

# Second Half 2025 Market Report

Milltowne-610 & 650 J Street

Individual Members of:





# OVERALL MARKET Second Half 2025

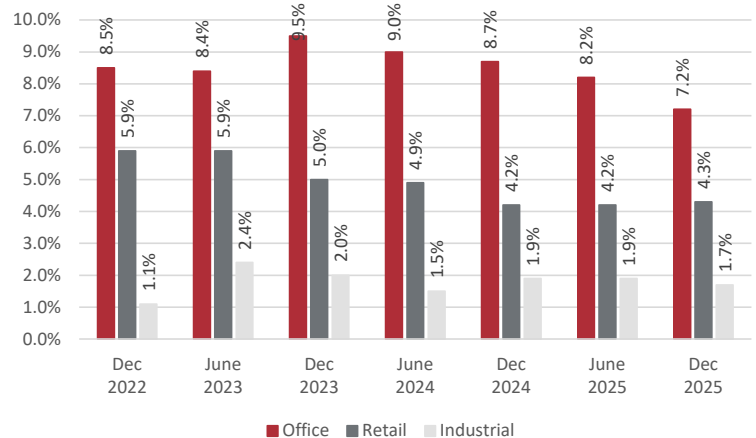
## HIGHLIGHTS

Lincoln's commercial real estate market remained steady and resilient during the second half of 2025, supported by stable fundamentals and continued demand for well-located, functional space. Across major property types, occupancy trends remained healthy and the market continued to reward quality assets, with tenants and buyers prioritizing properties that align with long-term operational needs and provide strong positioning within established corridors.

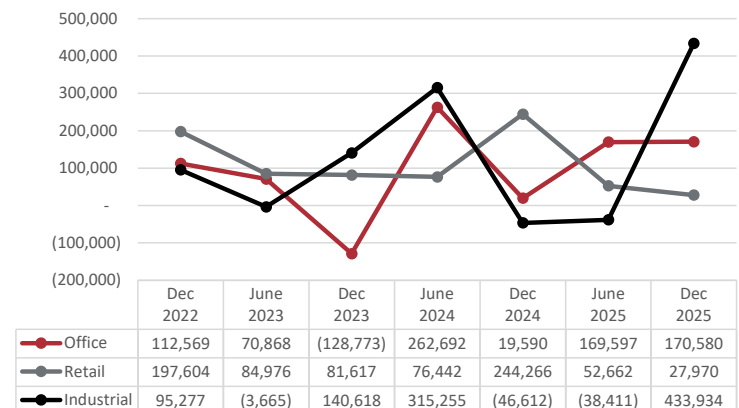
Leasing conditions reflected measured, sector specific momentum rather than broad expansion. Office activity remained stable with improving performance tied to upgraded, amenity supported space, while retail continued in a balanced holding pattern with demand favoring service-oriented and necessity-based users. Industrial vacancy remained tight, helping support values and lease rates even as overall activity levels stayed more selective.

Construction and investment activity remained active but targeted. Permit values were influenced by a small number of large projects—most notably major office and industrial investment—while retail development remained concentrated in smaller build-to-suit formats. Sales activity held steady across sectors, with pricing generally firm for well-performing assets and a wider pricing range for properties requiring lease-up or capital improvement. Looking ahead, Lincoln remains well-positioned entering 2026, supported by limited new supply, steady demand, and continued investor and owner-user interest.

## Overall Market Historical Vacancy



## Overall Market Historical Net Absorption (Square Feet for Six Months Ending)



**Marc Hausmann, CCIM, SIOR**  
Associate Broker

“

The commercial real estate market remains mixed, with higher interest rates, lending tightening, and shifting space demand. Office stress has continued, even though remote and hybrid work seem to have decreased. Industrial and data centers remain systematically strong with vacancies coming back to normal levels. Retail has stabilized in well-located centers. Transaction volumes are muted as buyers and sellers struggle to agree on pricing, mainly due to interest rates and CAP rates. Overall, the market is in a slow reset phase, with the future recovery being asset class based.

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## CONSTRUCTION ACTIVITY

### Construction Activity Overview

Construction activity during the reporting period was driven largely by a small number of high-value projects rather than broad-based speculative development. Office new construction increased significantly due to the planned Sandhills Global office campus expansion, which accounted for approximately \$77 million of total office permit value. Industrial construction activity also remained elevated, led by continued investment in the Google data center, contributing roughly \$50 million in new industrial permits.

### New Construction Trends

Retail new construction remained modest and primarily consisted of smaller, standalone projects such as quick-service restaurants, banks, and car wash facilities. These developments reflect a continued focus on service-oriented and necessity-based retail, with most new projects proceeding on a build-to-suit basis amid elevated construction costs and tighter financing conditions.

