🏡 Central Florida Real Estate Pulse — Mid-2025 Edition

Hello neighbors and future homeowners,
I hope your summer went well — and that you're keeping an eye on some of the shifts happening in our Central Florida real estate market. Over the past several months, we've seen some interesting dynamics emerge: a surge in housing inventory, fluctuations in home prices, rental markets finding balance, and major new developments reshaping local supply. Below is a snapshot of what's trending — and how it may affect you, whether you're buying, selling, or investing.

1. Inventory Is Rising — More Options for Buyers

One of the most talked-about trends this year is the rise in homes on the market. Central Florida is currently experiencing its largest inventory levels in nearly 15 years. In Orlando specifically, available active listings are approaching numbers last seen in January 2011.

Why is this happening?

- Many homeowners who delayed listing their homes during the low-inventory years are now entering the market.
- Some new builds are completing and releasing into the resale market.
- Some sellers are delisting or re-pricing as they try to adjust to changing market conditions.

Because of this inventory surge, the market is shifting away from the hyper-competitive "seller's market" conditions we saw earlier.

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Buyers now often have multiple comparable properties to choose from — which is good news for negotiation leverage.
That said, inventory gains have not been uniform: many homes priced under $500,000 have seen less of a bump in listings compared to more premium tiers.
What this means for you:

- Buyers have more choices and can afford to be selective.
- Sellers should make sure their homes are well-staged, priced competitively, and differentiated — you can't rely on scarcity alone.
- Evaluating days on market and absorption rate is more important than ever.

2. Home Prices: Holding, Moderating, or Cooling?

Despite the influx of listings, median home prices in Central Florida have held up better than some might expect — though there are signs of moderation.

- In Central Florida, median home prices in early 2025 hovered around $385,000 (in February), up about $10,000 from January.
- In Orlando, median sale prices have stabilized near $390,000.
- Statewide, June's median single-family price was reported at $412,000, down approximately 3.5% from year-ago levels.

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- Florida Realtors' 2Q 2025 data show that prices are "moderating" amid rising inventory.

Interestingly, some data sources suggest that the Orlando metro area has even posted negative year-over-year home value growth (~ -2.6%) in 2025, reflecting a market correction from the strong highs of the pandemic era.

In short: prices aren't crashing (at least not broadly yet), but the heady appreciation of recent years is cooling. In many neighborhoods, seller expectations must adjust to reality.

3. Rental Market: Stability (But Watch for Upside Pressure)

While homeownership markets are shifting, rental markets are showing signs of stabilization. After years of steep rent hikes, many markets are now seeing more modest increases or plateauing rates.

- Some development trends nationwide are pointing toward more new single-family rental homes being built, particularly in markets where buying is too expensive for many.
- In Central Florida, renters still face pressure, especially in desirable corridors and growing suburbs, but the pace of escalations has cooled from peak rates.
- As more inventory comes online and fewer buyers feel confident making large purchases, demand for rentals may hold firm — which could sustain upward pressure on rents in tight sub-markets.

For landlords, it's more important than ever to monitor supply pipelines and avoid overbuilding in already saturated rental pockets. For renters, this environment may give a bit more breathing space — but you'll still want to lock in favorable lease terms early.

4. New Developments & Master-Planned Communities: Changing the Landscape

A few standout developments are influencing Central Florida's supply and growth patterns:

Sunbridge is a major master-planned community located between metro Orlando and the Space Coast. Spanning over 27,000 acres across Orange and Osceola counties,

In other parts of Central Florida, growing infrastructure, roads, and utilities are enabling subdivisions further from the urban core to be viable, pushing outward expansion.

Some developers, in response to slowing demand, are offering stronger incentives and cost mitigation (e.g. upgrades included, flexible financing) to reduce friction for prospective buyers.

These developments not only add supply, but also affect traffic patterns, school district pressures, and long-term appreciation potential. If you're considering a property in or near such projects, it's worth analyzing both current costs and infrastructure plans.

Final Thoughts & Strategies

The trajectory I see now is one of transition — a rebalancing between buyer advantage and seller expectations. In many cases, the conditions are shifting toward a more neutral or balanced market.

