



# Market Update

August 2026 market reports, 2026 trends and straight answers for buyers and sellers in Florida and New England.

RYAN AND MEGAN WINSLOW · WINSLOW HOMES



YOUR MARKET EXPERTS

## Ryan and Megan Winslow

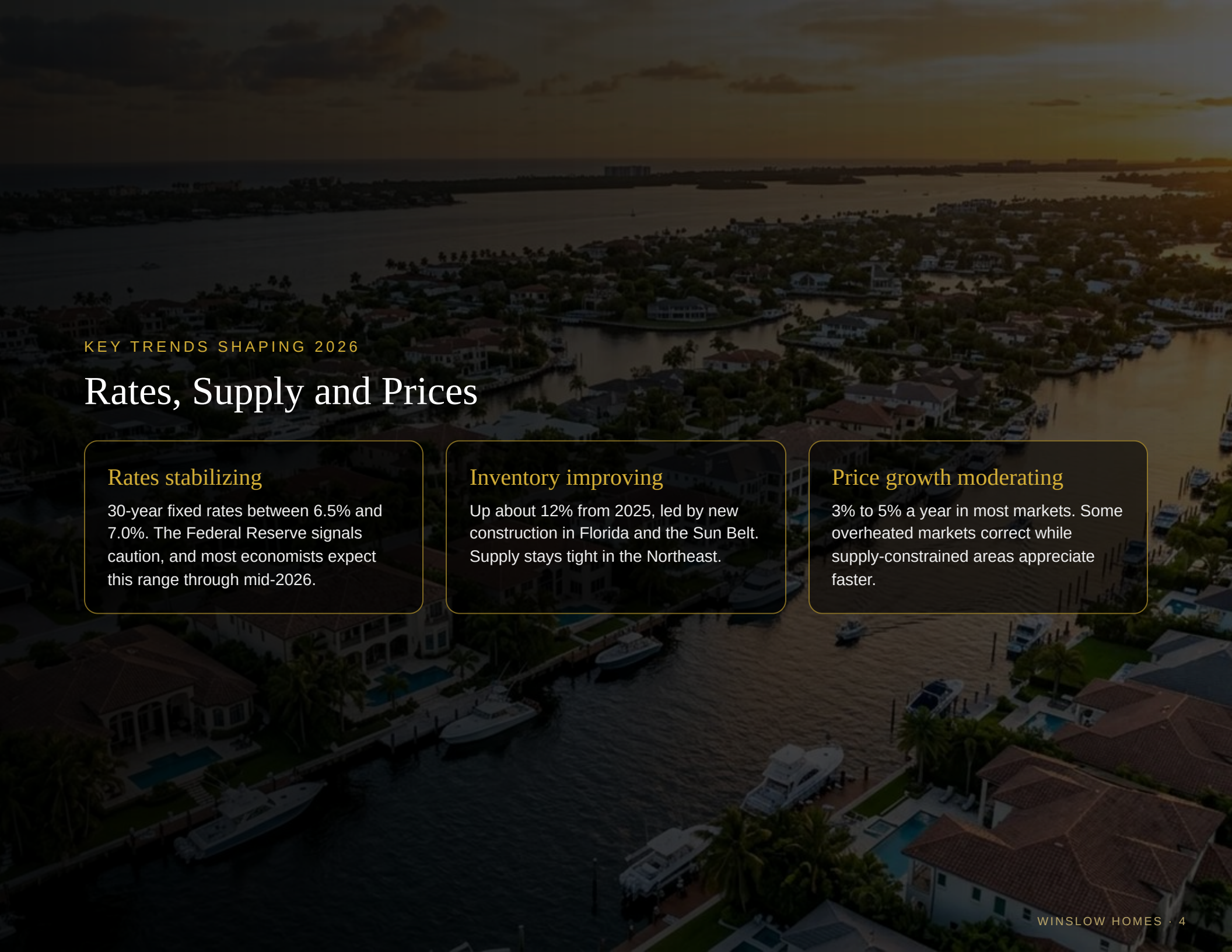
- ◆ Broker/owners of Winslow Homes
- ◆ REALTOR® since 2009 with 3,000+ homes sold
- ◆ Brokers in FL, MA, CT and RI
- ◆ Mortgage Bankers with The Federal Savings Bank
- ◆ A veteran-led team: U.S. Army retired

## NATIONAL HOUSING MARKET

# 2026: A Gradual Normalization

- ◇ Mortgage rates settled in the mid-to-high 6% range after peaking above 7.5% in late 2023, versus sub-3% in 2021
- ◇ Prices still rise nationally, at a steadier pace than the double-digit gains of 2021 and 2022
- ◇ Total supply sits roughly 30% below pre-pandemic norms, even with more new listings than 2024
- ◇ Owners locked in at 2% to 4% hesitate to sell: the lock-in effect supports prices
- ◇ New construction and builder incentives ease shortages in the South and parts of the Northeast





