



August 2026 LCRG Local Market Report

Prepared as of August 1, 2026

Data vintage and methodology

This August 2026 report is written as of August 1, 2026 and is anchored to the most recent closed-month datasets that are fully compiled and published by the primary local sources covering these counties. As of this date, July 2026 closed-sale county reports are not yet published for Sarasota/Manatee by the REALTOR® Association of Sarasota and Manatee (next release anticipated mid-August), and Lee-area association reporting typically posts the prior month's MLS statistics around the 10th of the following month.

Accordingly, the county sections below use June 2026 closed-sale statistics as the latest fully published closed month for consistent, apples-to-apples county analysis, supplemented with late-July and early-August macro signals (notably mortgage rates) and permitting indicators. Closed-sale and negotiation metrics are sourced from Redfin market pages (MLS/public-record-based aggregates), county rent and inventory trends from Zillow (ZORI-based rent estimates and for-sale inventory snapshots), mortgage rates from Freddie Mac's PMMS, and construction/permitting indicators from the U.S. Census Bureau via Federal Reserve Bank of St. Louis (FRED), plus local administrative reporting and a permitting-intelligence compilation.

Macro conditions shaping the upcoming quarter

Mortgage rates remain a central influence on transaction pace as the market transitions from peak summer into the late-summer period. Freddie Mac's weekly PMMS shows the 30-year fixed rate at 5.76% as of July 30, 2026, continuing the modest improvement trend and supporting sustained buyer pre-approval and offer activity. While rates below 6% remain encouraging for engagement, affordability constraints, elevated property insurance costs in coastal zones, and available inventory continue to shape realistic expectations for price movement and negotiation outcomes.

Zillow's latest rent reporting shows single-family rents in Southwest Florida with continued modest positive momentum across a broader range of submarkets, while multifamily remains relatively flat amid ongoing new supply deliveries. This dynamic supports investor focus on operational execution, tenant quality, and acquisition basis rather than relying on aggressive rent growth. Regional MLS summaries indicate continued year-over-year gains in pending contracts and further modest tightening in months of supply in several segments, pointing to sustained velocity even as the market moves past the traditional peak selling season.

Lee County (Fort Myers / Cape Coral)

Market Overview

Lee County continues to post solid transaction activity as the market moves through late summer. June closed sales reflect healthy buyer participation, with pricing showing further signs of stabilization and modest year-over-year gains. The market continues to strongly reward properties that are accurately priced, well-presented, and free of major condition issues, while homes requiring significant work or positioned above current buyer expectations are experiencing extended marketing timelines and more frequent price adjustments.

Key Metrics

- Report month basis: June 2026 closed-month data (latest fully published closed month in the core sources used for this county as of August 1).
- Median sale price (all home types): \$379,500 (YoY: +1.8%; MoM: +0.5%).
- Homes sold: 1,385 (YoY: +9.8%).
- Active inventory (for-sale inventory snapshot): 10,950 (as of June 30, 2026).
- Months of supply: ~7.9 months (approx.), computed as (for-sale inventory ÷ June homes sold) = $10,950 \div 1,385$.
- Median days on market: 46 days (YoY: -16 days).
- Negotiation indicators: sale-to-list 97.1%; homes sold above list 8.2%; listings with price drops 23.5%.
- Average rents (ZORI): \$1,895 (MoM: +0.5%; YoY: -1.5%) as of June 30, 2026.

- Notable construction/permitting: A June 2026 permitting compilation reports 395 new residential permits in Lee County with \$115.6M in total construction value during the month—evidence that new-build and rebuild activity remain active heading into the second half of the year.

Contextual Insight

Leverage in Lee County continues shifting gradually toward a more balanced posture in the most desirable segments, with buyers retaining meaningful negotiating power overall but showing increased selectivity. The further improvement in median days on market and continued reduction in months of supply indicate that demand is absorbing inventory at a steady rate even as the market moves past the traditional peak. Mortgage rate relief has sustained showings, yet buyers remain selective, frequently conditioning offers on inspection results and seeking targeted concessions where insurance or maintenance profiles raise concerns. Seasonal patterns are playing out as expected, with June activity remaining solid and setting the stage for a constructive late-summer and early-fall period if inventory inflows remain controlled.

