



**Urban Land
Institute**

FL Housing Market Trends

ROSIE HEPNER

VICE PRESIDENT
ULI TERWILLIGER CENTER

JUNE 10, 2025

ULI Terwilliger Center

The mission of the Terwilliger Center is to ensure that everyone has a home that meets their needs at a price they can afford.

The goal of the Terwilliger Center is to catalyze the production and availability of a full spectrum of housing options.



Education

- Research
- Home Attainability Index
- Case Studies
- Awards

Engagement

- Advisory Services
- Technical Assistance
- Roundtables
- Exchange

Awareness

- Housing Opportunity Conference
- Forums
- H2H Symposiums

ULI HOME ATTAINABILITY INDEX

The 2025 Home Attainability Index is a collaborative effort from RCLCO and ULI to deliver stakeholders with affordability, connectivity, racial disparity, and growth insights at the MSA, county, and census tract level

▶ **The 2025 Index offers increased capabilities:**

- *Change-over-time analysis*
- *Updated interface*
- *Added historic data*
- *Poverty and density variables*

▶ **There are two ways to access and explore the data:**

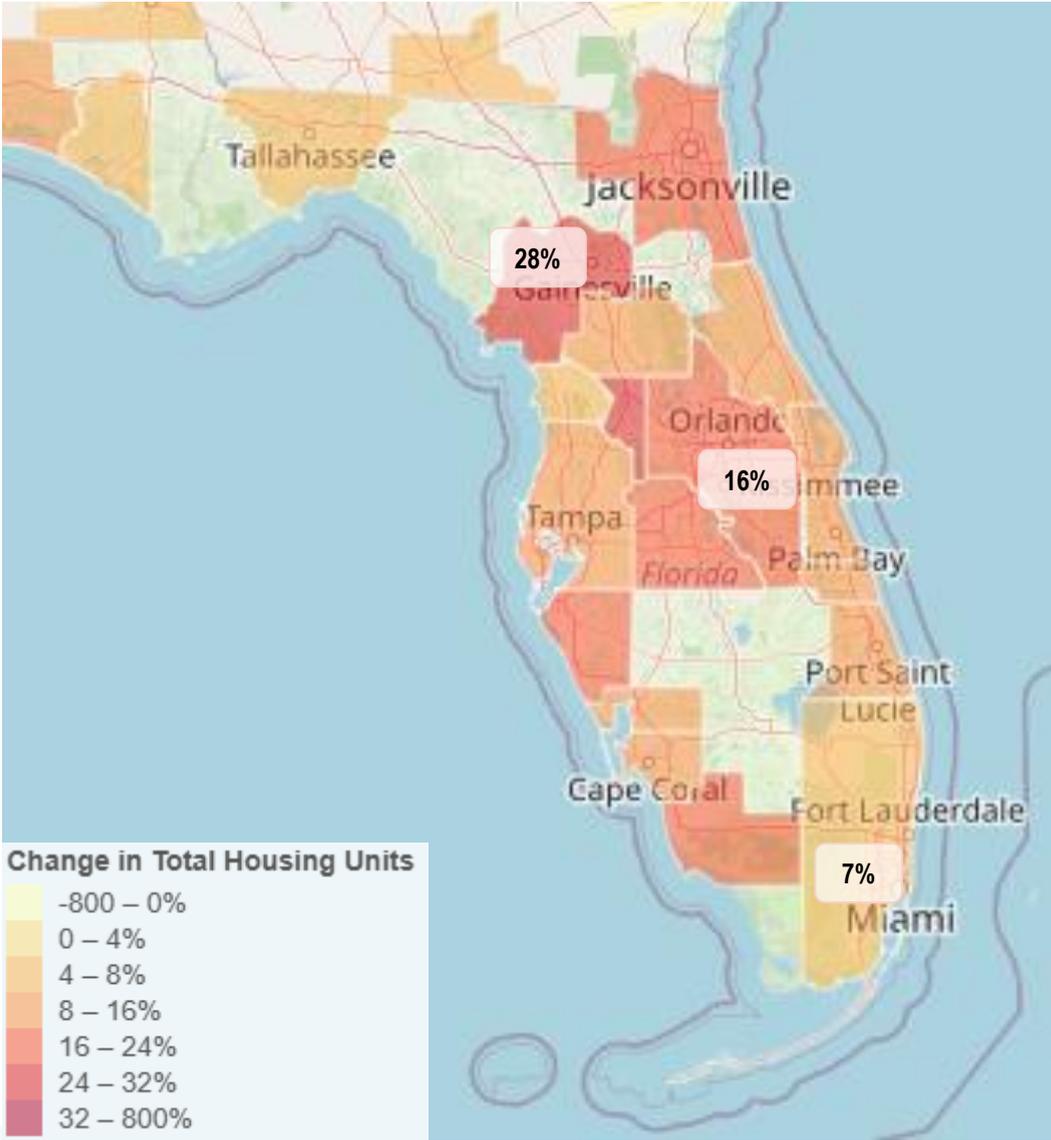
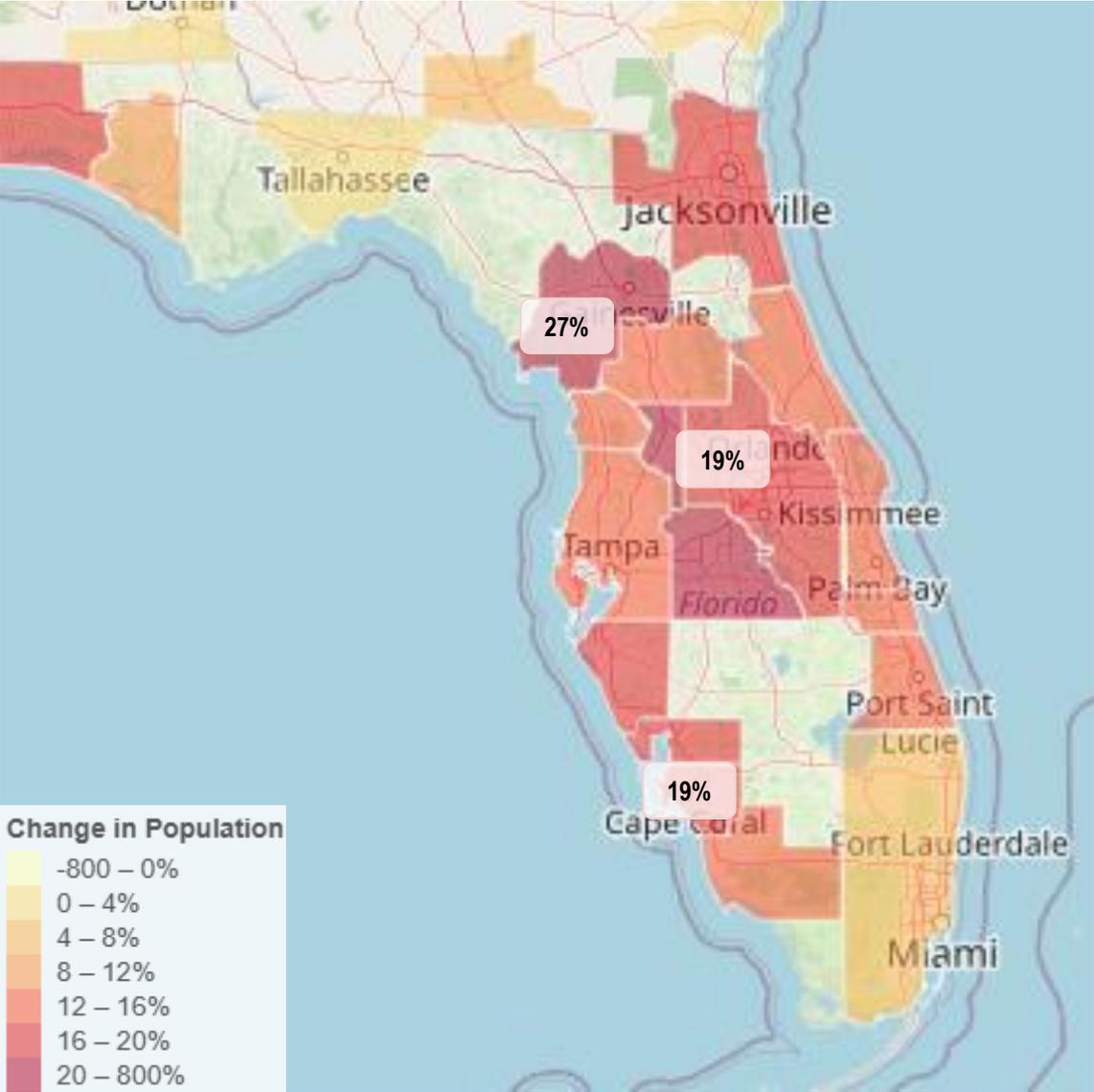
- *2025 Home Attainability Index (Excel File)*
 - ❖ *Analysis only at the MSA level*
- *2025 Home Attainability Web App*
 - ❖ *Maps data for enhanced visuals*
 - ❖ *Analysis at the MSA, county, and census tract level*



