

#3 in Rent-to-Income Ratio — Williamson County, TX 2024

#3 in Rent-to-Income Pressure — Williamson County

Georgetown ranks among the highest in the county for rent burden, despite strong income growth

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THE DATA

22.7%

Annual Rent Against Local Pay (2024)

Georgetown's rent burden ranks #3 in Williamson County, indicating strong housing cost pressure relative to income.

This figure reflects the share of median household income spent annually on rent in Georgetown. While not the highest in the county, it signals that affordability is under strain even in a high-income area. The ranking suggests that wage growth has not kept pace with rental inflation, especially in new construction zones like Sun City Georgetown.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-04-georgetown-tx-rent-to-income-place-mkt>



01

Affordability is a proxy for growth momentum

The data suggests that the rent burden is not a lagging indicator, but a leading one: it reflects the market's current momentum. High rent-to-income ratios in this context are not a warning sign, but a confirmation of market vitality and forward momentum.



02

Supply expansion is moderating pressure

The acceleration in supply—driven by master-planned communities like Sun City Georgetown—creates a feedback loop: more homes enter the market, which reduces rent pressure, which in turn supports long-term affordability. This is not a correction, but a structural shift toward balance.

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