

#1 in Seasonal Home Use — Georgetown, TX

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Georgetown leads Williamson County in second-home holdings, signaling a shift in housing demand

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THE DATA

0.9%

Share of Homes Held for Seasonal Use (2024)

Georgetown ranks #1 among Williamson County cities for homes held for seasonal use, with 0.9% of all homes designated for non-primary residence.

This level of seasonal use is rare even in high-growth Texas markets, indicating a growing preference for Georgetown as a retreat destination. The data reflects a deeper trend: homeowners are treating the city not just as a place to live, but as a lifestyle asset. This dynamic supports long-term price resilience and diversifies demand beyond primary residency.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-23-georgetown-tx-seasonal-share-place-mkt>



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Second-home demand fuels resilience

This shift also enhances the city's appeal to long-term investors. Seasonal homes generate rental income during peak periods while maintaining value year-round. This dual-use model is proving more stable than traditional primary-only ownership in high-growth areas, reducing turnover risk and boosting net returns.

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The quiet premium in place

This evolution also benefits the city's infrastructure. Seasonal residents contribute to property tax revenue, support local services, and often participate in community events. Unlike transient vacation rentals, seasonal homeowners tend to build deeper ties, reinforcing neighborhood cohesion and long-term sustainability.



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