FL MARKET COMPARISONS: HOMEOWNERSHIP

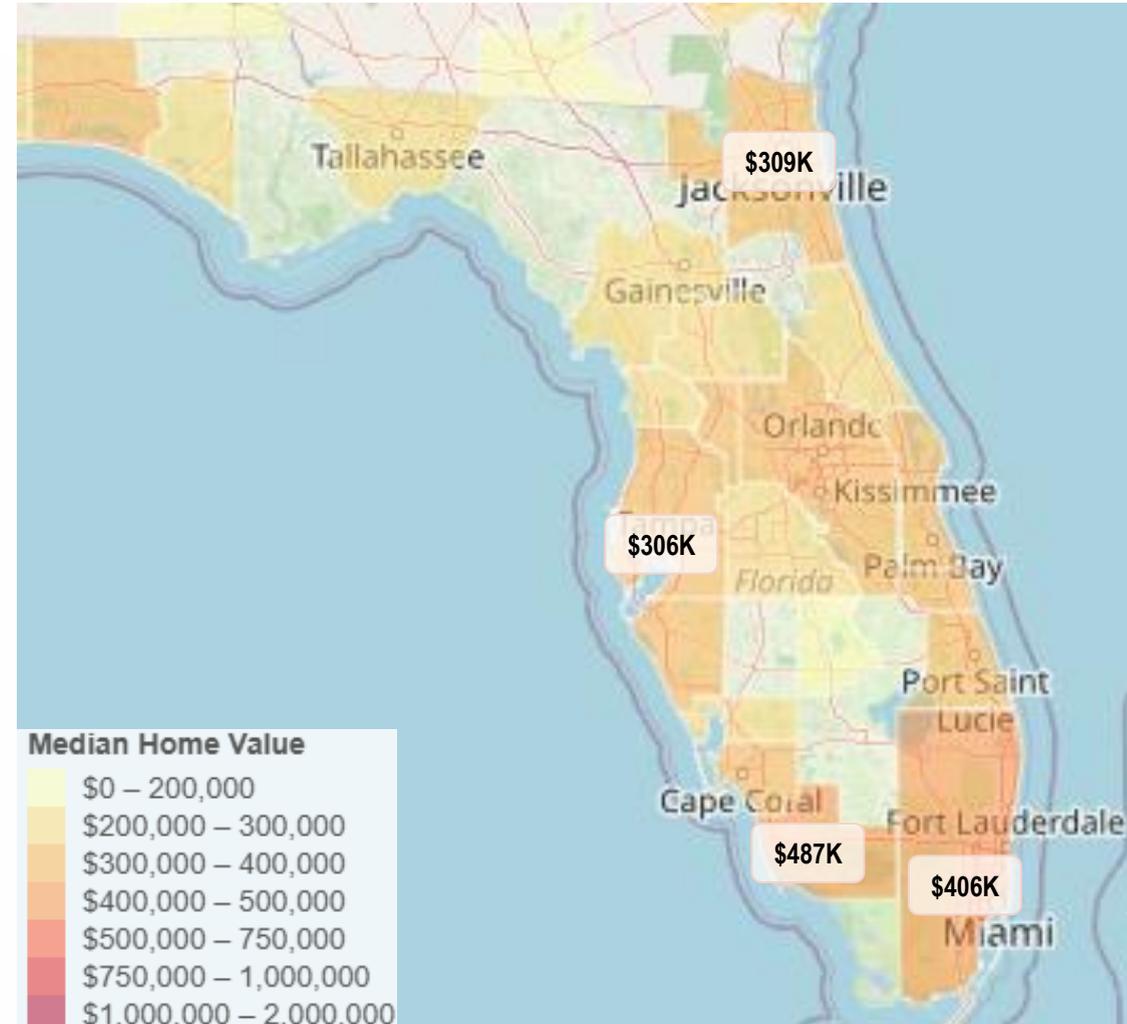
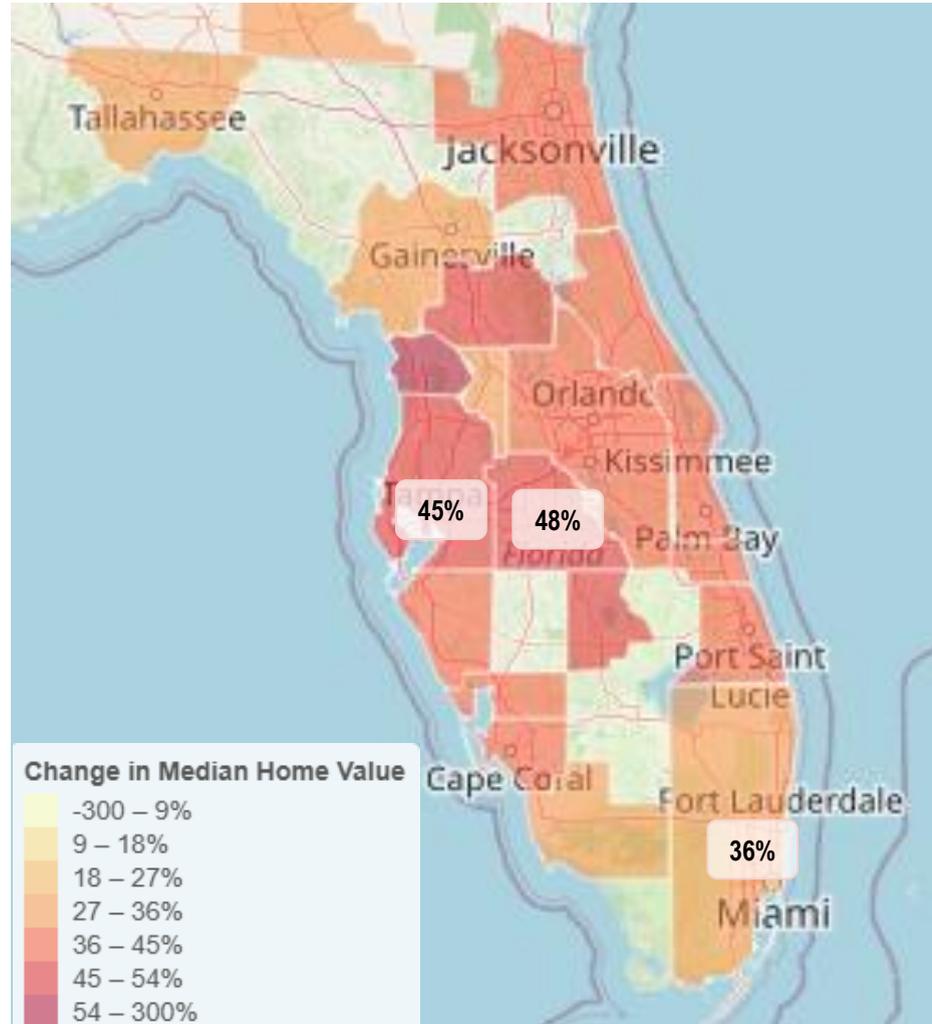
FL STATE: HIGH GROWTH

