



MOMENTUM MARKET PULSE™
INDEPENDENT HOUSING RESEARCH

CENTRAL FLORIDA · MONTHLY REPORT

September 2026 *Market Pulse*

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Stellar MLS · September 2026

Computed from closed records through 2026-
10-07

MEDIAN SOLD · SF

\$386,905 +0.5%

monthly median

SAME-HOME APPRECIATION

n/a

3,458,818 records - repeat-sales pass skipped for
size

DAYS ON MARKET

40 -11.1%

list → close, median

NEW CONTRACTS (SEPTEMBER)

1,649 -81.1%

pipeline thinning

MONTHS OF SUPPLY

4.1 SF

balanced

SOLD OVER LIST

10% +17.5%

buyer competition



Balanced, firm · *Cooling*

A single 0-100 read of seller vs. buyer advantage, blending months of supply, days on market, the share selling over list, and the share of active listings cutting price. September: flat prices year over year, leading indicators softening. Down 2 points from August (55). *August is estimated from that month's closed sales with supply and price-cut inputs held at current readings; from next month, prior scores are the published ones.

Supply **58** Speed **67** Over-list **34**

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by Momentum Housing Research
Stellar MLS data · closings through 2026-10-07

Executive summary

THE SIGNATURE FINDING

More sales, prices flat — September in one line.

The median was \$386,905 (+0.5% YoY) and \$/sq ft -0.1%; Closings up 0.7% YoY; new contracts down 81.1%.

\$386,905

Median price — flat YoY

-81%

New contracts vs a year ago — the pipeline is thinning

n/a

Of current active listings have cut their price (point-in-time, as of 2026-10-07)

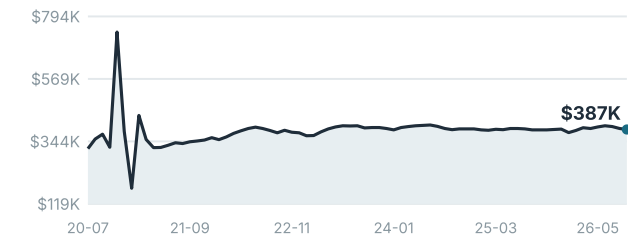
- Median \$386,905, flat year over year; \$/sq ft -0.1%.
- Homes sold in a median **40 days**; **10% sold over list**; supply **4.1 months**.
- Growth (YoY median) led by Putnam **+28.4%**, Brevard **+18.6%**; Hernando down 7.8%.
- **Momentum Market Score: 53/100 — Balanced, firm.** Prices flat, contracts down 81.1%.

Five biggest surprises

- **New contracts fell 81% YoY** — the sharpest cooling signal, hidden beneath the price headline.
- **New construction was 20% of closings** — builders buying demand with incentives.

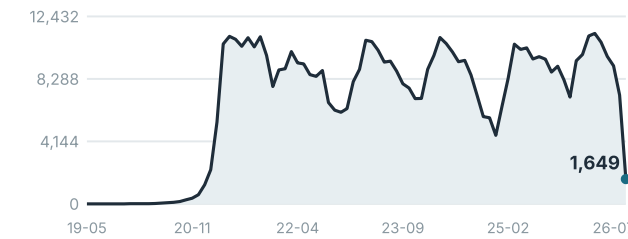
The market in eight charts

MEDIAN PRICE · 25 YEARS



\$386,905 — flat vs September 2025.

NEW CONTRACTS PER MONTH · LEADING INDICATOR



1,649 in September, -81% YoY — demand cooling before prices show it.

APPRECIATION — FOUR MEASURES



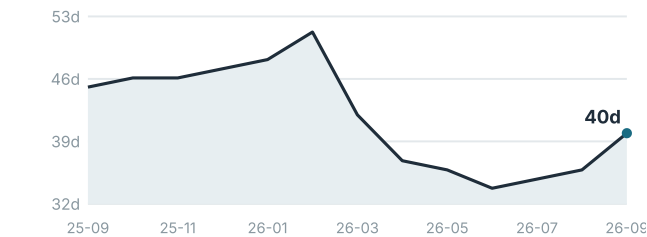
Constant-mix reweights this month by the prior year price tiers.