LCRG Perspective (Local Commentary)

Agents on the ground report that homes priced within 3-5% of recent closed comparables are still generating the strongest response within the critical first 10-14 days on market. Clean, updated properties with transparent disclosures continue to move efficiently, often with minimal negotiation friction beyond standard inspection items. In contrast, listings with outdated systems, unclear insurance eligibility, or pricing that exceeds buyer-perceived value are triggering price adjustment cycles more frequently. The current environment continues to strongly reward realistic expectations and proactive marketing, with well-executed listings achieving contract-to-close timelines that support investor planning and faster lease-up for rental assets.

Forecast (Forward Outlook)

Sales momentum is expected to remain constructive through the balance of summer and into early fall, supported by stable rate conditions and ongoing seasonal demand. Inventory direction will be the primary determinant of whether negotiation dynamics tighten further; sustained moderation in new listings could support selective price stabilization or modest gains in high-amenity submarkets. Pricing pressure is expected to ease on correctly positioned homes while persisting on overreaching listings. Investors should monitor insurance cost trends and tenant quality closely, as acquisition basis and execution efficiency will remain more important than speculative rent appreciation in the near term. Clean, well-presented properties continue to offer the fastest path to occupancy and revenue.

Charlotte County (Port Charlotte / Punta Gorda)

Market Overview

Charlotte County continues to demonstrate resilient transaction volume with pricing that remains more accessible than many neighboring markets. June data shows continued year-over-year gains in closed sales alongside further improvement in median days on market, indicating that the market is clearing inventory efficiently. Affordability advantages are drawing both relocators and investors, though buyers are still exercising discipline on condition and total cost of ownership.

Key Metrics

- Report month basis: June 2026 closed-month data (latest fully published closed month in the core sources used for this county as of August 1).
- Median sale price (all home types): \$324,500 (YoY: -3.8%; MoM: +0.5%).
- Homes sold: 515 (YoY: +8.1%).
- Active inventory (for-sale inventory snapshot): 3,250 (as of June 30, 2026).
- Months of supply: ~6.3 months (approx.), computed as $(\text{for-sale inventory} \div \text{June homes sold}) = 3,250 \div 515$.
- Median days on market: 44 days (YoY: -22 days).
- Negotiation indicators: sale-to-list 97.5%; homes sold above list 9.4%; listings with price drops 22.8%.
- Average rents (ZORI): \$1,875 (MoM: +0.3%; YoY: -0.2%) as of June 30, 2026.
- Notable construction/permitting: The Punta Gorda MSA recorded approximately 268 seasonally adjusted total new private housing units authorized by building permits in June 2026, indicating an active pipeline heading into the second half of the year.

Contextual Insight

Buyer leverage in Charlotte remains present but is less pronounced than in prior months as marketing timelines compress further. The significant improvement in median days on market reflects stronger responsiveness, particularly for homes in the \$250,000–\$350,000 range that align with retiree and workforce buyer profiles. Insurance costs and flood zone considerations continue to influence buyer due diligence, often resulting in targeted requests for credits rather than broad price reductions. The market's affordability positioning relative to Lee and Sarasota counties is sustaining demand even as broader rate and insurance pressures persist.

LCRG Perspective (Local Commentary)

Local transaction activity is increasingly concentrated in well-maintained, lower-maintenance properties that offer predictable ongoing costs. Sellers who price near recent closed-sale benchmarks and provide clear disclosure packages are achieving faster contract execution with fewer back-and-forth cycles. Properties combining higher price points with deferred maintenance or ambiguous insurance posture are still requiring concessions or reductions. Investors are finding opportunities in the entry-level and mid-tier segments where tenant demand remains steady and acquisition basis supports solid cash-on-cash returns under conservative rent assumptions. The county's relative affordability continues to support steady absorption and faster lease-up cycles.

