

Brushy Creek — #1 of 6: Share of Homes Held for Seasonal Use

Brushy Creek leads Texas in seasonal homes

0.3% share — a rare premium in Williamson County

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THE DATA

0.3%

Share of Homes Held for Seasonal Use (2024)

Brushy Creek has the highest share of homes held for seasonal use among all cities in Williamson County.

This figure represents a structural shift in residential demand, signaling that a small but growing cohort of homeowners in Brushy Creek are treating properties as second homes or vacation rentals. The data, derived from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, suggests that even in a high-growth, urbanizing region like Williamson County, niche demand for seasonal housing is emerging in specific micro-markets.

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

<https://alex-companies.com/data/2026-10-17-williamson-seasonal-share-place-mkt>

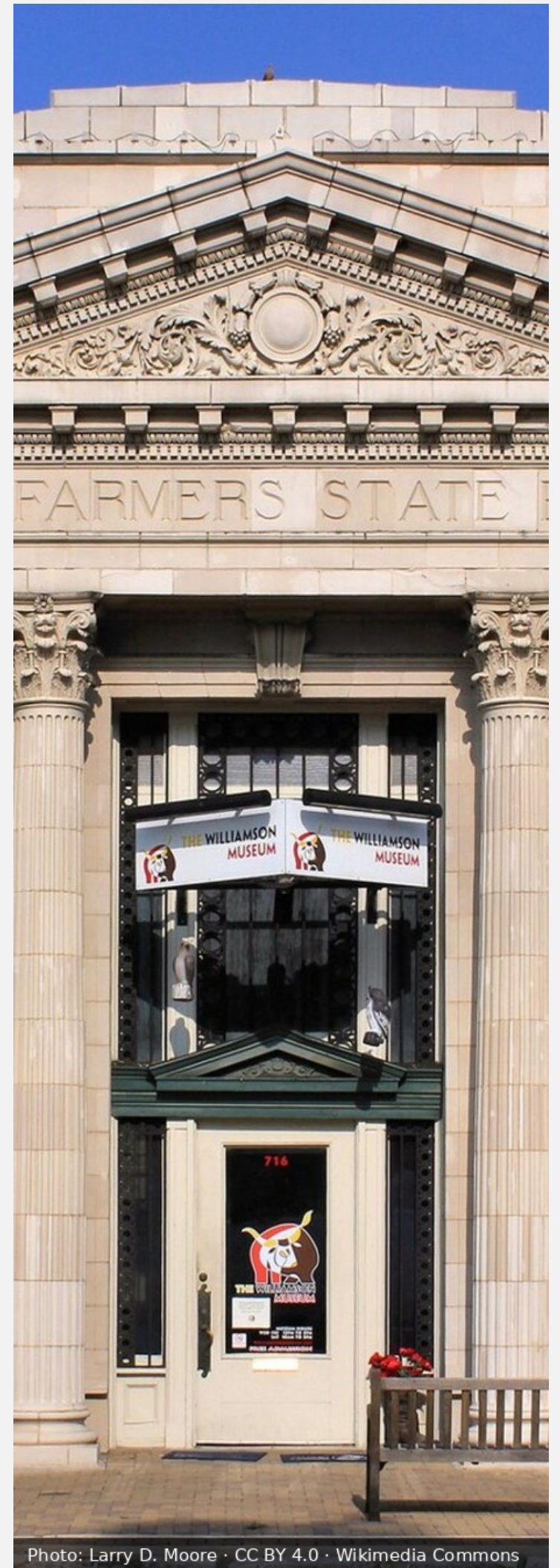


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01

Seasonal use signals market maturity

The presence of seasonal homes in Brushy Creek reflects a transition from pure investment or primary residence demand to a hybrid market structure. This is not a sign of speculation but of maturation: homeowners in Brushy Creek are now optimizing property use across time zones, a behavior typically seen in established suburban or resort communities. This trend may foreshadow future zoning and infrastructure adaptations to support off-season occupancy and service delivery.

02

Demand divergence in high-growth suburbs

While Brushy Creek leads in seasonal use, neighboring cities like Hutto, Liberty Hill, and Taylor show zero seasonal share — a sharp contrast that reveals a growing divergence in residential use patterns. This split suggests that not all Williamson County suburbs are evolving at the same pace. The absence of seasonal use in Taylor, for example, may reflect a more transient or family-focused demographic, while Brushy Creek's profile points to a more affluent, mobile cohort. This divergence could influence future tax policies, rental regulations, and community planning.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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