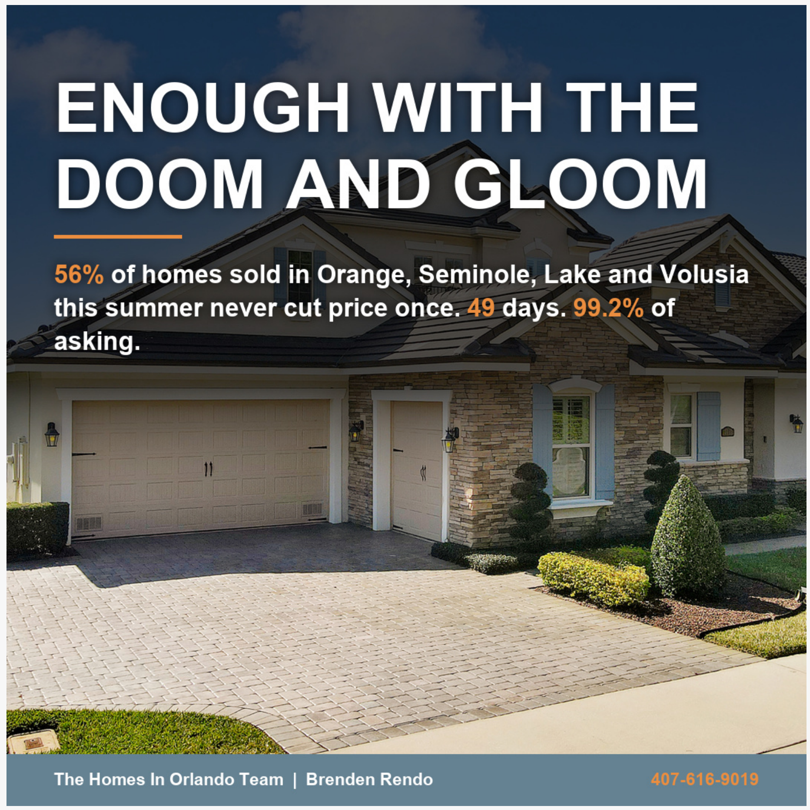
56% of Central Florida Homes Sold This Summer Without a Single Price Reduction

ORLANDO, FL, UNITED STATES, August 29, 2026 /EINPresswire.com/ -- More than half of the 10,795 residential sales that closed in Central Florida's Orange, Seminole, Volusia, and Lake counties between May 1 and July 31, 2026 sold without a single price reduction, according to a first-party pull of Stellar MLS data by The Homes In Orlando Team. Those 6,043 sales closed in a median of 49 days at 99.2% of the original asking price.



Enough with the doom and gloom

The finding runs against the prevailing characterization of the Florida housing market as one in decline. Closed sales in July 2026 totaled 3,568 against 3,363 in July 2025, an increase of 6.1%. New listings brought to market in July 2026 totaled 4,833 against 4,846 a year earlier, a decrease of 0.3%. Across the full period the typical seller achieved 96.5% of the original asking price, against 95.9% in the same three months of 2025.

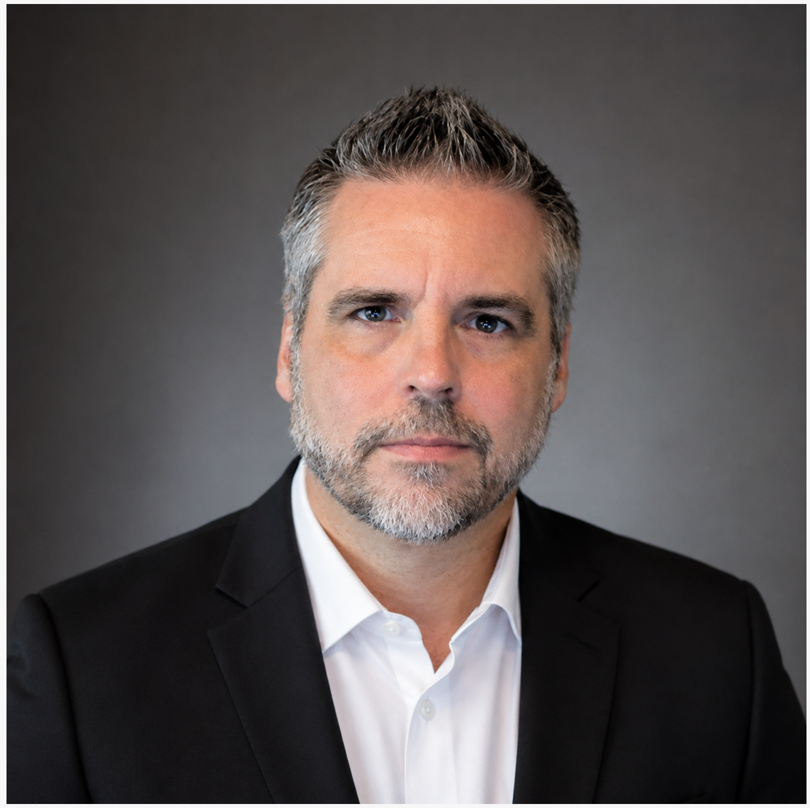
The full analysis, including all tables, the methodology, and a citation reference, is published at https://www.homesinorlando.forsale/blog/orlando-housing-market-crash-2026/

