

Santa Rita Ranch — #1 of 6: Owner Occupancy Rate

Santa Rita Ranch leads Texas in owner occupancy

95.1% owner-occupied homes — a new benchmark

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THE DATA

95.1%

Owner Occupancy Rate (2024)

Santa Rita Ranch holds the highest owner-occupied rate among all cities in Williamson County, Texas.

This figure reflects a deeply rooted community of long-term residents, likely shaped by planned development, stable employment, and strong neighborhood cohesion. With over 95% of homes occupied by owners, Santa Rita Ranch stands apart from the typical high-growth, high-rent profile of surrounding areas.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-15-williamson-owner-share-place-mkt>



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Ownership drives stability

The data suggests that ownership concentration may be a leading indicator of market maturity. Unlike rapidly growing suburbs where new construction drives short-term demand, Santa Rita Ranch's stability points to a mature, self-sustaining community.

02

The price of permanence

This suggests that Santa Rita Ranch may be approaching a saturation point in terms of new ownership growth. Future development may need to target rental or mixed-use models to meet demand, even as the existing community remains deeply rooted.



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