INSIDE THE MINDS OF FLORIDA'S HOME SHOPPER

5 TAKEAWAYS FROM OUR EXCLUSIVE STATEWIDE STUDY

November 2025

TOP TRENDS & SMART MOVES

We went straight to Florida's home shoppers to uncover what's shaping their decisions in today's market. From lifestyle aspirations to financial trade-offs, this statistically valid statewide study reveals what buyers value most — and why it matters now.

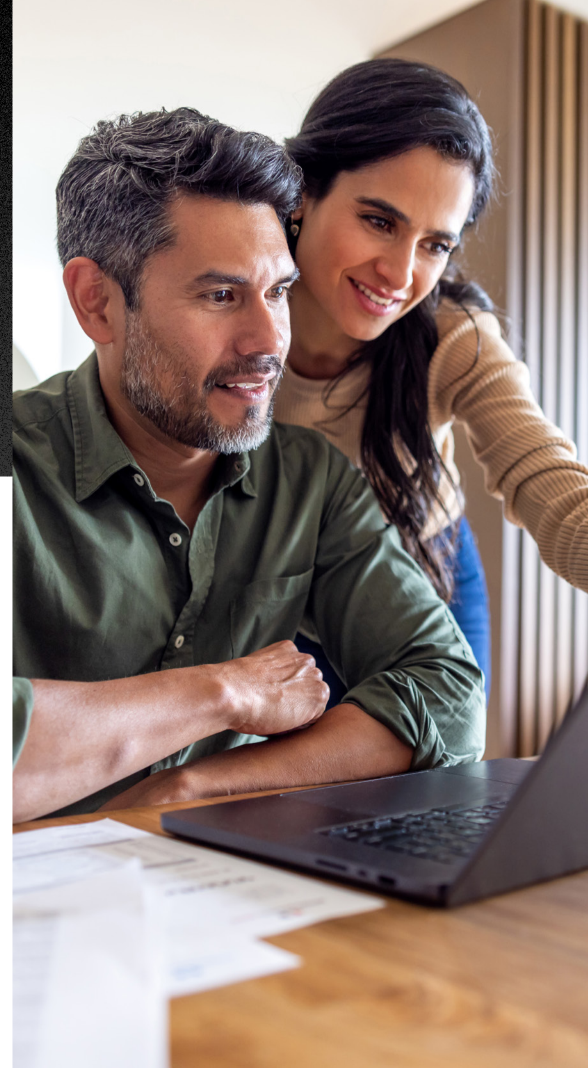
01

MOST POTENTIAL HOMEBUYERS REMAIN COMMITTED, BUT THEY'RE PACING THEMSELVES.

Among Floridians who have recently considered buying a home, the majority are still in the game. More than eight in ten **(83%)** say they still plan to buy, though many are taking a longer path: only one in five expect to purchase within 6 months, while more than half are looking 1–3 years out.

TAKEAWAY:

This is a market defined by patience, not paralysis, and that patience creates opportunity. Brands that show up early, educate often, and stay visible through the long lead cycle will win when intent turns into action.



MORE THAN HALF OF FLORIDA SHOPPERS ARE LOOKING 1-3 YEARS OUT

02

THE MOVE IS LOCAL, AND PERSONAL

A majority plan to move within their own county (55%), and another 30% will stay elsewhere in Florida. These in-state movers are choosing lifestyle refinements and community continuity, not upheaval.

TAKEAWAY:

Florida's housing demand is hyperlocal and emotionally rooted. Success will come from precision: storytelling that feels rooted in community pride and neighborhood belonging, supported by smart regional advertising that meets buyers where they live.

What's motivating these moves? It's rooted in personal life priorities:

41.7% lifestyle upgrade

22.1% closer to family or friends

20.9% change in family situation

19.1% safer neighborhood

- Smaller yet notable groups cite better schools (16%) and new construction (14%).

03

AFFORDABILITY IS THE HEARTBEAT OF THE MARKET.

Budgets cluster tightly between $250,000 and $550,000, representing more than half (52%) of all survey respondents. Only 16% are shopping above $700,000, while nearly one in five (19%) are hoping to spend under $250,000. This is a broad middle-market audience — pragmatic, price-sensitive, and focused on value over luxury.

TAKEAWAY:

Florida buyers aren't chasing the cheapest option. They're chasing confidence in the purchase. The winners will be the brands that position "value" as more than price. It's about proof of quality, longevity, and total cost transparency.

Affordability pressures show up clearly across the study:

