Unlock Value: Williamson County's Evolving Real Estate

Discover strategic opportunities in a market shaped by affordability and robust economic growth.

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THE DATA

27.2%

Discount on Foreclosures

Nationally, foreclosed homes are selling significantly below estimated value.

A recent national market report indicates that the median foreclosed home sold for 27.2% below its estimated value in April 2026. While a national trend, this highlights a potential avenue for buyers seeking affordability and value in dynamic markets like Williamson County, especially as foreclosure listings reached their highest level in six years.

Source: National Market Report · Published July 07, 2026

01

Economic Stability Fuels Long-Term Real Estate Value

Williamson County continues to be a magnet for growth, with a population exceeding 747,000 in 2025 and a median household income of over $108,000. This strong economic foundation, driven by diverse sectors, underpins the long-term value of real estate investments in Georgetown and across the county. Sustained growth attracts new residents and businesses, maintaining demand.

02

Strategic Buying & Selling in a Balanced Market

With increased inventory and homes taking longer to sell in Georgetown (109 days median in June 2026), both buyers and sellers have opportunities for strategic moves. Buyers can explore more options and negotiate effectively, while sellers can leverage the county's economic strength and their property's unique features to attract the right buyer. Understanding current market data, such as a 2.4% year-over-year increase in sales units for Williamson County resale homes in May 2026, is essential for informed decisions.

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