

THE CREative BRIEF

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QUARTERLY MARKET REPORT

ATLANTA OFFICE & INDUSTRIAL INSIGHTS

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LETTER FROM

TRAVIS

If you're new here, thank you for being a part of my network. I'm glad you're here.

As we close out the year, I'm finishing strong. I'm wrapping up several deals this quarter, and the market gave my clients plenty to work with. With a quarter of Atlanta's office space vacant, tenants who plan early are still negotiating from strength.

The numbers back up the urgency. Industrial vacancy is roughly 8% to 10% as demand keeps absorbing new supply, and large users are competing for the same blocks. Whether you're in office or industrial, planning early is what protects your leverage.

Looking ahead, new opportunities are opening as we head into the new year, and my client base keeps growing. I'm grateful for every introduction and every vote of confidence.

I'm also stepping into new roles. In 2027, I'll chair the ACBR mentorship program, and I'm proud to be part of the Leadership North Fulton Class of 2027. Both let me give back to this community and bring fresh insight to my clients.

If your lease expires in the next 12 to 24 months, let's talk now. The best outcomes go to the tenants who start early.

Let's finish strong and make 2027 yours.

Travis L. Belton
T. Dallas Smith and Company



The CREative Advisor

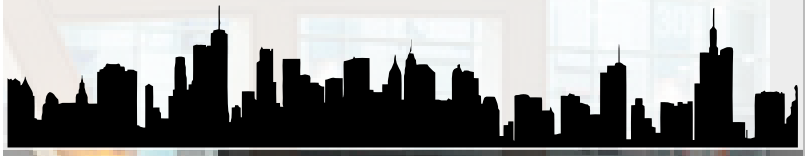


MARKET

FUNDAMENTALS

OFFICE MARKET

Through Q3 2026, Metro Atlanta's office market is stabilizing but not yet tightening. Vacancy sits at 26.4% to 26.9%, down slightly from a year ago, with asking rents averaging about $34 to $35/SF. Year-to-date net absorption is positive at roughly 0.65M SF, though Q3 itself slipped negative. Renewals dominate the largest Q3 deals, and no new office space is under construction.



STRATEGIC INSIGHT

Atlanta's office market remains bifurcated. Quality space in amenity-rich, transit-accessible submarkets commands a premium, while older or poorly located space continues to face pricing pressure and concessions. With more than a quarter of the market vacant, tenants still hold real leverage, and with no new construction underway, the best-quality blocks are not being replaced. Renewals dominate the largest Q3 deals, a sign landlords are prioritizing retention. Tenants with expirations in late 2026 and 2027 should start early and use competing options to negotiate from strength.

INDUSTRIAL MARKET

Atlanta's industrial market is rebalancing. Vacancy is roughly 8% to 10%, depending on whether sublease space is counted, and YTD absorption of 8.4M to 9.8M SF is running ahead of new completions. Between 8M and 16M SF is under construction. Leasing is strong at 32M SF YTD, with 1M SF-plus new leases from Nike, TikTok Logistics, and Google. Asking rents are at record highs, averaging about $7.40 to $7.80/SF.

STRATEGIC INSIGHT

Demand is absorbing new supply and rents are at record highs, so the window to negotiate TI packages, free rent, and rate certainty is narrowing. Tenants with industrial expirations through 2027 should start early, especially for large-format space, where users like Nike, TikTok, and Google are competing for the same blocks.

Source: T. Dallas Smith analysis of published Q3 2026 Atlanta market reports.



AI Is Moving Faster Than Most Companies Can Plan

Three years in, 55% of U.S. adults use generative AI, a faster climb than the PC or the internet. Today, 88% of organizations use AI in at least one function, yet only 7% have scaled it across the business. At a recent conference on AI and the workforce, one point stood out: the technology is moving far faster than the plans built around it.

That gap shows up in real estate. Teams are changing how they work before their space, headcount, and hiring plans catch up. The World Economic Forum projects 170M jobs created and 92M displaced globally by 2030, and 39% of workers' core skills will change. Companies that plan now will make better lease decisions.