KEY TRENDS SHAPING 2026

## Rates, Supply and Prices

### Rates stabilizing

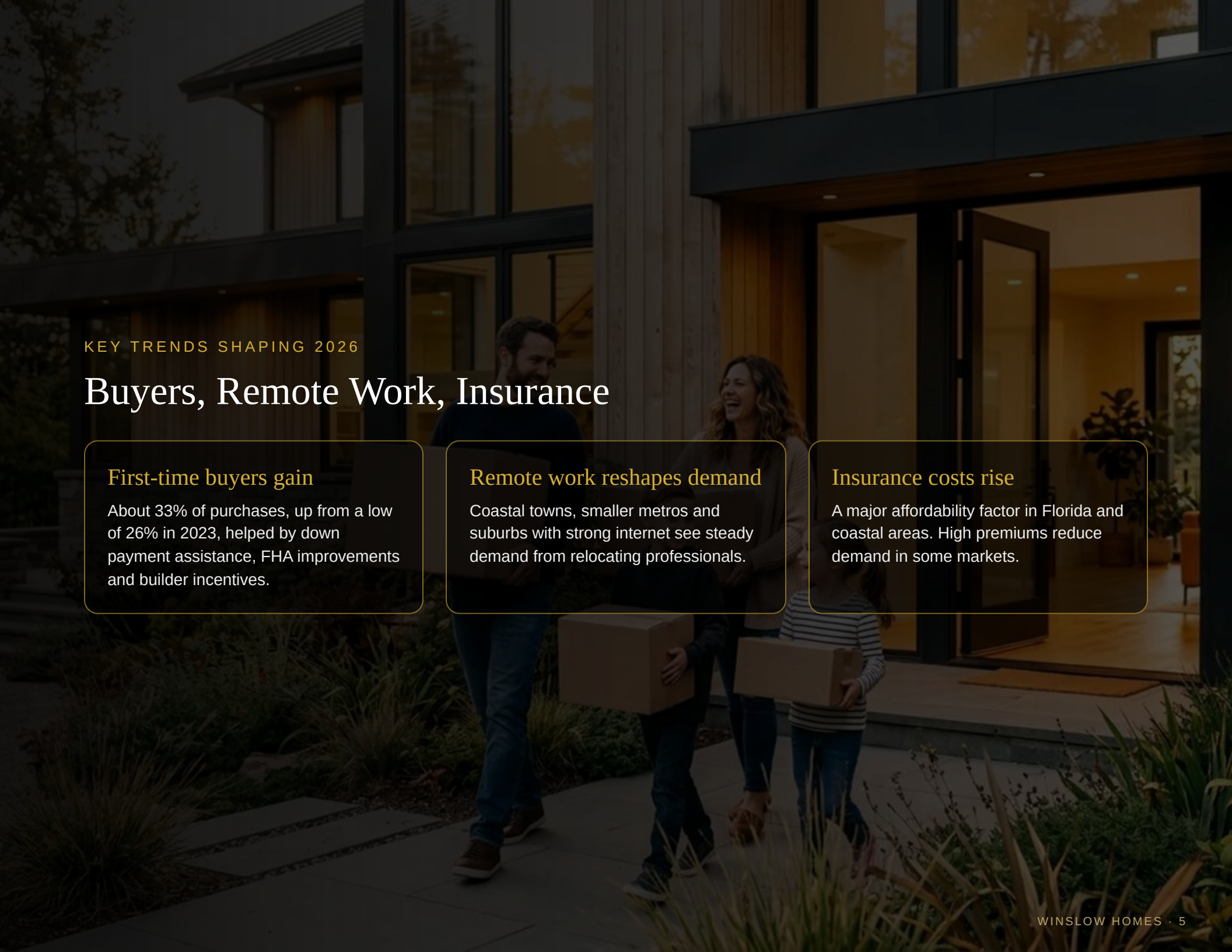
30-year fixed rates between 6.5% and 7.0%. The Federal Reserve signals caution, and most economists expect this range through mid-2026.

### Inventory improving

Up about 12% from 2025, led by new construction in Florida and the Sun Belt. Supply stays tight in the Northeast.

### Price growth moderating

3% to 5% a year in most markets. Some overheated markets correct while supply-constrained areas appreciate faster.

A family consisting of a man, a woman, and a young child are walking on a paved path towards a modern, two-story house. The man is carrying a large cardboard box, and the child is also carrying a box. The house has large glass windows and a dark exterior. The scene is set during the day with some foliage in the foreground.

KEY TRENDS SHAPING 2026

## Buyers, Remote Work, Insurance

### First-time buyers gain

About 33% of purchases, up from a low of 26% in 2023, helped by down payment assistance, FHA improvements and builder incentives.

### Remote work reshapes demand

Coastal towns, smaller metros and suburbs with strong internet see steady demand from relocating professionals.

### Insurance costs rise

A major affordability factor in Florida and coastal areas. High premiums reduce demand in some markets.