MEDIAN PRICE CHANGE BY COUNTY · YOY



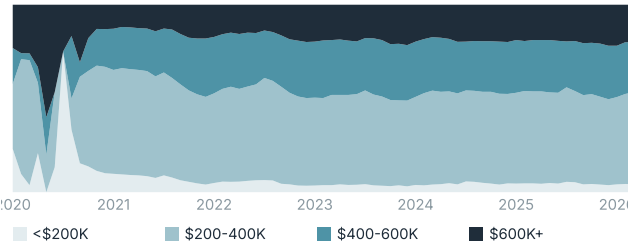
Hillsborough leads on volume; Putnam leads on growth.

DAYS ON MARKET · 12 MONTHS



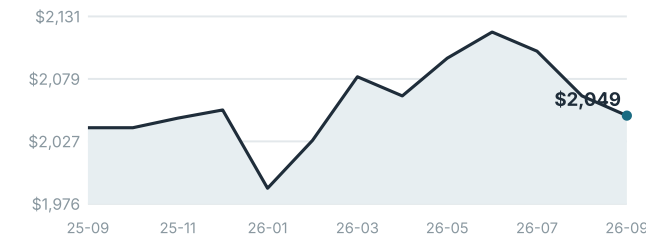
40 days — faster 11.1% than a year ago.

SHARE OF SALES BY PRICE TIER · 25 YEARS



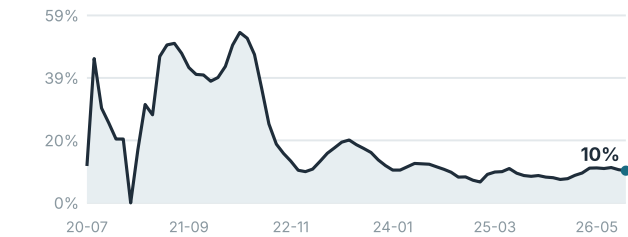
\$600K+ is 20% of sales — the upmarket shift that moves the median.

AFFORDABILITY · MONTHLY PAYMENT FOR THE MEDIAN HOME



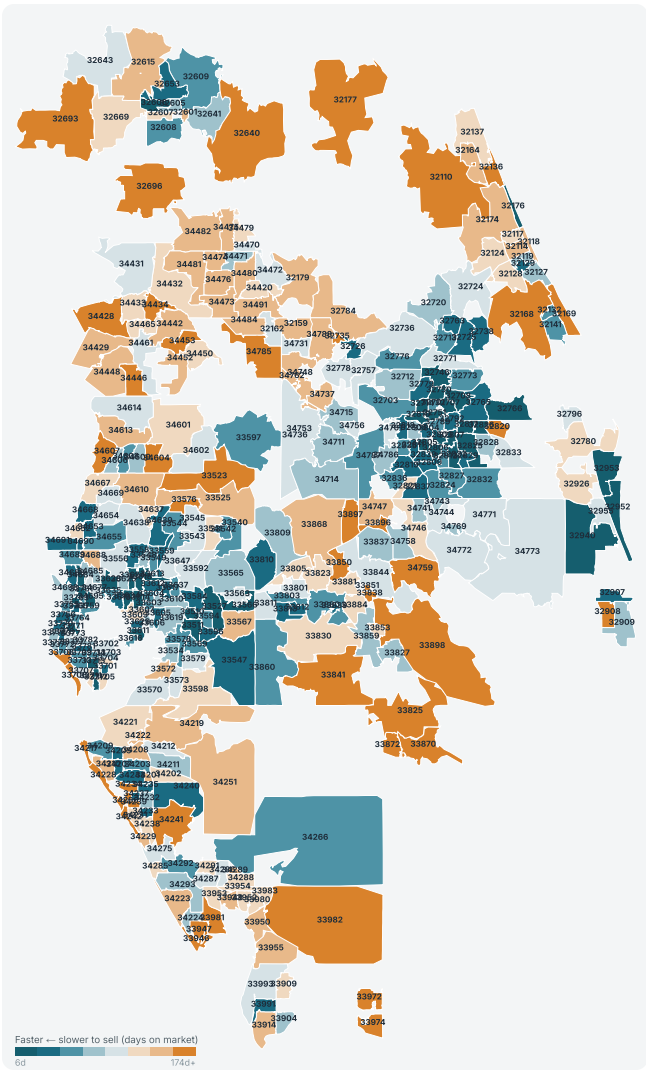
\$2,049/mo at 6.95% (20% down, 30-yr), +0.5% YoY.