### Alteration Activity

Renovations and alterations continued to play an important role in overall construction activity. During the period, the average office alteration permit value was approximately \$830,000, while the average retail alteration permit totaled roughly \$152,000 excluding the WarHorse Casino expansion. Average industrial alteration permits came in at approximately \$524,000, highlighting ongoing reinvestment in existing properties across all sectors.

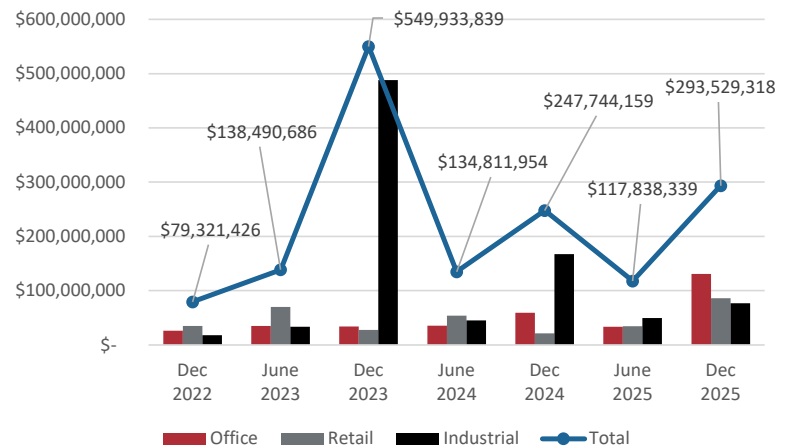
### Notable Projects and Outlook

Major projects during the period included a \$19 million interior build-out for the Cultural Centers of Lincoln Collaborative's new facility at 949 N 22nd Street, a \$4 million office remodel for Farm Bureau, and a \$60 million expansion at WarHorse Casino Lincoln. Looking ahead, construction activity is expected to remain selective, with large owner-occupied and institutional projects driving totals alongside smaller-scale renovations and build-to-suit developments.

## NEW CONSTRUCTION PERMITS

Office	↑	2 <sup>nd</sup> Half 2025: \$90,073,202 1 <sup>st</sup> Half 2025: \$7,852,711
Retail	↓	2 <sup>nd</sup> Half 2025: \$16,127,000 1 <sup>st</sup> Half 2025: \$21,714,078
Industrial	↑	2 <sup>nd</sup> Half 2025: \$65,835,000 1 <sup>st</sup> Half 2025: \$27,050,470

## Historical Building Permit Value by Permit Type (Dollars for Six Months Ending)



## BUILDING PERMITS BY BUILDING TYPE

### OFFICE

	# of Permits	Value
New Construction	11	\$90,073,202
Alteration to existing	49	\$40,725,041
<b>TOTAL</b>	<b>60</b>	<b>\$130,798,243</b>

### RETAIL

	# of Permits	Value
New Construction	7	\$16,127,000
Alteration to existing	65	\$69,745,846
<b>TOTAL</b>	<b>72</b>	<b>\$85,872,846</b>

### INDUSTRIAL

	# of Permits	Value
New Construction	5	\$65,835,000
Alteration to existing	21	\$11,023,229
<b>TOTAL</b>	<b>26</b>	<b>\$76,858,229</b>

# OFFICE Second Half 2025

## HIGHLIGHTS

### Office Market Overview

Lincoln's office market strengthened during the reporting period, supported by improving demand, little new speculative product, and continued tenant preference for well-located, high-quality space. Overall vacancy declined to 7.2%, reflecting a tightening market compared to recent periods. Net absorption was positive at 170,580 square feet, signaling steady occupancy gains and continued momentum in office leasing activity.

### Demand and Leasing Trends

Tenant activity continues to favor quality over price, with occupiers placing greater value on upgraded interiors, strong building amenities, and efficient layouts. Medical office users remained a significant driver of activity, reinforcing the continued demand for healthcare-related space across Lincoln's submarkets. Office asking rental rates in Lincoln appear to be rising, but it is important to note that the figures reported reflect Full Service asking rents, which include building operating expenses within the quoted rate. As expenses such as maintenance, insurance, and utilities continue to increase, landlords are adjusting rates in part to help recoup higher ownership and operating costs.

### Build-Out and Occupancy Drivers

Construction and tenant improvement costs have remained a key factor in deal-making, often requiring creative solutions to bridge gaps between tenant expectations and project feasibility. Rather than prioritizing the lowest rental rate, tenants are increasingly focused on spaces that support recruiting, retention, and operational efficiency—driving continued interest in newer or recently renovated inventory. This flight-to-quality trend has helped strengthen the performance of better-positioned office properties even as the broader market remains selective.

### Notable Activity and Outlook

Downtown Lincoln also saw positive momentum during the period, with Elevator Co-Warehousing + Coworking opening its first Lincoln location and adding additional flexibility to the market's workspace options. Looking ahead, Lincoln's office market is expected to remain stable with moderate growth, supported by continued medical office demand and tenant preference for upgraded, amenity-supported spaces. As vacancy tightens, well-capitalized landlords who can invest in improvements and deliver turnkey solutions are likely to maintain an advantage in attracting and retaining tenants.

