

Georgetown — #6 of 7: Owner Occupancy Rate

Owner Occupancy Rate: 69.5%

Source: ALEX Intelligence, October 31, 2026

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THE DATA

69.5%

Owner Occupancy Rate (2024)

Georgetown's rate places it sixth among Williamson County cities, reflecting strong long-term housing stability.

At 69.5%, Georgetown's owner occupancy rate is solidly above the national average but below the top-tier communities in the county. This suggests a mature, established housing market where residents are not just buying for speculation but for long-term residence. The rate reflects deep community roots and a low turnover dynamic, especially in Sun City Georgetown.

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

<https://alex-companies.com/data/2026-10-31-georgetown-tx-owner-share-place-mkt>



01

Ownership as a signal of market maturity

The ranking shows that only four Williamson County communities—Santa Rita Ranch, Hutto, Sonterra, and Taylor—have higher rates, all of which are either newer master-planned communities or affluent enclaves. Georgetown’s position below them suggests it is not a brand-new development but a historically rooted city adapting to modern demand, with ownership patterns that reflect both heritage and current migration trends.

02

Renters are not leaving— ownership is consolidating

This shift is particularly evident in Sun City Georgetown, where active-adult communities are experiencing a transition from rental-based living to long-term ownership. The data suggests that the demographic shift is not just about age, but about permanence—buyers are not just relocating; they are choosing to stay.



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