If you haven't asked how AI will change your roles, your headcount, and your space needs, do it before you walk into a lease.

The Workforce Is the Next Space Decision

Employment for ages 22 to 25 is 19% lower in the most AI-exposed jobs than in less-exposed ones, as entry-level hiring shrinks. Yet the World Economic Forum projects 78M net new jobs worldwide by 2030. The opportunity goes to companies that invest in people. That's why I'm excited to chair the ACBR mentorship program in 2027: rebuilding the first rung of the career ladder starts with showing up.



LEADERSHIP NORTH FULTON CLASS OF 2027 KICKOFF RETREAT AT AMICALOLA FALLS IN NORTH GEORGIA. A RESET I DIDN'T KNOW I NEEDED. GOOD TIMES WITH GOOD PEOPLE.





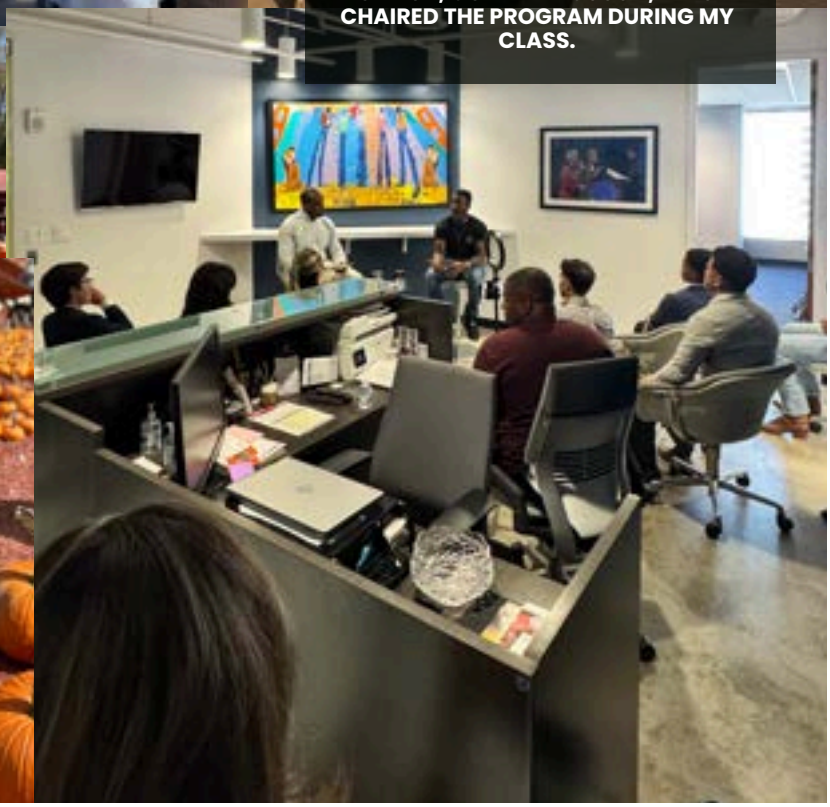
ACBR MENTORSHIP PROGRAM TAKES CHICAGO. GAINING INSIGHT INTO THE DIFFERENCES IN THE CRE MARKET, SPONSORED BY ONE OF OUR FURNITURE PARTNERS, OFFICE CREATIONS, WITH HON & ALLSTEEL.





THE POWER OF MENTORSHIP. HOSTED OUR MENTEES IN OUR OFFICE FOR A FIRESIDE WITH MY MENTOR AND SENIOR, COREY FERGUSON, WHO CHAIRED THE PROGRAM DURING MY CLASS.