"A crash has a signature, and it is measurable," said Brenden Rendo, Realtor with NextHome Neighborhood Realty. "Collapsing volume, a wave of sellers rushing out, prices in retreat. I checked for all three. None of them are in this data. What is in the data is a market that has stopped paying for optimism."

Sellers who priced correctly closed in 49 days at 99.2% of asking

Segmenting the 10,795 closed sales by whether the seller reduced the asking price produces a two-speed distribution.

What the seller did	Share of sales	Median days, list to close	Median share of original ask achieved
Never reduced the price	56.0% (6,043)	49 days	99.2%
Reduced 1% to 5%	21.4% (2,312)	102 days	95.4%
Reduced 5% to 10%	13.0% (1,402)	133 days	90.8%
Reduced 10% or more	9.6% (1,038)	193 days	82.3%


Brenden Rendo, Realtor

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More than half of all sales in the period closed without a single price reduction, in a median of 49 days, at 99.2% of the original asking price. Sellers who reduced by 10% or more took a median of 193 days and achieved 82.3% of the original ask.

Across the whole market, the typical seller achieved 96.5% of the original asking price. In the same three months of 2025 that figure was 95.9%, indicating that discounting narrowed marginally year over year rather than widening.

Inventory reflects unsold listings rather than new supply

Active residential listings across the four counties total 13,449, of which 43.3% have been listed for 60 days or longer. With new listings flat year over year and closed sales up 6.1%, the analysis attributes the inventory level to slower absorption rather than to an increase in sellers entering the market.

Discounting concentrates in the condominium segment

Property type	Share sold below original ask	Median discount	Median share of original ask achieved
Condominiums (1,018 sales)	88.8%	8.8%	92.2%
Single-family houses (8,311)	70.7%	5.3%	97.0%
Townhouses and villas (1,034)	74.5%	4.9%	96.8%

NextHome Neighborhood Realty

Active condominiums carry a median 101 days on market against 70 days for single-family homes, and 65.4% of active condominium listings have been on market 60 days or longer. The analysis attributes the gap to structural reserve funding requirements enacted following the Surfside collapse, which have produced special assessments in older buildings. These are association assessment and reserve costs, distinct from an individual owner's property insurance premium.

Statewide insurance costs moved in the opposite direction over the same period. Per the Florida Office of Insurance Regulation, 21 new companies have been approved to write residential property insurance in Florida since the 2022 and 2023 litigation reforms, average premiums including wind coverage declined in 51 of Florida's 67 counties, and Citizens Property Insurance took an approved average reduction of 8.8% on multiperil and 5.5% on wind-only effective July 1, 2026.

Outlook

Rendo's stated outlook is flat rather than either declining or recovering. "Affordability broke on both sides at once. The 30-year fixed was at 6.66% on August 27, and local wages have not moved anywhere near fast enough to close the gap that opened in 2021 and 2022. My call is flat sales and flat appreciation for years rather than quarters, unless rates come down or wage growth accelerates."

July median sale prices year over year varied by county: Seminole up 6.0%, Volusia up 3.0%, Orange down 1.3%, and Lake down 2.5%.

Methodology

Figures cover residential property in Orange, Seminole, Lake, and Volusia counties, pulled from Stellar MLS on August 27 and 28, 2026. Sales figures cover transactions closed between May 1 and July 31, 2026. Property type is filtered to Residential, excluding land, commercial, and lease listings, because lease listings inflate median calculations. Discount figures are measured against the original list price rather than the most recent list price. Days on market is computed from the on-market date rather than from MLS days-on-market fields. Osceola County is outside the coverage area and is excluded. Mortgage rate is the Freddie Mac Primary Mortgage Market Survey as of August 27, 2026. Insurance figures are from the Florida Office of Insurance Regulation and are statewide.

About The Homes In Orlando Team

The Homes In Orlando Team at NextHome Neighborhood Realty covers Orange, Seminole, Lake, and Volusia counties in Central Florida, and publishes market data drawn directly from Stellar MLS on a weekly basis at www.homesinorlando.forsale. Brenden Rendo can be reached at 407-616-9019.
Members of the press are welcome to use these figures with attribution. The underlying pulls, and county or city level breakdowns not shown here, are available on request from Brenden Rendo.

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