
LCRG NEWSLETTER

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



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LEE COUNTY MARKET UPDATE: INVENTORY DROPS AS BUYERS HOLD THE EDGE

Sharp-eyed buyers continue to call the shots in Lee County this August. Inventory, while easing, still outweighs demand—and homes are lingering longer. Active listings remain around 26% higher than last year, with 8.1 months of supply—well above the 5–6 month balance threshold. Median home prices have slipped to \$375,000—down about 5% year-over-year—while sale-to-list ratios sit near 95–96%, reflecting persistent downward price pressure. The prime window for calculated entry remains open, and LCRG is on standby to guide you.

FAITH: TRUSTING GOD'S DIRECTION

Proverbs 3:5-6 (NIV) reminds us:

"Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to Him, and He will make your paths straight."

We all carry dreams, plans, and desires, but God calls us to place them fully in His hands. When we rely on our own strength and wisdom, we often fall short. This verse encourages us to seek His guidance, pray for discernment, and trust His timing. His way is always higher, His path always sure. Whatever decisions you face this week, surrender them to God—and let Him lead you exactly where you're meant to be.



FEATURED PROPERTIES: YOUR DREAM HOME AWAITS



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**3048 LUNAR ST,
NAPLES, FL 34112**

Spacious 7-Bedroom, 7-Bathroom with 2,084 sq. ft. of living space, perfectly designed for *comfort* and *versatility*. Conveniently located just minutes from Downtown Naples, premier shopping, dining, and Naples' pristine beaches, this lake-view property offers a serene setting with easy access to all the essentials. A rare *Fannie Mae* property, this home presents an incredible opportunity for buyers seeking space, location, and value in one package.

Don't miss out!

Looking for your perfect home in Lee County or Charlotte County? At Logical Choice Realty Group, we're here to make your dream a reality—whether you're renting, buying, or investing. Our personalized approach ensures we find the right fit for you. Ready to take the next step? Call Kevin at (239) 677-9450 to explore more listings and start your journey today!

**2322 NW 30TH
TER, CAPE CORAL,
FL 33993**

Beautiful nearly new 4-bedroom, 2-bath home in NW Cape Coral, combining modern elegance with coastal charm. Built just 2.5 years ago, it features upgraded faux wood plank tile, granite countertops, stainless steel appliances, and an open-concept layout perfect for entertaining. Nestled near Pine Island Corridor, you're close to shopping, dining, and easy access to Veterans Pkwy and I-75. Move-in ready and waiting for you—skip the delays of new construction and make this stunning home yours today!



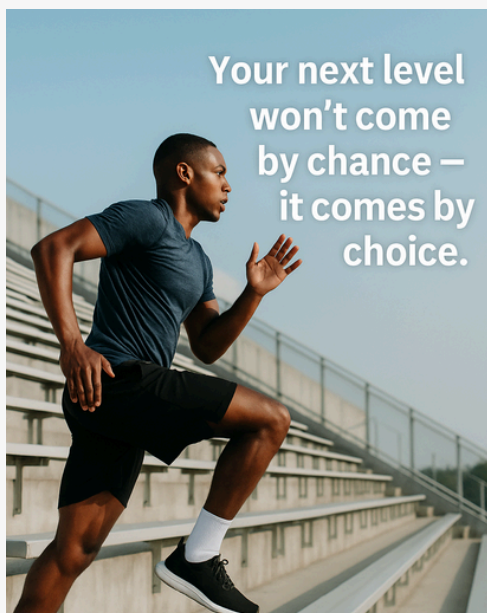
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Coaching & Mentoring: Build Your Edge

Kevin's challenge this week is simple: **stop waiting for the perfect moment—it doesn't exist.** Champions are made by acting in the uncertainty others fear. When distractions rise, double your discipline. When doubt creeps in, lean harder into your preparation. The edge you're looking for isn't given; it's earned through relentless reps, focus, and self-belief. Sharpen your mind, sharpen your habits, sharpen your game. Your next level won't come by chance—it comes by choice. Decide today to show up stronger than yesterday.

Want to work directly with Kevin? Call 239.677.9450 to join his personal coaching program and start building your future with purpose.



