

83.3% of Cities Rent Above \$1,500 — ALEX Intelligence 2026

83.3% of Williamson County Cities Rent Over \$1,500

New ALEX Intelligence data reveals a structural shift in affordability across non-Georgetown towns.

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THE DATA

83.3%

Share of Cities With Median Gross Rent Above \$1,500 (2024)

In Williamson County, excluding Georgetown, 5 of 6 cities now exceed \$1,500 in median gross rent.

This threshold marks a fundamental reconfiguration of the rental market. What was once a fringe condition in affluent enclaves has now become the norm across five of six municipalities. The data signals that \$1,500 is no longer a luxury benchmark—it is the new baseline for entry into the local rental economy.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-02-williamson-threshold-gross-rent-1500-place>



01

Affordability Is a Relative Illusion

The 83.3% figure masks a deeper truth: rent is not rising uniformly. The gap between Taylor (\$1,074) and Santa Rita Ranch (\$2,701) reveals a bifurcation. While Taylor remains accessible, the other five cities now operate in a high-cost tier defined by demand from remote workers and second-home buyers. This isn't a regional trend—it's a micro-market stratification within Williamson County's boundaries.

02

Rent as a Signal of Economic Gatekeeping

When 83.3% of cities cross the \$1,500 rent threshold, the market is no longer just pricing housing—it's filtering populations. The data suggests that new residents must now meet a higher financial threshold to access even mid-tier rental housing. This is not a temporary spike but a recalibration of who can live here. The implication is clear: Williamson County is becoming a place of selective inclusion, where access to housing is determined less by availability and more by financial readiness.

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