

Sonterra — #1 of 6: Renters Over the 30% Rent Threshold

Sonterra Has Highest Rent Burden in Texas

70.0% of renters exceed 30% threshold — source: ALEX Intelligence, 2026

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THE DATA

70.0%

Renters Over the 30% Rent Threshold (2024)

Sonterra leads Williamson County and Texas in rent burden, with 70.0% of renters spending more than 30% of income on rent.

This figure exceeds the 30% affordability threshold widely used by the U.S. Department of Housing and Urban Development as a benchmark for housing cost burden. In Sonterra, nearly three in four renters are classified as cost-burdened, indicating a significant strain on household budgets.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-13-williamson-rent-burden-place-mkt>



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The background of the slide is a photograph of a park. In the foreground, there is a paved path with some fallen leaves. In the middle ground, there are several large, mature trees with dense green foliage. In the background, more trees and a glimpse of a blue sky are visible. The overall scene is bright and natural.

01

Affordability Is a Market Differentiator

This suggests that Sonterra's appeal is not for affordability but for exclusivity—its positioning as a high-end, amenity-rich community attracts residents willing to pay a premium, even at the cost of financial strain.

02

The Rent Burden Is a Signal of Market Maturity

The rent burden is a byproduct of that demand, not a symptom of failure.





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