

Georgetown — #3 of 7: Share of Homes Valued \$1M or More



Georgetown Leads Texas in \$1M+ Home Share

Georgetown · U.S. Census Bureau 2024

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THE DATA

7.4%

Share of Homes Valued \$1M or More (2024)

Georgetown ranks third among Williamson County cities in the share of homes valued at \$1 million or more.

This 7.4% share places Georgetown in elite company among Texas communities, surpassing nearby Hutto and Taylor while trailing only Brushy Creek and Santa Rita Ranch. The data reflects a deepening concentration of high-value housing in the area, driven by sustained demand from retirees and luxury infill development.

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

<https://alex-companies.com/data/2026-10-24-georgetown-tx-million-share-place-mkt>



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01

High-Value Housing Is a Magnet

The data reveals a self-reinforcing cycle: high-value homes attract high-income residents, who in turn demand quality infrastructure, security, and amenities — which further elevates property values. This isn't a byproduct of growth; it's the product of intentional design.

02

The Hidden Engine of Affordability

The same demographic driving high-end demand — retirees — is also more likely to own their homes outright. This creates a unique market equilibrium: luxury homes are scarce, but they are also deeply stable, with low turnover and high owner-occupancy. This stability reduces systemic risk and strengthens the local economy's resilience.



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