Georgetown — #3 of 7: Share of Homes Valued $1M or More

Share of Homes Valued $1M or More: 7.4%

Source: ALEX Intelligence · Published November 21, 2026

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THE DATA

7.4%

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

Georgetown’s 7.4% share of $1M+ homes places it third among Williamson County cities.

This figure reflects a sustained shift toward high-value housing, particularly in Sun City Georgetown and newer master-planned communities. The concentration of homes above $1M is not accidental — it’s a direct outcome of strategic land use, zoning for premium density, and targeted development by builders focused on luxury and retirement lifestyles. The data reveals a market that is not just growing, but evolving in quality.



Photo: Another Believer · CC BY-SA 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-21-georgetown-tx-million-share-place-mkt

01

Elite housing drives long-term resilience

Georgetown’s high share of $1M+ homes is not a fleeting trend but a structural advantage. These homes are typically free-and-clear or carry low leverage, making them less vulnerable to interest rate shocks. As inflation persists and capital markets tighten — as noted by Texas A&M TRERC for 2027 — such assets act as anchors in volatile cycles. This resilience is not just financial; it strengthens community stability, attracting quality services and long-term residents who reinvest locally.

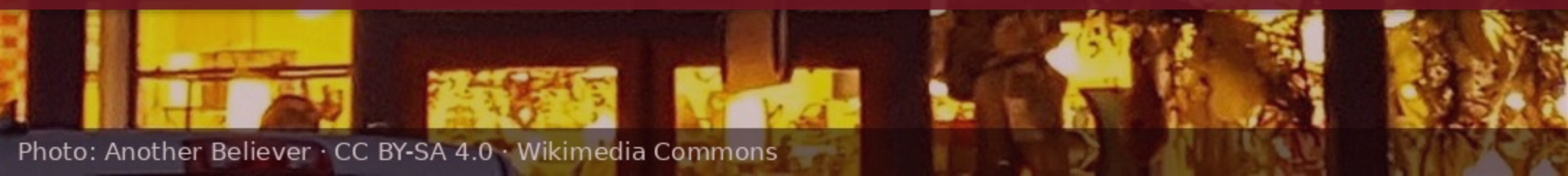


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02

The quiet cost of exclusivity

While Georgetown ranks #3 in high-value homes, its share of 7.4% still lags behind Brushy Creek and Santa Rita Ranch. This gap suggests that the city's growth is not purely driven by elite demand but by broader demographic and economic forces — including an aging population with substantial equity. Yet, as data centers expand and energy costs rise, the environmental toll of high-density, high-energy-use communities (as highlighted by MIT) may begin to constrain future development. The question is not whether Georgetown can maintain its rank, but whether it can do so sustainably.

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