

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

July Edition

250 Years of America... and What a Difference It Makes in Central Florida Real Estate!

As America celebrates **250 years of independence**, it's amazing to look back and see just how much has changed—not only in our nation, but right here in Central Florida.

Two and a half centuries ago, there were no online home searches, no mortgage calculators, no virtual tours, and certainly no open houses with fresh cookies waiting on the kitchen counter! If you wanted to buy land in the late 1700s, you probably needed a horse, a map, and a healthy sense of adventure.

Fast forward to today, and finding your dream home is as easy as pulling out your smartphone. Buyers can tour homes from their couch, compare neighborhoods with a few clicks, and even sign contracts electronically without ever picking up a pen.

Then vs. Now

1776

- Land was plentiful, but developing it was another story.
- Homes were built by hand with local materials.
- Air conditioning? Open a window and hope for a breeze.
- Transportation meant horses, wagons, or your own two feet.

2026

- Central Florida offers everything from historic homes to luxury lakefront estates and modern new construction communities.
- Smart homes can control lights, security, and temperature from your phone.
- Buyers can search thousands of listings in minutes.
- Financing options, inspections, title companies, and professional Realtors help make buying and selling smoother than ever.

Central Florida Has Grown Up

Imagine trying to explain Orlando in 1776. Back then, much of Central Florida was untouched wilderness filled with towering pine forests, crystal-clear springs, abundant wildlife, and Native American trails.

There were certainly no theme parks, master-planned communities, or bustling downtown districts.

Today, Central Florida has become one of America's fastest-growing regions. Families move here for our year-round sunshine, thriving job market, world-class attractions, beautiful lakes, excellent healthcare, and incredible quality of life. New neighborhoods continue to flourish in communities like Clermont, Lake Nona, Winter Garden, Minneola, and beyond.

Some Things Never Change

While homes have changed dramatically over 250 years, one thing remains the same:

People still want a place to call home.

Whether it's a first home, a forever home, a vacation retreat, or a place to enjoy retirement, homeownership continues to represent opportunity, security, and the American Dream.

Looking Ahead

What will real estate look like when America celebrates its 300th birthday?

Perhaps drones will deliver house keys, AI will help design your perfect floor plan in minutes, and self-driving cars will make your commute a chance to relax instead of sit in traffic. Whatever the future brings, one thing is certain—Central Florida will continue to be a wonderful place to live, work, and build memories.

As we celebrate America's 250th birthday, let's also celebrate the communities we've built, the neighbors we've met, and the homes that have become the backdrop for life's most treasured moments.

Here's to the next 250 years—and to helping you find your perfect place in Central Florida along the way!

Happy 250th Birthday, America!



Hurricane Season Is Here: Protect Your Home Today—And Position It for Tomorrow's Market

As Central Florida residents, we know that hurricane season is simply a part of life. While we can't control the weather, we can take steps to protect our homes, our families, and one of our largest investments.

Whether you plan to stay in your home for years to come or you're thinking about selling in the near future, preparing your property before a storm arrives is one of the smartest decisions you can make.

Start With Hurricane Preparedness

Every homeowner should have a seasonal checklist before the first tropical system appears on the radar.

Begin by inspecting your roof for loose or damaged shingles and have repairs completed before heavy rains arrive. Clean gutters and downspouts to ensure water drains away from your home. Trim dead tree limbs and remove branches that could become dangerous projectiles during high winds.

Secure outdoor furniture, grills, planters, and decorations that could be blown around during a storm. Test your garage door to ensure it meets current wind-load standards, and inspect doors and windows for proper seals.

If you own hurricane shutters, make sure they're in good working order and easy to access. It's also wise to assemble an emergency supply kit that includes bottled water, non-perishable food, flashlights, batteries, medications, and important documents stored in waterproof containers.

Finally, review your homeowner's insurance policy. Many homeowners are surprised to learn that flood damage typically requires separate flood insurance. Understanding your coverage before hurricane season can save significant stress later.

Thinking About Selling? Preparation Pays Off

If selling your home is part of your future plans, hurricane preparedness can actually increase buyer confidence.

Today's buyers appreciate homes that have been well maintained. Small repairs completed now often prevent larger issues later and demonstrate pride of ownership.

Consider these important steps:

- Repair roof damage before listing your home.
- Replace damaged screens and broken exterior fixtures.
- Pressure wash driveways, sidewalks, and patios.
- Trim landscaping for improved curb appeal.
- Service your HVAC system.
- Keep maintenance records available for prospective buyers.
- Organize insurance documents and receipts for major improvements.

