Georgetown — #1 of 7: Share of Homes Held for Seasonal Use

Georgetown Leads Texas in Seasonal Home Use

0.9% share — top in the state, per ALEX Intelligence 2026

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THE DATA

0.9%

Share of Homes Held for Seasonal Use (2024)

Georgetown holds the highest share of seasonal-use homes among Williamson County cities.

This 0.9% figure represents a structural shift in housing demand, indicating that a growing number of homeowners are treating Georgetown properties as second or seasonal residences rather than primary dwellings. The data suggests a sustained preference for lifestyle-oriented ownership, particularly among remote professionals and retirees who value access to low-density, amenity-rich environments without full-time relocation.

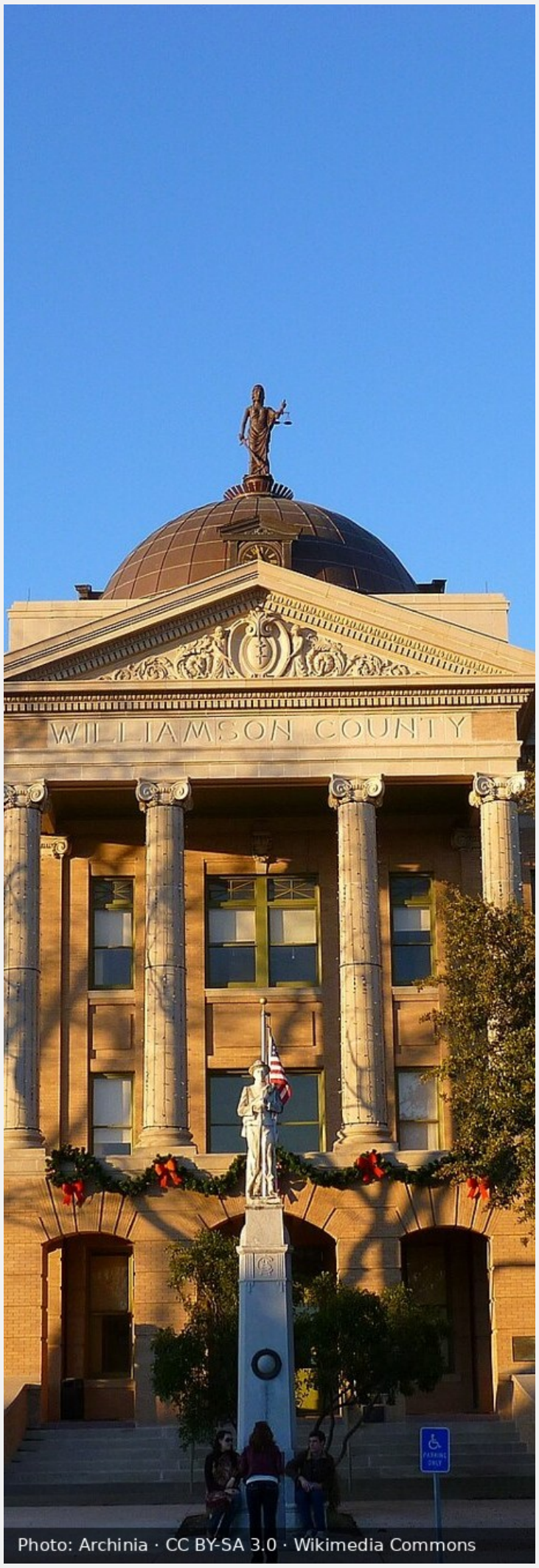


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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-19-georgetown-tx-seasonal-share-place-mkt

01

Seasonal Demand Fuels Market Resilience

Georgetown’s leadership in seasonal use is not a passing trend but a foundational shift in property use. Homes held for seasonal purposes often see higher long-term appreciation due to limited turnover and premium pricing during peak seasons. This dynamic supports a stable, low-vacancy market even as broader affordability pressures rise, making Georgetown uniquely insulated from short-term volatility.

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02

A Strategic Advantage for Long-Term Investors

The 0.9% seasonal share implies a concentrated base of owners who are not price-sensitive but value lifestyle, location, and long-term stewardship. This group is less likely to exit during rate hikes or market corrections, creating a durable demand floor. For investors, this signals that Georgetown is not just a residential market but a lifestyle asset class with enduring capital preservation traits.

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

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