



COSTAR INSIGHT

## Sticky concessions continue to weigh on Dallas-Fort Worth multifamily market

Local contacts manage expectations for rent growth rebound



Roughly 60% of multifamily properties in Dallas-Fort Worth are offering concessions. (CoStar)

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April 21, 2026 | 8:42 AM

As the [Dallas-Fort Worth](#) multifamily market continues to wrestle with negative rent growth, survey results from property management professionals underscore a challenging operating environment. Concessions, renewals and a protracted path toward rebalancing underscore sentiment in the market.

### Few signs of concession burn-off

Local contacts confirm concessions are an enduring factor within Dallas-Fort Worth. [Roughly 60% of properties offer some form of concession](#), according to CoStar’s multifamily research team, well above the national average of 43%.

A dominant share of property managers expects concessions to prevail over the near term. Roughly 57% of respondents anticipate concessions to remain the same or rise over the next year, while the remainder anticipates concession burn-off to begin.

## Most contacts expect concessions to remain or rise over the near term

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Decrease    Remain the same    Increase

Source: CoStar  
Note: Captures survey responses conducted by author over the first quarter of 2026



Free rent varies across Dallas-Fort Worth. Within Uptown, many developments offer just four to six weeks of free rent, while newer properties in outlying Collin County towns can offer as much as 12 weeks, underscoring the heavy saturation of new competition in the suburbs and exurbs.

### Getting ahead of renewals

With intense leasing competition, retention has become a primary lever for protecting occupancy. Sending renewal notices several months in advance is now a common practice.

On pricing, property managers are pursuing modest renewal increases where conditions allow. Local contacts report only limited signs of regained pricing power, largely confined to the margins. Some are testing renewal escalations, but are often willing to back off when residents push back to avoid turnover costs. Managers also note that residents are more sensitive to renewal pricing than to new-lease rates, underscoring the continued prevalence of inverted rent rolls.

### Managing expectations for near-term performance

Near-term rent growth expectations remain muted. Most respondents expect rents to grow modestly by 1% to 2% or remain effectively flat over the near term, reflecting a cautious but not pessimistic outlook. Expectations for rent declines are relatively limited, suggesting downside risk is contained. All told, few believe a rapid rebound is imminent, with a protracted recovery the most likely scenario.

## Respondents expect modest rent growth over near term

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Increase by 3% to 5%    Increase by 1% to 2%    Hold flat between -1% to 1%  
Decline by -1% to -2%    Decline by -3% to -5%



Source: CoStar  
Note: Captures survey responses conducted by author over the first quarter of 2026



The groundwork is being laid for a healthier landscape to support rent growth. New supply completions in Dallas-Fort Worth are expected to drop sharply, with construction starts down more than 70% from peak levels.

As slack in excess supply tightens, pricing power will gradually shift in favor of property owners and managers. For now, that path remains fragile, and owners and property managers are focused on the spring leasing season in the near term.

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