SARASOTA • MANATEE • COMMERCIAL REAL ESTATE

THE WILSON REPORT — LAND

Q2 2026 | SARASOTA & MANATEE COUNTIES | COMMERCIAL, INDUSTRIAL & MULTIFAMILY LAND

COMMERCIAL BASELINE	ACTIVE LISTINGS	AVG DAYS ON MARKET	NEW ORIGINATION RATE
$450–478K/ac	**345**	**293 days**	**6.12%**
Benderson + Manatee assessment converge	10-quarter low	-35.7% from 456-day peak	ARM share down to 34%

EXECUTIVE SUMMARY

Two pricing methods converge on suburban commercial land value: Benderson's 52-acre Wellen Park close at **~$450K/acre**, and Manatee County's assessed commercial value ($466,400 avg / $435,600 median). Sellers are asking above that basis — Manatee commercial listings average **~$591K/acre** — while premium corridors run considerably higher.

Pricing here really comes down to location. Downtown Sarasota and other walkable infill submarkets carry a real premium — buyers and tenants are willing to pay higher occupancy costs to be in the most desirable, walkable spots, and that pushes those corridors to $1.2M–$4M+/acre. Move outside the urban core, though, and the math gets a lot more forgiving: less dense pockets of the two-county metro are where deals actually pencil right now, particularly for retail development, and they offer real upside for developers with the foresight to build what those rooftops need.

Active listings fell to a **10-quarter low of 345**, and days on market compressed to **293** from Q4 2025's 456-day peak — a 35.7% swing. One caveat: nobody publishes a clean commercial-only closed count, so don't mistake rising platform totals for commercial deal flow — DOM and inventory are the numbers to trust here. Manatee's March easement on ~1,400 acres (Mossy Island, Thundercloud Ranch) also takes a real chunk of large-tract supply off the table for good.

MARKET HIGHLIGHTS

Two Methods, One Number
Benderson's Wellen Park close (~$450K/acre) and Manatee's assessed commercial value ($466K avg) converge on baseline pricing.

Sellers Asking Above Basis
Manatee commercial listings average ~$591K/acre, roughly 25%–30% above the sold/assessed basis.

Inventory at a 10-Quarter Low
Active listings fell to 345; DOM compressed to 293 days from a 456-day Q4 2025 peak.

Borrowers Shift to Fixed
ARM share collapsed from 84% to 34% over two quarters as new-origination rates eased to 6.12%.

RECENTLY CLOSED

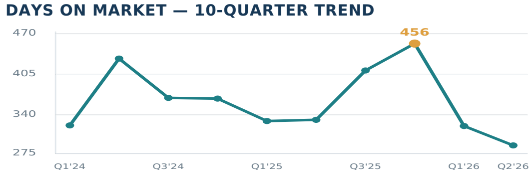
Former Sarasota Square Mall Site

4.5-acre parcel from the former mall site sold for multifamily redevelopment — a marker of how infill retail sites are being repositioned this cycle.

$18,200,000 SALE PRICE

$4.04M PRICE PER ACRE

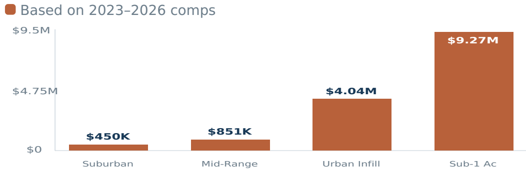
DAYS ON MARKET — 10-QUARTER TREND



Source: Crexi 1st Party Data

PRICE/ACRE BY PARCEL TIER

Based on 2023–2026 comps



Source: Benderson 52-Ac, Former Sarasota Square Mall, University Pkwy, 1093 Central Ave transactions

NOTABLE NON-RESIDENTIAL LAND TRANSACTIONS

TRANSACTION	DATE	ACRES	PRICE	$/ACRE	USE
1093 Central Ave, Rosemary District	May 2026	0.19	$1.8M	$9.27M	Industrial/Mixed Infill
Former Sarasota Square Mall	Mar 2026	4.5	$18.2M	$4.04M	Multifamily
Lakewood Ranch Parcel	Feb 2026	1.16	$1.45M	$1.25M	Premium Infill
Terra Ceia	Mar 2026	4.90	$1.25M	$255K	Commercial Fringe
Wellen Park Commercial District	Dec 2025	52	$23.4M	$450K	Retail/Mixed-Use
University Pkwy MF Parcel	Dec 2024	7.64	$6.5M	$851K	Multifamily (210 Units)
Payne Pkwy Development Site	Late 2023	1.98	$7.5M	$3.79M	Mixed-Use

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"Now, a person who is put in charge as a manager must be faithful." — 1 Corinthians 4:2

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Sources: Manatee County Property Appraiser, Benderson Development, Crexi 1st Party Data, Sarasota County Records.