

# THE WILSON RETAIL REPORT

Q2 2026 | SARASOTA-MANATEE MSA



**VACANCY RATE**  
(Q1 2026)

**3.9%**

-40 bps vs Q4 2025  
(4.3%)



**AVERAGE ASKING RENT**  
(Q1 2026)

**\$25.00/SF**

+1.3% vs Q4 2025  
(\$24.68/SF)



**RETAIL INVENTORY**

**53.8M SF**

Metro-wide  
Inventory



**AVG ASKING CAP RATE**  
(Q2 2026)

**5.75%**

Neighborhood Retail  
6.95% | Community Retail 6.25%

## EXECUTIVE SUMMARY

The Sarasota-Manatee retail market remains exceptionally tight. Vacancy declined to 3.9% in Q1 2026, below both the five-year average and the 10-year benchmark. Average asking rents reached \$25.00/SF, continuing a steady upward trend as landlords maintain pricing leverage in the face of limited available space.

Leasing activity shows tenants remain selective. Asking rents rose year-over-year, while signed lease rates eased in Q2 2026, indicating disciplined negotiations despite constrained inventory.

Supply continues to contract with lease listings down 27% and sales listings down 30% year-over-year. Days on market have increased, reflecting a mismatch between what is available and what tenants are seeking.

Investment demand remains healthy with neighborhood retail cap rates ranging from 6.25% to 7.00%. Sarasota continues to be regarded as one of Florida's strongest retail markets.

## MARKET HIGHLIGHTS



### VACANCY NEAR 10-YEAR LOW

Metro-wide vacancy of 3.9% reflects continued limited availability.



### RENTS TRENDING HIGHER

Market average asking rents reached \$25.00/SF in Q1 2026.



### FALLING SUPPLY

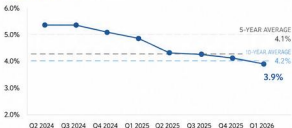
Lease listings down 27% and sales listings down 30% year-over-year.



### HEALTHY INVESTMENT MARKET

Neighborhood retail cap rates ranging from 6.25% to 7.00%.

## VACANCY RATE — Metro-Wide



Source: SVN Commercial Real Estate Advisors

## ASKING LEASE RATE — Cxsi CBSA (\$/SF/yr)



Source: Cxsi 1st Party Data



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