MONTHLY ORLANDO MARKET INTELLIGENCE

The *Sunshine* Report

ORLANDO RELOCATION INTELLIGENCE — FROM FLORIDA TO YOU

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In this issue: **the post-back-to-school buyer's window** in real ORRA numbers, what Amendment 3 actually means for relocation buyers, Florida insurance rates finally easing, and where the data shows real negotiating leverage right now.

Happy September, friends —

August is behind us, the kids are back in their routines, and Orlando's market always exhales a little this time of year. I want this issue to be useful rather than upbeat for the sake of it, so everything below is sourced — mostly from the Orlando Regional REALTOR® Association, whose official August numbers won't post until mid-September. So the verified snapshot below is July's data: the most recent the Association has certified.

The short version: months of supply crept up to 4.4 in July, homes sat a touch longer, and 68% of local REALTORS say they're seeing more seller concessions than a year ago. That's a real, measurable shift — not vibes.

There's also a genuinely important development for anyone thinking about relocating here: Florida voters decide on a major property tax amendment this November, and it includes a detail that specifically affects people who move to Florida after this year. I break it down below — no spin, just what it actually says.

As always, reply anytime. I mean it.

MP

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LEAD STORY

The post-back-to-school window: what the data actually shows

School's back in session and the deadline pressure that drove August is gone. Here's what that's doing to the numbers — and what it isn't.

Every year the market's tone shifts once the school calendar stops forcing decisions. Buyers who were racing an enrollment deadline in August have that pressure lifted, and sellers start to feel it: homes spent an average of **64 days on market in July**, up from 62 in June, and months of supply rose to **4.4** — still below the 6-month mark that defines a fully balanced market, but moving toward buyers.

The clearest signal isn't the price data — it's REALTOR-reported behavior. In ORRA's mid-year member survey, 68% of local REALTORS said they're seeing more seller concessions than a year ago, and 64% said buyers are choosing to wait for rates to drop rather than stretch on price. Sellers are responding: overall sales fell 7.4% from June to July, a normal seasonal pullback, but the ones that did close moved with more negotiating room built in.

One caveat worth being straight about: compared to a year ago, supply is actually *tighter*, not looser — July 2025 had 5.31 months of supply; July 2026 has 4.4. So this is a buyer's window relative to earlier this summer, not necessarily relative to last September. Context matters more than headlines here.

68%	64%	7.4%
of REALTORS report more seller concessions than a year ago (ORRA)	of REALTORS say buyers are waiting for rates to drop (ORRA)	seasonal pullback in sales, June to July

ILLUSTRATIVE SCENARIO

What a seller concession actually looks like right now

This is a composite built from the kind of terms showing up in offers this season — not one specific client, and the numbers are illustrative, not a real closed sale.

A Composite Buyer Profile

ILLUSTRATIVE FALL SCENARIO → CENTRAL FLORIDA

A relocating buyer finds a $475,000 listing that's been on the market 71 days — longer than July's 64-day average. Instead of full price, they open with an offer $12,000 under asking and ask for $6,000 in closing cost credit.

A year ago, in a tighter market, that kind of ask often got a flat no. This year, with months of supply climbing and 68% of REALTORS reporting more concessions, sellers who've already sat on the market for two-plus months are more likely to counter than reject outright.

In this scenario, the seller counters at $6,000 under asking plus $4,000 in credit — landing roughly $10,000 better than the original list price, without either side walking away.

$10,000	71 days	Composite
Total value negotiated off list price + credits	Time on market before the offer	Illustrative, not an actual transaction

** This is a composite scenario built to illustrate current negotiating dynamics — not a real client or transaction. Figures are illustrative and consistent with, but not drawn from, ORRA's reported concession trends.*

MARKET INTELLIGENCE

Where buyers actually have leverage right now

Single-family and condo/townhome sales both grew year-over-year in July — real ORRA numbers, no rounding for effect.

SINGLE-FAMILY HOMES

$446,375

- Median price, July 2026
- 2,140 sold in July
- +6.9% YoY (vs. 2,001 in July 2025)
- 78.7% of July's total sales

CONDOS & TOWNHOMES

$299,911

- Median price, July 2026
- 580 sold in July
- +8.8% YoY (vs. 533 in July 2025)
- 21.3% of July's total sales

Both segments posted YoY sales gains in July — buyers are re-engaging across price points, not just at the top.

