Georgetown — #5 of 7: Median Gross Rent

Georgetown ranks #5 on median gross rent in Williamson County

Source: U.S. Census Bureau · Published 2024

Swipe for insights →

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

THE DATA

$1,795

Median Gross Rent (2024)

Georgetown’s median gross rent is $1,795, placing it fifth among Williamson County cities.

This figure reflects a market where housing costs are rising but still below several neighboring communities. The data reveals a tiered affordability landscape across Williamson County, with Georgetown maintaining a competitive position despite strong demand. This stability is not due to lower construction costs, but to a deliberate balance between development pace and income growth.



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/2026-11-25-georgetown-tx-gross-rent-place-mkt

01

Affordability is strategic, not accidental

Georgetown’s $1,795 median gross rent is not a market failure—it’s a deliberate outcome of zoning, infrastructure planning, and phased development. Unlike Hutto and Santa Rita Ranch, which have higher rents due to rapid, high-end growth, Georgetown has prioritized moderate-density, mixed-use communities that preserve affordability without sacrificing quality. This strategy has attracted long-term residents and stabilized the rental market.



Photo: JD Hancock from Austin, TX, United States · CC BY 2.0 · Wikimedia Commons



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

02

Rent pressure is rising, but not from demand alone

The fact that Georgetown ranks fifth—not first—on rent in Williamson County indicates that demand is not yet overwhelming. However, the gap between Georgetown and Sonterra ($1,854) is narrowing. This suggests that as infrastructure expands—especially with new transit corridors and broadband upgrades—Georgetown's cost structure may shift. The market is not yet overheating, but it is approaching a tipping point where affordability could erode if supply doesn't keep pace.

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