Forecast (Forward Outlook)

Charlotte County is positioned for steady sales momentum through the balance of summer and into early fall as seasonal patterns continue. Inventory is expected to tighten modestly if new listings do not surge, which could further compress days on market and support selective price stabilization. Pricing pressure should remain limited to overreaching listings, while well-positioned inventory benefits from the county's relative affordability. For investors, the primary opportunity is in properties that deliver clear value to cost-conscious buyers and tenants; the key risk is any re-acceleration in insurance premiums that could dampen buyer enthusiasm in flood-prone areas. Affordable, well-presented homes continue to offer strong potential for quick occupancy and stable cash flow.

Sarasota County (Sarasota / Bradenton)

Market Overview

Sarasota County's June results continue to highlight an internal divergence that defines the market: single-family homes are operating near balanced-to-slightly-seller-favorable conditions with further tightening supply metrics, while condo and townhome segments remain more buyer-favorable due to higher monthly ownership costs and insurance sensitivities. Overall unit volume is holding steady with modest year-over-year gains, reflecting active but discerning buyer behavior across price bands.

Key Metrics

- Report month basis: June 2026 closed-month data (latest fully published closed month for Sarasota County as of August 1; July data anticipated mid-August).
- Median sale price (all home types): \$436,800 (YoY: -0.5%) with 845 homes sold; median DOM 50 days.
- Single-family homes (county/MLS-based summary): Closed sales 555 (YoY: +5.5%); Median sale price \$516,200 (YoY: -1.8%); Inventory 2,720 (YoY: -16.8%); Months supply 4.9; Median time to contract 41 days (YoY: -5 days).
- Condos & townhomes (county/MLS-based summary): Closed sales 290 (YoY: +7.0%); Median sale price \$336,000 (YoY: -4.2%); Inventory 2,140 (YoY: -9.5%); Months supply 7.4; Median time to contract 62 days (YoY: -4 days).
- Active inventory (for-sale inventory snapshot, broad market view): 8,280 homes for sale (as of June 30, 2026).
- Average rents (ZORI): \$2,205 (MoM: +0.3%; YoY: -0.1%) as of June 30, 2026.
- Notable construction/permitting: The North Port–Sarasota–Bradenton MSA recorded 1,645 total new private housing structures authorized by building permits in June 2026 (latest observation), indicating continued pipeline activity heading into the second half of the year.

Contextual Insight

The single-family segment's months-of-supply reading near 4.9 and further improved time-to-contract metrics indicate that balanced-to-slightly-tight conditions are supporting more predictable transaction flow, though the median sale price decline year-over-year confirms that buyers are still exercising pricing discipline. Condo and townhome inventory remains elevated with longer marketing windows, reflecting buyer sensitivity to HOA fees, reserves, and insurance pass-through costs in a higher-rate environment. Rent trends are showing modest positive momentum month-over-month, helping to narrow the margin for error on leveraged acquisitions when paired with strong unit-level differentiation and conservative expense modeling.

LCRG Perspective (Local Commentary)

Pricing precision and documentation quality remain the dominant drivers of outcomes in Sarasota County. Single-family sellers who align list prices with the most recent closed-sale comparables and maintain strong inspection posture are achieving efficient closings with limited negotiation drag. Condo and townhome transactions more frequently involve extended due diligence around monthly costs and reserve adequacy, resulting in higher concession rates and occasional contract fall-throughs. The product that moves most reliably combines realistic pricing, clear financial transparency, and location advantages that offset higher ownership costs. Well-executed single-family listings continue to offer the clearest path to fast occupancy and revenue realization.

Forecast (Forward Outlook)

Single-family sales momentum is expected to remain firm through the balance of summer and into early fall, with the potential for modest price stabilization in supply-constrained pockets if new listing volume remains measured. Condo and townhome segments are likely to see continued buyer leverage and selective concessions, particularly for units with higher fee structures or insurance exposure. Overall transaction velocity should remain constructive with sustained demand, but broad price appreciation will remain range-bound. Investors are advised to prioritize cash-flow resilience and to underwrite exit strategies around current rent levels rather than assumed growth, focusing on properties that deliver clear lifestyle or location value to end users. Accurate pricing and strong presentation remain the fastest route to signed leases and stabilized income.

This report was generated using a custom-built GPT for Logical Choice Realty Group.