



Why We're Watching Austin

Especially Around Santa Rita Ranch

Austin remains one of the strongest residential investment markets in the U.S., and the next phase of growth is happening in its suburbs. Liberty Hill, about 30 miles northwest of downtown, is a good example of where the next phase of growth is taking shape and why we think it deserves a closer look from investors in both single-family and multifamily housing.

A recent Austin Business Journal report highlighted plans for a 400,000-square-foot retail center at Santa Rita Ranch, anchored by a new Walmart Supercenter. That kind of commitment from a national anchor isn't speculative; it's a signal that the rooftops are already there and the demand is real.

Anchor-Led Validation

A 400,000 SF retail center, anchored by a new Walmart Supercenter, signals durable, demand-driven growth not speculative expansion.

Santa Rita Ranch itself is planned for more than 10,000 homes, with roughly 75,000 residents expected within a five-mile radius at full build-out. More than 400 acres are earmarked for commercial use, and the new Walmart alone is expected to bring around 400 jobs, alongside a 50-acre retail center with restaurants, services, and everyday conveniences. Local brokers describe retail demand in the area as booming, and the numbers support it. We believe Williamson County is still meaningfully undersupplied in retail and services relative to its population, but that seems to be quickly changing.

This is the pattern we look for. Master-planned communities like Santa Rita Ranch don't just deliver houses; they integrate housing, retail, and lifestyle into a single ecosystem with a multi-year development runway. That tends to produce more predictable absorption, stronger rent and price growth, and faster community stabilization than scattered-site development. Also, this can mean a clearer line of sight on risk-adjusted returns for both rental housing and for-sale single-family housing.

Austin has grown a lot over the past several years, but residential deliveries are now coming into better balance with population growth, and the suburban submarkets in particular are still catching up to the demand already on the ground. The combination of real population growth, anchor-led retail investment, and disciplined master planning is what gives a market like Liberty Hill its edge. Typically, markets where population, retail investment, and thoughtful planning come together, residential real estate tends to outperform. Santa Rita Ranch is one of the clearest examples of that thesis playing out in Austin today.



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About Platform Ventures

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