NATIONAL REAL ESTATE: COOLING PRICES, CREATING OPPORTUNITY

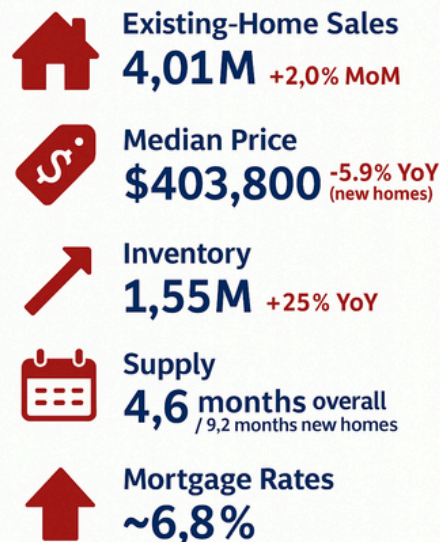
Rising inventory and waning demand continue to shift the U.S. housing market toward a more buyer-favorable landscape this August.

- **New home prices dipped** to a median of \$403,800 in July—down 5.9% from year-earlier levels—while supply remains elevated at 9.2 months.
- **Existing-home sales unexpectedly rose** 2.0% in July to a 4.01 million annual pace, with a slight YoY gain of 0.8%; inventory ticked up to 1.55 million—a 4.6-month supply.
- **National home price growth** slowed further—just 0.2% YoY—and inventory rose nearly 25% year-over-year, hitting post-pandemic highs (<1.1 million active listings).

Why it matters

With builders offering deeper discounts on new construction and resale inventory swelling, buyers now have leverage—and options. While mortgage rates remain elevated, softened competition and cooler pricing across segments are giving strategic buyers more runway.

U.S. HOUSING MARKET SNAPSHOT



AUGUST 2025



Fun Stuff: Trivia, Local Treats, and History in Lee County

HURRICANE SEASON

One-Minute Tip:

Fill a cup with water, freeze it, then place a coin on top. If the coin sinks after an outage, your food likely thawed and refroze — time to toss it. A simple way to check food safety without guessing.



Local Treat of the Week: Love Boat Ice Cream

Craving a sweet escape in Southwest Florida? Love Boat Ice Cream has been serving happiness one scoop at a time since 1967.

- **Location:** 16475 San Carlos Blvd, Fort Myers, FL 33908
- **Vibe:** Nostalgic charm meets handcrafted indulgence. With 50+ rotating flavors made fresh in small batches, there's something for every sweet tooth.
- **Atmosphere:** Family-friendly and welcoming, with colorful décor and a lively vibe perfect for cooling off after a day on the water. Whether you're grabbing a cone, a sundae, or their famous milkshakes, the experience is pure Southwest Florida delight.
- **Why It Stands Out:** A beloved local institution for nearly six decades, Love Boat Ice Cream is more than dessert — it's a tradition. With creative flavors, generous portions, and a community-first spirit, it's a must-visit for both locals and tourists.

An essential stop for anyone exploring Lee County, especially if you're seeking the perfect mix of local flavor and coastal nostalgia.



This Week in History: Historic Lee County

Founded in 1887 and named after Confederate General Robert E. Lee, Lee County has transformed from a quiet coastal fishing region into one of Florida's fastest-growing destinations. Fun fact: The Edison & Ford Winter Estates in Fort Myers attract more than 250,000 visitors annually, celebrating our region's rich innovation history.



SOCIAL MEDIA or What You Missed

Coming Soon: LCRG Content Sneak Peek

Here's a preview of what's coming next from Logical Choice Realty Group:

1. Top 5 Coffee Shops in Fort Myers
2. A Day in the Life of a Broker
3. Events in Cape Coral
4. How the "Smith" Family Found Their Dream Home
5. Mr. Fix-It Video with Derik
6. Lee County Market Update
7. Client Review Highlight

Know someone looking for a new place to call home? 🏠❤️

Refer them to Logical Choice Realty Group and earn \$100 for every successful rental referral!

No limits — just simple, easy cash. 💰

- ✅ Tell your friends
- ✅ They mention your name when signing a lease
- ✅ You get \$100

This is a limited-time offer and ends September 30th — don't miss out!

Let's help your friends find a home and put money in your pocket. 🙌

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