

#1 of 6: Share of the Market's \$1M Homes in Its Top Three Cities

89.8% of \$1M homes in Williamson County are in just 3 cities

Brushy Creek, Santa Rita Ranch, and Hutto dominate luxury housing

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THE DATA

89.8%

Share of the Market's \$1M Homes in Its Top Three Cities (2024)

This concentration reflects a deepening divide in housing access and economic opportunity across Williamson County.

The data reveals that nearly nine in ten million-dollar homes in Williamson County are located in just three cities—Brushy Creek, Santa Rita Ranch, and Hutto. This level of clustering is not just a market trend; it signals a structural shift in where wealth is being deployed and where new development is prioritized. The remaining cities in the county, including Taylor and Liberty Hill, are effectively excluded from the top tier of high-end housing growth.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-20-williamson-concentration-million-homes-place>



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01

Wealth is not spreading—it's stacking

The 89.8% concentration suggests that economic gains from population and job growth are not being distributed equitably across the county. While new construction is rising in Round Rock and Leander, the benefits are disproportionately captured by a narrow geographic cluster. This creates a two-tiered development model: high-value zones attract investment, while other areas face pressure from rising costs without commensurate returns.

02

The market is self-reinforcing

Cities with a higher share of \$1M homes attract more luxury developers, higher-income residents, and greater public investment—creating a feedback loop. This is not just about supply and demand; it’s about institutional momentum. The dominance of Brushy Creek, Santa Rita Ranch, and Hutto is likely to persist unless policy interventions target equitable infrastructure and zoning reforms. Without them, the county risks becoming a regional hub for elite housing, not inclusive growth.

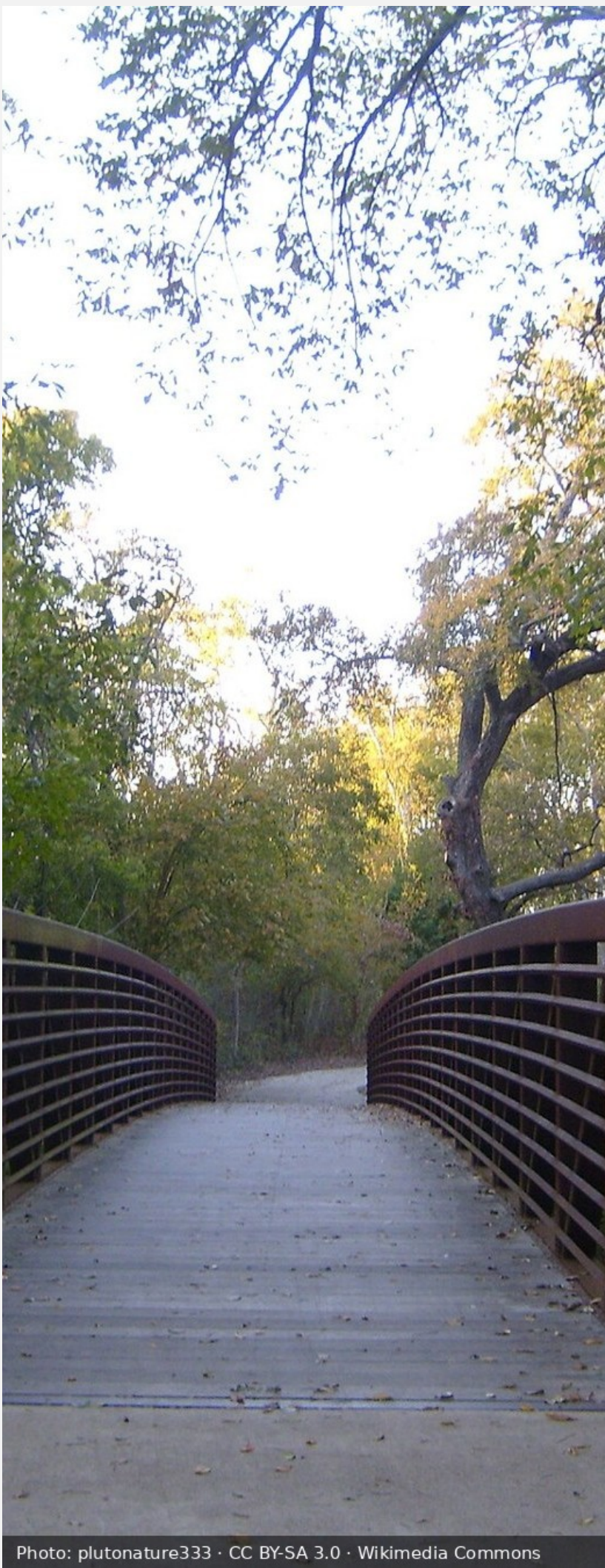


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