Is Williamson County's Housing Market Stuck?

Population growth slows but prices rise

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THE DATA

3.2 months

Housing Inventory

The lowest level since 2007, according to WCAD data.

Williamson County’s housing inventory has remained historically low at just 3.2 months of supply. This scarcity is a key driver behind sustained price increases despite national trends showing cooling demand. The tight market conditions suggest that local factors—such as job growth and regional tech expansion—are outweighing broader economic adjustments.



Source: WCAD · Published August 25, 2026

01

Population Growth Slows But Demand Remains High

While Williamson County's population growth has slowed to 1.8% annually, it still outpaces Texas average at 0.9%. This deceleration reflects economic adjustments and affordability pressures but does not appear to be weakening housing demand. Instead, the region continues to attract new residents due to its strong job market and tech sector growth.



02

Tech Sector Growth Drives Housing Demand Despite Slowing Population

Technology companies now account for 28% of new jobs in Williamson County, a 45% increase from 2023. This sector's expansion supports housing demand even as overall population growth slows. The region’s economic resilience is reflected in its unemployment rate remaining at 2.4%, well below the national average of 3.8%, indicating continued strong employment dynamics that sustain housing markets.

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