Austin MSA

Conversely, a reported 8% decline in new single-family home permits across the Austin MSA in Q2 2026 indicates a slowdown in new housing development. This could be influenced by rising material costs, labor shortages, or a cautious approach from developers in response to market signals.

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