

# 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

May Edition

## Central Florida Market Update – What Buyers & Sellers Need to Know (Spring 2026)

The Central Florida housing market is shifting—and if you’re thinking about buying or selling, this is important.

After several years of rapid appreciation and fast-moving inventory, we’re starting to see a cooling trend that’s creating new opportunities (and new challenges) depending on your position.

### Home Prices Are Adjusting

Recent data from February 2026 shows the median home price settling around **\$378,000**, reflecting a **year-over-year decrease between 4% and 7.9%**.

This doesn’t signal a crash—it signals a market correction after years of aggressive growth.

### What’s Driving the Shift?

#### More Homes on the Market

Inventory has surged by about 16%, reaching the highest levels we’ve seen in over a decade.

#### What this means:

Buyers now have more options—and more leverage when negotiating.

#### Price Reductions Are Increasing

Sellers are adjusting expectations, with more listings seeing price cuts, especially in:

- Lower-income neighborhoods
- High-density Airbnb and short-term rental areas

**Translation:** Pricing strategy matters more than ever.

#### A More Balanced Market Is Emerging

We’re officially moving away from a strong seller’s market toward something more balanced—and in some cases, even buyer-friendly.

For buyers: this is the most opportunity we’ve seen in years.

For sellers: strategy, presentation, and pricing are now critical.

#### Luxury Market Still Booming

While overall prices are softening, Orlando continues to shine in the luxury space.

It’s currently ranked as one of the **fastest-growing cities for millionaire homeowners**, showing that high-end demand remains strong.

### Policy Changes on the Horizon

There’s growing discussion locally around **restricting large institutional investors** from purchasing single-family homes. If implemented, this could:

- Open more inventory to primary homebuyers
- Reduce competition from large cash buyers

### What We’re Seeing Day-to-Day

- Homes are taking longer to sell
- Average days on market: ~70 days (up from 65 last year)
- Affordability remains a top concern
- Many buyers are still navigating higher interest rates and monthly payments
- Development is still strong
- A new mixed-use project backed by a \$61 million loan highlights continued confidence in the area’s long-term growth

### What This Means for You

#### If You’re Buying:

You finally have room to breathe—more choices, more negotiation power, and less pressure to overpay.

#### If You’re Selling:

This market rewards preparation. The right pricing, marketing, and positioning can still get strong results—but the “list it and it sells instantly” days are behind us.

### My Take as a Local Expert

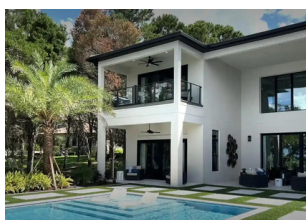
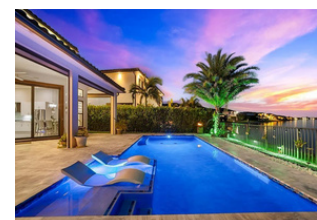
This isn’t a downturn—it’s a reset to a healthier, more sustainable market.

And in markets like this, the people who win are the ones with the right strategy.

### Thinking About Making a Move?

Whether you’re buying, selling, or just trying to understand your options, I can help you create a clear plan based on today’s market—not last year’s headlines.

**Reach out anytime—let’s map out your next move.**



# Where Are People Moving From to Central Florida?

## A Look at Today's Migration Trends Driving Our Market

Central Florida continues to be one of the most desirable relocation destinations in the country—but where are all these new residents coming from?

The answer tells a powerful story about affordability, lifestyle, and opportunity—and it directly impacts our local real estate market.

## The Top States Feeding Central Florida Growth

If you've been working in real estate lately, you've likely noticed a pattern: many buyers aren't local—they're relocating.

According to recent migration data, the majority of people moving to Florida are coming from a handful of high-cost, high-tax states:

- **New York (consistently the #1 feeder state)**
- **New Jersey**
- **California**
- **Illinois**
- **Massachusetts**
- **Pennsylvania & Ohio**

In fact, New York alone has contributed tens of thousands of new Florida residents annually in recent years.

These are not random moves—this is a clear migration trend driven by economic and lifestyle factors.

## Why They're Leaving Those States

Buyers relocating to Central Florida are typically motivated by a few key factors:

### 1. Cost of Living Relief

Many are leaving areas where housing costs, taxes, and daily expenses have become unsustainable. States like California and New York continue to see significant population outflows due to affordability pressures.

### 2. Tax Advantages

Florida's lack of a state income tax is a major draw—especially for higher-income households and retirees looking to preserve wealth.