Change in Population and Housing Units, 2015-2023



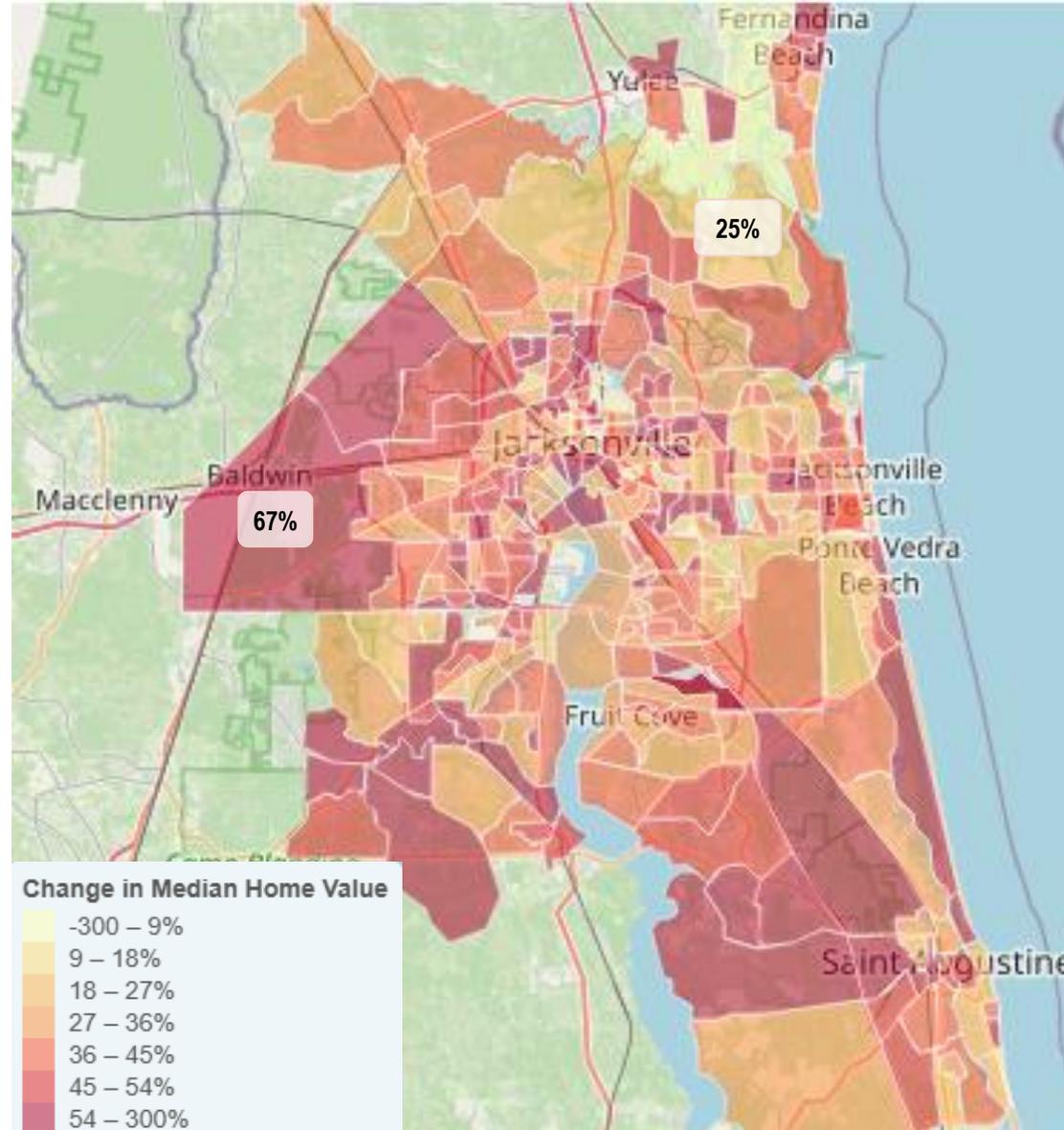
FL STATE: HOME VALUES INCREASING

Change in Median Home Value, 2020 – 2023 & Median Home Value as of 2023



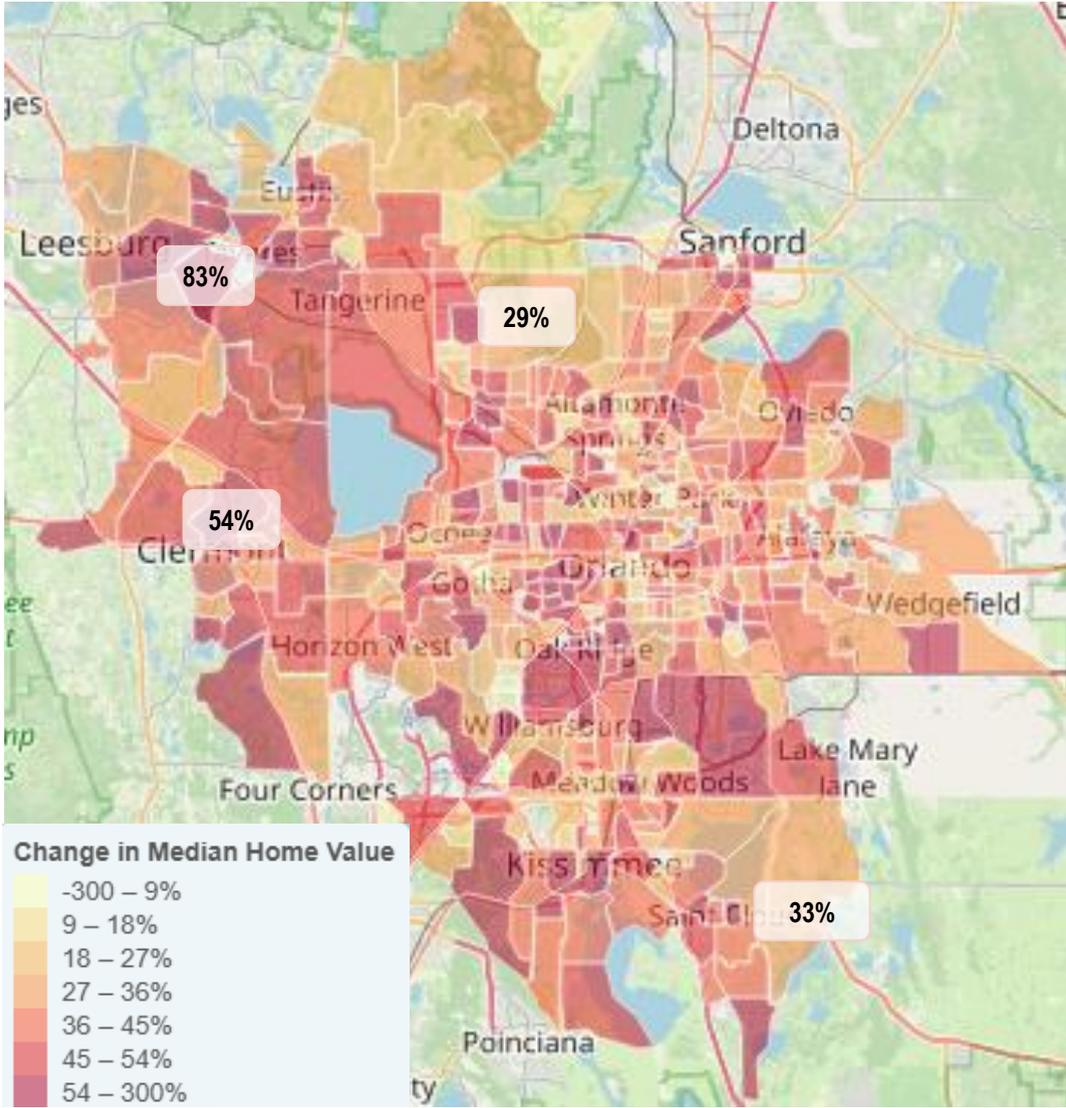
