

47.1% of New Homes Built Since 2020 — ALEX Intelligence 2026

47.1% of New Homes Built Since 2020

Santa Rita Ranch leads Williamson County's new construction surge — ALEX Intelligence, 2026

Swipe for insights →

THE DATA

47.1%

Share of Homes Built Since 2020

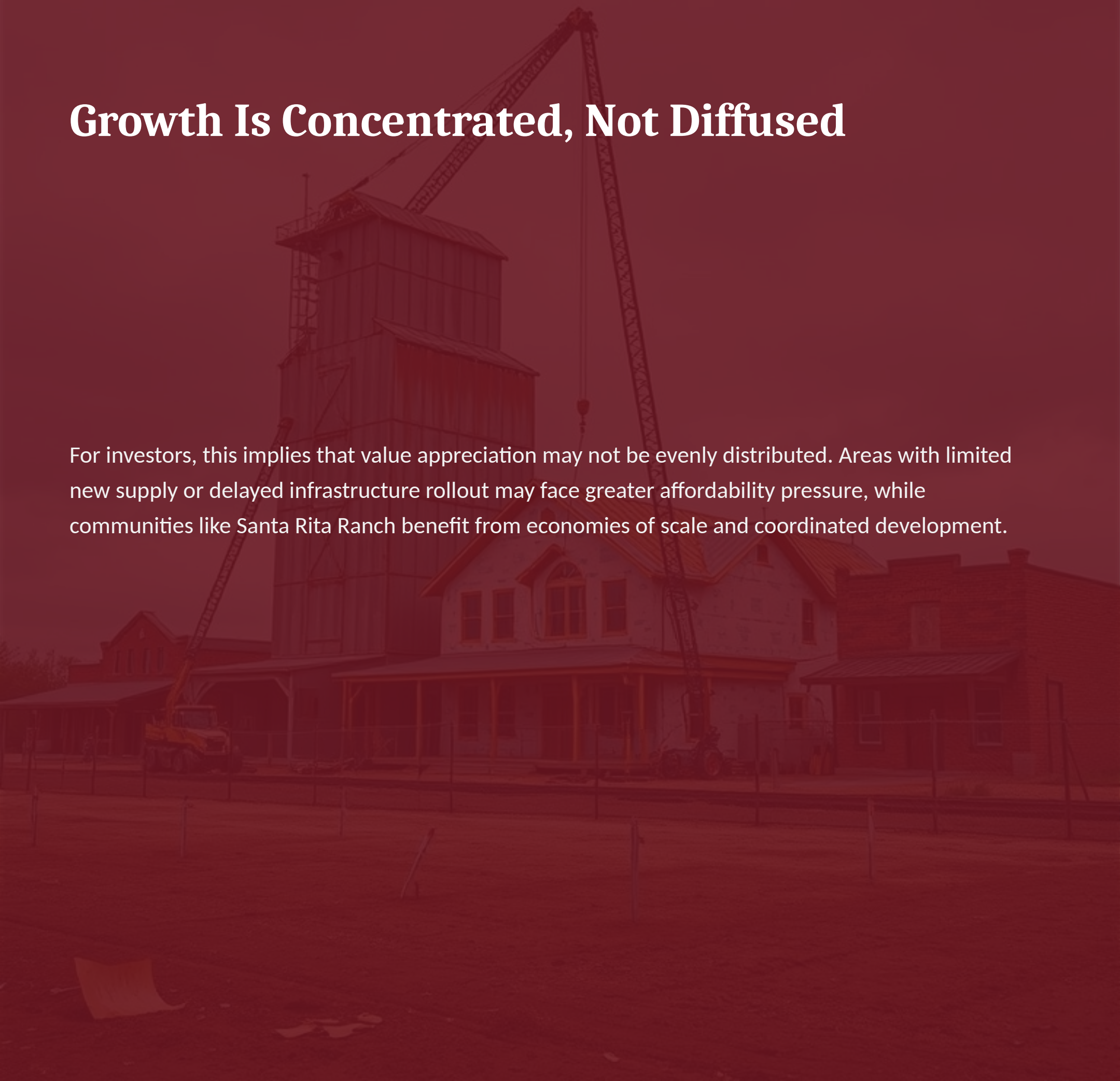
Santa Rita Ranch now hosts nearly half of all homes constructed in Williamson County since 2020.

This dominance reflects a strategic, large-scale development model that has outpaced even the fastest-growing areas in the county. The concentration of new housing in a single master-planned community suggests that market expansion is no longer diffuse but highly centralized.

01

Growth Is Concentrated, Not Diffused

For investors, this implies that value appreciation may not be evenly distributed. Areas with limited new supply or delayed infrastructure rollout may face greater affordability pressure, while communities like Santa Rita Ranch benefit from economies of scale and coordinated development.



02

The New Housing Paradox

This concentration may also delay the full realization of new infrastructure — schools, roads, utilities — which are often rolled out in phases. The result is a lag between housing delivery and service availability, increasing the risk of underserved communities even as the county appears to be growing.



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

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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