## OFFICE FUNDAMENTALS

Vacancy



2<sup>nd</sup> Half 2025: 7.2%  
1<sup>st</sup> Half 2025: 8.2%

Net  
Absorption



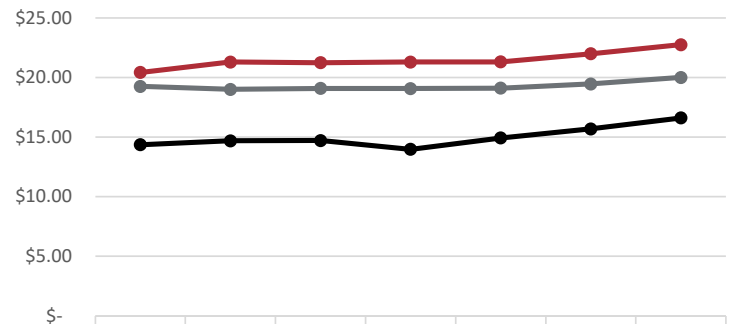
2<sup>nd</sup> Half 2025: 170,580 SF  
1<sup>st</sup> Half 2025: 169,597 SF

Average  
Asking Rate



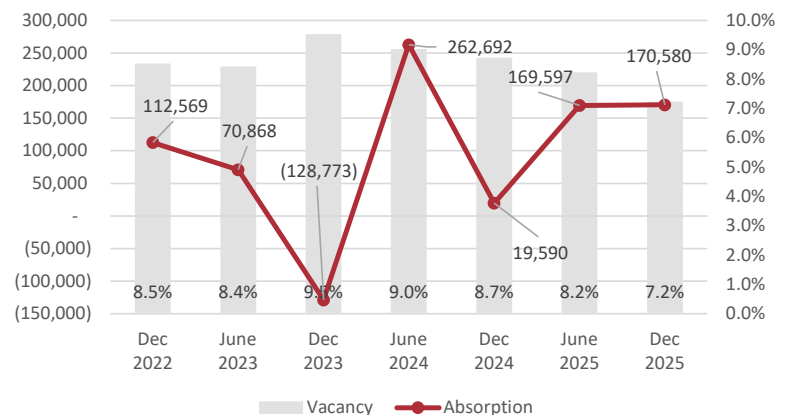
2<sup>nd</sup> Half 2025: \$20.79  
1<sup>st</sup> Half 2025: \$20.14

## Historical Asking Rental Rates



	Dec 2022	June 2023	Dec 2023	June 2024	Dec 2024	June 2025	Dec 2025
Class A	\$20.43	\$21.30	\$21.24	\$21.30	\$21.31	\$21.99	\$22.75
Class B	\$19.26	\$19.01	\$19.09	\$19.07	\$19.11	\$19.46	\$20.01
Class C	\$14.36	\$14.69	\$14.71	\$13.97	\$14.93	\$15.69	\$16.61

## Historical Net Absorption & Vacancy



Submarket	Number of Buildings	Total Rentable (SF)	Total Available (SF)	Total Vacancy (%)	Net Absorption (SF)	Average Asking Rate (\$/SF/YR) Full Gross
<b>CBD</b>						
Class A	22	1,464,447	141,760	9.7%	22,604	\$21.62
Class B	108	2,163,016	401,402	18.6%	68,155	\$18.90
Class C	18	171,737	5,761	3.4%	680	\$18.24
CBD Subtotal	148	3,799,200	548,923	14.4%	91,439	\$19.59
<b>Northeast</b>						
Class A	7	217,001	7,109	3.3%	4,817	\$21.00
Class B	111	1,277,780	115,665	9.1%	7,304	\$17.60
Class C	43	353,416	8,418	2.4%	7,102	\$16.29
Northeast Subtotal	161	1,848,197	131,192	7.1%	19,223	\$17.51
<b>Northwest</b>						
Class A	14	1,063,966	92,736	8.7%	(7,542)	\$22.55
Class B	52	815,312	70,207	8.6%	(9,850)	\$22.89
Class C	13	119,851	-	N/A	-	N/A
Northwest Subtotal	79	1,999,129	162,943	8.2%	(17,392)	\$22.64
<b>Southeast</b>						
Class A	24	950,666	37,510	3.9%	6,526	\$28.61
Class B	492	4,924,469	198,641	4.0%	61,940	\$22.06
Class C	20	114,410	1,100	1.0%	2,001	\$17.50
Southeast Subtotal	536	5,989,545	237,251	4.0%	70,467	\$22.97
<b>Southwest</b>						
Class A	7	359,318	-	N/A	-	N/A
Class B	145	1,514,085	48,818	3.2%	7,401	\$20.83
Class C	23	135,600	720	0.5%	(558)	\$15.00
Southwest Subtotal	175	2,009,003	49,538	2.5%	6,843	\$20.74
Market Total	1,099	15,645,074	1,129,847	7.2%	170,580	\$20.79

