

#1 of 10: Spread in One-Year Roll Change Across the County, in Points

Georgetown's roll volatility is highest in Williamson County

6.5-point spread in one-year roll change, source: ALEX Intelligence



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THE DATA

6.5

Spread in One-Year Roll Change Across the County, in Points (2026)

Georgetown's property roll movement range is the widest in Williamson County.

This 6.5-point spread—between Thrall's -0.2% and Granger's -5.1%—reveals a deep divergence in property value dynamics across the county. Georgetown, at -3.5%, sits near the middle of the pack, but the extreme gap underscores a market where some cities are stagnating while others are losing value at alarming rates.

Source: ALEX Intelligence

<https://alex-companies.com/data/2026-10-13-georgetown-tx-wcad-city-spread>



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Divergence signals market maturity

The 6.5-point spread across Williamson County reveals not just volatility, but a structural shift: growth is no longer uniform. Cities like Thrall and Coupland are losing value, while others are holding steady. Georgetown's position reflects a city that has absorbed most of its growth and is now consolidating.

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Stability amid divergence is strategic

This stability is not passive. It's the result of a balanced mix of new construction, established neighborhoods, and strong rental demand. In a region where new home stocks are rising, Georgetown's moderate roll movement indicates it's not overbuilt, nor is it underserved.





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