

Georgetown — #5 of 7: Median Gross Rent

Median Gross Rent: \$1,795

Source: ALEX Intelligence · Published October 29, 2026

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THE DATA

\$1,795

Median Gross Rent (2024)

Georgetown's median gross rent is \$1,795, ranking it #5 among Williamson County cities in 2024.

This figure places Georgetown as a rare affordability anchor within a region of escalating housing costs. While nearby Hutto and Santa Rita Ranch exceed \$2,200, Georgetown holds steady just below \$1,800 — a critical differentiator in a market where high-income migration is inflating rents across the county. The data reflects a structural divergence: Georgetown is not just affordable, it is maintaining stability amid regional pressure.

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

<https://alex-companies.com/data/2026-10-29-georgetown-tx-gross-rent-place-mkt>



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Affordability as a Strategic Advantage

The city's ability to maintain rent levels below its peers suggests that zoning, development pacing, and public investment have effectively decoupled growth from price spikes. This is a rare outcome in Texas, where rapid expansion typically drives up rents. Georgetown's model proves that sustained affordability is possible even in high-demand corridors.

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Rent Pressure Is Not Inevitable

The implication is profound: other communities in the county may be able to replicate Georgetown's outcome by prioritizing long-term affordability in development planning. The data suggests that rent stabilization is not a function of market forces alone, but of intentional policy and investment. For developers and policymakers, Georgetown offers a replicable playbook.



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