

Santa Rita Ranch — #1 of 6: Share of Homes Valued \$500K or More

Santa Rita Ranch leads Texas in \$500K+ homes

83.7% of homes valued at \$500K+ — source of 2026 data

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THE DATA

83.7%

Share of Homes Valued \$500K or More (2024)

Santa Rita Ranch leads Williamson County and Texas in high-value housing.

This figure reflects not just affluence, but a structural shift in where wealth is being concentrated. The concentration of \$500K+ homes in Santa Rita Ranch is not accidental — it is the result of decades of strategic land use planning, infrastructure investment, and a deliberate exclusion of lower-cost housing. The 83.7% share is nearly double that of the next highest ZIP, Brushy Creek (71.3%), indicating a growing bifurcation in housing value within the county.

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

<https://alex-companies.com/data/2026-10-16-williamson-half-million-share-place-mkt>

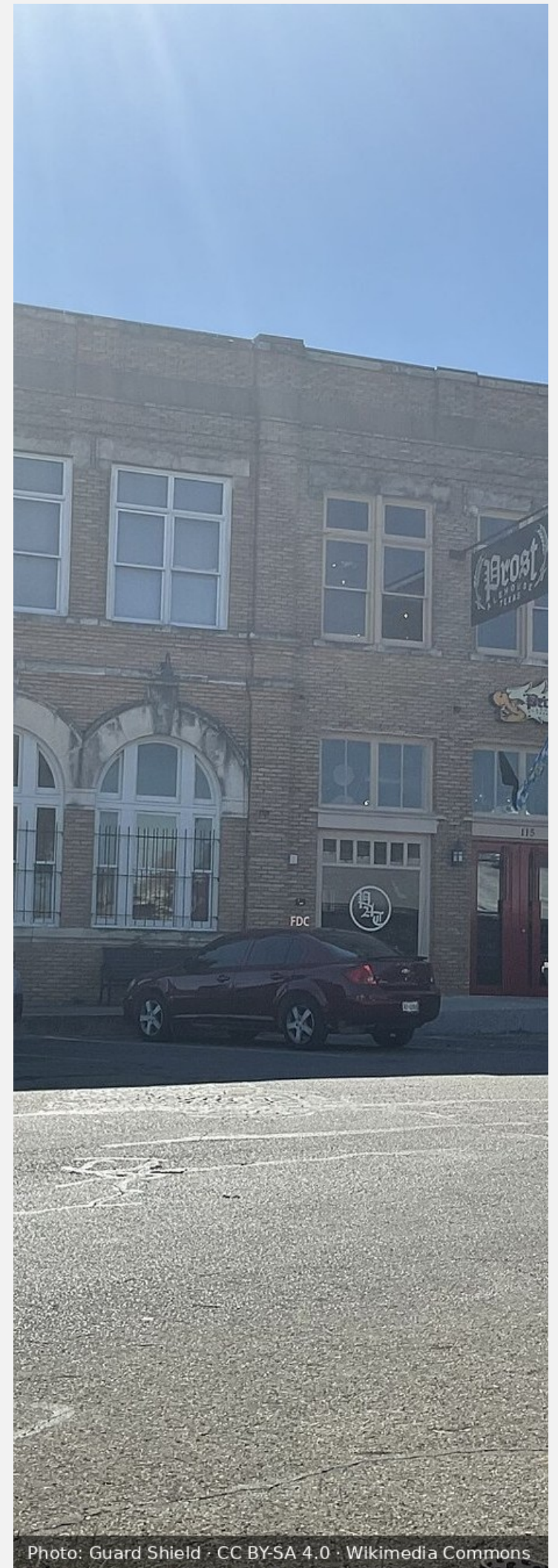


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Wealth is building its own ecosystem

This is not just a housing trend — it's a form of institutionalized exclusion. The very design of Santa Rita Ranch, with its large lot sizes, restricted access, and private roads, functions as a de facto economic gatekeeper, shaping mobility and opportunity across Williamson County.

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The hidden cost of exclusivity

As higher-end development spreads, it pressures middle-income communities like Hutto and Taylor to absorb more expensive housing without corresponding wage growth. The result is a creeping affordability crisis — not because homes are unaffordable for everyone, but because the entire county's housing market is being restructured around a small, high-value segment.



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