PAYMENT ON A \$350,000 LOAN, 30 YEARS: PRINCIPAL AND INTEREST, TOTAL INTEREST, TOTAL COST

## Rates Drive Buying Power

- ◇ 5.5%: \$1,987 a month, \$365,460 interest, \$715,460 total
- ◇ 6.0%: \$2,098 a month, \$405,312 interest, \$755,312 total
- ◇ 6.5%: \$2,212 a month, \$446,360 interest, \$796,360 total
- ◇ 6.8%, the current average: \$2,284 a month, \$472,160 interest, \$822,160 total
- ◇ 7.0%: \$2,329 a month, \$488,520 interest, \$838,520 total
- ◇ 7.5%: \$2,447 a month, \$531,060 interest, \$881,060 total

LOWER YOUR EARLY PAYMENTS

## Rate Buydowns Help

- ◇ A temporary or permanent buydown cuts your payment in the early years
- ◇ Many builders and some sellers offer 2-1 buydowns as incentives
- ◇ Ask Ryan and Megan about buydown options that save thousands in your first years
- ◇ Get a personalized rate quote and pre-approval to see how today's rates fit your budget



# August 2026 Market Reports

\$649,570 MEDIAN  
Miami

\$602,351 MEDIAN  
Fort Lauderdale

WINSLOW HOMES · 8  
\$419,934 MEDIAN  
New Smyrna Beach

\$414,726 MEDIAN  
Orlando

\$1,049,306 MEDIAN  
Key West and the Keys

\$481,681 MEDIAN  
Worcester

MIAMI, FL, AUGUST 2026, REDFIN

# Miami Market Report

**\$649,570**

Median sale price

**Up 2.3%**

From a year earlier

**116 days**

Median time to sell, 16 days longer than  
last August

FORT LAUDERDALE, FL, THREE MONTHS ENDING AUGUST 2026, REDFIN

# Fort Lauderdale Market Report

**\$602,351**

Median sale price

**Up 11.5%**

From a year earlier

**101 days**

Median time to sell, 25 days faster than last year

NEW SMYRNA BEACH, FL, AUGUST 2026, REDFIN. BUYERS HOLD MORE ROOM TO NEGOTIATE

# New Smyrna Beach Report

**\$419,934**

Median sale price

**Down 2.3%**

From a year earlier, 3-month basis

**80 days**

Median time to sell

**95.4%**

Of list price, at a median \$307 per square foot

ORLANDO, FL, AUGUST 2026, REDFIN

# Orlando Market Report

**\$414,726**

Median sale price

**Down 1.2%**

From a year earlier

**52 days**

Median time to sell, 4 days longer than  
last August

KEY WEST, THREE MONTHS ENDING AUGUST 2026, REDFIN

# Key West and the Keys Report

**\$1,049,306**

Median sale price

**Up 13.7%**

From a year earlier

**141 days**

Median time to sell, 10 days longer than last year

DAYTONA BEACH, FL, AUGUST 2026, REDFIN. BUYERS HOLD MORE ROOM TO NEGOTIATE

# Daytona Beach Market Report

**\$299,124**

Median sale price

**Down 5.2%**

From a year earlier, 3-month basis

**80 days**

Median time to sell

**95.0%**

Of list price, at a median \$208 per square foot

ORMOND BEACH, FL, AUGUST 2026, REDFIN. BUYERS HOLD MORE ROOM TO NEGOTIATE

# Ormond Beach Market Report

**\$379,744**

Median sale price

**Up 1.3%**

From a year earlier, 3-month basis

**75 days**

Median time to sell

**97.0%**

Of list price, at a median \$198 per square foot

PORT ORANGE, FL, AUGUST 2026, REDFIN. BUYERS HOLD MORE ROOM TO NEGOTIATE

# Port Orange Market Report

**\$352,767**

Median sale price

**Up 3.3%**

From a year earlier, 3-month  
basis

**49 days**

Median time to sell

**96.9%**

Of list price, at a median  
\$209 per square foot

EDGEWATER, FL, AUGUST 2026, REDFIN. THE MARKET SITS CLOSE TO BALANCED

# Edgewater Market Report

**\$321,787**

Median sale price

**Up 8.2%**

From a year earlier, 3-month  
basis

**46 days**

Median time to sell

**97.5%**

Of list price, at a median  
\$202 per square foot

WORCESTER, MA, AUGUST 2026, REDFIN. SELLERS HOLD THE EDGE

# Worcester Market Report

**\$481,681**

Median sale price

**Up 8.2%**

From a year earlier, 3-month  
basis

**22 days**

Median time to sell

**101.5%**

Of list price, at a median  
\$272 per square foot

VOLUSIA COUNTY COMPARISONS, AUGUST 2026 REDFIN MEDIANS

## Where to Buy in Volusia

### Daytona Beach, \$299,124

A larger city with the speedway, events, a wide range of neighborhoods and more entry-level options.