SHARE OF CLOSINGS OVER LIST PRICE · 25 YEARS



10% of September closings sold over the original asking price.

Nearby neighborhood heat map (by ZIP)



WHERE HOMES SELL FASTEST · SINGLE-FAMILY, JULY 2026–SEPTEMBER 2026

Every ZIP in the Stellar MLS footprint with 15+ single-family closings in the last three months, shaded by **days on market** — deep teal is fastest, amber slowest. **Casselberry** ZIPs run hot; **Placida** is the slow end.

HOTTEST — FASTEST & MOST COMPETITIVE

ZIP · CITY	SALES	DOM	OVER	MEDIAN
32707 · Casselberry	70	6	27%	\$422,500
32803 · Orlando	65	10	9%	\$545,000
32953 · Merritt Island	19	11	5%	\$445,000
33626 · Tampa	52	12	10%	\$700,000
32825 · Orlando	109	12	13%	\$425,000
33614 · Tampa	49	12	14%	\$425,000
32750 · Longwood	54	12	15%	\$417,000

COOLEST — SLOWEST TO SELL

ZIP · CITY	SALES	DOM	OVER	MEDIAN
33946 · Placida	27	174	4%	\$595,000
34236 · Sarasota	23	161	0%	\$3,700,000
34228 · Longboat Key	24	150	4%	\$2,197,500
34217 · Holmes Beach	39	111	0%	\$1,650,000
33706 · St Pete Beach	64	106	0%	\$1,225,000
33872 · Sebring	26	104	12%	\$296,450
33870 · Sebring	16	101	6%	\$218,250

ZIP boundaries: U.S. Census ZCTA. Tables cover ZIPs with ≥15 single-family closings in the trailing three months.

Demand & the contract pipeline

Active-under-contract and pending are tracked **separately** — AUC deals are contingent and can fall through; pending have cleared contingencies. The leading signal, new contracts, is **down 81.1% YoY**. And **n/a of active listings have already cut price**.

SINGLE-FAMILY PIPELINE, SEPTEMBER 2026

STAGE	COUNT	WHAT IT MEANS
Active (available)	44,566	Listed, not under contract
Active under contract	0	Contingent — still taking backups
Pending	8,943	Contingencies cleared — headed to closing
New under contract in September	1,649	By contract date — down 81.1% YoY
Months of supply	4.1	Active ÷ monthly closings — balanced

Listings failing to sell — over time

PULL RATE — % OF LISTINGS EXPIRED OR WITHDRAWN · BY YEAR

Share of listings leaving the market without closing.

In September, **0 listings expired, were withdrawn or canceled** against **13,602 closings** — roughly a **0% pull rate**. A modest failed-listing share: most homes that list are finding a buyer.

Median vs. "sold twice" — what's the difference?

The **median** just averages whatever happened to sell that month: if a wave of larger, higher-end homes closes, it jumps even if no single house gained. **Sold twice** finds the identical house that sold 1-3 years ago and again in the last 12 months and compares the two prices — since it is the same home both times, and the hold is short, that gap is comparable with the 12-month median change.

Rates & affordability

The 30-year fixed is about **6.95%** (latest rate carried on our county pages), which puts the payment on the median single-family home at **\$2,049/month** with 20% down, +0.5% from a year ago. Cash buyers were **n/a** of September closings.

Rate: the figure our county scorecards carry (Freddie Mac PMMS via the national data lane). Payment: principal and interest only, 20% down, 30-year fixed.

What this means — for buyers & sellers

If you're buying

- **Move decisively on well-priced homes.** 10% still sell over list and 40 days is the median wait.
- **Ask for concessions** (rate buydowns, closing costs) — especially on new construction.
- **Don't wait for a crash.** Same-home prices are flat; the market is steady.

If you're selling

- **Price correctly the first time.** Homes that cut price sit; well-priced homes still go under contract in ~40 days.
- **Expect negotiation.** 10% still sell over list, but the rest don't.
- **Condition matters more now.** With more choice, buyers pass on homes that need work.