## NOTABLE TRANSACTIONS

SALE	Size (SF)	Price	Price/SF	Submarket
1111 O Street*	76,334	\$5,200,000	\$68	CBD
4501 S. 70th Street*	42,040	\$6,450,000	\$153	SE
3901 Faulkner Dr.	11,387	\$1,500,000	\$131	SE

\*Indicates Transaction Represented by NAI FMA Realty



**Richard Meginnis, SIOR**  
President

“

It's all about top-notch comfort and tech-friendly spaces turning into the new golden ticket in office leasing. Basically, the vibe is quality over quantity.

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# RETAIL

## Second Half 2025

### HIGHLIGHTS

#### Retail Market Overview

The Lincoln retail market remains in a steady holding pattern, characterized by minimal disruption and limited movement on both the vacancy and absorption fronts. There were no significant new vacancies or large tenant move-outs during the reporting period, and overall vacancy edged up only marginally by 0.1%. Net absorption was modest, reflecting a market that remains largely in balance. This stability continues to position retail as one of the more resilient asset classes in the local commercial real estate landscape.

#### Tenant Demand Trends

Tenant activity continues to favor service-oriented retail rather than traditional goods-based users. New leasing demand is being driven primarily by restaurants, convenience retailers, automotive services, and other necessity-based or experiential uses that are less susceptible to e-commerce pressures. This trend underscores a broader shift in consumer behavior, where convenience, service, and experience are driving site selection and leasing decisions more than discretionary retail spending.

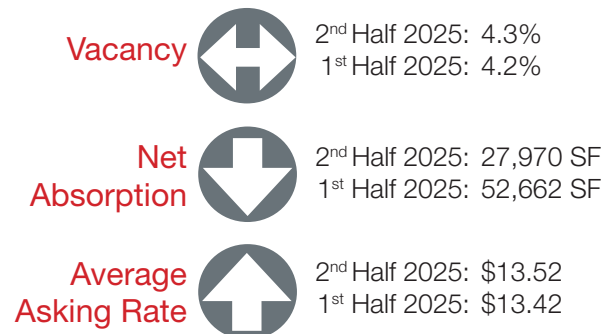
#### Construction and Supply Dynamics

New retail construction has slowed notably compared to the past two years, reinforcing the market's overall stability. Approximately 82,000 square feet of new retail space was delivered in 2025, down from roughly 222,000 square feet in 2024 and 106,000 square feet in 2023. Elevated construction costs, tighter lending conditions, and a preference for second-generation space have limited speculative development, helping prevent oversupply and supporting occupancy levels across existing retail centers.

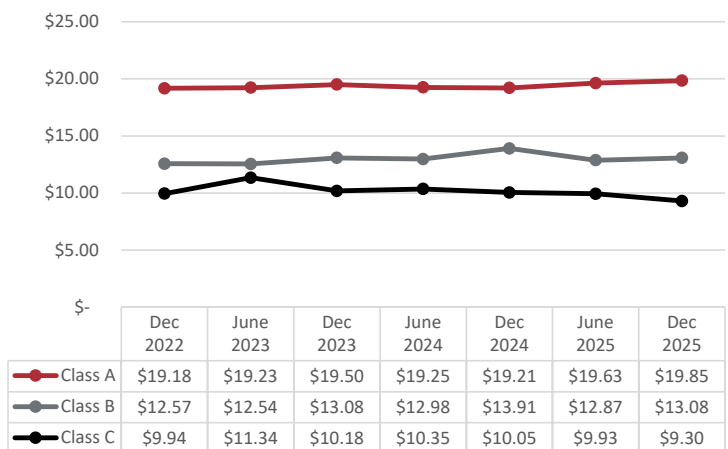
#### Submarket Activity and Outlook

The most notable new retail activity during the reporting period occurred along North 27th Street, particularly within the Northstar Crossing area. Recent and planned developments include a new Chick-fil-A and Casey's General Store, with additional tenants such as Goodwill, Brakes Plus, AutoZone, and 7 Brew Coffee slated for future openings. Looking ahead, Lincoln's retail market is expected to remain steady, with measured growth concentrated in service-based concepts and well-located corridors. While near-term expansion may be limited, the fundamentals remain sound, positioning the market for continued stability through the remainder of the year.