### 3. Lifestyle Upgrade

Warm weather, outdoor living, and proximity to world-class attractions make Central Florida especially appealing for families and remote workers.

### 4. Remote Work Flexibility

The post-pandemic shift to remote work opened the door for many to relocate without sacrificing career opportunities.



## Not Just Domestic—International Buyers Are Rising

Another major shift in recent years: international migration. Recent data shows a growing share of new Florida residents are coming from overseas, making up a significant portion of population growth.

This adds even more demand to markets like Orlando, Kissimmee, and surrounding Central Florida communities.

## What This Means for Central Florida Real Estate

Central Florida remains a high-demand destination, consistently ranking among the top areas for inbound moves. But there's an important shift happening:

- Migration is still strong—but slowing from its peak
- Buyers are becoming more price-sensitive
- Inventory is increasing in some areas

In short, we're transitioning from a "frenzy" market to a more balanced one—creating opportunities for both buyers and sellers.

## The Bottom Line

People aren't just randomly moving to Central Florida—they're making strategic decisions to improve their quality of life.

## They're leaving:

- High-tax states
- Expensive housing markets
- Dense urban environments

## And they're choosing:

- More space
- Better affordability
- A lifestyle centered around sunshine and flexibility

## Realtor Insight

If you're a homeowner, this steady flow of out-of-state buyers continues to support property values.

If you're a buyer, understanding where demand is coming from helps you compete—and find the right opportunities before others do.



## Why More Buyers Are Choosing Central Florida Over the Rest of the Country

If you've been thinking about making a move, you're not alone—and more buyers than ever are setting their sights on Central Florida. From lifestyle and affordability to long-term investment potential, this region continues to stand out when compared to many other parts of the country.

Here's why Central Florida deserves a serious look:

### Year-Round Sunshine & Lifestyle

One of the biggest draws is simple: the weather. While much of the country deals with long winters, snow, and seasonal limitations, Central Florida offers a year-round outdoor lifestyle. Think boating, golf, patio dining, and weekend trips to beaches—all in January. This climate doesn't just improve quality of life—it also helps maintain property condition compared to harsher northern climates.

### More Value for Your Dollar

Compared to major markets like California, New York, or even parts of the Northeast, Central Florida offers significantly more home for your money.

### Buyers are often surprised to find:

- New construction at competitive prices
- Larger homes and lots
- Modern communities with amenities

Even with recent market shifts, Central Florida remains one of the more accessible housing markets for both primary buyers and investors.

### No State Income Tax

Florida is one of the few states with no state income tax, which can make a substantial difference in your monthly and yearly finances—especially for those relocating from high-tax states.

That means:

- More take-home pay
- Greater affordability long-term
- Increased purchasing power

### Strong Growth & Investment Potential

Central Florida continues to experience strong population growth, driven by job opportunities, business expansion, and lifestyle migration.

Areas like Lake Nona, Winter Garden, and Davenport are seeing:

- New infrastructure
- Expanding job markets
- Continued demand for housing

For buyers, this translates to long-term appreciation potential and strong resale value.

### Endless Amenities & Entertainment

Living in Central Florida means you're never far from something to do. From world-famous attractions to local gems, the area offers a balance of excitement and everyday convenience.

## May Word Search



SPRING  
FLOWERS  
MAY DAY  
BLOSSOM  
GARDEN  
MOTHER'S DAY  
MEMORIAL DAY  
PICNIC  
BARBECUE  
GRADUATION  
SUNSHINE  
BUTTERFLY  
BIRDSONG  
GREENERY  
TORNADO

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### Highlights include:

- Walt Disney World
- Universal Studios Florida
- Quick access to both the Atlantic and Gulf Coast beaches
- Growing food, arts, and cultural scenes

### A Hub for Easy Travel

With Orlando International Airport serving as a major travel hub, getting in and out of Central Florida is easy. Whether you travel for work or want to stay connected to family in other states, convenience is a major plus.

### A Place for Every Lifestyle

Whether you're:

- A first-time buyer
- A growing family
- A retiree
- Or an investor

Central Florida offers a wide range of communities and price points to match your goals.

### Final Thoughts

When you compare Central Florida to other parts of the country, the advantages stack up quickly—better weather, stronger value, tax benefits, and long-term growth all make this region one of the most compelling places to buy today.

If you're curious about what your move could look like—or want to explore the best areas that fit your lifestyle—I'd be happy to help guide you every step of the way.

**Thinking about making a move? Let's connect and build a plan that works for you.**



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### 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  
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Jacob Bonnell  
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