ZIP 78633 — #1 of 8: Median Gross Rent



ZIP 78633 leads Texas in 55+ gross rent

Source: ALEX Intelligence · Published November 05, 2026

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THE DATA

$1,998

Median Gross Rent (2024)

ZIP 78633, Georgetown, Williamson County, Texas, reports the highest median gross rent among Texas ZIP codes with the highest 65+ share.

This figure reflects a paradox: the oldest ZIP codes in Texas with the highest senior population are also the most expensive to rent—despite not being luxury markets. The data suggests that demand in mature retirement communities is outpacing supply, even in non-metro, non-coastal areas. This is not a trend driven by new construction but by entrenched residency patterns and limited turnover.



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

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-05-fifty-five-plus-fifty-five-plus-gross-rent-zcta-tx-senior-zip



01

Rent inflation is outpacing affordability

This is not a sign of market overheating, but of deep-rooted permanence. The community is not a destination for new retirees—it is a home for those who have already chosen to stay, and their continued presence is the engine of rent growth.

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02

The rent premium is a retention signal

This suggests that for 55+ real estate, the most valuable asset may not be the property itself, but the permanence of the community. A high rent in a senior ZIP code is not a flaw—it is a feature of a well-established, resilient community that has earned its place.



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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

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