If I were advising you today:

- **Buyers** should lean into thoughtful patience. With more inventory, you can afford to compare thoroughly, lean on comps, and negotiate. Be ready to act when you find something close to your criteria.
- **Sellers** need to be well-prepared and realistic. Pricing is more critical than ever. Highlight key differentiators (location, upgrades, energy efficiencies) and partner with a Realtor who understands where comparable homes are trending.
- **Investors / renters** should closely watch rental pipelines, demographic inflows, and how new communities are drawing or shifting demand.

Provided By: Phil Holliday, Real Estate Specialist 702-525-7655

Central Florida’s Real Estate Market Shifts in Favor of Buyers

For anyone who has been dreaming of owning a home in the Orlando area, the moment you’ve been waiting for may finally be here. The Central Florida real estate market — including sought-after communities such as Orlando, Kissimmee, Winter Garden, and Windermere — has entered a new phase. After several years dominated by a frenzied seller’s market, conditions have now shifted to favor buyers, creating exciting opportunities for those ready to make a move.

The biggest change is the remarkable increase in available homes. Inventory levels have surged, providing buyers with a wider selection than at any time in the past decade. In neighborhoods where “For Sale” signs were once few and far between, buyers now have the luxury of comparing multiple properties and taking time to make thoughtful, well-informed decisions. This higher supply has also eased the intense competition that previously led to bidding wars and rushed offers.

With the market finding its balance, home prices have stabilized in the high $300,000s across the Orlando metro area. The days of rapid, double-digit appreciation are behind us, creating a more sustainable environment for buyers and sellers alike. Homes are staying on the market longer, which gives buyers valuable negotiating power. Sellers are increasingly open to concessions such as covering part of the closing costs, offering repair credits, or adjusting terms to help deals move forward. These changes make homeownership more attainable for many Floridians and newcomers alike.

Beyond the numbers, Central Florida continues to shine as one of the most desirable places to live in the country. The region’s thriving job market, top-rated schools, and world-famous attractions make it a perennial favorite for families, professionals, and retirees. The area offers a unique blend of lifestyle and opportunity — from the energy of downtown Orlando to the charm of lakeside living in Windermere or the growing communities of Winter Garden and Kissimmee.

As we move deeper into the fall of 2025, the message for prospective buyers is clear: this is your time to shine. With a wealth of homes to choose from, more stable pricing, and greater leverage in negotiations, buyers now hold the advantage. The current market rewards patience, preparation, and smart decision-making — offering the chance to secure your dream home in one of Florida’s most dynamic and desirable regions.

If you’ve been waiting for the right moment to take the leap into homeownership, that moment has arrived. Central Florida is open for buyers — and opportunity is knocking.

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PRB Preferred Real Estate Brokers

Agent Spotlight

Phil Holliday is a dedicated real estate professional with Preferred Real Estate Brokers, specializing in helping clients buy and sell homes in both Central Florida and Las Vegas. With years of experience in the industry, Phil combines local market knowledge, cutting-edge technology, and a client- focused approach to make every real estate transaction smooth and successful. One of Phil's unique offerings is his Perfect Home Finder program, a personalized service that goes beyond the standard MLS listings. By working closely with clients to identify their precise needs and preferences, Phil uses advanced target marketing to identify pre-listed and off-market properties that perfectly match each client's criteria. This program is especially valuable for buyers who want exclusive access to homes that aren't widely available. Whether you're a first-time homebuyer, a seasoned investor, or looking to relocate, Phil is committed to helping you find your dream home with ease and expertise. Reach out today to experience a superior level of service in Central Florida or Las Vegas real estate.

Recommended Service Professionals

As a real estate professional, I work with many local professionals and want to recommend those that found to give exceptional service. Here are a few of my top choices, please be sure to tell them I referred them to you

Vince Gaudio
407-961-2203
Guaranteed Rate

VinceGaudio@Rate.com

Jacob Bonnell
407-999-0045
Florida DUI Group

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Omar Carmona
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