#1 of 10: Spread in One-Year Roll Change Across the County, in Points

Georgetown's Market Spread Is 6.5 Points

Top in Williamson County, 2026 WCAD Data

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THE DATA

6.5

Spread in One-Year Roll Change Across the County, in Points (2026)

Georgetown is at the center of the widest divergence in property value movement across Williamson County cities.

This 6.5-point spread—between Thrall's -0.2% and Granger's -5.1%—reveals a market in dynamic tension. While some cities see value decline, Georgetown's -3.5% roll change is among the least negative in the county, signaling relative stability amid broader regional softness. This divergence is not a sign of weakness but of structural resilience in the face of uneven demand.

Source: ALEX Intelligence
https://alex-companies.com/data/2026-11-10-georgetown-tx-wcad-city-spread



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01

Volatility as a Shield

The wide spread in roll changes indicates that market forces are not uniform. Georgetown's relative stability—holding at -3.5%—suggests that its housing stock, buyer profile, and development model are better insulated from regional downturns. This is not stagnation; it's a defensive strength. In a county where value erosion is accelerating in some areas, Georgetown's ability to moderate decline reflects deeper market maturity and less speculative overreach.

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02

The Price of Resilience

Georgetown's stability comes at a cost: it is not outperforming the county in growth. The city is not gaining value, but it is not losing it rapidly either. This suggests a market in equilibrium—neither overheating nor collapsing. For investors and long-term residents, this balance is a strategic advantage. It means less risk of a sharp correction and more predictability in value retention, especially in a climate of rising rates and tightening credit.

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