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

Thrall leads Williamson County in roll decline

6.5-point gap between fastest and slowest movers

Swipe for insights →

Photo: Larry D. Moore · CC BY 4.0 · Wikimedia Commons

THE DATA

6.5

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

This is the difference between Thrall's -0.2% and Jarrell's -6.5% change in property roll value over one year.

The spread of 6.5 points reflects a growing divergence in property market momentum across Williamson County's non-Georgetown cities. While Thrall saw minimal movement, Jarrell experienced a steep decline. This gap is not a sign of uniform slowdown but of deep structural divergence in demand, development, and investment patterns.

Source: ALEX Intelligence
https://alex-companies.com/data/2026-11-13-williamson-wcad-city-spread



01

Stagnation is not uniform

The data reveals that market slowdowns are not evenly distributed. Thrall’s near-zero roll change suggests a market with little new construction, low turnover, or strong owner retention. In contrast, Jarrell’s steep decline reflects either overvaluation, high vacancy, or an influx of distressed properties. This divergence signals that even within a single county, market health is not monolithic.

Photo: Larry D. Moore · CC BY 4.0 · Wikimedia Commons



Photo: plutonature333 · CC BY-SA 3.0 · Wikimedia Commons

02

Growth is not just about volume

Cities like Cedar Park and Leander, despite showing negative roll changes, remain high-demand markets due to infrastructure and school investment. Their declines are not indicators of weakness but of market maturity. Meanwhile, Thrall’s stability may signal a lack of new investment, making it vulnerable to long-term stagnation. The real story isn’t the direction of change, but the underlying drivers of it.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy