

#1 of 6: Share of the Market's Post-2020 Homes in Its Top Three Cities

81% of new homes in Williamson County are in just 3 cities

Hutto, Santa Rita Ranch, Liberty Hill lead in post-2020 construction

Swipe for insights →

THE DATA

81.0%

Share of the Market's Post-2020 Homes in Its Top Three Cities

This concentration reflects an unprecedented clustering of new housing supply in a small number of submarkets.

The data reveals that 81.0% of all homes built in Williamson County after 2020 are located in just three cities: Hutto, Santa Rita Ranch, and Liberty Hill. This level of concentration is not just a trend—it is a structural shift in where development is occurring. The remaining cities in the non-Georgetown MSA, including Round Rock, Leander, Cedar Park, and Taylor, are being outpaced by this trio in new housing delivery.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-31-williamson-concentration-new-homes-place>



Photo: plutonature333 · CC BY-SA 3.0 · Wikimedia Commons

01

Growth is not spreading—it's stacking

The concentration of new homes in these three cities suggests that capital, planning, and permitting are increasingly funneled into a narrow corridor of high-demand, high-visibility locations. This may reflect investor preference, developer efficiency, or zoning advantages—but it does not reflect equitable access to housing supply across the broader Williamson County non-Georgetown MSA.

02

Affordability is being redefined by geography

The result is a two-tiered housing market where geographic location determines not just access to new homes, but long-term equity potential. This concentration may exacerbate income-based segregation, as new homes become a geographic proxy for wealth, not just economic opportunity.



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

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

