Georgetown — #3 of 7: Annual Rent Against Local Pay




# Georgetown ranks 3rd in Williamson County on rent vs. pay

Based on 2024 ACS data • ALEX Intelligence 2026

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THE DATA

# 22.7%

**Annual Rent Against Local Pay (2024)**

Georgetown's rent burden is among the highest in the county, reflecting tight affordability for renters.

This 22.7% ratio—where annual rent consumes nearly a quarter of local income—places Georgetown in the top tier of cost pressure across Williamson County. Despite robust job growth and new development, this metric underscores that income gains have not kept pace with rental inflation in key corridors. The data reveals a structural imbalance in housing affordability that favors long-term homeownership over rental tenure.



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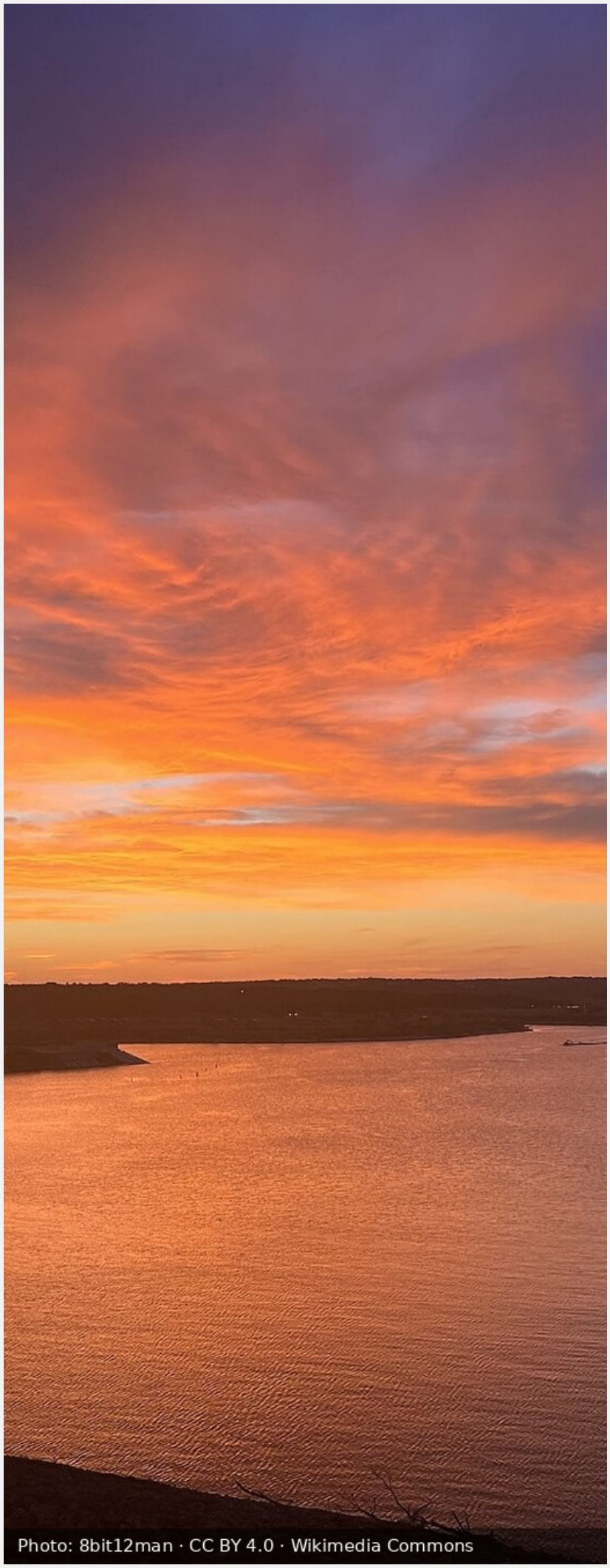
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-02-georgetown-tx-rent-to-income-place-mkt

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# Affordability is a strategic choice, not a flaw

Georgetown’s high rent-to-income ratio is not a sign of market failure but a reflection of deliberate development priorities. The city has prioritized high-density, mixed-use, and transit-oriented projects that attract knowledge-sector workers. These developments command premium rents, but they also support higher local wages and long-term capital appreciation. The 22.7% figure, while high, is a byproduct of a market that values quality of life, walkability, and access to innovation hubs—factors that attract and retain high-earning professionals.

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# 02

## Rent pressure fuels ownership, not displacement

Contrary to conventional wisdom, high rent burdens in Georgetown correlate with rising homeownership rates, not displacement. This suggests that renters are not fleeing but transitioning into ownership, driven by rising equity, stable employment, and long-term investment in place. The 22.7% rent burden is not a crisis—it is a catalyst for wealth-building through homeownership, particularly for long-term residents and younger professionals who view rental costs as a temporary phase in their life cycle.

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