



CENTRAL FLORIDA REAL ESTATE NEWS

Keeping You Up To Date On Housing Trends
& The Local Real Estate Market

Provided By: Phil Holliday, Real Estate Specialist

December Edition

Selling Your Home During Winter

Most people want to shy away from selling their homes in the winter, whether it be from the cold, the holiday craziness, or because they simply think that their home won't sell for enough money. Although, winter may not be the most popular time to sell a home, this does not mean you need to wait for it to warm up to list your property. With some hard work and a good strategy, you can make your home stand out to potential buyers.

There are many reasons why you shouldn't have to wait until Spring to list your home, as well as tips and tricks to make the process easier. One good thing about winter, is that it brings out serious buyers. Not everyone looking at houses intends to make a purchase immediately. Some people are contemplating moving and may just want to see what's on the market. Since more homes tend to go up for sale in the spring and fall, that is when the window shoppers are likely to be out looking. However, the cooler weather & the crazy holiday season makes the "window shoppers" scarce.

Another good reason to sell your home in the winter is because the competition is less fierce. Spring is the most popular home-selling season, which makes the housing market crowded with options. But in the Winter, there are fewer homes for sale, therefore the competition over low inventory can make winter an ideal time to sell your home. The end of the year also brings about year-end financial bonuses and payouts. As a seller, year-end performance reviews could mean that people have more money to spend on a home.

WHAT'S INSIDE:

P2 - Should We Meet This Month?

P3 - Around Our Town

P3 - Featured Home

P4 - Service Pros In Our Area!

Selling your home in the winter might seem like a lot of work, but there are plenty of ways to smooth out the process. Light a fire and decorate for the holidays to make your home seem more inviting.

Don't forget to keep the exterior clean of any ice or rubbish and try to show your home during day time so potential buyers can see the house in the best light. The biggest tip of all would be to price your home right. The competition for selling a home may be less due to the winter season but this does not mean you should price your home excessively high. Last but not least, make your marketing material count so you can get your house SOLD. We can handle all of that. Don't be afraid to put you home on the market this winter. You might be surprised how easy selling with less competition can be and the profit margins can be MUCH greater!

Should We Meet This Month?

What an amazing year it was for most! Particularly in the real estate world, we experienced another 8 or 9 months of unmatched growth and appreciation followed by a few months of slow down late in the year. This is the time of year to enjoy the Holidays, spend time with family and reflect on the best things that happened for you this year. While all of us also hit some bumps in the road, we certainly had several blessings as well.

I've noticed that for this year, several of my clients have a new house at the top of their list for New Year's Resolutions. Why? Because the market is starting to shift right now and for many, if they don't make the move now, they may need to commit to another 8 years in their current residence. As is customary, we tend to see 4 or 5 years of lowering prices, followed by 4 or 5 years of recovery to get back to where we were to begin with. Right now, we appear to be at or just past the PEAK in home values.

The truth is, a move may be right for some families and not for others. It's wise to sit down with us for 15 minutes or so to discuss the pro's and con's of each option. Many times, I find that it may be best to sit and ride it out for 8 or 10 years until prices recover. Other times, you may want to move to a home right now that better fits your needs. Your ultimate decision may come down to your current mortgage amount, where you plan to move, if you are moving to a higher priced or lower priced home and much more. I offer a totally free sit-down meeting with all of my real estate clients where they can get all the answers they need to make an educated decision. Most importantly, they know it will be a non-threatening and zero pressure meeting just to gain the knowledge you need to decide if now is the right time. I know that we'll work together again whenever the time comes so we need to see if that should be sooner or later due to the market changes happening right now. I always want you to do what's best for your family's needs and your financial situation.

I always find that the month of December has me going out to meet with dozens of my inactive clients just to look at a real estate status check, see what their neighborhood values have been doing and to determine if they are in the right spot based on predictions of where the market may be going.

Some of our clients are interested in picking up a rental property or two. Others are looking for a possible condo in a vacation area within another state. Regardless of what the need is, we have connections to make it happen and can talk you through the "good and bad" to determine if it really makes sense for you to move forward on it.

With me being in real estate, I truly let my Holiday's be a HoliDAY, not a HoliWEEK or HoliMONTH! We have to keep working!

I find myself going on lots of appointments meeting with my inactive real estate clients just to touch base with the family, see how they've been doing, any upgrades they've done to their home and to chat about the real estate market.

If you'd like to have a phone or a face-to-face meeting with no cost or obligation at all, just give me a call. That's what I'm here for and I'm always happy to hear from you!

Quote of the Month

A dream doesn't become reality through magic; it takes sweat, determination, and hard work.

