

#5 Among Williamson County Cities on Median Gross Rent — ALEX Intelligence 2026

#5 on Median Gross Rent in Williamson County

Georgetown ranks among the highest in the county — ALEX Intelligence 2026

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THE DATA

\$1,795

Median Gross Rent (2024)

Georgetown's median gross rent places it fifth among Williamson County cities, reflecting premium residential demand and infrastructure maturity.

This figure is not a sign of affordability strain but a signal of market maturity. At \$1,795, Georgetown's rent level is anchored in sustained population growth, high household formation, and elevated expectations for lifestyle amenities. It reflects a shift from speculative development to long-term resident retention.

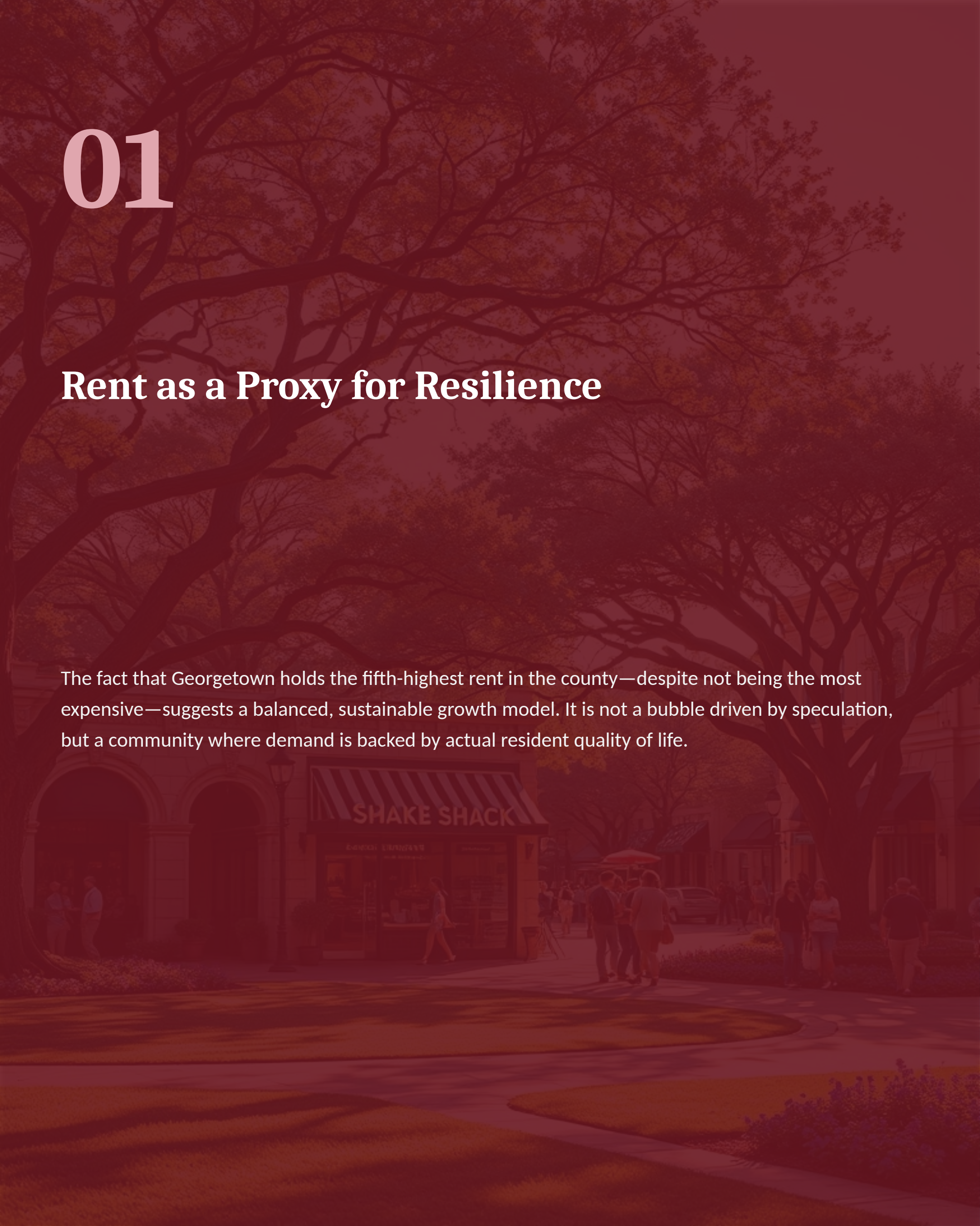
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-10-georgetown-tx-gross-rent-place-mkt>



01

Rent as a Proxy for Resilience

The fact that Georgetown holds the fifth-highest rent in the county—despite not being the most expensive—suggests a balanced, sustainable growth model. It is not a bubble driven by speculation, but a community where demand is backed by actual resident quality of life.





02

Lifestyle Infrastructure Drives Premium

This pattern reflects a self-reinforcing cycle: residents pay more for housing because they receive more in return. The presence of high-visibility, lifestyle-driven amenities validates the rent level and strengthens the community's appeal to professionals and families seeking both convenience and exclusivity.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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