

Santa Rita Ranch — #1 of 6: Share of Homes Built Since 2010

Santa Rita Ranch leads Texas in new-home density

Source: ALEX Intelligence · Published October 30, 2026

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THE DATA

96.9%

Share of Homes Built Since 2010

Santa Rita Ranch has the highest concentration of new homes in Williamson County and Texas.

This figure—96.9% of homes built since 2010—reflects a market that has essentially reinvented itself in under a decade. The near-total replacement of older housing stock suggests a development model prioritizing new construction over renovation, with implications for neighborhood character, infrastructure demand, and long-term resale dynamics.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-30-williamson-recent-stock-share-place-mkt>

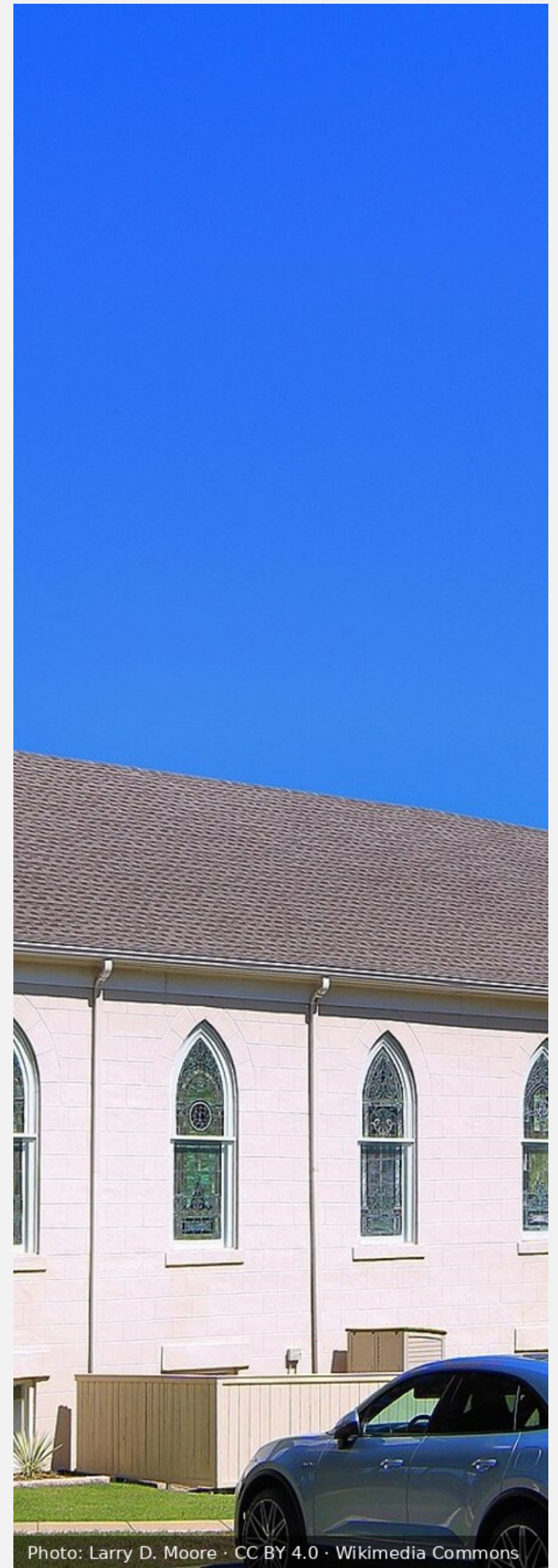


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01

Newness as a market moat

Santa Rita Ranch's 96.9% new-home share creates a structural advantage: it is not just a new community, but one where the entire housing stock is functionally modern. This reduces long-term maintenance burdens, aligns with energy efficiency standards, and attracts residents seeking move-in-ready, tech-enabled homes. The result is a self-reinforcing cycle of desirability and stability that may insulate it from broader market volatility.

02

The cost of being new

While newness signals modernity, it also reflects an absence of historical depth. Communities with near-total new construction often lack established social networks, cultural anchors, and adaptive reuse potential. Over time, this may limit their resilience to demographic shifts. As older communities like Taylor and Hutto see slower growth but higher equity retention, Santa Rita Ranch's long-term value may depend on its ability to cultivate identity beyond architecture.

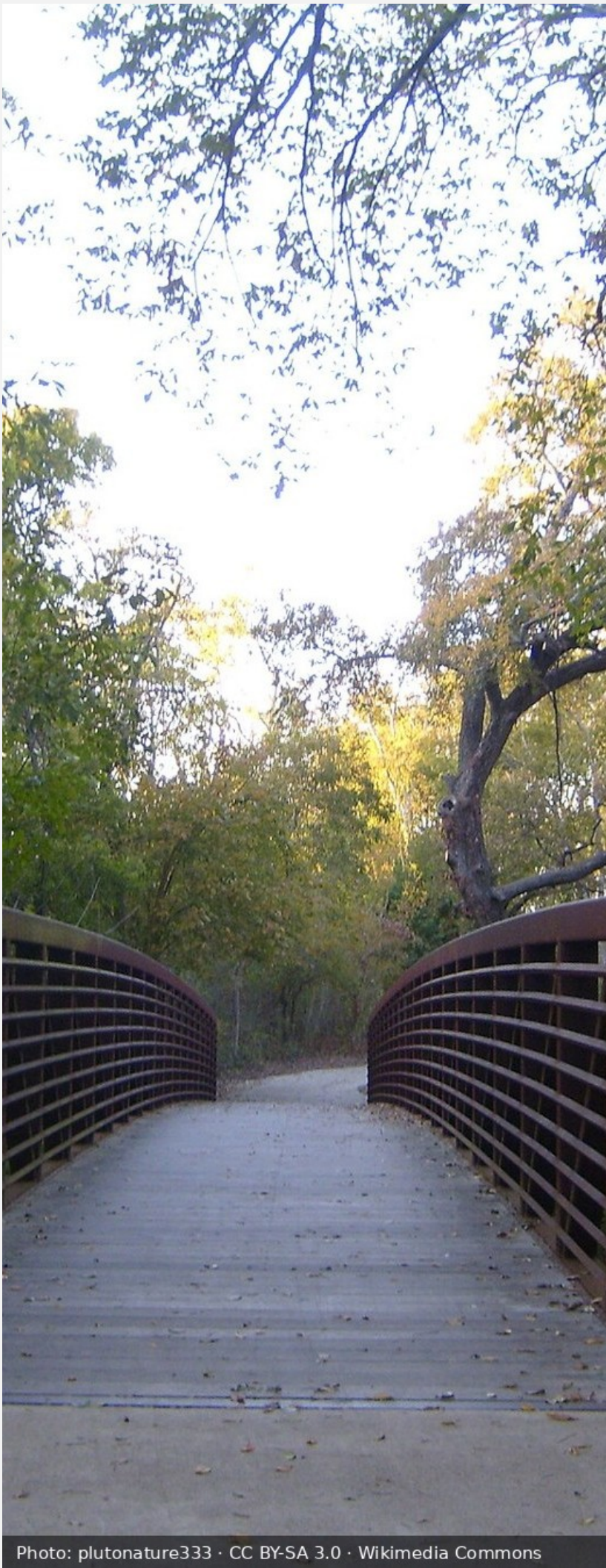


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