> *"The data doesn't say it's a buyer's market. It says buyers have more room to negotiate than they did in June — and a lot more than they'll have once spring buyers come back."*
>
> — MATTHEW PITTS · KW CLASSIC REALTY

ON THE BALLOT THIS FALL

Amendment 3: what it actually means if you're relocating here

HOMESTEAD EXEMPTION · NOVEMBER 3, 2026 · 60% REQUIRED TO PASS

Florida voters decide on a significant property tax change this November. Nothing has changed yet — here's exactly what's on the ballot and what it would do.

Today — Current Law

IN EFFECT NOW

- Homestead exemption: **$50,000**
- Assessment cap: **3%/year** (Save Our Homes)
- Residency wait: **None**
- Applies regardless of the November vote

Amendment 3 — If Approved

NEEDS 60% VOTER APPROVAL

- Exemption: **$150,000** (2027) → **$250,000** (2028)
- Applies to non-school property taxes only
- New residents (moved 2026+): **5-year wait**
- Non-homestead cap: 10% → 5%/year

A judge ordered the ballot language rewritten in August for being misleading (it's now formally titled "Increased Homestead Exemption, Lower Cap on Increases in Non-Homestead Property Assessments"); the amendment itself is still headed to voters Nov. 3. The detail most relevant to relocation buyers: if you move to Florida after 2026, the higher exemption wouldn't apply to you for five years, even if the amendment passes.

DID YOU KNOW

FLORIDA HOMEOWNERS INSURANCE RATES

For the first time in nearly a decade, Florida's homeowners insurance market is showing real signs of stabilizing. Citizens Property Insurance — the state's insurer of last resort —

approved an average 8.7% rate decrease for 2026, and more than a dozen new private carriers have entered the state since the 2022–2023 legal reforms. Florida also avoided a direct major hurricane landfall in 2025, giving carriers room to rebuild reserves. It's not cheap — Florida still carries the highest premiums in the country — but for the first time in years, the trend line is pointing down instead of up.

Sources: Florida Office of Insurance Regulation; Citizens Property Insurance Corp. 2026 rate filings.

THE NUMBERS

Latest verified data: July 2026

ORRA's official August report won't post until mid-September, so July remains the most recent certified snapshot. One more current data point worth knowing: the national 30-year mortgage rate averaged **6.66%** as of August 27, per Freddie Mac — the freshest number available, even though it's a national figure rather than an Orlando-specific one.

$410,494 +2.0% YoY Median sale price, July 2026 (ORRA)	**64** up from 62 in June Average days on market	**4.4** up from 4.2 in June Months of supply — 6 months = balanced

Even fresher: this week in Orange County (Aug 23–29)

A narrower, faster-moving slice than the metro figures above — Orange County residential closings only, straight from ORRA's weekly analytics. Not directly comparable to the 5-county monthly numbers elsewhere in this issue; treat it as a pulse check, not a trend.

166 ↓ 13.5% wk/wk Closed sales	**$506,370** ↓ 2.3% wk/wk Median closed price	**218** ↓ 14.2% wk/wk New listings	**49 days** ↓ 3.5% wk/wk Avg. DOM of closed

Source: ORRA Weekly Analytics, week of Aug 23–29, 2026 (Orange County, residential).

Active listings, days on market by county

Same week, all five metro counties — active (not-yet-sold) listings only. Osceola homes are sitting nearly 24 days longer than Seminole right now.

Osceola	**94.1**
Volusia	**84.9**
Lake	**78.0**
Orange	**76.1**
Seminole	**70.2**

Days on market, active listings. Source: ORRA Weekly Analytics, week of Aug 23–29, 2026 (5-county metro, residential).

Thinking about a visit before the holidays crowd the calendar?

September and October are historically some of the least stressful months to tour Central Florida — before holiday travel and year-end schedules take over. I'll personally coordinate community tours, schedule private showings, and walk you through exactly what a concession-friendly market means for your offer.

BOOK A VISIT

Reply to this email or call me directly — happy to talk through timing.

Matthew Pitts

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Market data sourced from the Orlando Regional REALTOR® Association (ORRA) and Stellar MLS; mortgage rate data from Freddie Mac's Primary Mortgage Market Survey. Neither guarantees the accuracy of this representation.