

#1 in Share of Homes in 50-Unit Buildings or Larger — ALEX Intelligence 2026

#1 in Apartment Share — Georgetown, TX

Georgetown leads Williamson County in large-scale residential development

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THE DATA

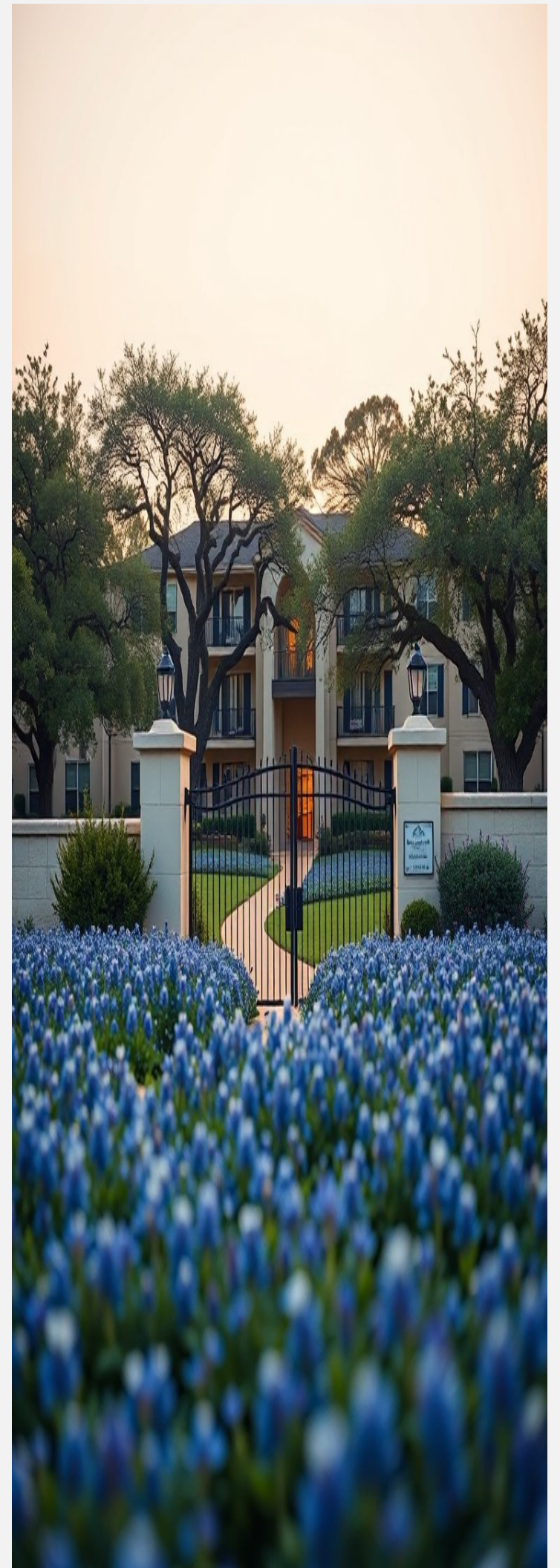
7.2%

Share of Homes in 50-Unit Buildings or Larger (2024)

Georgetown has the highest concentration of multi-unit housing in Williamson County among its peers.

This 7.2% share indicates a structural shift toward institutional-scale housing development, far exceeding the county average. Unlike smaller, owner-occupied communities, these large buildings reflect capital deployment by real estate investment firms, signaling long-term confidence in Georgetown's rental market and demographic stability.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-01-georgetown-tx-apartment-share-place-mkt>



01

Institutional demand drives supply

The dominance of 50-unit or larger buildings is not a sign of speculative overbuilding, but of targeted capital allocation. Large-scale developers are prioritizing Georgetown due to its stable population growth, proximity to Austin, and established infrastructure. This concentration suggests a maturing market where ownership is shifting from individual homeowners to institutional operators who benefit from predictable cash flows and economies of scale.



02

The buyer-seller split is widening

With 7.2% of homes in large complexes, the housing market is bifurcating: one segment for owner-occupancy (lower supply) and another for institutional rental. This reduces the pool of available single-family homes for purchase, reinforcing the seller's market. For first-time buyers, this means limited entry-level options; for investors, it presents a rare opportunity to acquire income-producing assets in a high-growth, low-competition corridor.

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