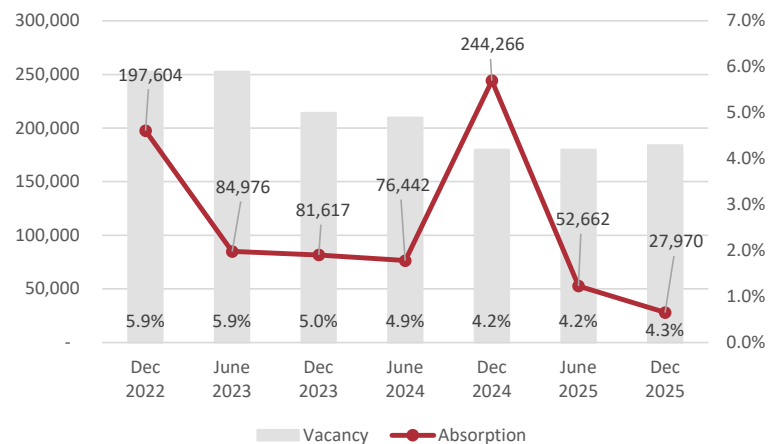
### RETAIL FUNDAMENTALS



### Historical Asking Rental Rates



### Historical Net Absorption & Vacancy



Submarket	Number of Buildings	Total Rentable (SF)	Total Available (SF)	Total Vacancy (%)	Net Absorption (SF)	Average Asking Rate (\$/SF/YR) NNN
<b>CBD</b>						
Class A	19	320,933	62,977	19.6%	6,591	\$19.76
Class B	133	1,099,083	135,610	12.3%	(12,781)	\$15.87
Class C	71	428,381	29,992	7.0%	7,415	\$11.20
CBD Subtotal	223	1,848,397	228,579	12.4%	1,225	\$16.30
<b>Northeast</b>						
Class A	6	66,387	14,065	21.2%	1,877	\$17.30
Class B	444	6,583,738	337,958	5.1%	29,401	\$12.25
Class C	129	681,372	14,282	2.1%	(2,962)	\$9.91
Northeast Subtotal	579	7,331,497	366,305	5.0%	28,316	\$12.37
<b>Northwest</b>						
Class A	8	320,277	3,971	1.2%	-	\$17.00
Class B	194	1,912,031	69,345	3.6%	(31,256)	\$9.83
Class C	81	453,748	-	N/A	4,968	N/A
Northwest Subtotal	283	2,686,056	73,316	2.7%	(26,288)	\$9.99
<b>Southeast</b>						
Class A	20	899,576	19,904	2.2%	(5,990)	\$23.15
Class B	394	5,622,214	148,673	2.6%	3,205	\$13.63
Class C	65	314,779	1,920	0.6%	-	\$11.25
Southeast Subtotal	479	6,836,569	170,497	2.5%	(2,785)	\$14.70
<b>Southwest</b>						
Class A	13	400,465	5,640	1.4%	(2,820)	\$17.61
Class B	186	1,971,215	58,157	3.0%	36,235	\$12.22
Class C	99	684,599	32,121	4.7%	(5,913)	\$7.52
Southwest Subtotal	298	3,056,279	95,918	3.1%	27,502	\$10.97
Market Total	1,862	21,758,798	934,615	4.3%	27,970	\$13.52

## NOTABLE TRANSACTIONS

SALE	Size (SF)	Price	Price/SF	Submarket
2755 Jamie Lane	21,140	\$4,100,000	\$193	SE
6930 S 73rd Street	10,588	\$1,243,308	\$117	SE
8300 Northwoods Drive	5,244	\$1,400,000	\$266	NE

\*Indicates Transaction Represented by NAI FMA Realty



**Andy Widman**  
Commercial Advisor

“

Over the past year, Lincoln's retail market continued to show resilience and discipline. Leasing activity remained steady, driven by service-oriented users, food and beverage, and necessity-based retail, while new construction stayed limited. Vacancy has remained relatively stable, well-located centers continue to perform, and landlords have been selective rather than reactive. In contrast to national volatility, Lincoln's retail sector has been defined by measured growth, tenant quality, and long-term fundamentals.

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# INDUSTRIAL Second Half 2025

## HIGHLIGHTS

### Industrial Market Overview

With a couple of significant exceptions noted below, industrial activity in Lincoln remained relatively minimal during the reporting period, with market fundamentals continuing to reflect stability more than rapid expansion. Despite slower leasing velocity, the industrial sector remains one of the tightest property types in the community, supported by low vacancy and continued demand for functional space. The overall vacancy rate held at approximately 1.7%, which remains below national and regional averages and reinforces Lincoln's limited supply of available industrial inventory.

### Absorption and Tenant Movement

Net absorption was supported by a small number of large transactions rather than broad-based tenant expansion. The strongest absorption gains were driven by the delivery of a new 190,000 SF owner-user facility for TimpTe Inc. in the Lincoln Airpark industrial area, along with a 144,550 SF fully leased multi-tenant warehouse at 2160 NW 12th Street. These projects contributed significantly to overall performance, helping offset what otherwise would have been a slower period of leasing activity.

