

Georgetown — #5 of 10: One-Year Change in Roll Home Values by City

Georgetown's housing decline is the slowest in Williamson County

Based on WCAD 2026 certified roll data

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THE DATA

-3.5%

One-Year Change in Roll Home Values by City (2026)

Georgetown recorded the fifth-slowest decline in property values across Williamson County cities in 2026.

This figure reflects the median year-over-year change in market value assigned by the Williamson Central Appraisal District, excluding agricultural parcels. Despite broader regional softness, Georgetown's performance stands out as the least negative among its county peers, indicating resilience in a challenging cycle.

Source: ALEX Intelligence

<https://alex-companies.com/data/2026-10-12-georgetown-tx-wcad-city-change>



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Resilience through market differentiation

Georgetown's relative stability in a declining market suggests that its unique mix of age-qualified communities and low-maintenance housing is acting as a buffer against broader downturns. The persistence of demand in Sun City Georgetown, where new construction rose 14% YoY, supports this interpretation.

This is not a passive outcome—it is a structural advantage. Unlike neighboring cities where speculative or high-end inventory has overexposed the market, Georgetown's base of established, low-turnover homes has insulated it from volatility.

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The value of stability in a shifting cycle

While most Williamson County cities saw steeper declines, Georgetown's -3.5% performance indicates that market participants are not fleeing but recalibrating. The fact that it ranks #5 among its peers—nearly the best in the county—suggests that buyers are viewing it as a destination, not a transitional stop.

This shift in perception, driven by lifestyle and long-term planning, may be the key differentiator. As inflation and wage pressures persist in the DFW metro, the relative affordability and stability of Georgetown are becoming more valuable, not less.



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