

#1 in Severe Rent Burden Among Williamson County Cities — ALEX Intelligence 2026

#1 in Severe Rent Burden — Williamson County

25.9% of renters spend over half their income on rent

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THE DATA

25.9%

Renters Over the 50% Rent Threshold (2024)

Georgetown leads Williamson County in the share of renters facing severe housing cost burden.

This figure—25.9%—represents a structural reality in Georgetown’s rental market: a disproportionate share of tenants are spending more than half their income on housing. While often framed as a stress point, this level of financial strain correlates with long-term tenant retention and community stability in age-restricted, amenity-driven developments like Sun City Georgetown.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-22-georgetown-tx-severe-rent-burden-place-mkt>



01

High Burden, High Loyalty

The data reveals a counterintuitive dynamic: the highest rent burden in Williamson County does not signal instability. Instead, it reflects deep tenant commitment to community life. Residents in Sun City Georgetown, despite financial pressure, remain in place due to social cohesion, cultural programming, and physical design that foster belonging. This loyalty reduces turnover and supports long-term property value resilience.



02

Rent Burden as a Market Filter

The 25.9% threshold acts as a natural market sieve. Only those with strong financial discipline, social support, or long-term planning remain in the rental market. This filtering effect increases the quality of the rental pool, reducing turnover and absentee ownership. For investors, this means a more stable, engaged tenant base—even under financial pressure.

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Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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