### Availability Trends

While vacancy remains low overall, the market is seeing an increase in availability among larger spaces, particularly in the 10,000+ SF range. At the same time, these larger spaces are also drawing tenant interest and leasing activity, reflecting a market where users are still actively seeking expansion options when functional buildings become available. This reinforces a key theme in Lincoln's industrial sector: demand remains, but limited options continue to constrain larger occupiers looking for immediate move-in solutions.

### Outlook

Looking ahead, the industrial market is expected to remain stable and competitive, with low vacancy continuing to support pricing and occupancy levels. Larger projects and owner-user deliveries will likely continue to influence absorption totals, while day-to-day leasing activity remains more measured. As more mid-sized and larger industrial blocks come to market, tenant movement will depend heavily on building functionality, location, and the availability of space that can accommodate operational needs without requiring significant buildout or delays.

## INDUSTRIAL FUNDAMENTALS

Vacancy



2<sup>nd</sup> Half 2025: 1.7%  
1<sup>st</sup> Half 2025: 1.9%

Net  
Absorption



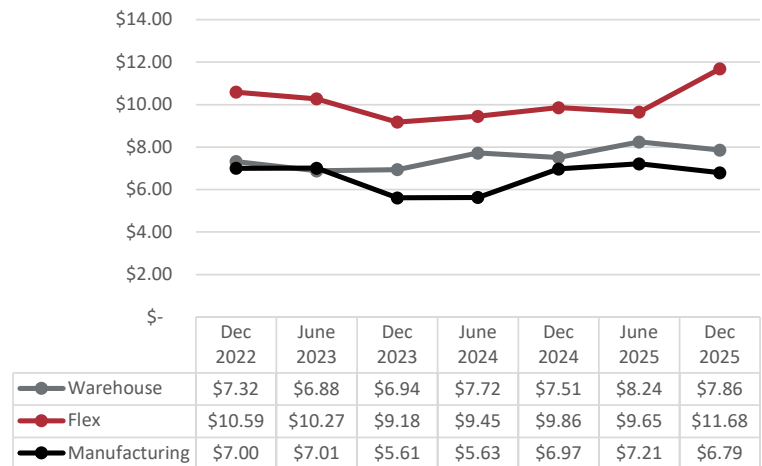
2<sup>nd</sup> Half 2025: 433,934 SF  
1<sup>st</sup> Half 2025: (38,411) SF

