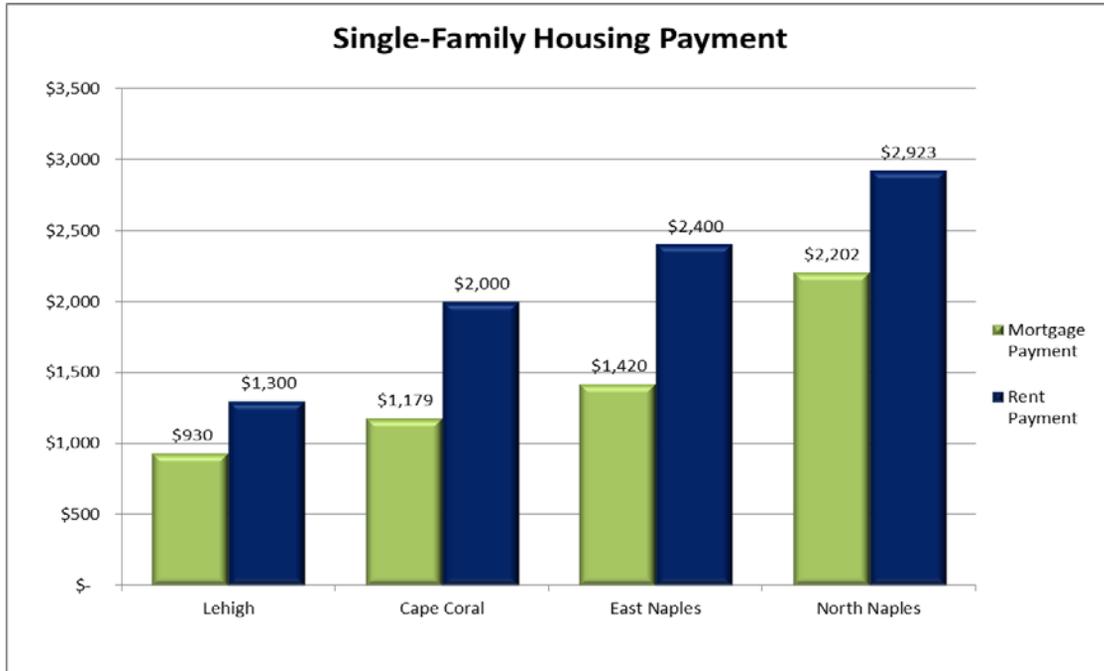




SWFL Rental Market



Pop quiz. What's risen faster than the median single-family home sales price in Southwest Florida over the past 5 years? If you guessed the rent rates, you'd be right. While a tremendous amount of attention has been focused on the rising sales prices of residential real estate in Southwest Florida over the past several years, the real steep increase has come in rental rates.

Over the past several weeks, we've been working with the News-Press to analyze the rental market in

Southwest Florida and the intersection of affordability between renting and buying ([News Press Article](#)). Surprisingly to many, it's still more affordable to buy a home than to rent in many market areas.

Take Cape Coral for example. If you purchase the median priced home (\$210,000) with a typical 20% down payment, your mortgage payment based on current interest rates will be roughly \$1,179 on a 30-year mortgage. This, in contrast to the \$2,000 a month needed to

rent the median priced single-family home in Cape Coral right now. And these are for the currently advertised 219 annual rentals, not seasonal offerings.

The story is the same throughout several Southwest Florida market areas, including in North Naples where it takes nearly \$3,000 to rent the median single-family home.

Given the election season fatigue that we understand sets in this time of year, we thought we'd remind you of at least one candidate who has tried to address this very important issue. Enjoy... [Youtube Video](#)



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