

Georgetown: A Shifting Real Estate Landscape?

New data points to evolving market dynamics for buyers and sellers.

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THE DATA

3.1 Months

Housing Inventory

Georgetown, TX sees an increase in housing stock, reflecting a broader Texas trend.

According to the latest 'Texas Housing Insight' brief from the Texas A&M Texas Real Estate Research Center (TRERC), Georgetown's housing inventory for July 2026 reached 3.1 months. This increase signifies a move towards a more balanced market, offering buyers more choices and easing the intense competition seen in previous periods.



Source: Texas A&M Texas Real Estate Research Center · Published August 11, 2026

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Buyers Find More Opportunity

The rise in Georgetown's housing inventory empowers buyers with greater selection and potentially improved negotiation leverage. This shift from a seller-dominated market allows for more thoughtful decision-making and less pressure for immediate offers, marking a significant change for those seeking a home in the area.



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Sellers Must Adjust Strategies

For Georgetown sellers, increased inventory necessitates a refined approach to pricing and marketing. Properties may remain on the market longer, making competitive pricing, professional presentation, and strategic promotion crucial for attracting qualified buyers in this evolving landscape.

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