Average  
Asking Rate

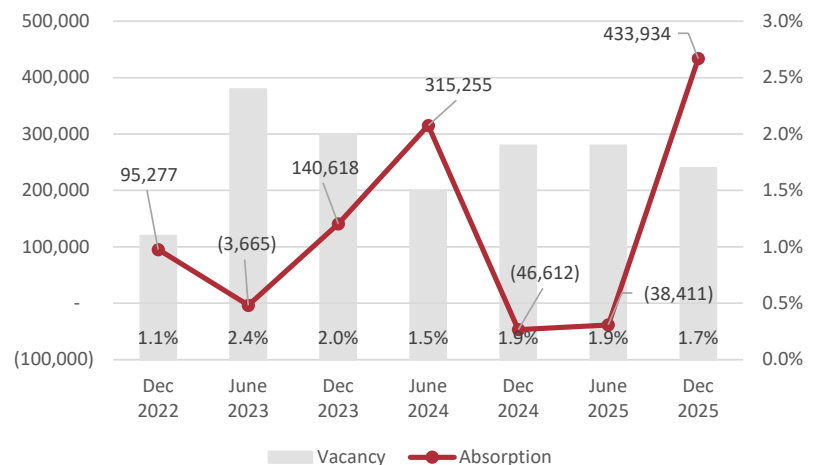


2<sup>nd</sup> Half 2025: \$7.96  
1<sup>st</sup> Half 2025: \$8.20

## Historical Asking Rental Rates



## Historical Net Absorption & Vacancy





Submarket	Number of Buildings	Total Rentable (SF)	Total Available (SF)	Total Vacancy (%)	Net Absorption (SF)	Average Asking Rate (\$/SF/YR) NNN
<b>CBD</b>						
Warehouse	15	208,466	9,115	4.4%	-	\$6.06
Manufacturing	6	222,826	-	N/A	-	N/A
Flex	1	4,800	-	N/A	-	N/A
CBD Subtotal	22	436,092	9,115	2.1%	-	\$6.06
<b>Northeast</b>						
Warehouse	371	5,804,272	145,936	2.5%	20,378	\$8.15
Manufacturing	52	3,871,604	50,200	1.3%	8,300	\$4.00
Flex	56	884,328	12,458	1.4%	41,796	\$7.98
Northeast Subtotal	479	10,560,204	208,594	2.0%	70,474	\$7.26
<b>Northwest</b>						
Warehouse	277	6,765,682	100,763	1.5%	334,232	\$5.26
Manufacturing	33	5,361,580	25,810	0.5%		\$8.75
Flex	28	726,245	21,665	3.0%		\$13.17
Northwest Subtotal	338	12,853,507	148,238	1.2%	334,232	\$7.14
<b>Southeast</b>						
Warehouse	22	147,166	-	N/A	-	N/A
Manufacturing	1	8,829	-	N/A	-	N/A
Flex	24	195,157	6,600	3.4%	7,000	\$13.45
Southeast Subtotal	47	351,152	6,600	1.9%	7,000	\$13.45
<b>Southwest</b>						
Warehouse	426	5,499,271	109,511	2.0%	24,716	\$9.74
Manufacturing	23	1,654,268	61,796	3.7%	(388)	\$8.25
Flex	74	709,632	13,042	1.8%	(2,100)	\$11.83
Southwest Subtotal	523	7,863,171	184,349	2.3%	22,228	\$9.39
Market Total	1,409	32,064,126	556,896	1.7%	433,934	\$7.96

## NOTABLE TRANSACTIONS

SALE	Size (SF)	Price	Price/SF	Submarket
1131 Kingbird Road	54,600	\$6,500,000	\$119	NW
8321 Cody Drive	6,000	\$980,000	\$163	SW
2004 SW 5th Street, Unit A	2,240	\$390,000	\$174	SW

\*Indicates Transaction Represented by NAI FMA Realty



**Mike Ball**  
Executive Vice President  
Sales and Leasing

“Even with a slower pace of leasing this period, Lincoln's industrial market still remains tight. When a functional building comes available—especially anything 10,000 SF and up—it gets attention quickly. The challenge is finding the right space at the right time.”

# SALES

## Second Half 2025

### Sales Market Overview

Sales activity in the second half of 2025 (July 1–December 31) reflected a market that is active and opportunity-driven, with buyers focusing on properties that offer reliable performance and long-term utility. Well-located assets with stable tenancy continued to command strong pricing, while older or vacant buildings created more value-driven opportunities. Overall, the Lincoln market remains balanced, with transaction activity led by quality offerings and realistic pricing expectations.

### Office Sales

Office pricing averaged \$164.21/SF in 2025, consistent with recent years, but with a wide spread depending on building quality and income stability. Vacant Class C properties can trade below \$100/SF, while fully leased investment office assets have achieved \$200+/SF. Total 2025 office sales volume reached \$53.3 million, highlighted by the owner-user purchase of 4501 S 70th Street for \$6.45 million.

### Retail Sales

Retail sales averaged \$211.34/SF in 2025 with total annual volume of \$48.8 million. Pricing ranged widely from \$75 to \$450/SF, with single-tenant investment properties commanding premium pricing and vacant Class C assets trading at the lower end. A notable transaction included 2755 Jamie Lane, a 21,140 SF multi-tenant center that sold for \$4.1 million.

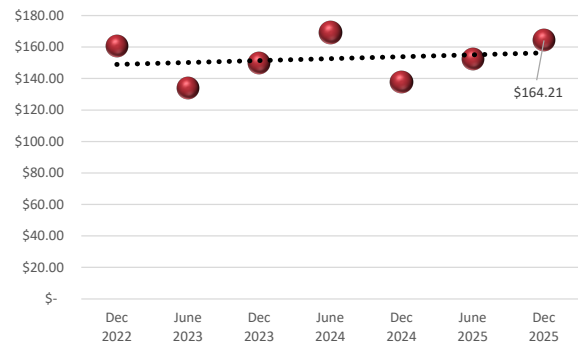
### Industrial Sales

Industrial pricing continued trending upward, averaging \$137.15/SF, with flex sales reaching as high as \$174/SF. Despite rising values, overall volume remains relatively low, totaling \$35.0 million for 2025, with most transactions occurring in industrial condos under 5,000 SF. The largest sale of the period was 1131 Kingbird, a 54,600 SF building that sold for \$6.5 million.

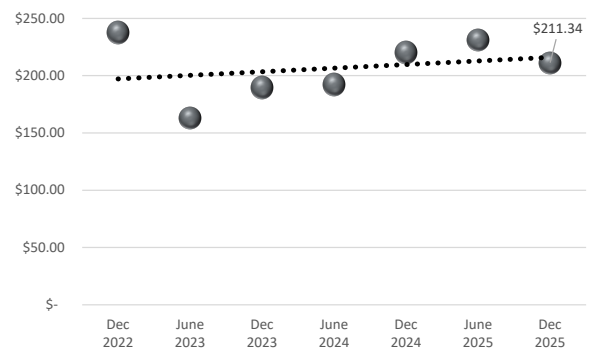
### Multifamily Sales

Multifamily remained a key driver of sales activity, with an average sale price of \$92,186 per unit and total 2025 volume of \$86.0 million. The sale of 2801 Tierra Drive, a 240-unit property, closed at \$20.16 million, and the market continues to see more transactions involving larger 50+ unit complexes.