HOME VALUE SNAPSHOT: JACKSONVILLE

Change in Home Value, 2020 vs. 2023



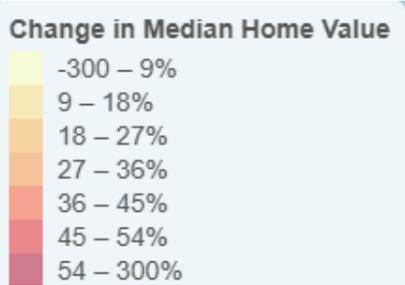
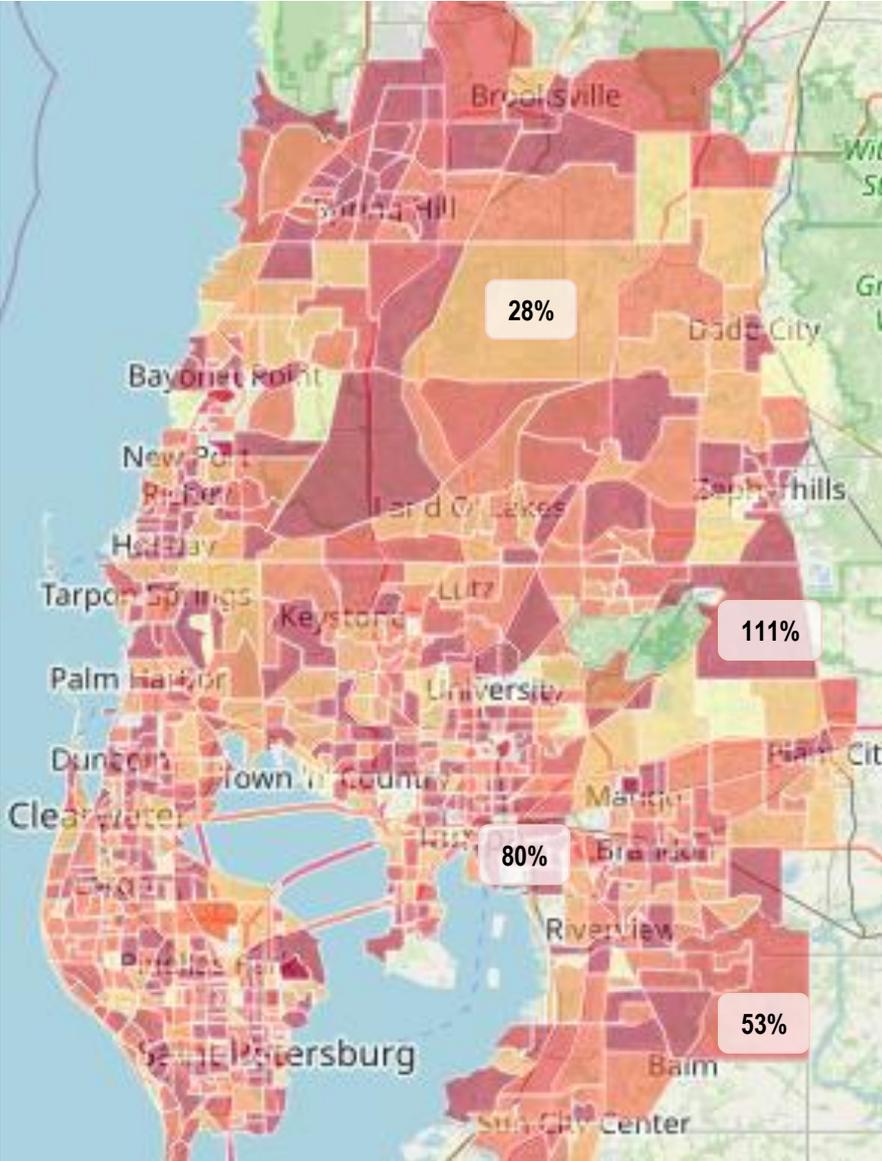
HOME VALUE SNAPSHOT: ORLANDO-KISSIMMEE-SANFORD