By property type

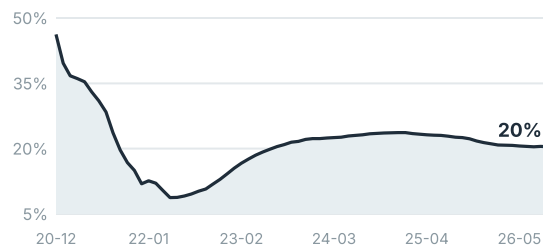
CLOSED SALES BY PROPERTY TYPE, SEPTEMBER 2026

TYPE	CLOSED	MEDIAN	YOY	\$/SQ FT	DOM	CASH
Single-family	9,392	\$386,905	+0.5%	\$213	40	n/a
Townhouse	1,201	\$305,000	-3.2%	\$199	47	n/a
Condominium	1,312	\$219,000	+2.6%	\$185	63	n/a

Condos are softest (+2.6% YoY, 63 days) and most cash-reliant (n/a). New construction was 20% of single-family closings.

New construction

NEW CONSTRUCTION · SHARE OF SINGLE-FAMILY SALES (12-MO ROLLING)



Now ~20% of single-family sales.

About **one in 5** single-family sales is a brand-new home. The engine is the **rate-lock**: owners holding low-rate mortgages won't sell, so resale supply stays choked and **builders fill the vacuum** — buying the demand with incentives. It is the mix-shift from another angle: the market is increasingly selling *newer* homes, not just bigger ones.

County breakdown

SINGLE-FAMILY BY COUNTY — "YOY" = YEAR-OVER-YEAR CHANGE IN MEDIAN PRICE

COUNTY	CLOSED	MEDIAN	YOY	VS 2022 PEAK	DOM	CASH
Hillsborough	1,034	\$417,500	-2.9%	-2.5%	32	n/a
Orange	873	\$510,000	+3.7%	+13.0%	32	n/a
Polk	816	\$327,200	-0.8%	-5.1%	41	n/a
Pasco	694	\$370,000	+0.0%	-4.3%	41	n/a
Pinellas	677	\$465,000	+8.1%	+4.6%	30	n/a
Marion	634	\$280,000	-1.8%	-2.2%	58	n/a
Sarasota	617	\$480,000	+3.3%	-5.7%	42	n/a
Manatee	578	\$485,000	+3.2%	-11.8%	46	n/a
Lake	507	\$395,000	+0.4%	+3.0%	41	n/a
Osceola	437	\$411,990	-3.5%	-6.2%	44	n/a
Volusia	434	\$349,700	-1.5%	+2.1%	34	n/a
Charlotte	377	\$349,990	+7.7%	-9.1%	53	n/a

Median-price YoY swings on low volume in small counties. "vs 2022 peak" compares this month's median to each county's highest 2022 month.

Price-band breakdown — sold, pending, active & new

All residential (single-family, condo & townhouse), Stellar MLS region, computed from individual records. **Sold** is bucketed by closed price; **pending** counts listings still under contract by the month they went under contract (by list price); **active** and **new listings** are the current snapshot by list price.

SOLD LISTINGS — THIS MONTH & YEAR-TO-DATE

PRICE BAND	2026	2025	%CHG	YTD	YTD-1	%CHG
Under 100,000	273	238	+14.7%	2604	2134	+22.0%
100,000-119,999	165	157	+5.1%	1545	1214	+27.3%
120,000-139,999	226	230	-1.7%	2291	1729	+32.5%
140,000-159,999	267	242	+10.3%	2520	2148	+17.3%
160,000-179,999	280	296	-5.4%	2724	2419	+12.6%
180,000-199,999	290	286	+1.4%	2937	2499	+17.5%
200,000-249,999	1176	1133	+3.8%	10377	8942	+16.0%
250,000-299,999	1607	1521	+5.7%	15167	13293	+14.1%
300,000-399,999	3315	3349	-1.0%	30971	28628	+8.2%
400,000-499,999	1821	1873	-2.8%	17750	15724	+12.9%
500,000-749,999	1829	1733	+5.5%	17851	15154	+17.8%
750,000-999,999	609	593	+2.7%	6050	5023	+20.4%
1,000,000+	697	596	+16.9%	7031	5364	+31.1%
Totals	12555	12247	+2.5%	119818	104271	+14.9%

