Florida Leads Houzeo Home Searches While Puerto Rico Emerges as an Unexpected Hotspot

Houzeo's 2026 Home Buyer Report reveals strong search activity across the Sun Belt, with Puerto Rico emerging as an unexpected hotspot.

MIAMI, FL, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Florida captures one in eight home buyer searches on Houzeo, followed by Texas and North Carolina—the same top-three orderseen in U.S. Census Bureau numeric population growth data for 2024–2025, according to Houzeo's newly released home buyer report. In fact, even Opendoor's 2026 migration analysis estimates that Texas, Florida, and North Carolina gained a combined 400,000 net domestic migrants in 2025.

The study, where Houzeo's data team analyzed 1,537 buyer actions from more than 900 users across 51 U.S. states and territories, reveals that Sun Belt states dominate buyer search activity on the platform; but with a geographic surprise: Puerto Rico ranks #7 nationally, with 31 searches from 25 unique buyers, ahead of New Jersey, Missouri, Ohio, and Illinois. In the most recent quarter (July–September 2026), Puerto Rico's share accelerated to #5. Georgia's #4 position in Houzeo's search data also aligns with Opendoor's 2026 migration analysis, which estimates 48,000 net domestic migrants to the state in 2025.

City-level data reveals that San Antonio is the most-searched city in Houzeo's dataset (11 searches), with Houston adding further Texas volume. North Carolina search activity was notably spread across secondary and rural markets: Raleigh, Southport, Thomasville, Mills River, and Black Mountain; rather than concentrating in Charlotte alone.

The favorites data confirms the pattern with added specificity. The report found buyers creating city-by-city comparison collections: one South Florida user organized six separate favorites folders across Wellington, Melbourne, Boca Pointe, Deerfield Beach, Delray Beach, and Coral Springs. Another maintained 5 collections across Houston and Spring, Texas.

The Puerto Rico signal is reinforced by favorites collections named "PR HOMES," "2026 Puerto Rico CJB," "cabo rojo home 1," and "puerto rico." Puerto Rico's Act 60 Individual Resident Investor program is one factor that has attracted attention to the territory among certain investors. A 2026 amendment extended the program through 2055 and establishes a 4% preferential rate on qualifying passive income for applicants who apply on or after January 1, 2027; applicants who

submit by December 31, 2026 can retain the existing 0% treatment, subject to the program's requirements.

NAR's 2025 Profile found that 45% of interstate movers cited affordability as their primary reason for relocating, up from 38% in 2022. Houzeo's full report, including methodology, limitations, and 21 cited industry sources, is available at: 2026 Home Buyer Report

With more than 1.7 million active listings nationwide, Houzeo aims to enhance the homebuying experience. Through its online platform and 4.8-star rated mobile app, home shoppers can browse homes for sale on Houzeo, save favorites, book tours, and submit offers online seamlessly.

Jai Chavan
Houzeo
+1 844-448-0110
support@houzeo.com
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
X

This press release can be viewed online at: https://www.einpresswire.com/article/942645384

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.