Buyer Power Is Rising

Dallas-Fort Worth market shows signs of shifting dynamics

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THE DATA

8.3%

Year-over-Year Price Increase

Stabilization in Dallas-area home prices noted in recent data.

A modest but steady increase in home prices across the Dallas-Fort Worth MSA signals a stabilization trend, suggesting that demand remains strong without overheating. This trend supports the idea that buyers may now have better negotiating leverage compared to previous peaks. The pace of growth is consistent with broader regional shifts in affordability and buyer sentiment.



Source: Texas A&M TRERC · Published August 26, 2026

01

Inventory Growth Signals Opportunity

While inventory remains below pre-pandemic levels, a gradual increase in listings is creating more options for buyers. This trend, combined with the modest price growth, may be offering a favorable environment for those ready to move. The slight uptick suggests that sellers are beginning to reconsider their pricing strategies or are motivated by shifting market conditions.



02

Suburban Demand May Be Shifting

With more inventory entering the market and affordability concerns rising, suburban areas in DFW may be seeing a shift in buyer preferences. This could lead to a temporary dip in high-demand neighborhoods like Addison or Plano, as buyers explore mid-tier markets that offer better value. This realignment could signal a longer-term structural change in how the region’s housing demand is distributed.

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