

CENTRAL FLORIDA REAL ESTATE NEWS

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

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June Edition

Central Florida Market Update: A More Balanced Market Creates Opportunity for Buyers

The Central Florida real estate market is continuing to shift toward a more balanced and healthy environment for both buyers and sellers – and that’s great news for homebuyers who may have felt overwhelmed over the past few years.

One of the biggest changes we are seeing is a steady increase in active inventory across many Central Florida communities. More homes on the market means buyers are no longer forced to make rushed decisions or compete in extreme bidding wars just to secure a property.

Today’s buyers have something they haven’t had in quite some time: options.

With more inventory available, buyers can take the time to compare neighborhoods, home features, pricing, and financing opportunities before making a decision. This creates a less stressful buying experience and allows families to focus on finding the right home instead of simply trying to “win” one. We are also seeing buyers regain negotiating power. In many cases, purchasers now have more leverage to negotiate:

- Seller-paid closing costs
- Repair credits
- Interest rate buydowns
- Flexible closing timelines
- Home warranty coverage

For buyers who were previously priced out or frustrated by the fast-paced market conditions, this shift may present the best opportunity in years to enter the market with stronger negotiating advantages.

At the same time, it’s important for sellers to understand that pricing and presentation matter more than ever. Homes that are properly priced, professionally marketed, and move-in ready are still attracting strong interest and selling successfully.

Central Florida continues to remain one of the most desirable places to live in the country thanks to its warm climate, growing economy, lifestyle opportunities, and relative affordability compared to many other major metro areas.

Whether you are considering buying your first home, relocating to Florida, investing, or selling your current property, understanding today’s changing market conditions can help you make smarter real estate decisions.

If you would like a personalized market update for your neighborhood or want to discuss your buying or selling goals, I would be happy to help guide you through today’s market with a strategy tailored to your needs.



Critical Pricing Strategy and Turnkey Preferences:

As the Central Florida real estate market continues to evolve, one trend has become crystal clear: pricing and presentation matter more than ever. Today's buyers are taking their time, comparing homes carefully, and gravitating toward properties that feel move-in ready from the moment they walk through the door.

With inventory levels increasing across many Central Florida communities, buyers now have more choices and greater negotiating power. That means homes that are overpriced or need significant updates are often sitting on the market longer, while well-prepared homes are standing out and selling faster.

For sellers, this creates a critical opportunity to position their home strategically from day one.

Homes that are priced correctly at launch tend to generate stronger early interest, more showings, and better offers. In contrast, homes that start too high often experience reduced traffic, extended market time, and eventual price reductions that can weaken buyer confidence. In today's market, buyers are highly educated and closely watching value.

Presentation is equally important. Buyers increasingly prefer turnkey properties that require minimal immediate work or expense.

Even small improvements can create a strong emotional connection that helps buyers envision themselves living in the space.

Move-in ready homes are consistently outperforming renovation-heavy properties because many buyers are already balancing higher insurance costs, interest rates, and moving expenses. They want convenience, predictability, and a home they can enjoy immediately without major projects or unexpected repairs.

This doesn't mean sellers must complete expensive remodels before listing. Instead, focusing on the most impactful improvements and creating a clean, welcoming presentation can make a substantial difference in both buyer interest and final sale price.

For homeowners considering selling in Central Florida, the current market rewards preparation, realistic pricing, and thoughtful presentation. The right strategy can help your home rise above the competition and attract serious buyers quickly.

If you are thinking about selling, now is the perfect time to discuss what improvements will deliver the highest return and how to position your home effectively in today's market. Working with a knowledgeable local real estate professional can help you maximize value and navigate changing market conditions with confidence.

