DFW Home Sellers Are Slashing Prices

Market shifts in Dallas-Fort Worth, offering new dynamics for buyers and sellers.

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THE DATA

4.1%

Average Price Concession

Dallas-Fort Worth properties saw an average reduction from their original asking price in the first four months of 2026.

This notable percentage indicates a market where sellers are increasingly adjusting expectations to meet buyer demand. The trend reflects a broader cooling of the housing market, moving away from the rapid appreciation seen in previous years.



Source: Texas Real Estate Research Center (TRERC) · Published July 27, 2026

01

DFW Shifts to a Buyer's Market



Nearly half of Dallas home sellers are actively reducing their prices, a clear indicator of increased buyer leverage in the Dallas-Fort Worth MSA. This marks a significant departure from recent years, as inventory levels rise and competition among sellers intensifies. Buyers now have more opportunities to negotiate favorable terms and prices, especially for properties that have been on the market longer. This shift underscores the importance of strategic pricing for sellers and diligent market research for buyers. [BREAKING]



02

New Construction Adds to Inventory Pressure

Dallas's position as the No. 1 market for new home construction in the U.S. is contributing to the expanding inventory across the DFW MSA. This influx of new homes provides more choices for buyers and further encourages price adjustments in the resale market. Builders are also offering incentives, creating additional competition for existing homes and emphasizing the need for sellers to price competitively.

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