Change in Home Value, 2020 vs. 2023



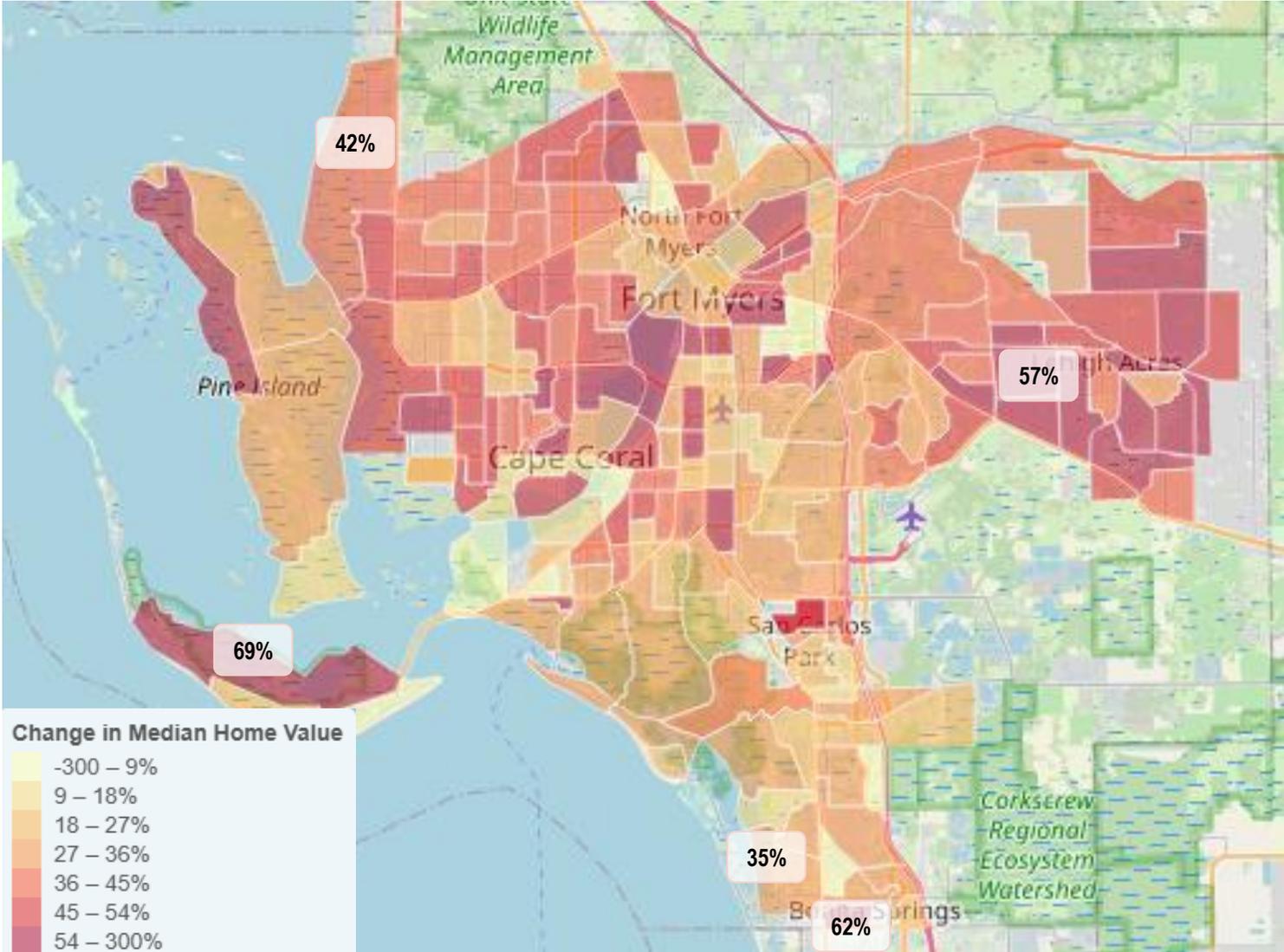
HOME VALUE SNAPSHOT: TAMPA-ST. PETERSBURG-CLEARWATER

Change in Home Value, 2020 vs. 2023



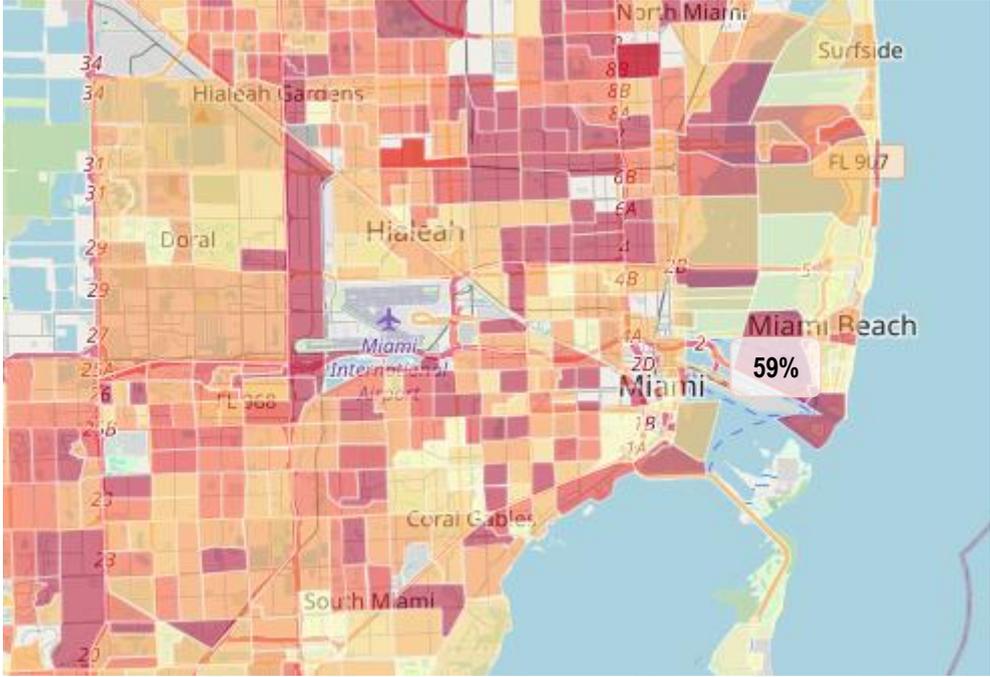
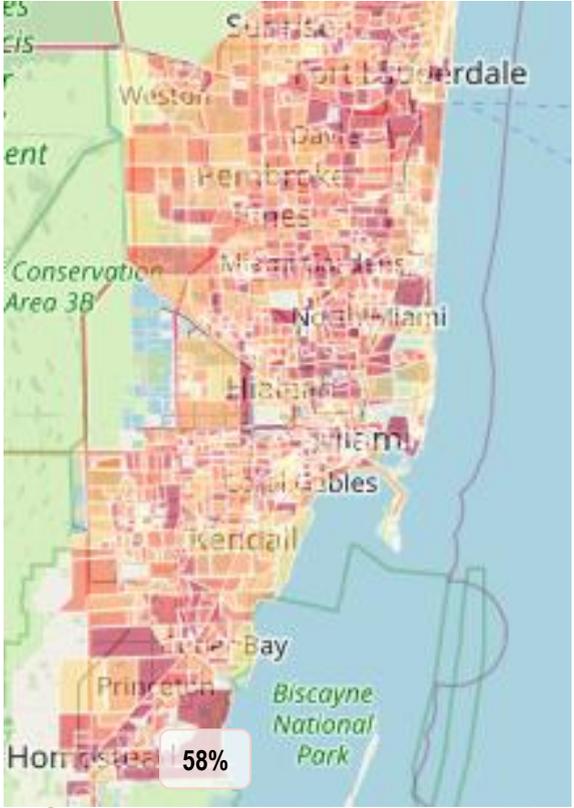
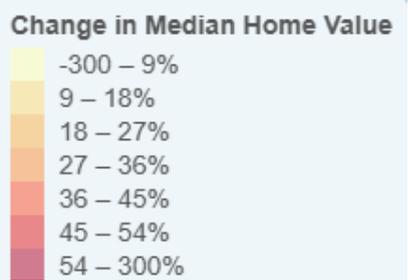
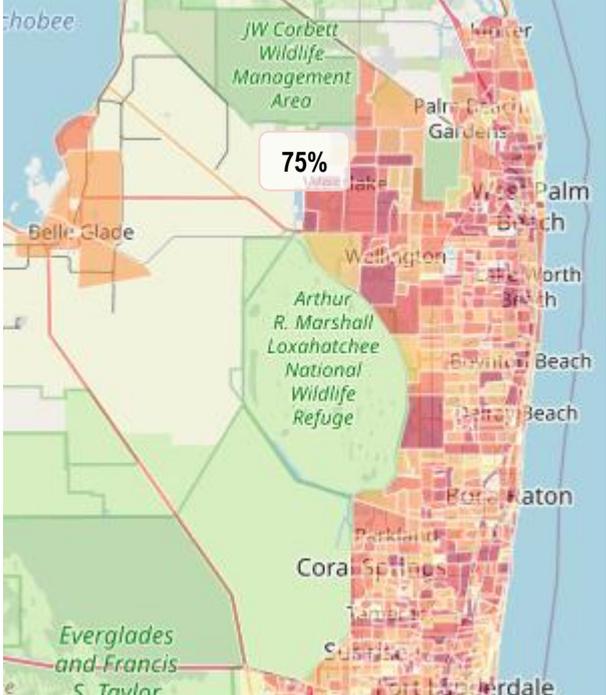
HOME VALUE SNAPSHOT: CAPE CORAL-FORT MYERS