PENDING — CONTRACTS WRITTEN IN SEPTEMBER STILL OPEN

PRICE BAND	SEPTEMBER	SHARE
Under 100,000	0	0.0%
100,000-119,999	0	0.0%
120,000-139,999	0	0.0%
140,000-159,999	0	0.0%
160,000-179,999	0	0.0%
180,000-199,999	0	0.0%
200,000-249,999	0	0.0%
250,000-299,999	0	0.0%
300,000-399,999	0	0.0%
400,000-499,999	0	0.0%
500,000-749,999	0	0.0%
750,000-999,999	0	0.0%
1,000,000+	0	0.0%

ACTIVE LISTINGS — CURRENT FOR-SALE INVENTORY

PRICE BAND	COUNT	SHARE
Under 100,000	1308	1.9% ■
100,000-119,999	952	1.4% ■
120,000-139,999	1391	2.1% ■
140,000-159,999	1471	2.2% ■
160,000-179,999	1752	2.6% ■
180,000-199,999	1939	2.9% ■
200,000-249,999	5514	8.2% ■
250,000-299,999	7793	11.6% ■
300,000-399,999	15730	23.4% ■
400,000-499,999	9699	14.4% ■
500,000-749,999	9800	14.6% ■
750,000-999,999	3791	5.6% ■
1,000,000+	6033	9.0% ■

Snapshot as of 2026-10-07 — 67,173 active residential listings.

NEW LISTINGS — CAME ON MARKET IN SEPTEMBER (STILL LISTED)

PRICE BAND	COUNT	SHARE
Under 100,000	218	1.5% ■
100,000-119,999	150	1.0% ■
120,000-139,999	257	1.8% ■
140,000-159,999	266	1.8% ■
160,000-179,999	349	2.4% ■
180,000-199,999	410	2.8% ■
200,000-249,999	1212	8.4% ■
250,000-299,999	1689	11.7% ■
300,000-399,999	3647	25.2% ■
400,000-499,999	2276	15.7% ■
500,000-749,999	2142	14.8% ■
750,000-999,999	800	5.5% ■
1,000,000+	1067	7.4% ■

14,483 listings with a September on-market date still active at the snapshot.

The numbers — single-family reference

SEPTEMBER 2026 (STELLAR MLS REGION)

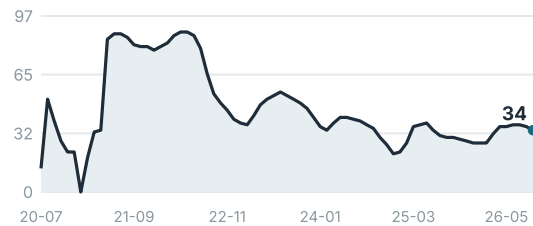
METRIC	SEPTEMBER 2026	VS. SEPTEMBER 2025	VS. AUGUST 2026
Median sale price	\$386,905	+0.5%	-0.8%
Average sale price	\$509,619	+5.1%	+2.1%
Closed sales	9,392	+0.7%	-5.5%
New contracts written	1,649	-81.1%	-77.1%
Median days on market	40	-11.1%	+11.1%
Median \$/sq ft	\$213	-0.1%	-0.2%
Received vs. original list	95.9%	+1.0%	-0.3%
Received vs. final list	98.5%	+0.3%	-0.1%
Closed over list price	10.1%	+17.5%	-3.0%
Cash share	n/a	—	—

Single-family, Stellar MLS region. Computed from 9,392 closed records, cleaned for entry errors. "New contracts" = closings by purchase-contract month plus contracts still pending. "Received vs. original list" vs the first asking price; the gap to final list is the pre-sale price cut.

Does the Score work? A 20-year back-test

We computed a closed-sales version of the **Momentum Market Score** every month back to 2005 (pace, over-list share and price-cut discipline), then measured what the median price actually did over the **next six months**. It bottomed at 0 in January 2021 and peaked at 88 in April 2022; today it reads 32.

