The Eureka Retail Velocity Index™

Dallas-Fort Worth Market | August 2026

6.9 / 10.0

▲2.4 MoM

* Strong rebound from prior month

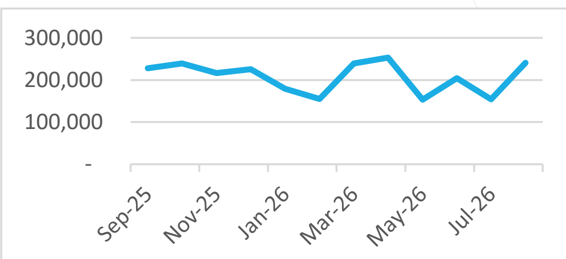
This Month: DFW retail leasing rebounded sharply in August, with several larger transactions lifting volume and average deal size while rents improved modestly and vacancy edged lower. However, longer lease-up periods and wide reported pricing differences across transactions reinforce a selective market where asset quality, location, and space configuration continue to drive outcomes.

Total Leased SF:	241,000 SF ▲	**Lease Term Months:**	61.40 ▲	**Market Vacancy:**	5.11% ▼
Average Leased SF:	3,252 SF ▲	**Months to Lease:**	13.90 ▲	**% of leases as NNN:**	83.33% ▼
Average Rent (NNN):	$21.61 PSF ▲	**Months Vacant:**	14.10 ▲		

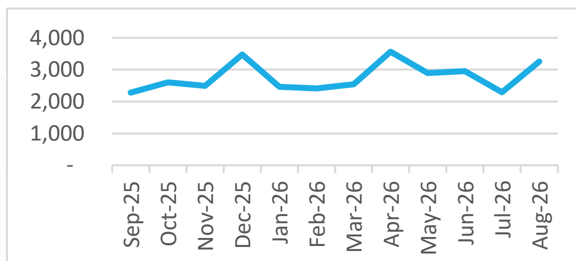
▲/▼ indicates month-over-month movement

Dallas – Fort Worth Market Trailing 12 Months:

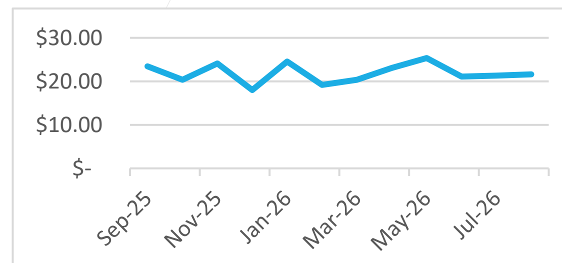
Total SF Leased T12



Average Leased SF T12



Average Rent/SF T12



Landlord Insights

- Defend rents selectively in quality assets
- Reprice older or slow-moving inventory
- Trade flexibility for longer term & stronger credit

Pricing Power Indicator™

Landlord ▼ Tenant

* Low vacancy supports landlords but longer lease-up keeps leverage balanced.

Tenant Insights

- Move quickly on quality second-gen space
- Target long-marketed space for leverage
- Negotiate structure, not just rent

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 **Eureka Retail Velocity Index™** is designed to provide actionable market intelligence for landlords, tenants, and investors operating in the middle-market retail segment. 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

August's rebound was led by several larger transactions, most notably **Academy Sports + Outdoors' 63,300 SF lease in Celina**, a 16.4-year commitment at a reported **$16.00 PSF NNN starting rent**. The transaction alone represented roughly one-quarter of the month's leasing volume and reinforces continued retailer confidence in DFW's high-growth suburban corridors.

The month also highlighted the market's continued pricing divide. **Wedgewood Village in Fort Worth leased 16,000 SF marketed at $12.00 PSF after two years of vacancy**, while smaller quality spaces achieved substantially stronger reported starting rents, including a **4,228 SF, 10-year renewal in Lewisville at $35.00 PSF NNN** and a **1,427 SF Denton lease at $36.00 PSF NNN**. Together, August's transactions show that demand is broadening, but pricing and lease velocity remain highly dependent on asset quality, location, and space configuration.

90-Day Outlook

DFW retail leasing is expected to remain active but uneven over the next 90 days. Vacancy near 5% should continue to support well-located centers and quality second-generation space, while longer lease-up timelines suggest tenants will remain selective. Monthly volume may stay volatile as larger transactions continue to influence headline results.

Landlords with strong assets should retain pricing discipline, but older or long-marketed inventory may require realistic pricing, concessions, or flexible deal structures to maintain absorption. Tenants should find greater leverage in stale inventory, while desirable spaces in stronger trade areas may still require quicker decisions.

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Request a Property-Specific Rent and Positioning Review