



Goodwill Central Texas Undertakes Multi-Year Refresh of Retail Locations and AI Integration

Goodwill Central Texas today announced the completion of major renovations at 11 retail locations across Central Texas.

AUSTIN, TX, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Goodwill Central Texas](#) today

“

Goodwill has always been more than a store. It's a place where opening a door for a customer means opening a door to opportunity for someone else in this community.”

Nick Adams, Chief Operating Office

announced the completion of major renovations at 11 retail locations across Central Texas, marking a significant milestone in the organization's systemwide effort to modernize its stores and create a more welcoming, engaging and intuitive shopping experience. The transformation of nearly 40 locations, which began in 2025, and is scheduled for completion in 2028, reflects Goodwill's continued investment in the retail operations that help fuel its education, workforce training, and career advancement programs.

In 2025, the effort started with a remodel of five stores:

Clocktower, Lake Creek, Balcones, and both Outlet Stores, along with two new store openings in Liberty Hill and Taylor. This year, Goodwill Central Texas renovated its Airport location in March, Westbank in April, Lake Austin in May, North Lamar in June, and Lakeway in August, as well as its E-commerce facility. Next up are San Marcos, Marble Falls, and Shadow Glen.

Each renovated store receives new paint, branded environmental graphics, updated signage and wayfinding, renovated fitting rooms, and new displays, shelving, and merchandising fixtures.

"Goodwill has always been more than a store. It's a place where opening a door for a customer means opening a door to opportunity for someone else in this community," said Nick Adams, Chief Operating Officer. "The goal of our remodels is to have our [stores tell that story](#) the moment shoppers walk in the door, while providing a more welcoming, fun, intuitive, and organized shopping experience."

Along with facility improvements, Goodwill Central Texas has introduced a new lineup of themed daily sales and holiday promotions. Every Tuesday through Friday, shoppers can bargain-hunt Color Day sales, hero discounts, Kids' Day, and other offers of up to 60% off, as part of the organization's commitment to provide competitive pricing.

Goodwill Central Texas also rolled out AI-powered pricing software across its network of stores last year. The technology helps employees price merchandise more efficiently and improves pricing competitiveness by reducing overpricing and decision fatigue. It has also improved price consistency and sell-through while accelerating the pricing process, allowing more merchandise to reach the sales floor faster. The organization also plans to launch a new VIP shopper program in the near future.

“Since introducing AI pricing, we have seen an average sales price decline of 5% on our hardline items such as housewares, décor, and furniture items,” said Adams. “This technology is a win-win for our organization and our customers, and it has been exciting for us to be an early adopter and a leader in this space.”

90 – 95% of proceeds from retail sales fund Goodwill Central Texas’ mission programs, connecting Central Texans with [adult education](#), employment opportunities, and wraparound support services.

About Goodwill Central Texas

Over 9,000 Central Texans who face employment or educational obstacles are served annually through Goodwill's mission-based services, including job placement assistance for underserved populations, career training through the Goodwill Career and Technical Academy (GCTA), and a state-accredited adult charter high school education at the Excel Center.

As one of the region's largest employers creating opportunities for Central Texans to build skills, secure employment, and advance their careers, Goodwill Central Texas, a 501(c)(3) non-profit organization, currently diverts almost 80% of all donations from the landfill, with a goal of increasing to 90%. In addition, between 90 and 95 cents of every earned dollar from Goodwill's stores and outlets in the Greater Austin area helps fund the organization's free services and community programs.

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