

# The Eureka Retail Velocity Index™

Dallas – Fort Worth Market | January 2026

6.5 / 10.0

▲ 1.3 MoM

\* Major jump from prior month

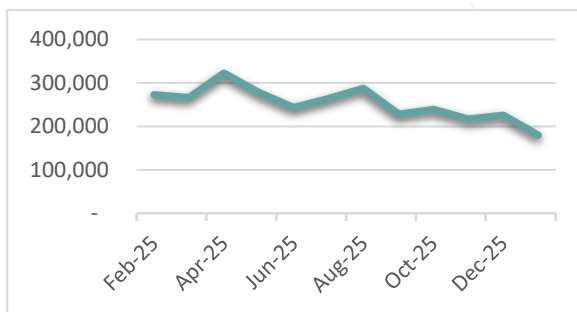
**This Month:** DFW Retail vacancy remains sub-5%. Strong year end leases push PFS above normal

<b>Total Leased SF:</b>	179,500 SF ▼	<b>Lease Term Months:</b>	76.9 ▲	<b>Market Vacancy:</b>	4.96% ▲
<b>Average Leased SF:</b>	2,459 SF ▼	<b>Months to Lease:</b>	13.9 ▲	<b>% of leases as NNN:</b>	93.65% ▲
<b>Average Rent (NNN):</b>	\$24.56 PSF ▲	<b>Months Vacant:</b>	14.7 ▲		

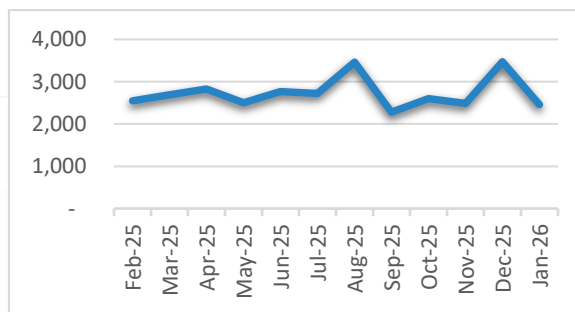
▲/▼ indicates month-over-month movement

## Dallas – Fort Worth Market Trailing 12 Months:

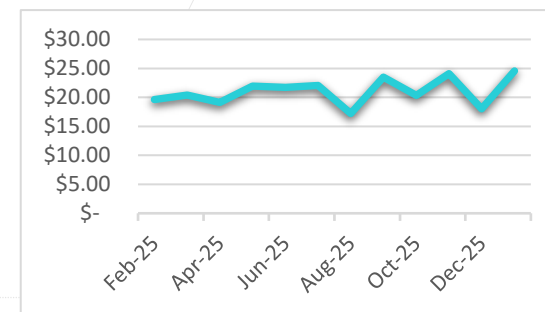
**Total SF Leased T12**



**Average Leased SF T12**



**Average Price/SF T12**



### Landlord Insights

- Push rents selectively in grocery-shadow centers
- Reduce concessions where vacancy <5%
- Monitor **Medtail** retail demand

### Pricing Power Indicator™



### Tenant Insights

- Lock sites before Q2 pricing resets
- Expect tighter TI packages in Class A centers
- Consider secondary trade areas for leverage

## Methodology

The **Eureka Retail Velocity Index™** is a proprietary monthly market intelligence product from **Eureka Business Group** tracking retail leasing activity, pricing momentum, vacancy compression, and negotiation leverage across the Dallas-Fort Worth market. The index benchmarks current performance against trailing 12-month market averages to assess directional momentum. The Velocity Score integrates leasing activity, pricing momentum, vacancy compression, and leasing efficiency. Scores range from 1.0-10.0.

Data is collected from EBG proprietary leasing data and other sources such as Costar and CRExi.

## Deal Spotlight

Four retail leases ranging from 1,512SF to 8,295 SF were signed at 3625 Preston Rd during January at an average rent of approximately \$42 PSF (NNN), demonstrating continued absorption in high-traffic suburban trade areas of North Texas. Located in Celina, where retail vacancy remains below the broader metro average. While overall market velocity moderated, quality product in growing corridors continues to transact steadily.

## 90-Day Outlook

While Q1 leasing conditions reflect balanced leverage and moderate friction, seasonal transaction activity is expected to accelerate into Q2. Historically, spring momentum supports improved absorption, particularly in grocery-anchored and necessity-based corridors where tenant demand remains concentrated.

A continued preference toward higher-quality, well-maintained centers is becoming increasingly evident, with tenants prioritizing visibility, co-tenancy strength, and overall asset presentation over discounted rents in secondary locations.

## Contact Information



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