

Georgetown — #6 of 7: Median Monthly Owner Cost

Georgetown's Owner Costs Are Below Williamson County's Peak

Based on 2024 ACS data, ALEX Intelligence

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THE DATA

\$1,718

Median Monthly Owner Cost (2024)

Georgetown ranks #6 among Williamson County cities on median monthly owner cost, with \$1,718 as the benchmark.

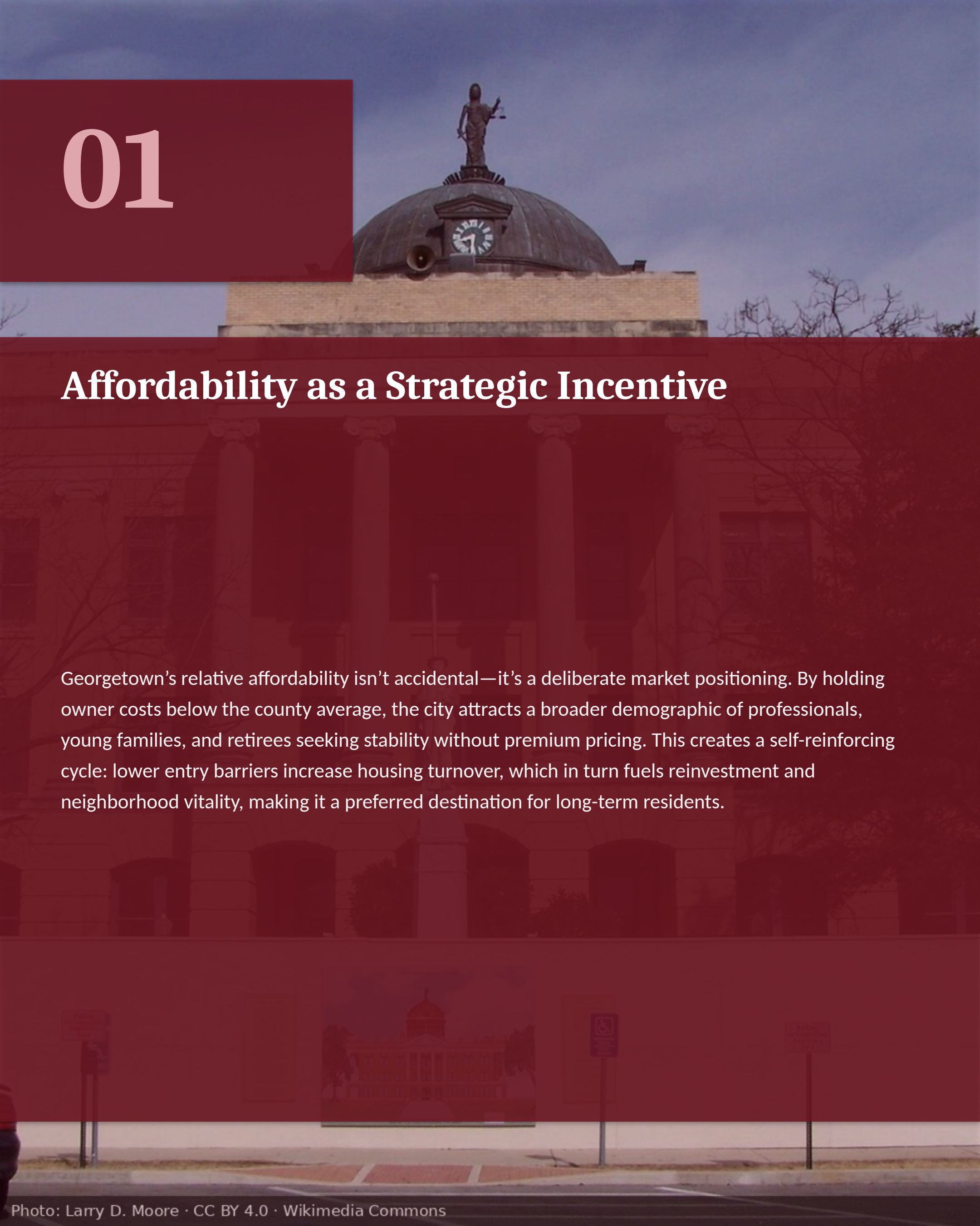
This figure places Georgetown well below the top-tier communities like Santa Rita Ranch (\$2,856) and Liberty Hill (\$2,372), suggesting a sustained affordability advantage within the county's high-growth corridor. Despite rising construction costs and regional demand, Georgetown maintains a cost profile that supports broad-based ownership without sacrificing quality of life.

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

<https://alex-companies.com/data/2026-10-27-georgetown-tx-owner-cost-place-mkt>



Photo: Another Believer · CC BY-SA 4.0 · Wikimedia Commons

A photograph of the dome of a classical building, likely a university capitol, with a statue on top and a clock face. The image is overlaid with a dark red semi-transparent rectangle containing the number '01' and a title. Below the title is a paragraph of text. At the bottom, there is a photo credit.

01

Affordability as a Strategic Incentive

Georgetown's relative affordability isn't accidental—it's a deliberate market positioning. By holding owner costs below the county average, the city attracts a broader demographic of professionals, young families, and retirees seeking stability without premium pricing. This creates a self-reinforcing cycle: lower entry barriers increase housing turnover, which in turn fuels reinvestment and neighborhood vitality, making it a preferred destination for long-term residents.

02

The Hidden Cost of Being #6

While Georgetown ranks #6 in Williamson County for owner costs, this position reflects a strategic trade-off. The city's lower cost profile is maintained through tighter zoning, slower infill development, and a focus on single-family homes with moderate lot sizes. This limits the supply of high-density or luxury units, which may deter large-scale speculative investment. However, it also preserves a unique character and stability that is increasingly rare in rapidly expanding suburban markets.



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