Change in Home Value, 2020 vs. 2023



HOME VALUE SNAPSHOT: MIAMI-FT. LAUDERDALE-POMPANO BEACH

Change in Home Value, 2020 vs. 2023



FL MARKET COMPARISONS: RENTAL

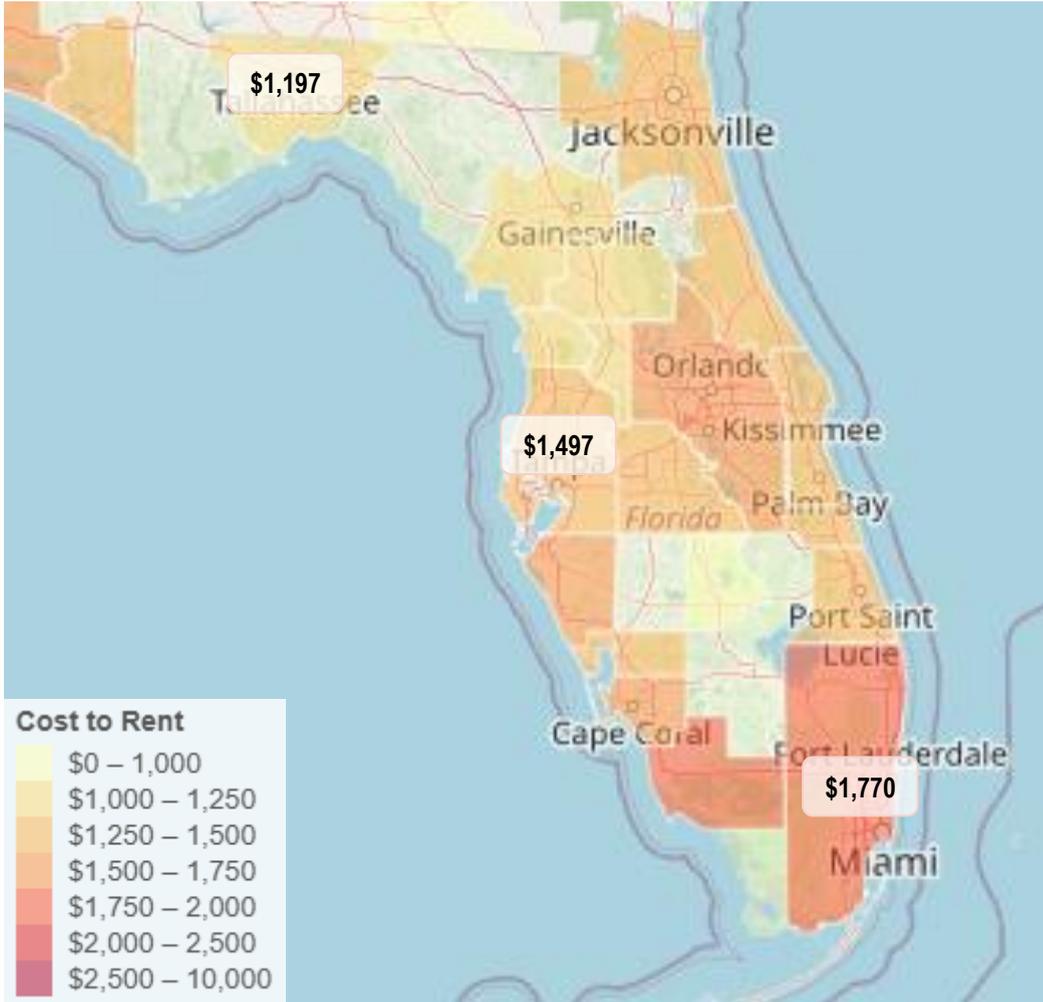
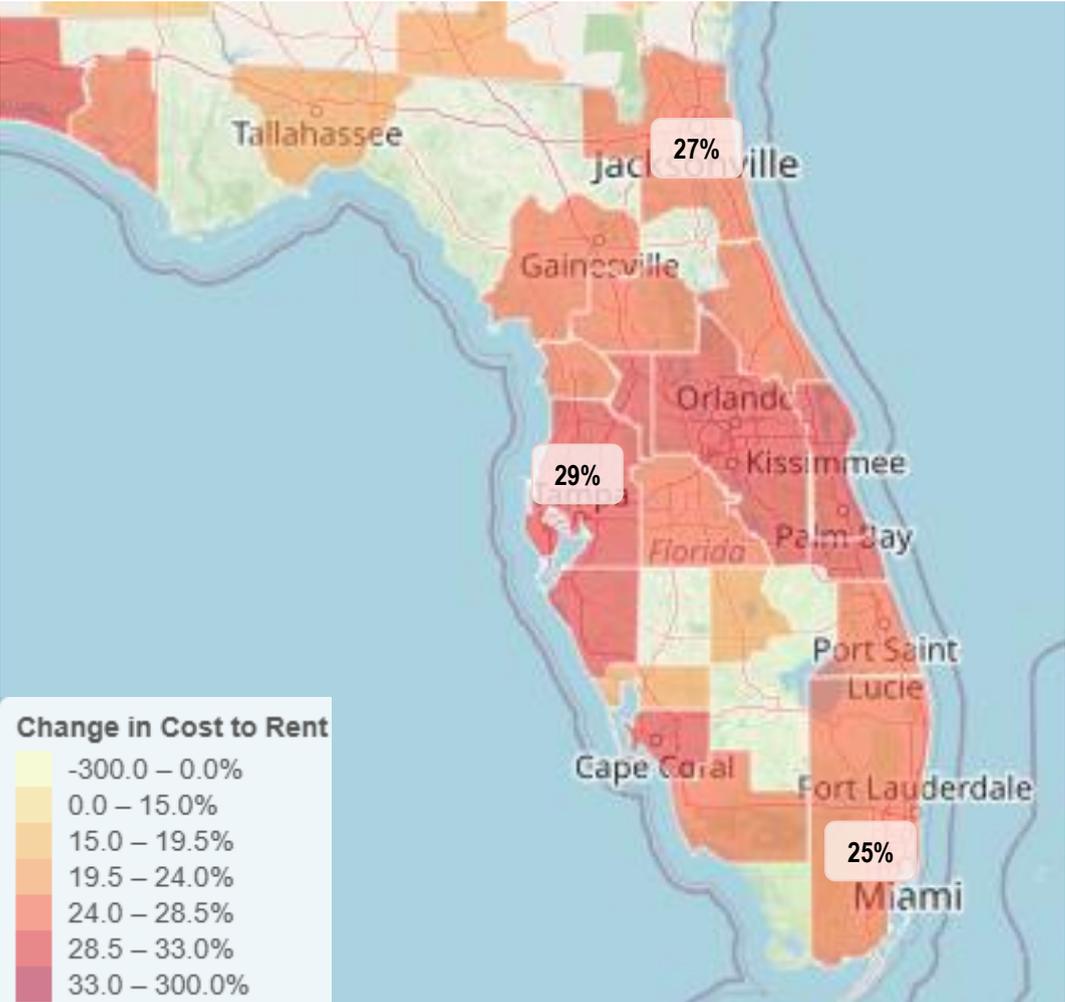


