Georgetown — #6 of 7: Owner Occupancy Rate

Georgetown's 69.5% owner occupancy rate

Georgetown · U.S. Census Bureau 2024

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THE DATA

69.5%

Owner Occupancy Rate (2024)

Georgetown ranks #6 among Williamson County cities in owner occupancy rate.

This figure reflects a deeply rooted residential culture where homeownership is not a transient goal but a long-term commitment. The city's position just behind Hutto and Sonterra suggests a strong preference for stable, permanent housing over rental speculation.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-27-georgetown-tx-owner-share-place-mkt

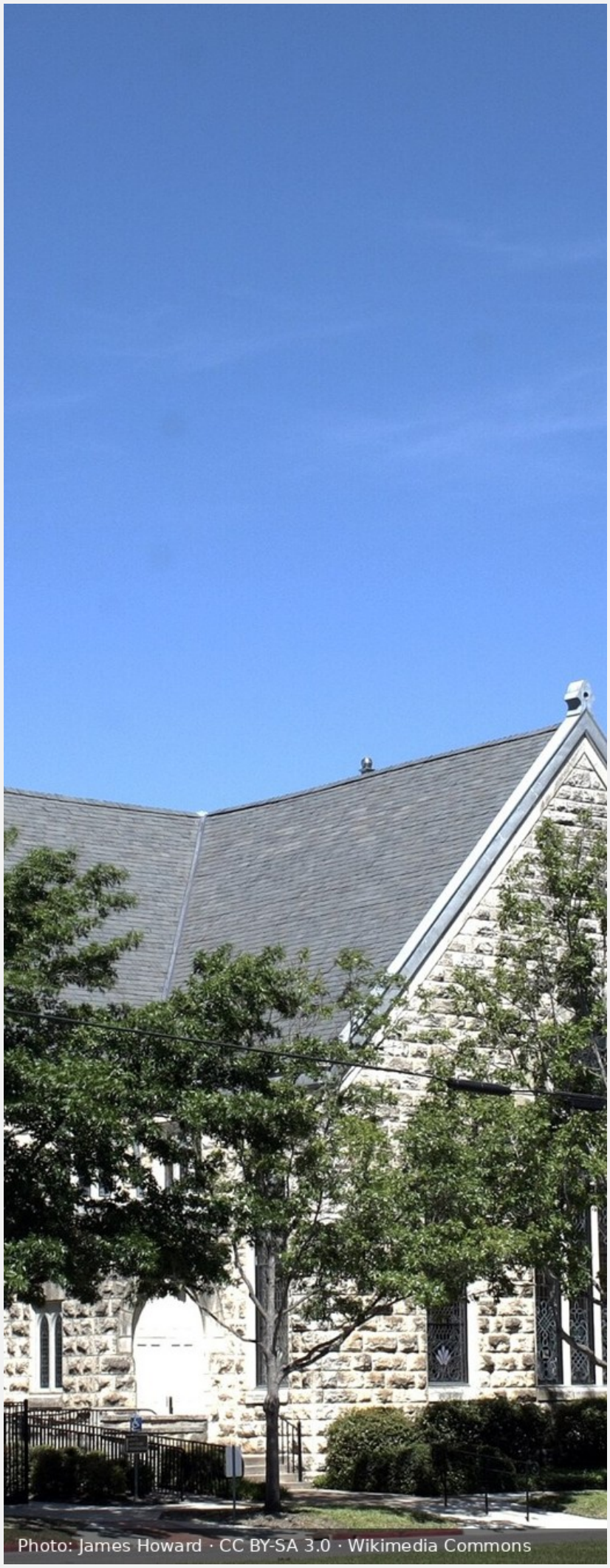
01

Stability drives long-term value

Georgetown’s 69.5% owner occupancy rate is not a sign of stagnation, but of a mature, self-sustaining housing ecosystem. Unlike rapidly growing cities where ownership rates fluctuate with speculative demand, Georgetown’s rate reflects decades of consistent community investment. This stability reduces turnover, lowers vacancy risk, and supports sustained property value appreciation over time.



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02

The cost of permanence

The fact that Georgetown ranks #6 in Williamson County—just behind Hutto, Sonterra, and Taylor—suggests that its housing market is not the most exclusive in the region. Yet its high owner occupancy rate indicates that residents prioritize permanence over luxury. This creates a unique value proposition: a stable, well-established community where long-term ownership is not just common, but expected.

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

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