WHAT TODAY'S CENTRAL FLORIDA BUYERS ARE LOOKING FOR			
CRITICAL PRICING STRATEGY Price It Right. From the Start.		TURNKEY PREFERENCES Move-In Ready Homes Win.	
THE RIGHT PRICE	OVERPRICED HOMES	MOVE-IN READY HOMES	HOMES NEEDING MAJOR WORK
STRONG FIRST IMPRESSION Attracts more buyers and showings early.	LIMITED INTEREST Fewer showings and less buyer engagement.	MORE APPEAL Clean, updated, and staged homes stand out.	LESS APPEAL Buyers see work, cost, and potential headaches.
MORE COMPETITION Creates urgency and can result in stronger offers.	LONGER TIME ON MARKET Days on market increase significantly.	STRONGER OFFERS Buyers are willing to pay more for convenience.	LOWER OFFERS Renovation costs lead to lower offers.
HIGHER POTENTIAL PRICE Homes sell closer to or above list price.	PRICE REDUCTIONS Reductions can weaken buyer confidence.	TURNKEY = PEACE OF MIND Buyers want a home they can enjoy right away.	MORE RISK PERCEIVED Unseen issues can create buyer hesitation.
SELLS FASTER Well-priced homes move quickly in today's market.	STALES & GETS OVERLOOKED Stale listings get lost among newer, better-priced homes.	SELLS FASTER Move-in ready homes consistently outperform the competition.	SITS LONGER Major renovation homes take longer to sell.
THE BOTTOM LINE In Central Florida's competitive market, the winning combination is simple:			
PRICE IT RIGHT + MAKE IT TURNKEY = SELL SUCCESSFULLY			

Interest Rates and Affordability Constraints:

As your trusted real estate resource here in Central Florida, one of the biggest conversations I'm having with buyers today centers around affordability and interest rates. While many hoped mortgage rates would quickly return to the historic lows we experienced during the pandemic, today's market has created a new reality – and buyers are adapting in smart and strategic ways.

Mortgage rates have remained relatively steady in the mid-6% range, and that has significantly reshaped how buyers approach homeownership. Instead of focusing solely on purchasing the largest home possible, many buyers are now prioritizing long-term financial comfort and manageable monthly payments. This shift is creating a more thoughtful and balanced housing market across Central Florida.

The good news is that buyers are becoming more intentional and financially prepared. Rather than rushing into bidding wars like we saw in previous years, today's buyers are taking time to evaluate neighborhoods, compare financing options, and find homes that truly fit both their lifestyle and budget. This has led to healthier decision-making and more sustainable homeownership overall.

Central Florida continues to stand out as an attractive destination despite higher borrowing costs. Compared to many major metropolitan areas across the country, our region still offers strong value, diverse housing options, no state income tax, and an exceptional quality of life. Buyers relocating from states with significantly higher home prices often find Central Florida to be far more affordable, even with current mortgage rates.

Another important trend is that many buyers are thinking long-term. Instead of waiting indefinitely for rates to drop dramatically, they are focusing on building equity now and refinancing later if rates improve. The reality is that home prices in desirable Florida markets have remained resilient, and many buyers recognize that timing the market perfectly is nearly impossible.

For sellers, understanding buyer affordability is more important than ever. Proper pricing, attractive presentation, and flexibility with concessions such as closing cost assistance or rate buydown incentives can make a significant difference in today's market.

JUNE

WORD SEARCH PUZZLE



D M M U S J Z L R J L J U N E
 W H V L G U B E A C H H Y B Q
 F V W A J N B F K L F L K S O
 R U Y V H E E A Q F A C C U U
 I S S P W T L U R J T N X N T
 E U J C Z E L V O B H C D S D
 N N O P J E W A Z F E W L C O
 D S Z E O N R C A U R C S R O
 S Q W W T T B A N N S P U E R
 N F F I E H O T X F D O M E S
 C U B U M Y M I Y G A O M N X
 K P L A Y M B O O W Y L E N B
 W B D L G W I N A N Z H R B H
 R S G J Q Q N N O N A P K Q L
 U N S E H O Z L G T Y J S U F



Father's Day	Juneteenth	Barbecue	June
Sunscreen	Swimming	Vacation	Play
Beach	Outdoors	Friends	Sun
Summer	Pool	Fun	



While the market has certainly shifted from the ultra-low-rate environment of the past few years, opportunities still exist for both buyers and sellers who approach the market strategically. Whether you are considering buying your first home, relocating, investing, or preparing to sell, having the right guidance can help you confidently navigate today's evolving real estate landscape. If you have questions about mortgage options, current Central Florida market conditions, or what your buying power may look like in today's market, I'd be happy to help. Reach out anytime to discuss your real estate goals.



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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
Guaranteed Rate

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Jacob Bonnell
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