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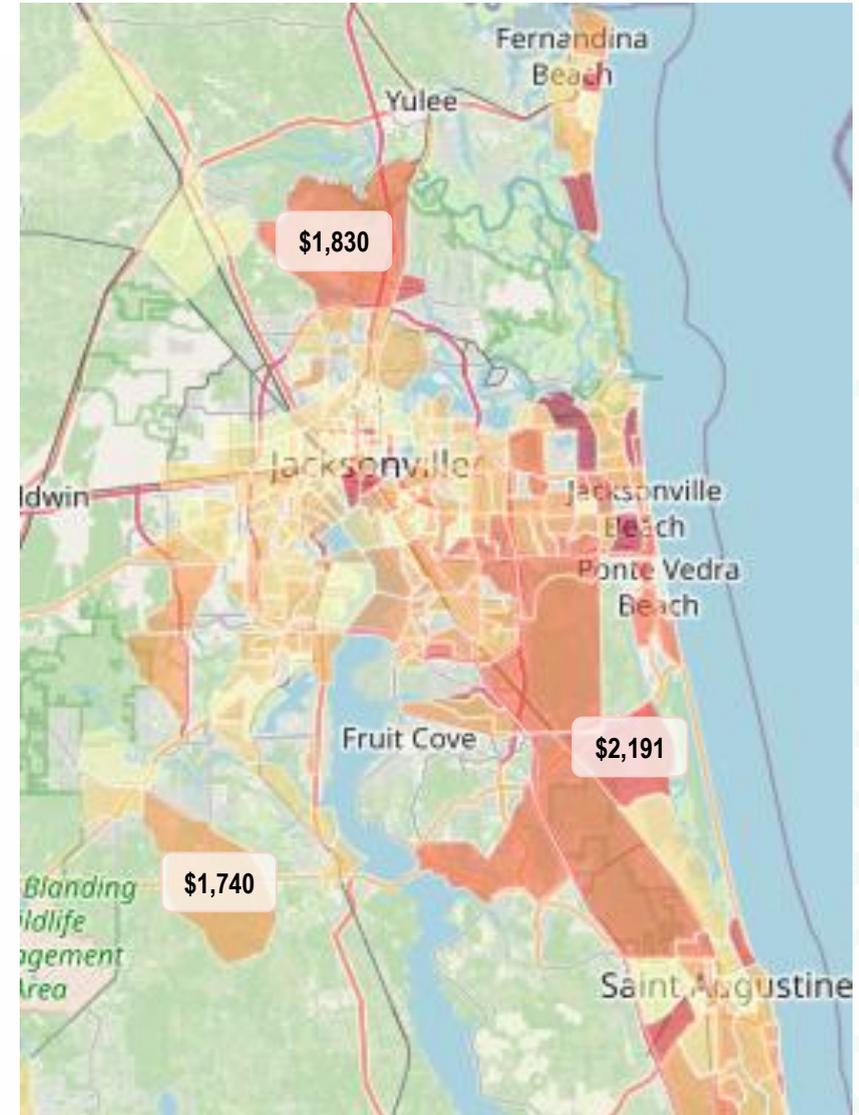
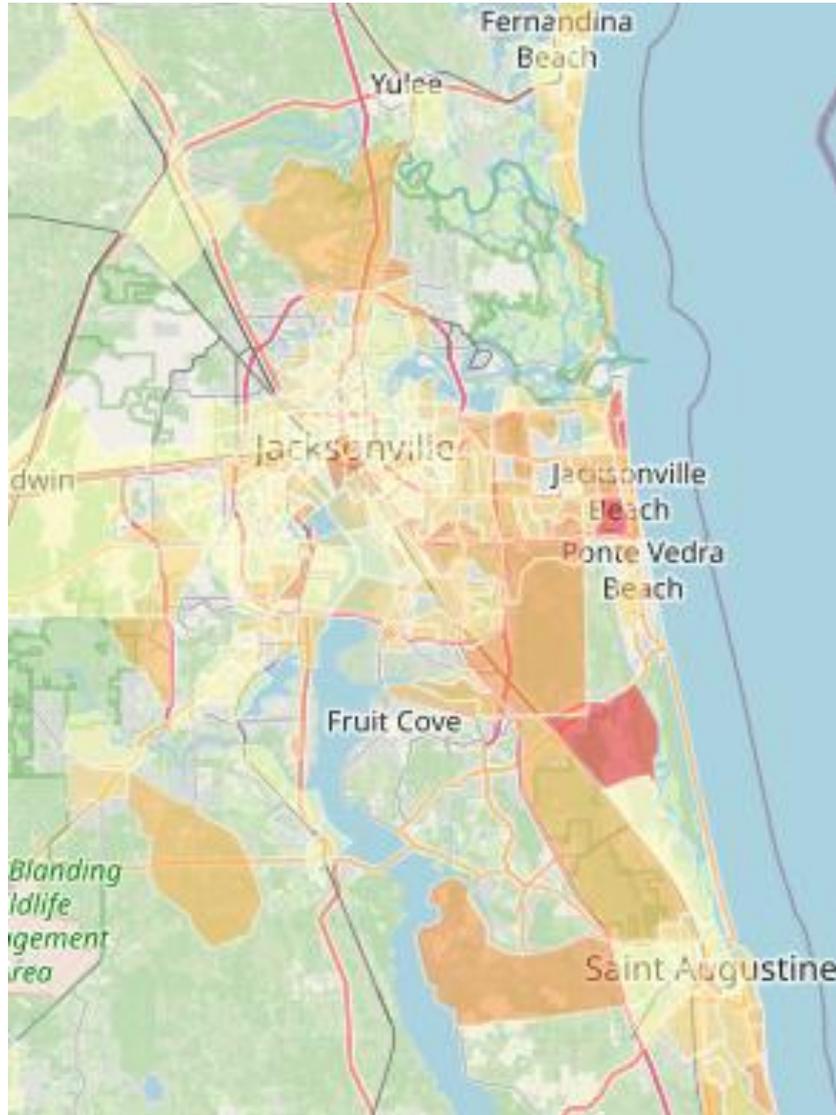
