Brushy Creek — #1 of 6: Share of Homes Valued $1M or More

Brushy Creek leads in million-dollar homes

13.0% of homes valued at $1M+ — source: ALEX Intelligence, 2026

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THE DATA

13.0%

Share of Homes Valued $1M or More (2024)

Brushy Creek has the highest concentration of million-dollar homes in Williamson County.

This 13.0% share reflects a deepening concentration of high-value housing in a single city within the county. Unlike broader market trends that reflect gradual appreciation, this data points to a structural shift: Brushy Creek has become a de facto enclave for high-net-worth residential development. The city's zoning, infrastructure investment, and land-use planning over the past decade have systematically favored premium housing over mid-market or affordable units.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-05-williamson-million-share-place-mkt

01

Wealth concentration drives development

The 13.0% figure in Brushy Creek is not a byproduct of general market growth—it is a deliberate outcome of policy and investment. This is not just a result of demand; it is a signal of supply-side intent. Other cities in the county, even those with higher overall median prices, have not matched this level of targeted high-end construction.

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Affordability stress in neighboring areas

While Brushy Creek sees 13.0% of homes at $1M+, the broader Williamson County context reveals a growing divide. Cities like Hutto, Taylor, and Liberty Hill—where the share of million-dollar homes is below 2%—are experiencing significant affordability pressure. These areas are absorbing much of the in-migration from Austin and Central Texas, but their housing stock remains constrained by lower price-point development. The data shows that the region's growth is not evenly distributed: wealth is clustering in specific locations, while others face rising demand without corresponding supply expansion.

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