### New Smyrna Beach, \$419,934

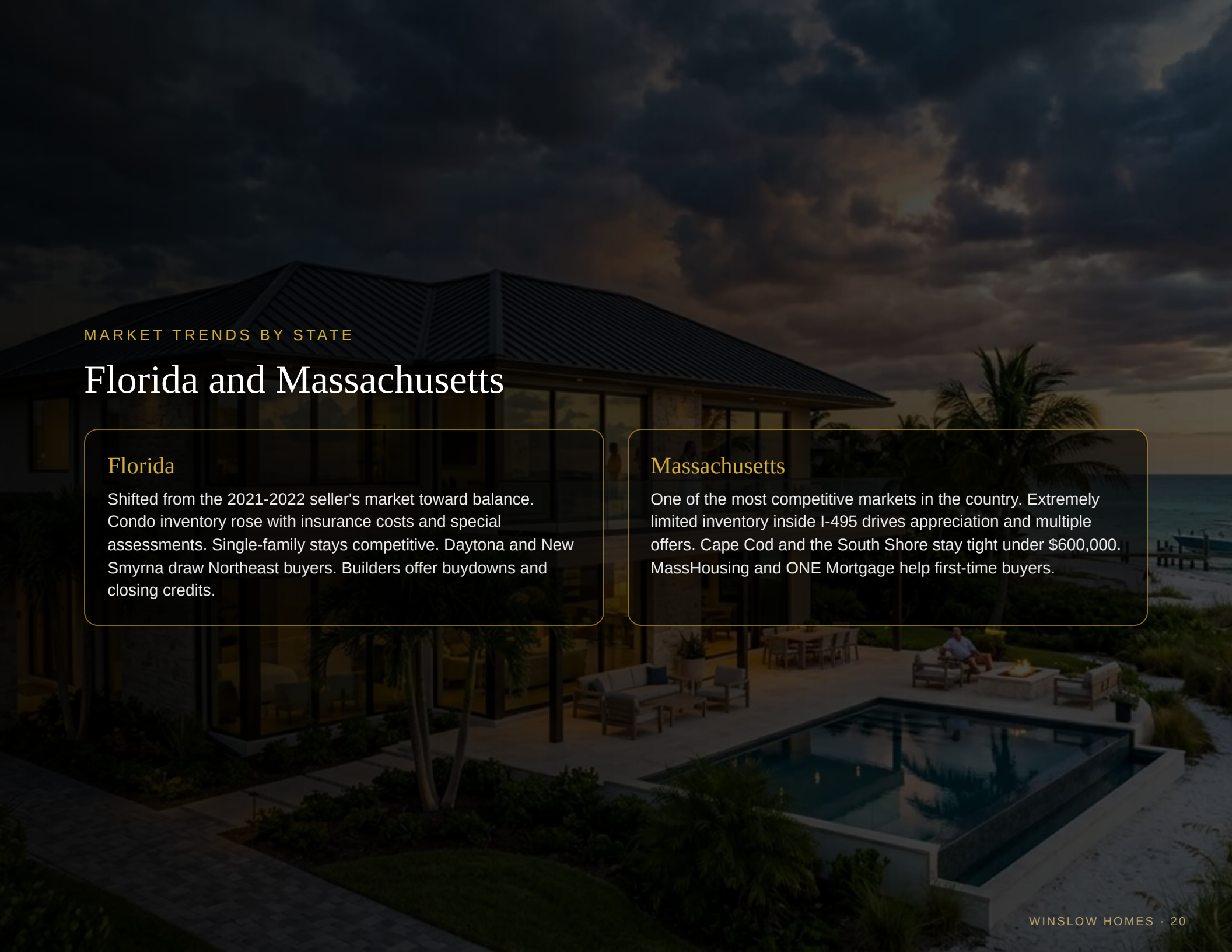
Smaller and quieter, at a higher price per square foot.

### Ormond Beach, \$379,744

Established neighborhoods, the beachside and quick access north toward Palm Coast. 75 median days.

### Port Orange, \$352,767

Newer subdivisions and family neighborhoods between Daytona and New Smyrna. Faster sales at 49 median days.