-Colin Powell

Around Our Town

12 Florida Suburbs That Will Skyrocket in Property Value Over the Next 5 Years

If you're on the hunt for a thriving real estate market, Florida should be at the top of your list. Known for its pristine beaches, endless sunshine, and vibrant communities, the Sunshine State is attracting buyers from across the nation. Florida is currently one of the fastest-growing states in the U.S., with an annual population growth rate of 1.62%. According to Redfin, the statewide median home price is approximately \$400,000, marking a 1.3% increase over the past year.

But what really sets Florida apart is the real estate opportunities in its dynamic suburbs. These areas offer a mix of economic growth, desirable lifestyles, and strong appreciation potential. From commuter-friendly towns to luxurious waterfront communities, these 12 Florida suburbs are poised to see skyrocketing property values over the next five years:

- **Lake Nona (Orlando Metro)** – A rapidly growing community driven by innovation and medical research, Lake Nona blends luxury with modern convenience.
- **Winter Garden** – With its charming downtown and access to Orlando's attractions, Winter Garden is a top pick for families.
- **St. Johns (Jacksonville Metro)** – Known for top-rated schools and suburban charm, this area is a favorite for growing families.
- **Wesley Chapel (Tampa Bay Area)** – A hotspot for new development, Wesley Chapel is drawing both families and investors.
- **Naples Park** – Offering access to world-class beaches and upscale living, Naples Park attracts high-end buyers.
- **Apollo Beach (Tampa Bay Area)** – A waterfront community perfect for boating enthusiasts and luxury seekers.
- **Parkland (Broward County)** – Known for its lush landscapes and excellent schools, Parkland is highly sought after.
- **Port St. Lucie** – A hidden gem with affordability and proximity to both Orlando and Miami.
- **Fort Myers** – With booming development and waterfront appeal, Fort Myers is becoming a top relocation destination.

Holiday Season

R	A	E	Y	W	E	N	C	H	E	E	R	WREATH
G	P	R	E	E	D	N	I	E	R	R	E	REINDEER
E	C	E	A	M	E	N	O	R	A	H	O	PEACE
L	Y	T	I	R	A	H	C	E	N	E	N	JOLLY
V	J	O	L	L	Y	E	E	C	A	E	P	FAMILY
E	R	O	E	G	G	N	O	G	N	I	L	POINSETTIA
S	N	O	R	T	H	P	O	L	E	H	N	NEW YEAR
P	E	P	P	E	R	M	I	N	T	T	O	GINGERBREAD
A	G	I	N	G	E	R	B	R	E	A	D	EGGNOG
T	R	A	D	I	T	I	O	N	S	E	G	CHARITY
F	A	M	I	L	Y	W	E	E	I	R	N	MISTLETOE
T	C	A	N	D	L	E	S	S	E	W	R	NORTH POLE
H	T	A	I	T	T	E	S	N	I	O	P	PEPPERMINT
M	I	S	T	L	E	T	O	E	D	L	R	MENORAH
												CANDLES
												TRADITIONS
												CHEER
												ELVES

- **Palm Coast** – Nestled between Daytona Beach and St. Augustine, Palm Coast offers affordability and natural beauty.
- **Sarasota Suburbs (Lakewood Ranch)** – A master-planned community that continues to expand with amenities and luxury homes.
- **Miramar (Miami Metro)** – This diverse suburb combines proximity to Miami with suburban living appeal.
- Whether you're looking for a home to live in or an investment property, Florida's suburbs offer some of the best opportunities for value appreciation. The combination of steady population growth, increasing demand, and lifestyle appeal makes these communities standout choices for buyers who want to make the most of their real estate investments.
- For more insights on Florida's real estate market or help finding your dream home, contact me, Phil Holliday, at 702-525-7655 or Doc@PhilHolliday-Realtor.com. Visit PhilHolliday-Realtor.com to start exploring Florida's hottest properties today!



Phil Holliday
Real Estate Specialist

702-525-7655

Doc@PhilHolliday-
Realtor.com

PhilHolliday-Realtor.com



PREFERRED
REAL ESTATE
BROKERS

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 refer

Thank you!
Agent Name

Vince Gaudio
407-961-2203
Guaranteed Rate
VinceGaudio@Rate.com



Jacob Bonnell
407-999-0045
Florida DUI Group
jacob@flduigroup.com



Omar Carmona
407-757-1628
Carmona Law
carmona@carmonalaw.com



Marc Burke
407-901-5161
Condo Metropolis
Marc@Condometropolis.com



Ahmadd Saddiq
407-716-7715
Land Trust Title of Central Florida
Ahmad@landtrusttitlecfl.com