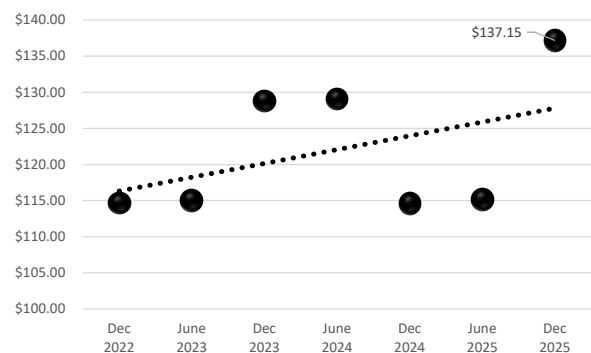
### Office Average Sale Price/Square Foot



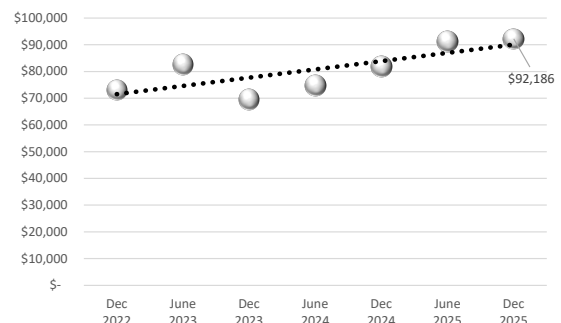
### Retail Average Sale Price/Square Foot



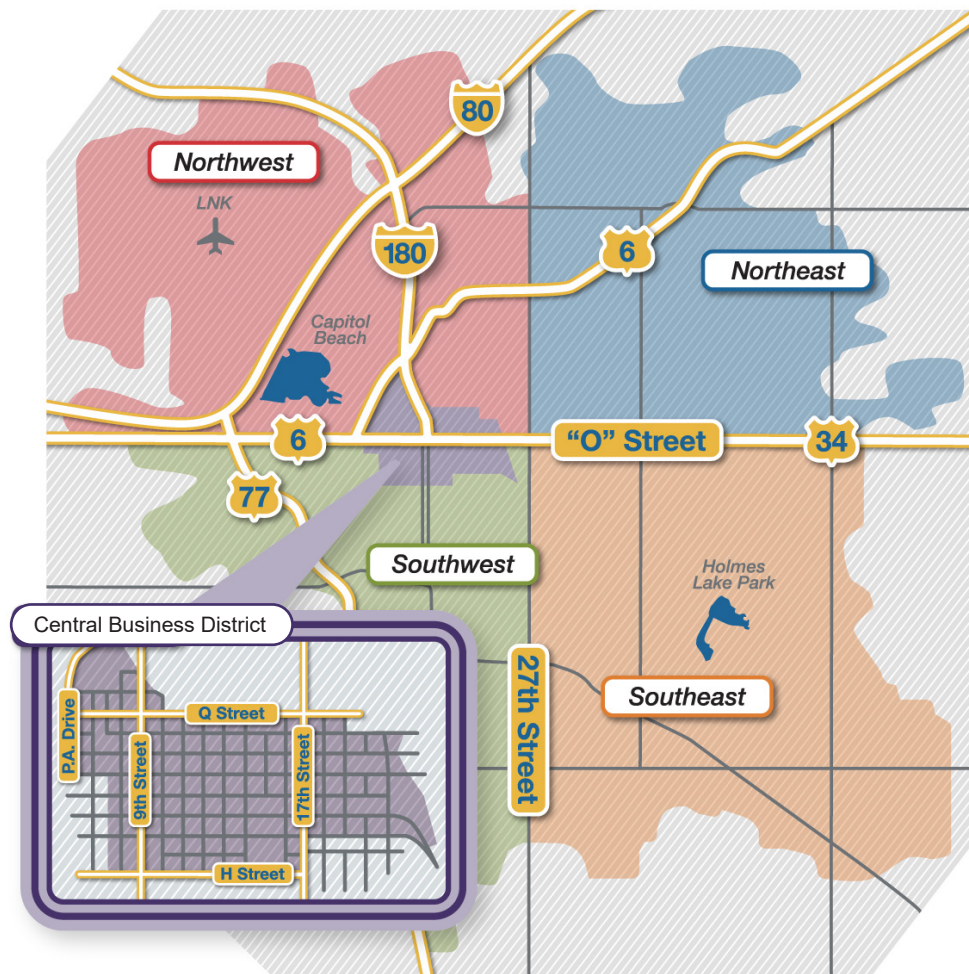
### Industrial Average Sale Price/Square Foot



### Multifamily Average Sale Price/Unit



# Submarkets



# Brokerage Team



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