## MARKET TRENDS BY STATE

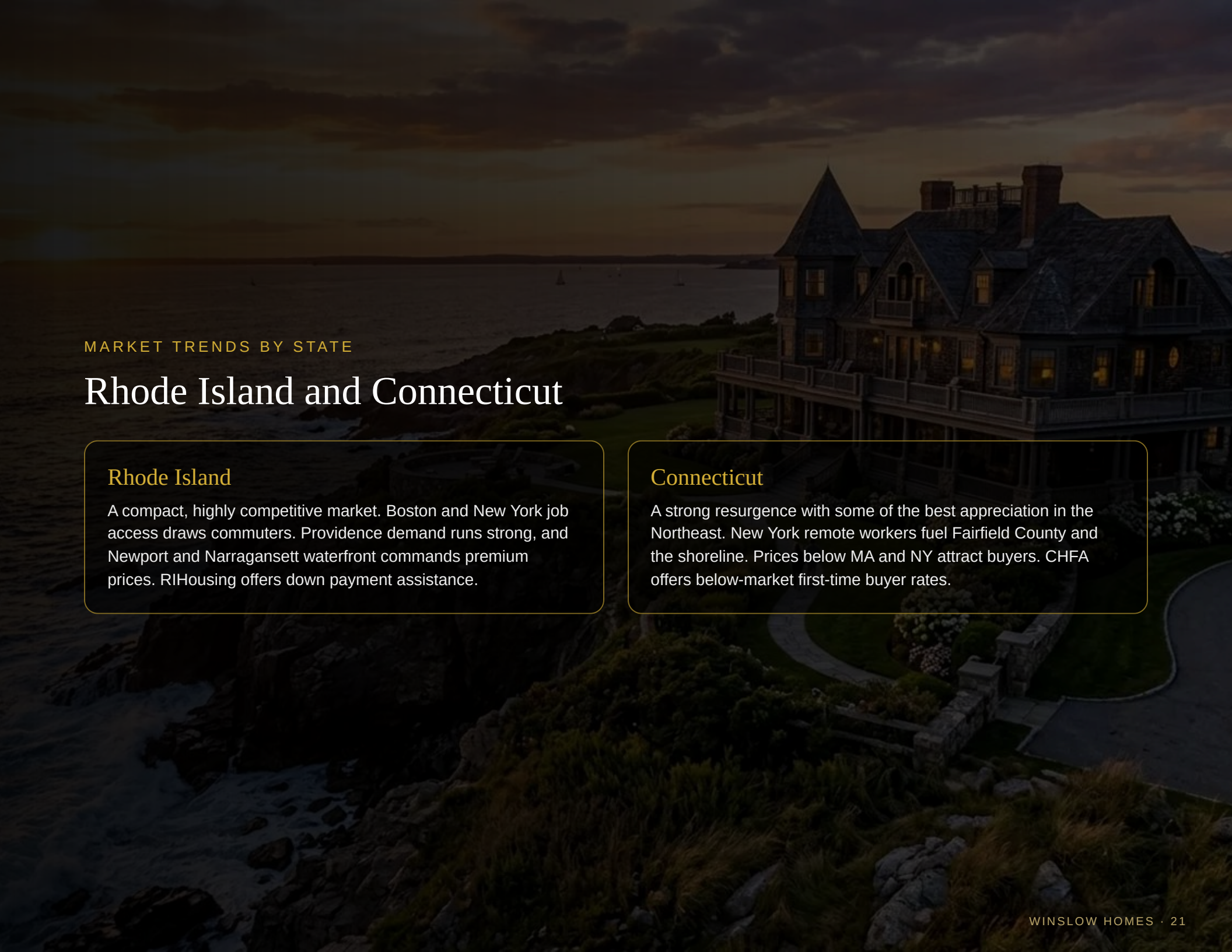
# Florida and Massachusetts

### Florida

Shifted from the 2021-2022 seller's market toward balance. Condo inventory rose with insurance costs and special assessments. Single-family stays competitive. Daytona and New Smyrna draw Northeast buyers. Builders offer buydowns and closing credits.

### Massachusetts

One of the most competitive markets in the country. Extremely limited inventory inside I-495 drives appreciation and multiple offers. Cape Cod and the South Shore stay tight under \$600,000. MassHousing and ONE Mortgage help first-time buyers.



## MARKET TRENDS BY STATE

# Rhode Island and Connecticut

### Rhode Island

A compact, highly competitive market. Boston and New York job access draws commuters. Providence demand runs strong, and Newport and Narragansett waterfront commands premium prices. RIHousing offers down payment assistance.

### Connecticut

A strong resurgence with some of the best appreciation in the Northeast. New York remote workers fuel Fairfield County and the shoreline. Prices below MA and NY attract buyers. CHFA offers below-market first-time buyer rates.

