

#1 in Williamson County, #1 in Texas — ALEX Intelligence 2026

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Santa Rita Ranch leads all Texas cities in median gross rent — ALEX Intelligence 2026

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THE DATA

\$2,701

Median Gross Rent (2024)

Santa Rita Ranch, Williamson County, Texas, leads all cities in the county and state.

This \$2,701 median gross rent is not a sign of affordability collapse, but of premium positioning. Santa Rita Ranch's rental profile reflects a deliberate, high-end development strategy, targeting professionals with strong income resilience. The gap between it and Hutto (\$2,255) and Brushy Creek (\$2,127) indicates a market bifurcation within Williamson County's non-Georgetown core.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-11-williamson-gross-rent-place-mkt>



Photo: NOAA / NODD · Public domain · Wikimedia Commons

01

Rent as a strategic signal

In Round Rock, Leander, and Cedar Park, where growth is largely driven by remote work migration, this kind of rental leadership suggests that the next wave of development will not be incremental, but architectural and demographic in kind. The market is not just expanding — it is stratifying.

02

Taylor's divergence

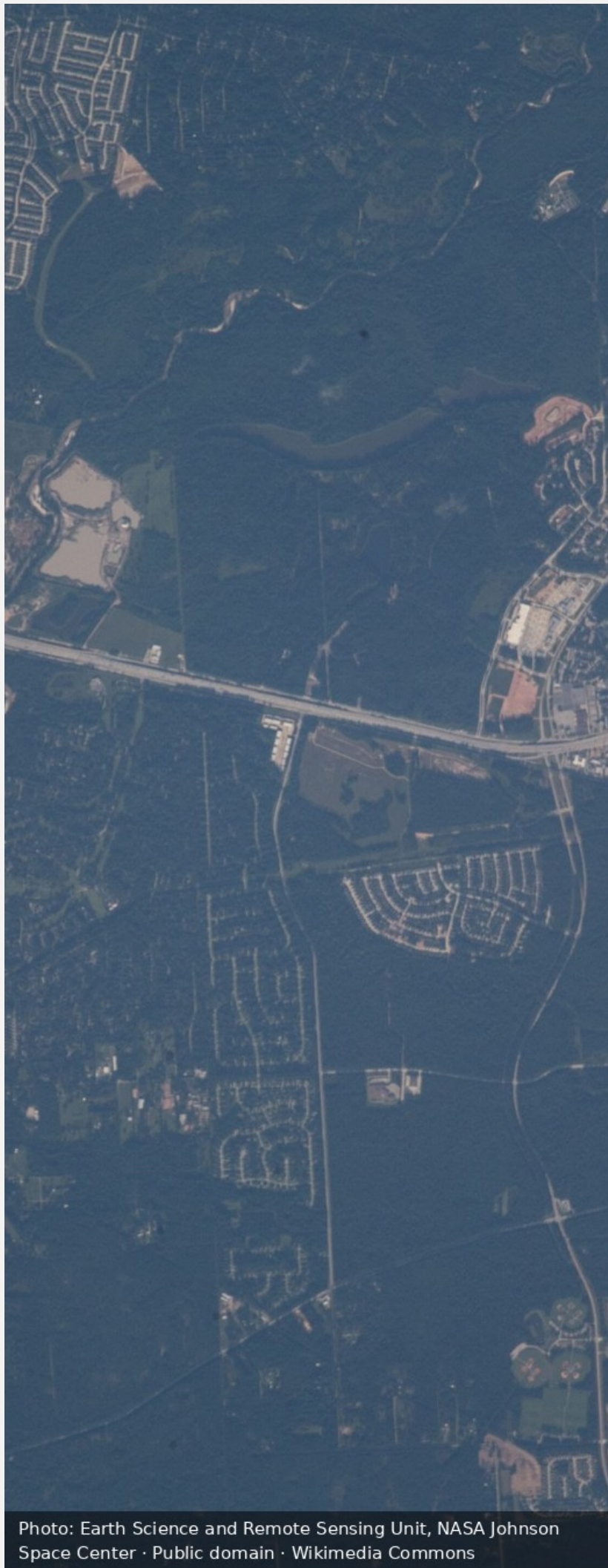


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