



NEWSLETTER #14 • JULY 21, 2026

WE MAY NOT BE YOUR ONLY CHOICE BUT WE ARE YOUR LOGICAL CHOICE

FAITH: POWER, LOVE, AND A SOUND MIND

“For God has not given us a spirit of fear, but of power and of love and of a sound mind.” — 2 Timothy 1:7

We live in a world that constantly feeds fear. Wars and rumors of wars. Storms. Uncertainty. Financial pressure. The noise is loud, and anxiety tries to settle in as a permanent guest.

But this verse draws a clear line. Fear is not from God. Anxiety is not from God. A spirit of worry is not His gift to you.

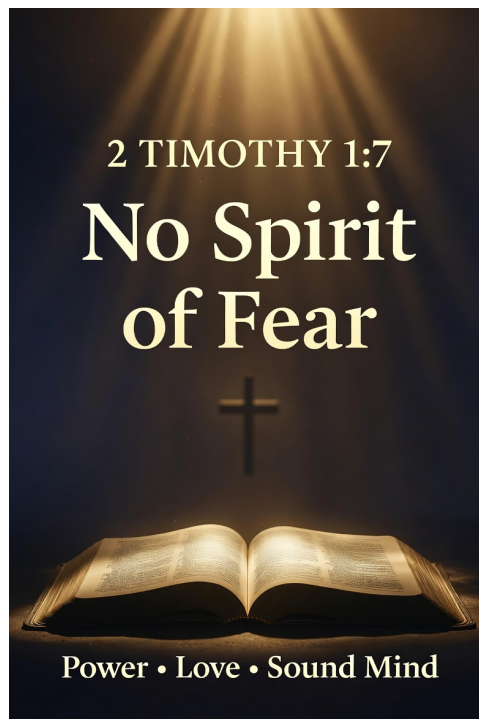
What He **has** given is completely different: power, love, and a sound mind. Power to face what feels overwhelming. Love that steadies the heart. A sound mind that can think clearly and refuse to be ruled by panic.

This is not positive thinking. It is a promise. When fear rises, go to God. Pray. Invite the Holy Spirit — the Helper Jesus promised — to speak into your heart and mind.

Daily application: When anxiety hits before a hard conversation or decision — pause and pray. Ask specifically for the power, the love, and the sound mind He already promised. Then move forward from that place instead of from fear.

God has not given you a spirit of fear. He has given you everything you need to walk through this day with steady confidence. Be blessed.

[CLICK TO WATCH WITH PASTOR BRADLEY JOHNSON](#)



SUMMER DEMAND HOLDS AS RATES EASE

Southwest Florida enters the heart of summer with solid transaction volume, improving days on market, and supportive rate conditions. Buyers remain selective. Well-priced, clean homes continue to move.



LEE COUNTY

Median: \$377,800 (+1.4% YoY) | **Sold:** 1,445 (+13.5%) | **Supply:** 7.7 mo | **DOM:** 48 (-18 YoY)

Homes priced within 3–5% of recent comps generate the strongest response. Buyers have leverage but write offers on the right product.

SARASOTA COUNTY

Overall median: \$434,200 | **SF median:** \$514,500 (4.9 mo supply) | **Condo/TH:** \$334,500 (7.4 mo)

Single-family near balanced. Condos still favor buyers due to insurance and HOA costs. Pricing precision decides outcomes.

CHARLOTTE COUNTY

Median: \$322,800 (-4.2% YoY) | **Sold:** 528 (+10.2%) | **Supply:** 6.4 mo | **DOM:** 46 (-24 YoY)

Most affordable of the three. Strong demand from relocators and investors in the \$250k–\$350k range.

WHY IT MATTERS

This is a strategy market. Sellers who price correctly and present cleanly win. Buyers who move with clarity and strong financing secure the best opportunities. Precision wins in the second half of 2026.

SALES STRENGTHEN • INVENTORY TIGHT • RATES SUPPORTIVE

Sales 4.35M SAAR	Median Price \$405,200	Inventory 1.38M 4.0 mo	30-Yr Fixed 5.78%
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May existing-home sales rose to 4.35 million SAAR (+1.6% MoM, +5.8% YoY). Median price hit \$405,200 (+2.1% YoY). Inventory improved to 1.38 million homes (4.0 months supply). The 30-year fixed at 5.78% supported stronger pre-approval and contract activity. Days on market compressed to 38. Cash buyers 24%. Distressed sales only 1.6%.