2026 OUTLOOK FROM ECONOMISTS AND HOUSING ANALYSTS

## Where the Market Heads

**3-5%**

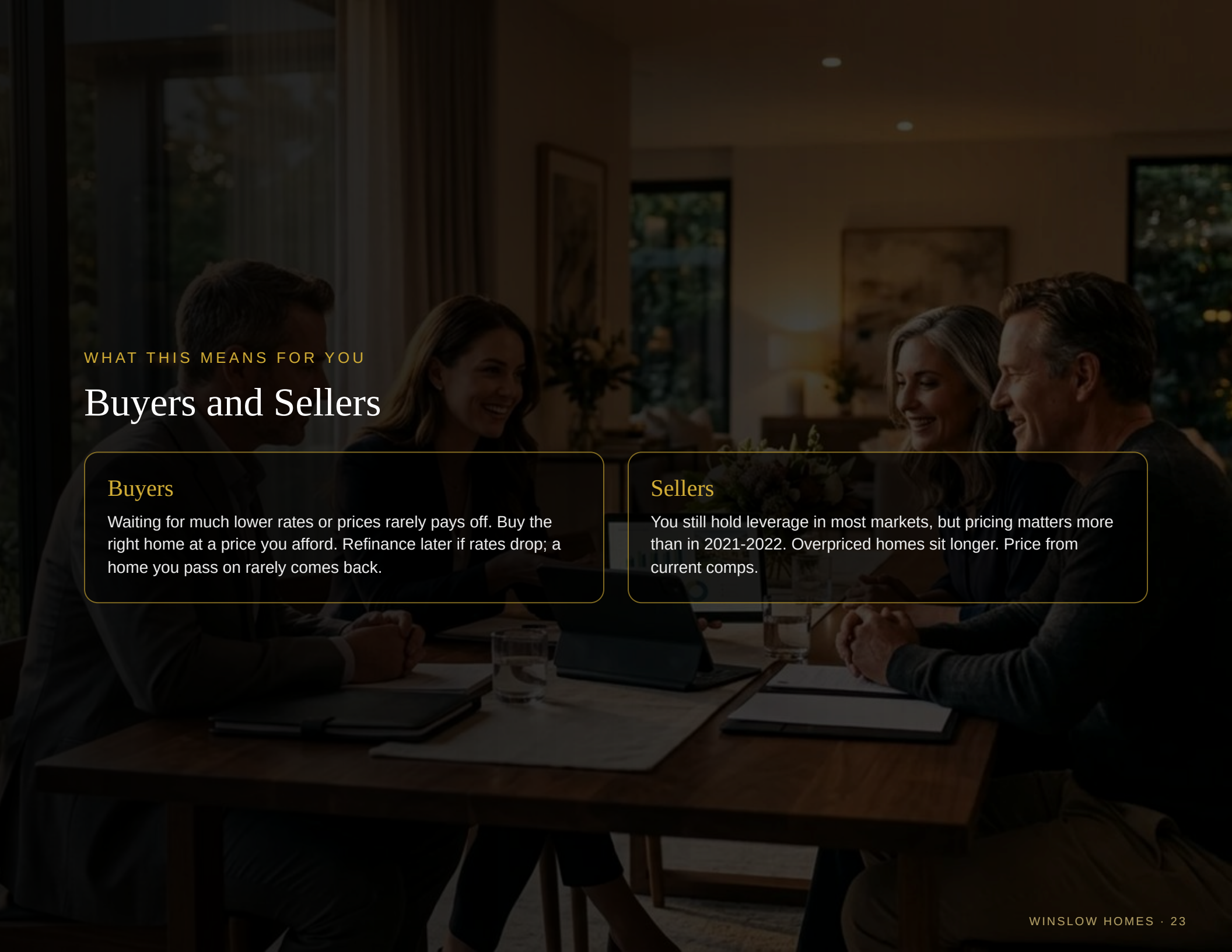
National price growth through year end.  
Northeast appreciation possibly higher

**6.3-7.0%**

Expected mortgage rate range through  
2026. No drop below 6% without a major  
economic shift

**8-15%**

Yearly inventory growth, led by new  
construction

A couple and a realtor are sitting at a wooden table in a modern, well-lit home. The couple, a man and a woman, are looking at a tablet held by the realtor. They are all smiling and appear to be in a positive conversation. The background shows a contemporary interior with large windows and framed art.

WHAT THIS MEANS FOR YOU

## Buyers and Sellers

### Buyers

Waiting for much lower rates or prices rarely pays off. Buy the right home at a price you afford. Refinance later if rates drop; a home you pass on rarely comes back.

### Sellers

You still hold leverage in most markets, but pricing matters more than in 2021-2022. Overpriced homes sit longer. Price from current comps.



## STRATEGIES FOR BUYERS

# How Buyers Win in 2026

- ◇ Get pre-approved early to show sellers you close quickly. Best for all buyers
- ◇ Rate buydowns cut your rate 1-2% for the first 1-2 years, helpful when stretching on payment
- ◇ New construction offers buydowns, upgrades and closing credits resale sellers rarely match
- ◇ Down payment assistance provides \$10,000-\$25,000+, with income limits often well above median
- ◇ In MA, RI and CT, search \$20,000-\$50,000 below your max to leave room above asking
- ◇ A flexible closing date or rent-back period attracts sellers who need time

## STRATEGIES FOR SELLERS

# How Sellers Win in 2026

- ◆ Price at or slightly below market from day 1 to draw showings and offers above asking
- ◆ Offer a 1-2 point rate buydown to widen your buyer pool, especially after 14+ days on market
- ◆ Stage and photograph professionally. First impressions happen online
- ◆ Spring stays strongest, fall brings less competition. Avoid listing during holidays
- ◆ Make pre-listing repairs on older homes to prevent deal-killing surprises





## REAL ESTATE ANSWERS

# Living in New Smyrna Beach

- ◇ A beach town with a small-town feel in Volusia County, about an hour from Orlando
- ◇ Two walkable downtowns on Flagler Avenue and Canal Street
- ◇ Retirees value the beaches, golf and no state personal income tax
- ◇ Daytona Beach airport about 25 minutes north, Orlando International about an hour west
- ◇ Check the flood zone, insurance quotes and roof age before you write an offer
- ◇ Seniors and veterans: ask about extra Volusia exemptions. Condo buyers: review the reserve study

RYAN AND MEGAN HOLD BROKER LICENSES IN BOTH STATES

## Sell in MA, Buy in FL

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### Compare costs

Florida has no state income tax. Coastal Volusia prices sit below many MA suburbs, but insurance often costs more.

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### Get pre-approved

Line up financing first.

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### List in MA

Have a smoke and carbon monoxide certificate, Title 5 septic inspection if on septic, and lead paint disclosure for pre-1978 homes.

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### Close in FL

Set the Florida closing after the MA closing. Budget for insurance, dues and taxes before homestead applies.



