

#2 in Williamson County on Housing Vacancy Rate — ALEX Intelligence 2026

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4.9% vacancy rate—strategic depth in a tight market

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THE DATA

4.9%

Housing Vacancy Rate (2024)

Georgetown ranks #2 among Williamson County cities on housing vacancy rate, with 4.9% of units unoccupied.

This figure reflects a robust inventory of available homes, not distress or disrepair. The U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, includes seasonal and second homes in vacancy counts, meaning this reflects active lifestyle and investment demand. For Sun City Georgetown, this translates into sustained buyer choice without market stagnation.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-13-georgetown-tx-vacancy-share-place-mkt>



01

Vacancy as a Market Advantage

A 4.9% vacancy rate is not a red flag—it's a signal of resilience. In a high-growth region like Williamson County, this level of availability allows for continuous buyer entry without price spikes. Unlike markets with near-zero vacancy, Georgetown maintains liquidity and flexibility, which supports long-term stability and price appreciation without overheating. This balance is rare and strategically valuable.



02

The Hidden Infrastructure of Choice

High vacancy rates in master-planned communities like Texas Traditions reflect intentional design—not failure. These neighborhoods prioritize social cohesion and lifestyle amenities, which attract residents who value community over immediate occupancy. The 4.9% vacancy rate in Georgetown is not a gap in demand but a feature of a mature, amenity-rich market where people move in and out based on life stage, not panic. This creates a self-sustaining ecosystem of turnover and reinvestment.

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

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