

Georgetown's Housing Market: A New Professional Anchor?

An emerging trend in income and job growth

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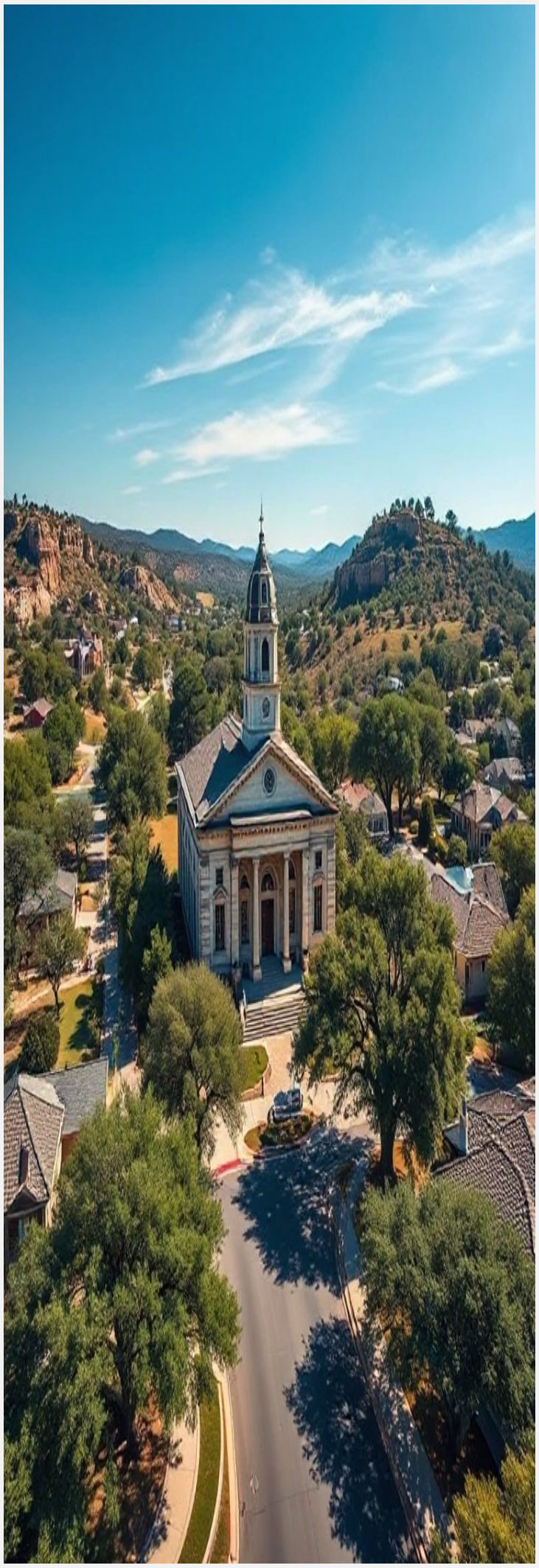
THE DATA

8.2%

Annual Income Growth

For Georgetown TX households with incomes over $100K.

Georgetown’s income growth among high earners has outpaced the regional average by 3.4 percentage points, according to a new Dallas Fed analysis. This trend is accelerating in tandem with increased remote work opportunities and job relocations to the area.



Source: Dallas Fed · Published August 27, 2026

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Remote Work Drives High-Income Influx

The rise in remote and hybrid roles has drawn high-income professionals seeking affordable luxury in Georgetown. These individuals are less price-sensitive and more focused on quality of life, driving demand for premium housing.



02

Housing Supply Struggles to Keep Pace

Despite the surge in income and job growth, new construction has lagged behind demand. This mismatch may be fueling long-term price appreciation, even if short-term remote work trends ease.

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