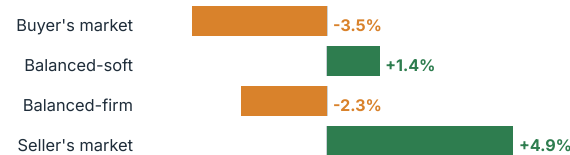
MOMENTUM MARKET SCORE · 2005–2026



0 = deep buyer's market, 100 = frenzy.

In seller-market months (Score 67+), the median rose +4.9% over the next six months on average; in buyer-market months (0-33) it moved -3.5%. The live cover Score also blends months of supply and the active price-cut share, so the two differ slightly. Past performance is not a guarantee of future results.

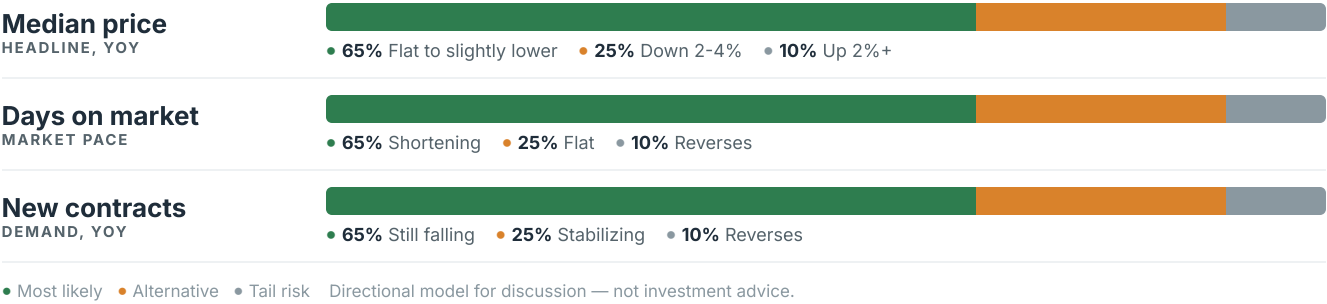
WHAT HAPPENED NEXT · AVG 6-MO PRICE CHANGE BY SCORE TIER



Higher Score → stronger forward price growth, tier by tier. Correlation **+0.33** across 70 monthly readings since 2005.

Momentum Forecast · next six months

Probability-weighted directional readings from this edition's leading indicators — new contracts (-81.1% YoY), active price cuts (n/a), days on market (down 11.1% YoY) and months of supply (4.1). The weights follow a fixed rule: an indicator moving strongly in one direction (10%+ YoY) is given 65/25/10; a moderate move 55/30/15; a weak or absent move 45/35/20. Each row sums to 100%.



Methodology & the Momentum Market Pulse™

The **Momentum Market Pulse™** is an independent monthly research product. All market figures are computed by Momentum Realty directly from individual Stellar MLS closed records (not a third-party dashboard), for single-family homes in the Orlando, Tampa Bay, Sarasota, Lakeland and the I-4 corridor region unless noted, cleaned for data-entry errors and de-duplicated by listing ID. Medians throughout. "Same-home appreciation" matches repeat sales of the same parcel across the 25-year archive: second sale in the trailing 12 months, first sale 1-3 years earlier so the figure is comparable with a 12-month median change (median annualized change); owners who bought 5+ years ago are reported separately. "Constant-mix" reweights this month's price-tier medians by last year's tier shares. "New contracts" count closings by purchase-contract month (estimated from on-market date plus days on market where the feed omits the contract date) plus contracts still pending at the snapshot; inventory stages are point-in-time as of the pull. "Failed to sell" counts listings that left the market expired, withdrawn or canceled against those that closed. The **Market Score** (0-100) equally weights months of supply, days on market, the share selling over list, and the share of active listings cutting price. Late-reported closings keep arriving for several weeks; the edition is refreshed in place. Aggregates only; no individual listing is identified. Listings courtesy of Stellar MLS as distributed by MLS GRID. Momentum Realty is a licensed Florida and Georgia brokerage; this report is market information, not an appraisal or investment advice. © 2026 Move With Momentum LLC · movewithmomentum.com · (904) 351-6461.

EVERY MARKET, EVERY MONTH

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