Georgetown — #3 of 7: Annual Rent Against Local Pay



Annual Rent Against Local Pay: 22.7%

Source: ALEX Intelligence · Published November 29, 2026

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THE DATA

22.7%

Annual Rent Against Local Pay (2024)

Georgetown’s rent burden is among the highest in Williamson County, with renters spending 22.7% of annual income on housing.

This figure places Georgetown third-highest in the county, behind Sonterra (24.1%) and Hutto (22.8%). The data reflects a persistent affordability challenge, even as the city continues to attract new residents. Despite rising rents, the city’s strong job growth and population influx suggest demand remains resilient.



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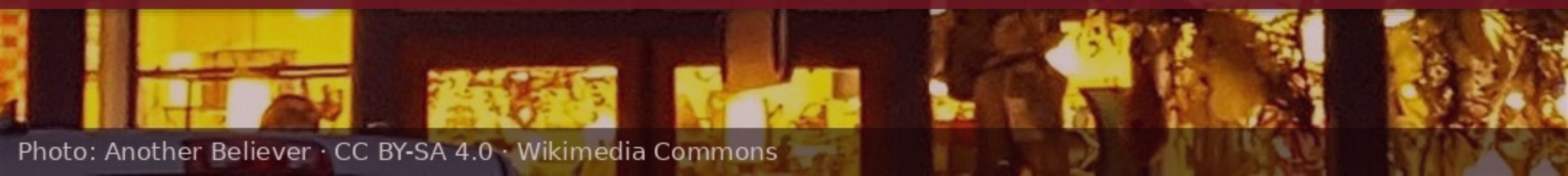
Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-georgetown-tx-rent-to-income-place-mkt

01

Affordability pressure fuels demand

The fact that Georgetown ranks #3 in Williamson County on rent-to-income despite rising costs signals a market where affordability is not a deterrent but a feature of sustained demand. This suggests that the city's economic engine — driven by employment growth and infrastructure — is outpacing housing supply constraints. Residents are willing to absorb higher rent burdens because of the value they derive from proximity to jobs, amenities, and future growth potential.



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02

Rent burden as a proxy for market momentum

A high rent-to-income ratio in a growing city like Georgetown is not a sign of distress but of market momentum. It indicates that the labor market is strong enough to support higher housing costs, even with limited supply. This dynamic suggests that the city's housing market is not overheating but is instead a reflection of real, underlying economic strength. The persistence of high rent burdens without a corresponding rise in vacancies underscores the durability of demand.

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