FLORIDA HOMESTEAD EXEMPTION FOR 2026. YOUR ASSESSED VALUE RESETS AFTER YOU BUY, SO IGNORE THE SELLER'S TAX BILL

## Homestead Exemption

**\$25,000**

Exempt from all property taxes

**\$26,411**

Second exemption on non-school taxes

**2.7%**

Save Our Homes cap on yearly assessed value increases

**March 1**

Filing deadline with your county property appraiser, after you own and live there January 1



## REAL ESTATE ANSWERS

# Flood Zones and Insurance

- ◇ A standard homeowners policy does not cover flood
- ◇ Lenders require flood coverage for federally backed loans in FEMA high-risk zones
- ◇ Citizens Property Insurance phases in a flood requirement for all remaining personal residential policies by January 1, 2027
- ◇ Look up the flood zone at FEMA's Map Service Center
- ◇ Quote the exact address during your inspection period

REAL ESTATE ANSWERS

## Florida Homeowners Insurance

- ◇ Hurricane exposure, roof age and construction year drive the price
- ◇ Coastal homes with older roofs cost the most to insure
- ◇ A wind mitigation inspection often lowers the wind portion of your premium
- ◇ Older homes need a four-point inspection: roof, electrical, plumbing, heating and cooling
- ◇ Get quotes during your inspection period, before your deposit goes hard





## REAL ESTATE ANSWERS

# Florida Condo Safety Laws

- ◇ After the 2021 Surfside collapse, Florida required milestone structural inspections
- ◇ Structural integrity reserve studies apply to many buildings three stories and taller
- ◇ Many older buildings raised dues or passed special assessments
- ◇ Ask for the milestone inspection report, reserve study and current budget
- ◇ Review recent meeting minutes and any pending special assessments during contract review

## REAL ESTATE ANSWERS

# Vacation Rentals in New Smyrna

- ◇ It depends on the exact address
- ◇ The City of New Smyrna Beach and unincorporated Volusia County apply different zoning rules
- ◇ Many condo associations set minimum rental periods
- ◇ Most short-term rentals need a Florida DBPR vacation rental license
- ◇ Register for sales tax and county tourist development tax



VA LOANS: NO DOWN PAYMENT, NO MONTHLY MORTGAGE INSURANCE, NO LOAN LIMIT WITH FULL ENTITLEMENT. RYAN AND MEGAN REQUEST YOUR CERTIFICATE OF ELIGIBILITY

## VA Loans in Florida

**2.15%**

First-use funding fee with less than 5% down

**1.5%**

Funding fee with 5% or more down

**1.25%**

Funding fee with 10% or more down. No fee with VA disability compensation

**4%**

Cap on seller concessions

FLORIDA DOWN PAYMENT ASSISTANCE. FUNDING CHANGES, SO GET PRE-APPROVED BEFORE RESERVATIONS OPEN

## Hometown Heroes and More

**Up to 5%**

Hometown Heroes: of the first mortgage, 0% deferred second mortgage

**\$35,000**

Hometown Heroes maximum, with a \$10,000 minimum

**\$10,000**

Florida Assist maximum

**\$12,500**

Florida HLP second mortgage maximum. Also compare MassHousing, CHFA, RIHousing and SHIP



## REAL ESTATE ANSWERS

# Best Time to Sell in Volusia

- ◇ Winter and spring bring the most buyers, including seasonal and relocating buyers from the Northeast and Midwest
- ◇ Summer and early fall usually run slower
- ◇ August 2026 median days on market: 80 in New Smyrna Beach and Daytona Beach
- ◇ 75 in Ormond Beach, 49 in Port Orange and 46 in Edgewater
- ◇ Price and condition matter more than timing

## REAL ESTATE ANSWERS

# Choosing a Florida Agent

- ◆ Check the agent's license on the Florida DBPR website
- ◆ Ask how many homes the agent has sold, and ask for local pricing examples
- ◆ On the coast, experience with flood zones, insurance and condo documents matters
- ◆ Ask how the agent prices and markets your home and negotiates repairs
- ◆ Ask how the agent handles your calls day to day





WORCESTER: 22-DAY MEDIAN, 101.5% OF LIST. WELL-PRICED HOMES DRAW MULTIPLE OFFERS

## Selling in Worcester, MA

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### Certificates

Smoke and carbon monoxide certificate from the local fire department.

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### Disclosures

Title 5 septic inspection for homes on septic, lead paint disclosure for homes built before 1978.

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### Price right

Price from recent closed sales nearby. Correct pricing brings offers in the first two weekends, and many sell above asking.