WHY IT MATTERS — National conditions favor prepared participants. Sellers who price and present correctly succeed. Buyers who are financed and decisive have more room than in the frenzy years. Precision and speed remain the winning combination.

AVAILABLE NOW

www.logicalchoicerealtygroup.com

1252 County St E, Lehigh Acres, FL 33974

4 Bed | 2 Bath | 1,571 sqft | Built 2023 • **\$1,995/month**



Nearly new home in a quiet country setting. Open layout, vinyl plank flooring, granite counters, stainless appliances. Nice backyard. Easy access to SR-82 and I-75. Move-in ready with incentives.

Contact Char: (239) 695-6777

4441 Virginia St, Fort Myers, FL 33905

2 Bed | 1 Bath | 696 sqft • **\$1,500/month**



Updated and move-in ready. Clean interior with tile flooring, refreshed bathrooms, wood countertops. Covered carport + sizable yard. Quiet street with convenient access to shopping, dining, schools, and major roads.

Contact Char: (239) 695-6777



LIVING THE DIFFERENCE



Kevin measured success differently than most. He didn't ask how many deals closed. He asked a quieter, harder question:

Did the people I came in contact with leave better than I found them?

That question shaped everything he did. He believed the true work of leadership happens in the ordinary moments most people overlook — a conversation that could have been rushed, a client who felt discouraged, a team member who needed belief more than instruction.

Kevin refused to treat those moments as small. Influence is rarely built in big speeches. It is built in the decision to slow down when it would be easier to move on. To listen when it would be easier to talk. To offer dignity when someone least expects it.

He lived with a clear standard: **Every person who crosses your path is an assignment, not an interruption.**

That standard did not retire when he left us. It was handed to us. The way we answer the phone. The way we follow up. The way we speak about people when they are not in the room. These are the places Kevin's legacy is either continued or quietly abandoned.

Making a difference was never about doing something impressive. It was about doing the right thing when no one was keeping score. That responsibility now sits with us.

When people walk away from an interaction with us — do they leave better than they arrived? If the answer is yes, then Kevin's work is still being done.

THE COST OF VACANCY

How to Fill Units Faster in This Market



Every vacant day is a tax on your investment. The landlords who win remove friction and move with speed.

1. Price to the market, not to your memory

Homes priced within 3–5% of recent closed comps generate the strongest response in the first 10–14 days.

2. Make the unit truly show-ready

Clean, neutral, well-lit, odor-free wins. Deferred maintenance kills applications. Tenants and Section 8 inspectors both notice.

3. Respond in hours, not days

The first person who answers and offers a clear next step usually gets the showing. Speed is a competitive advantage.

4. Simplify the path to application

Clear criteria + easy digital application + fast decisions = fewer drop-offs.

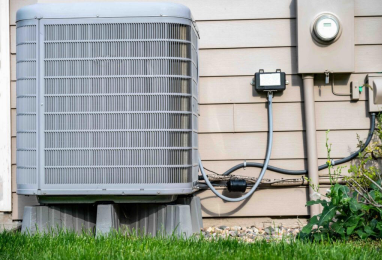
5. Treat every vacancy like a product launch

Professional photos, accurate description, strong CTA, consistent follow-up. Market with intention, not hope.

Fewer vacant days. Faster quality placements. Stronger cash flow. Properties do not fill themselves.

Home Tip • Local Treat • History

HOME TIP: SUMMER AC EFFICIENCY CHECK



July heat is here. Dirty filters and blocked vents force your system to work harder, raising bills and risking breakdowns. Replace or clean the filter, clear debris from outdoor units, and keep return vents open. A 10-minute check now prevents expensive emergency calls later.

LOCAL TREAT: TACOS & TEQUILA CANTINA — Cape Coral Commons



903 NE 15th Place, Suite 130, Cape Coral (opened June 29)

Vibrant Tex-Mex with soft-serve margaritas, signature tacos, fajitas, and a strong tequila selection. Bright, family-friendly space with indoor & outdoor seating. Happy hour and Taco Tuesday already drawing crowds. Worth trying this week.

THIS WEEK IN HISTORY: LEE COUNTY



On July 21, 1923, the first bridge connecting Fort Myers and the barrier islands officially opened. This practical link across the water became one of the early infrastructure moves that shaped modern Southwest Florida and opened the region for long-term growth.



THE END

Logical Choice
Realty Group