



NEWSLETTER #15 • AUGUST 2026
WE MAY NOT BE YOUR ONLY CHOICE BUT WE ARE YOUR LOGICAL CHOICE

FAITH: DO NOT GROW WEARY

*"And let us not grow weary while doing good, for in due season we shall reap if we do not lose heart." —
Galatians 6:9*

Feeling weary in the middle of doing good is more common than most people admit. The pressure builds. Progress feels slow. Results seem delayed. Hard conversations, delayed decisions, and days that stretch longer than planned all try to settle in as permanent guests.

This verse meets us right there. It does not deny the weariness. It simply refuses to let it have the final word. Keep doing good. Keep showing up. Keep serving when it would be easier to stop.

God has attached a clear promise to endurance: in due season we shall reap. The harvest is not on our timetable, but it is certain for those who do not lose heart. Jesus never leaves us nor forsakes us. When it feels like nothing is going your way, He is still making a way.

Daily application: The next time pressure rises and you feel like pulling back from a difficult task, client, or conversation — pause for thirty seconds. Speak the promise out loud. Then take one faithful next step instead of the easy exit.

Keep sowing. The harvest is coming. Be blessed.

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



SUMMER DEMAND HOLDS AS RATES SUPPORT STRATEGY

Southwest Florida remains a strategy market. Transaction volume is solid, days on market continue to improve, and rates in the mid-5% range are supporting pre-approvals. Buyers and tenants stay selective. Clean, correctly priced properties still move.

LEE COUNTY

Median: \$379,500 (+1.8% YoY) | Sold: 1,385 (+9.8%) | Supply: ~7.9 mo | DOM: 46 (-16 YoY)

Homes priced within 3–5% of recent comps generate the strongest response in the first 10–14 days. Clean, well-presented homes clear faster. Overreaching listings face longer timelines and more frequent adjustments.

SARASOTA COUNTY

Overall median: \$436,800 | SF median: \$516,200 (4.9 mo supply) | Condo/TH: \$336,000 (7.4 mo)

Single-family sits near balanced. Condos and townhomes remain more buyer-favorable due to insurance and HOA costs. Pricing precision and clear documentation decide outcomes.

CHARLOTTE COUNTY

Median: \$324,500 (-3.8% YoY) | Sold: 515 (+8.1%) | Supply: ~6.3 mo | DOM: 44 (-22 YoY)

Most affordable of the three. Strong demand from relocators and investors in the \$250k–\$350k range. Affordability continues to drive steady absorption.

WHY IT MATTERS

This is still a market that rewards precision and speed. Sellers and landlords who price correctly and present cleanly win. Those who wait lose days and dollars — every vacant day is still a tax. Execution decides results in the second half of 2026.

Read the full Local Market Report:

https://www.logicalchoicerealtygroup.com/_files/ugd/ef4830_a8b43bf5b6ea47ca8ae846b26e9a73b8.pdf

NATIONAL SNAPSHOT

SALES HOLD • INVENTORY STILL TIGHT • RATES SUPPORTIVE

Sales	Median Price	Inventory	30-Yr Fixed
4.32M SAAR	\$406,500	1.40M 4.1 mo	5.75%

June existing-home sales registered 4.32 million SAAR (+5.2% YoY). Median price reached \$406,500 (+2.0% YoY). Inventory sat at 1.40 million homes (4.1 months of supply). Days on market held at 38. The 30-year fixed near 5.75% continued to support pre-approval and contract activity. Cash buyers 24%. Distressed sales only 1.6%.

WHY IT MATTERS

National conditions still favor prepared participants. Sellers who price and present correctly succeed. Buyers and tenants who are financed, decisive, and ready to move capture the best opportunities. Precision and speed remain the winning combination.

Read the full National Market Report:

https://www.logicalchoicerealtygroup.com/_files/ugd/ef4830_73006f79562345598bc077699854fef4.pdf

FEATURED PROPERTY

AVAILABLE NOW

1252 County St E, Lehigh Acres, FL 33974

4 Bed | 2 Bath | 1,571 sqft | Built 2023

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

[View Listing on Zillow](#) • Contact Char: (239) 695-6777



FEATURED PROPERTY

AVAILABLE NOW

816 Friendship Cir, Labelle, FL 33935

3 Bed | 2 Bath | Over 1,700 sqft + lanai

HUGE PRICE REDUCTION. Located in the new Belle Arbor neighborhood by DR Horton. Open floorplan built for family gatherings, carpet in the bedrooms, tile in the wet areas, and a private lanai. Close to downtown Labelle, shopping, and dining.

[View Listing on Zillow](#) • Contact Char: (239) 695-6777



LIVING THE DIFFERENCE



Faith does not stay in the Sunday service. It shapes how we treat people on Monday. It decides whether a difficult client becomes an interruption or an assignment. It determines whether we offer dignity when it would be easier to rush past.

Kevin lived this. He measured success by a quiet question: Did the people I came in contact with leave better than I found them? That standard was not a slogan. It was the fruit of a life ordered by faith.

Every person who crosses our path is still an assignment, not an interruption. 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 faith either shows up or stays silent.

Although we never know what God has in store for us, we are certain of this: Kevin heard the words “Well done, my good and faithful servant.”

That is the standard we continue to carry.

THE PRECISION PLAYBOOK

How to Fill Units Faster When the Market Is Selective

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

1

Price to the market, not to your memory

Homes priced within 3 to 5 percent of recent closed comps generate the strongest response in the first 10 to 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 plus easy digital application plus fast decisions equals 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.

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PROPERTIES DO NOT FILL THEMSELVES.**

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

LOCAL FLAVOR

HOME TIP: LATE-SUMMER READINESS CHECK

August heat and humidity push AC systems hard, and hurricane season is fully active. Replace filters, clear outdoor units of debris, check for moisture intrusion, confirm shutters and hardware are ready, and keep gutters clear. A short walk-through now prevents expensive emergency calls and keeps the unit show-ready.

LOCAL TREAT: SICILY TRATTORIA — Cape Coral

1211 Cape Coral Parkway E



Family-run Italian still going strong after 20+ years. Homemade pasta and gnocchi (Mom still makes them), solid chicken parm, and a welcoming local feel. Worth the visit this week.

[Visit Sicily Trattoria on Facebook](#)

THIS WEEK IN HISTORY: CAPE CORAL

On August 18, 1970, Cape Coral was officially incorporated as a city. Founded by the Rosen brothers in 1957 as a planned community, it has grown into the largest city in Southwest Florida. This week marks 56 years of that decision.