RESOURCES

FOR FAMILY, FRIENDS, CLIENTS,
PROSPECTS & PARTNERS

→ Complimentary Lease Review

→ Custom Market Survey

→ Expansion & Contraction Strategy Session

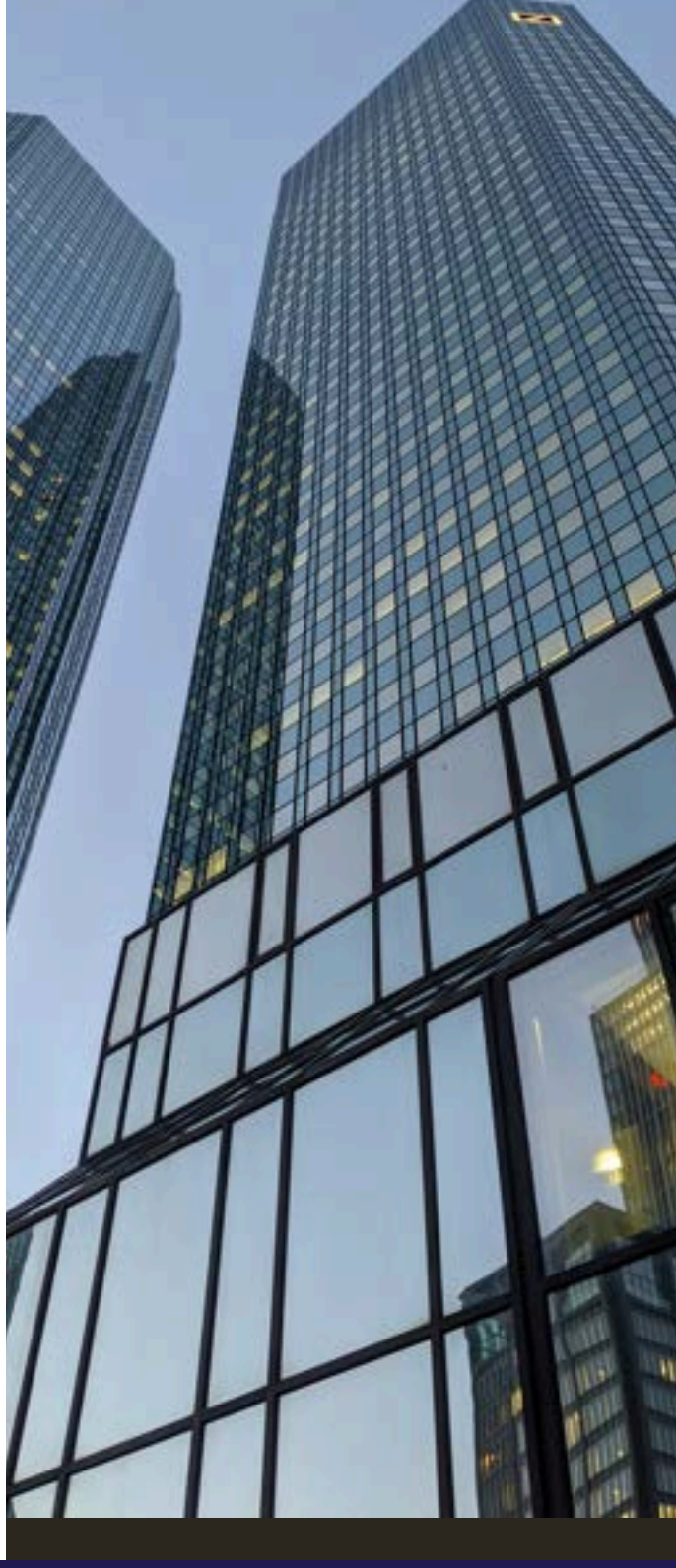
→ Buildout + Budget Guidance

→ Portfolio Planning for Multi-Location Tenants

→ One-on-One Strategy Consultations



SERVICING CLIENTS NATIONWIDE



Thanks to advancements in technology and virtual collaboration tools, the geographic barriers to doing business have all but disappeared. Whether you're in Atlanta or across the country, I can facilitate site searches, negotiate deals, and manage the leasing process from start to finish. My reach is national, but my approach is always personal and tailored to your team's specific needs.

STAY IN TOUCH

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