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### Moving to Florida

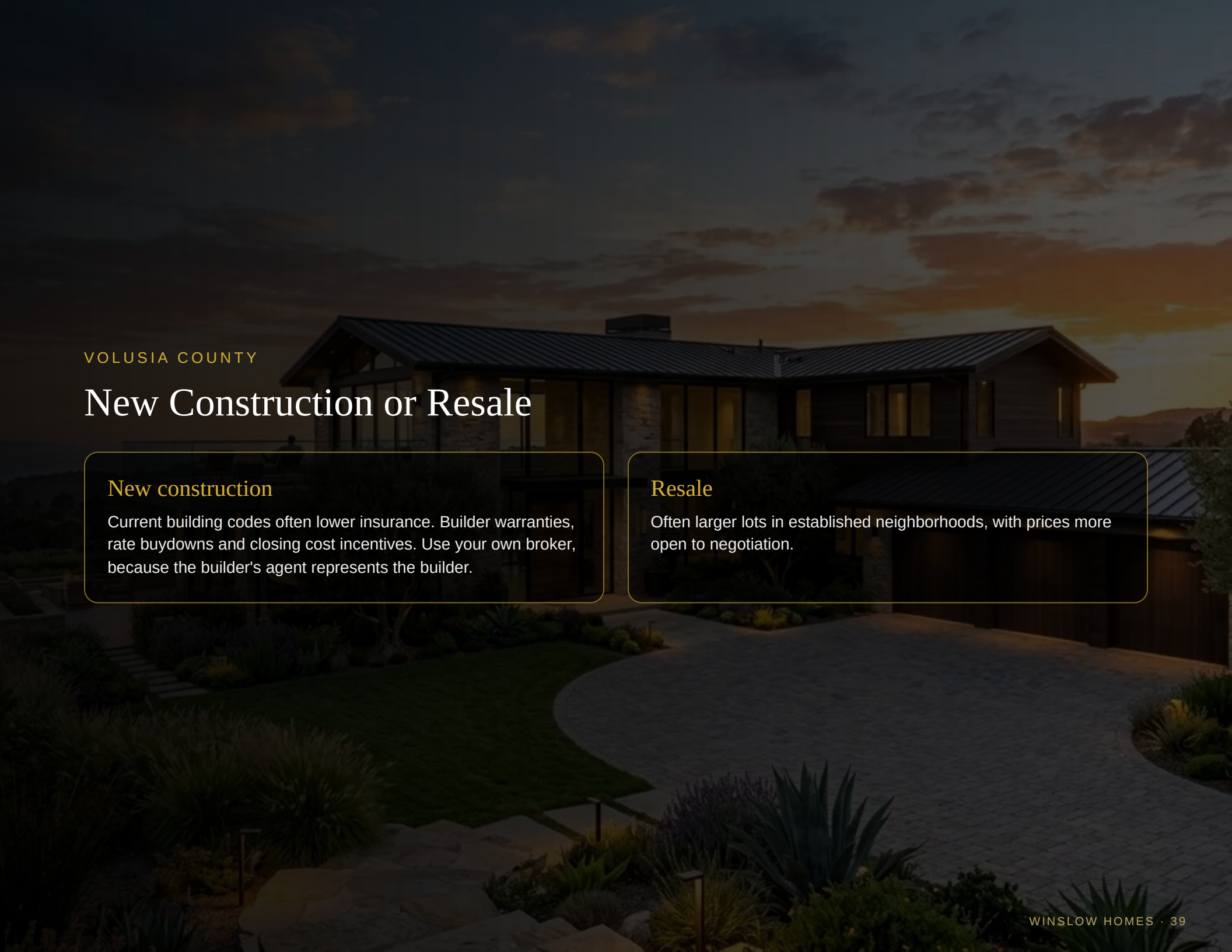
Ryan and Megan hold broker licenses in both states and handle both sides of the move.

## REAL ESTATE ANSWERS

# Waterfront in New Smyrna Beach

- ◇ Inspect the seawall and dock, and confirm permits for the dock and lift
- ◇ Review the elevation certificate and get flood and wind quotes early
- ◇ Oceanfront homes carry the highest insurance cost and wind exposure
- ◇ Indian River and canal homes offer boating access
- ◇ Boat owners: check the low-tide depth
- ◇ Browse waterfront homes and call 386-690-5858 to start





VOLUSIA COUNTY

## New Construction or Resale

### New construction

Current building codes often lower insurance. Builder warranties, rate buydowns and closing cost incentives. Use your own broker, because the builder's agent represents the builder.

### Resale

Often larger lots in established neighborhoods, with prices more open to negotiation.



## REAL ESTATE ANSWERS

# How Much House You Afford

- ◆ Lenders compare your total monthly debts, including the new payment, to gross monthly income
- ◆ A Florida payment includes principal, interest, property taxes and homeowners insurance
- ◆ Add flood insurance where required, plus mortgage insurance on low down payment loans
- ◆ Include association dues
- ◆ Get a pre-approval with actual insurance and tax estimates for your target areas



# Make Your Next Move

Call or text **386-690-5858**

[Broker@WinslowHomesLLC.com](mailto:Broker@WinslowHomesLLC.com)

[winslowhomesllc.com](http://winslowhomesllc.com)

Miami, Fort Lauderdale, New Smyrna Beach, Orlando, the Florida Keys and surrounding towns in Florida. Worcester County and Boston in Massachusetts. Rhode Island and Connecticut.

Winslow Homes LLC, 3539 Tuscany Reserve Blvd, New Smyrna Beach, FL 32168. Equal Housing Opportunity. Ryan and Megan Winslow are Mortgage Bankers with The Federal Savings Bank.