Sonterra — #1 of 6: Annual Rent Against Local Pay

Sonterra leads in rent burden at 24.1%

Top-ranked in Williamson County, TX · 2026

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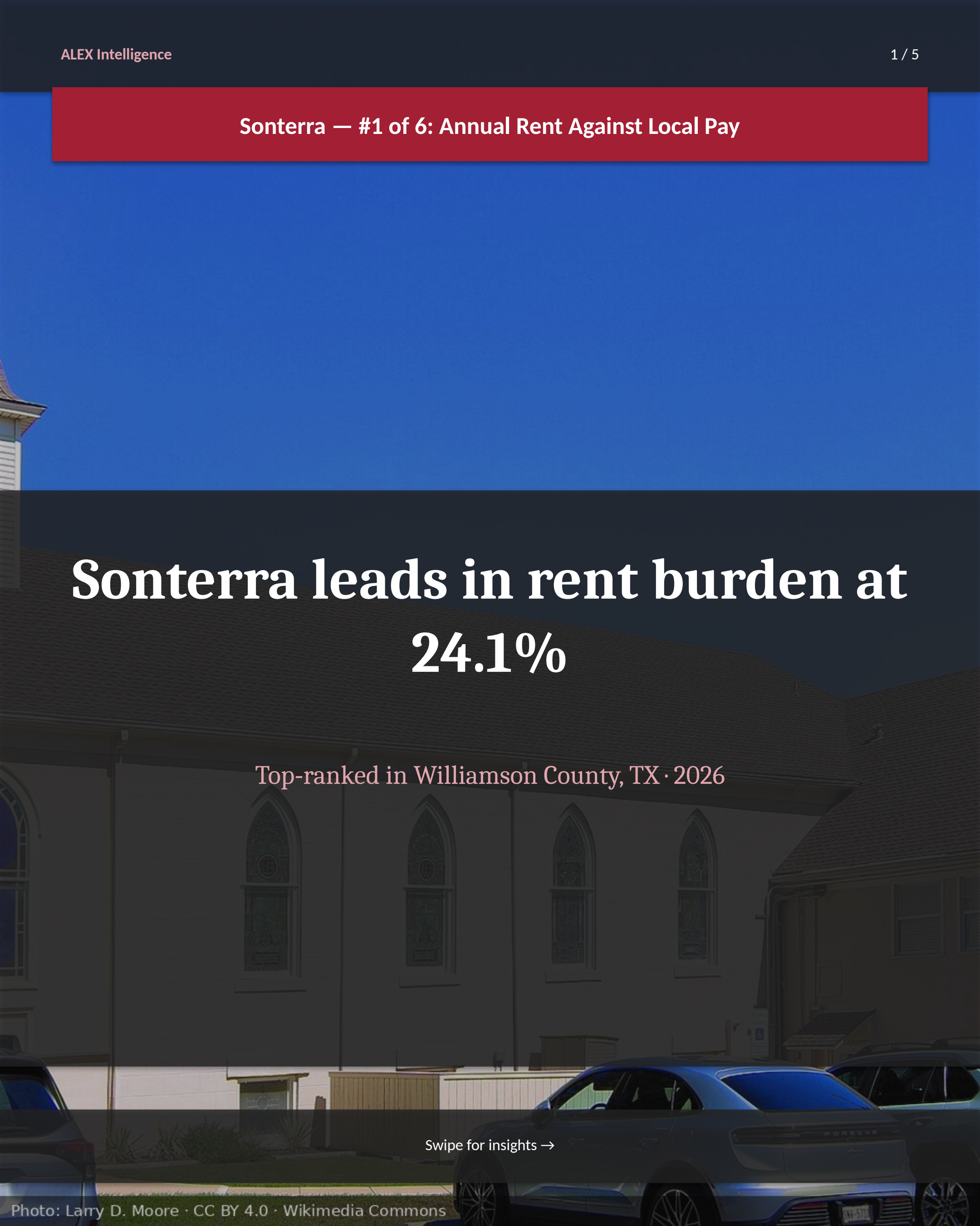


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THE DATA

24.1%

Annual Rent Against Local Pay (2024)

Sonterra has the highest rent-to-income ratio among Williamson County cities, reflecting intense affordability pressure.

This figure represents the share of median household income spent annually on rent in Sonterra. At 24.1%, it exceeds the 20% threshold considered affordable by the U.S. Department of Housing and Urban Development. This is not a transient spike but a structural shift in the local housing economy.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-10-williamson-rent-to-income-place-mkt



01

Affordability is now a location strategy

The implication is that Sonterra is no longer a gateway suburb but a destination for those already established in the regional economy—likely drawn by proximity to tech corridors in Round Rock and Leander, where high-wage jobs are concentrated.



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02

Rent pressure masks deeper capital allocation

The real story behind Sonterra's 24.1% is not that people can't afford it—it's that developers and investors are choosing to build for a narrow, high-income segment, effectively pricing out the middle and lower tiers of the workforce.

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