52% say high home prices have delayed their purchase

42% cite rising interest rates as a delay factor

36% say insurance costs have done the same

04

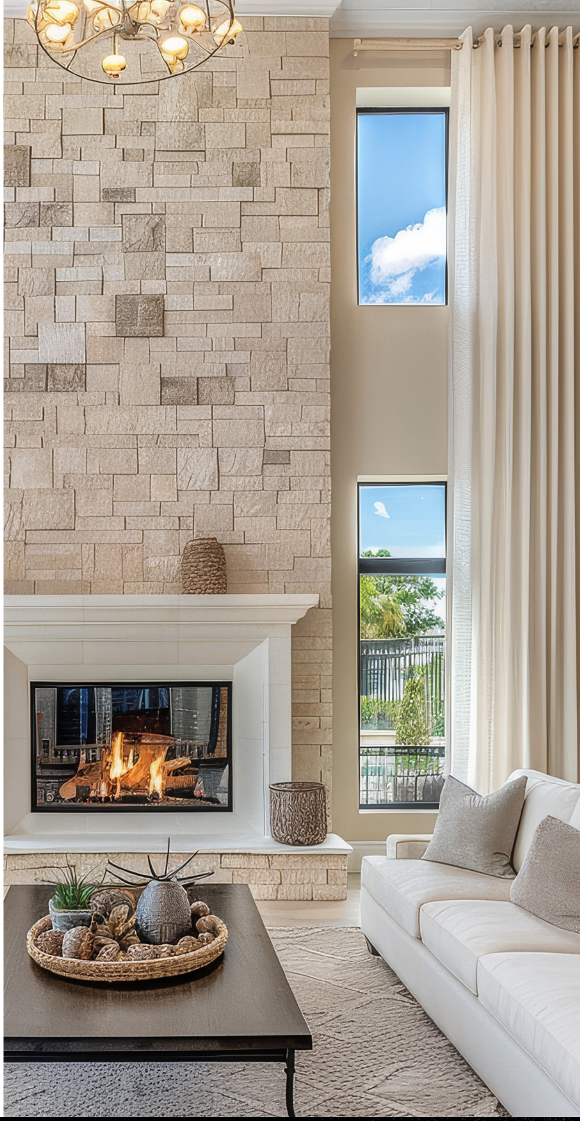
WILLINGNESS TO PAY MORE IS GROUNDED, NOT GLAMOROUS

When Florida home shoppers say they're willing to pay more, it is for practical value, not prestige. Buyers were asked what features or qualities would justify spending extra, and the top responses centered squarely on function and peace of mind:

- Newer or updated features – **16%**
- Extra space – **15%**
- Safety and security – **15%**
- Closer location – **12%**

TAKEAWAY:

In this market, function is the new luxury. Upgrades that deliver tangible comfort, like efficiency, space and safety, outperform status symbols. Anchor "premium" in practicality, not prestige.



05

SHOPPERS AREN'T LEAVING DUE TO THE 2024 HURRICANES, BUT 3 IN 10 ARE EAGER TO MOVE WITHIN THE STATE.

	STATEWIDE	AFFECTED GULF COAST COUNTIES (CITRUS TO LEE)
NO IMPACT	58.6%	44.4%
MORE LIKELY TO MOVE	28.4%	37.8%
LESS LIKELY TO MOVE	7.2%	5.6%
CHANGED WHERE THEY PLAN TO MOVE	4.6%	11.1%
WHERE ARE THEY LOOKING TO MOVE?	55% WITHIN CURRENT COUNTY; AND 30% IN ANOTHER PART OF FL	54% WITHIN CURRENT COUNTY; AND 32% IN ANOTHER PART OF FL

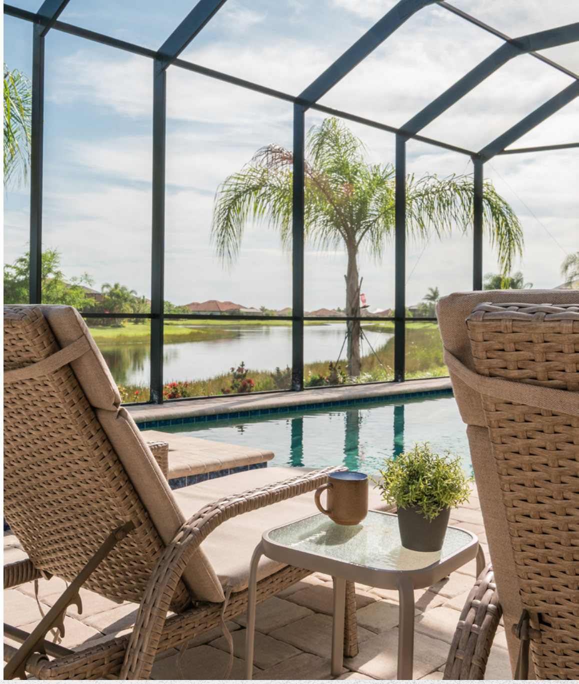
TAKEAWAY:

Storms haven't driven buyers away. They've fueled demand for confidence and safety. Brands built on resilience and trust will set Florida's new standard.

LET’S CONTINUE THE CONVERSATION

This summary captures the highlights of a deeper story about Florida’s evolving homebuyer.

To explore the full study and discuss how these insights can inform your brand and market strategy, **connect with us.**



THE FULL REPORT INCLUDES:

- Deeper marketing and messaging implications
- Comprehensive ranking of move motivators
- Product preferences and new vs. resale insights
- Expanded analysis of financial concerns

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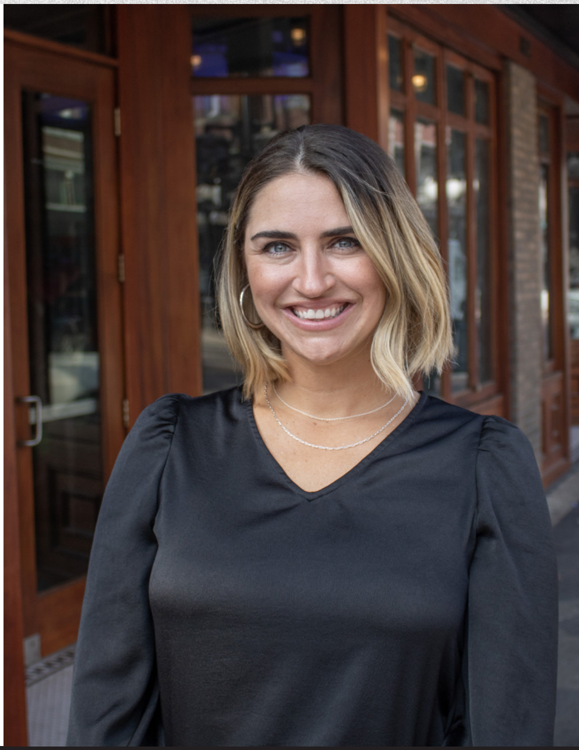

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