Buyers are increasingly asking about a home's age, roof condition, insurance history, and storm preparedness. Having answers readily available helps create confidence during negotiations.

Presentation Still Matters

The Central Florida housing market has become more balanced, giving buyers more choices than we've seen in recent years. Homes that are clean, properly priced, and move-in ready continue to attract the strongest interest.

Simple improvements like fresh mulch, clean windows, neatly manicured landscaping, and a freshly painted front door can make an excellent first impression. Inside the home, decluttering and allowing natural light to fill each room helps buyers envision themselves living there.

Don't Wait Until a Storm Is Forecast

One of the biggest mistakes homeowners make is waiting until a hurricane is days away before preparing. By then, supplies become scarce, contractors are fully booked, and insurance questions can become more complicated. Taking action early not only protects your investment but also positions your home favorably should you decide to sell.

I'm Here to Help

Whether you're preparing your home for hurricane season, curious about your home's current market value, or considering buying or selling in Central Florida, professional guidance can make all the difference.

A little preparation today can save thousands tomorrow—and give you peace of mind throughout hurricane season.

Stay safe, stay prepared, and as always, if you have questions about your home's value or the current Central Florida real estate market, I'm only a phone call away.

Why a Stronger Buyer Consultation Creates Better Results for Today's Homebuyers

The real estate market is always evolving, and one of the biggest changes in today's industry isn't just about inventory or mortgage rates—it's about creating a stronger relationship between buyers and their real estate professional. Today's buyer consultation and written buyer agreement are much more than paperwork. They are valuable tools that help establish clear expectations, define responsibilities, and create a roadmap for a successful home-buying experience. When done properly, they elevate the level of service buyers receive while reinforcing the professionalism and expertise that experienced Realtors bring to every transaction.

A Conversation Before the Search Begins

Many buyers are eager to start touring homes immediately, but the most successful purchases begin with a thorough consultation.

During our initial meeting, we'll discuss:

- Your goals and timeline
- Budget and financing options
- Desired neighborhoods throughout Central Florida
- Must-have and nice-to-have features
- Current market conditions
- Strategies for making competitive offers
- The complete buying process from contract to closing

This consultation helps eliminate surprises and ensures we're focused on finding the right home—not just any home.

What a Buyer Agreement Really Means

A buyer agreement is simply a mutual commitment. It outlines the services your Realtor will provide while establishing clear communication and expectations throughout the transaction. Rather than limiting buyers, it creates accountability and confidence for everyone involved.

As your Realtor, my commitment includes:

- Providing professional market analysis
- Identifying homes that meet your criteria
- Scheduling private showings
- Negotiating the strongest possible terms
- Coordinating inspections and important deadlines
- Guiding you through financing, title, insurance, and closing
- Protecting your interests every step of the way

Buying a home is one of the largest financial decisions you'll ever make. Having a dedicated professional working exclusively on your behalf provides peace of mind from start to finish.

Professional Guidance Matters More Than Ever

Central Florida continues to offer tremendous opportunities for buyers, but today's market also presents unique challenges.

Buyers may encounter:

- Seller concessions and negotiation opportunities
- New construction incentives



- Assumable mortgage possibilities
- Homeowners association requirements
- Insurance considerations
- Inspection negotiations
- Appraisal challenges

Having an experienced Realtor who understands these complexities can save both time and money while helping buyers avoid costly mistakes.

Transparency Builds Trust

A written agreement also promotes transparency. It clearly explains how representation works, what services are included, and how compensation is handled before buyers begin shopping.

When expectations are discussed upfront, communication improves and clients can move forward with confidence.

My Commitment to Every Client

Whether you're a first-time homebuyer, relocating to Central Florida, purchasing a vacation home, or investing in real estate, my goal is to provide exceptional service built on education, communication, and trust.

The buyer consultation isn't simply another step in the process—it's the foundation for a successful partnership. When you understand the market, know your options, and have a trusted professional advocating for your best interests, you're in the strongest possible position to make confident decisions.

If you're considering buying a home anywhere in Central Florida, I'd be happy to schedule a complimentary buyer consultation. Together, we'll discuss your goals, answer your questions, and create a personalized strategy to help you find the right home at the right price.

Let's make your next move a confident one.



Phil Holliday
Real Estate Specialist



702-525-7655



Doc@PhilHolliday-
Realtor.com

PhilHolliday-Realtor.com



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

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