RENT INCREASING

Change in Cost to Rent, 2020-2023



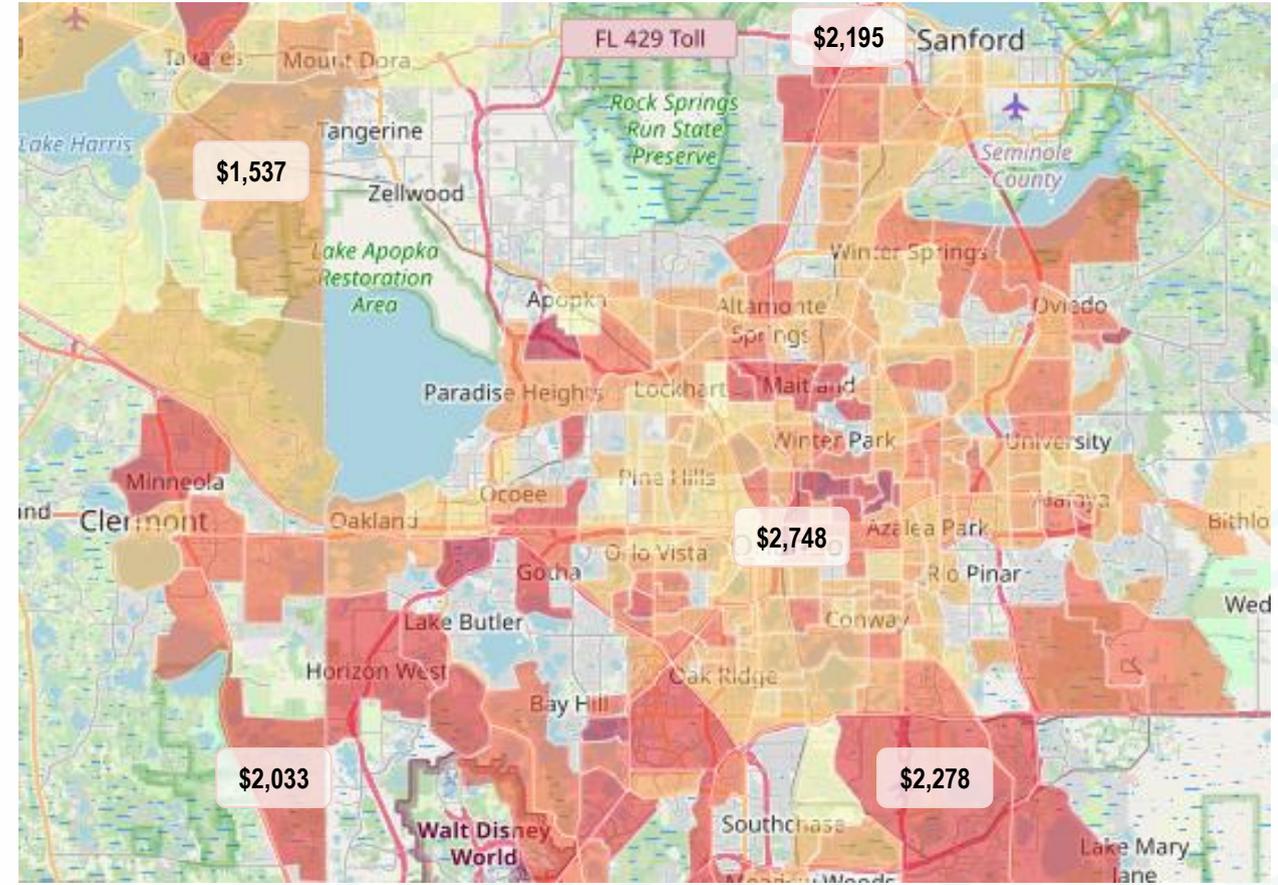
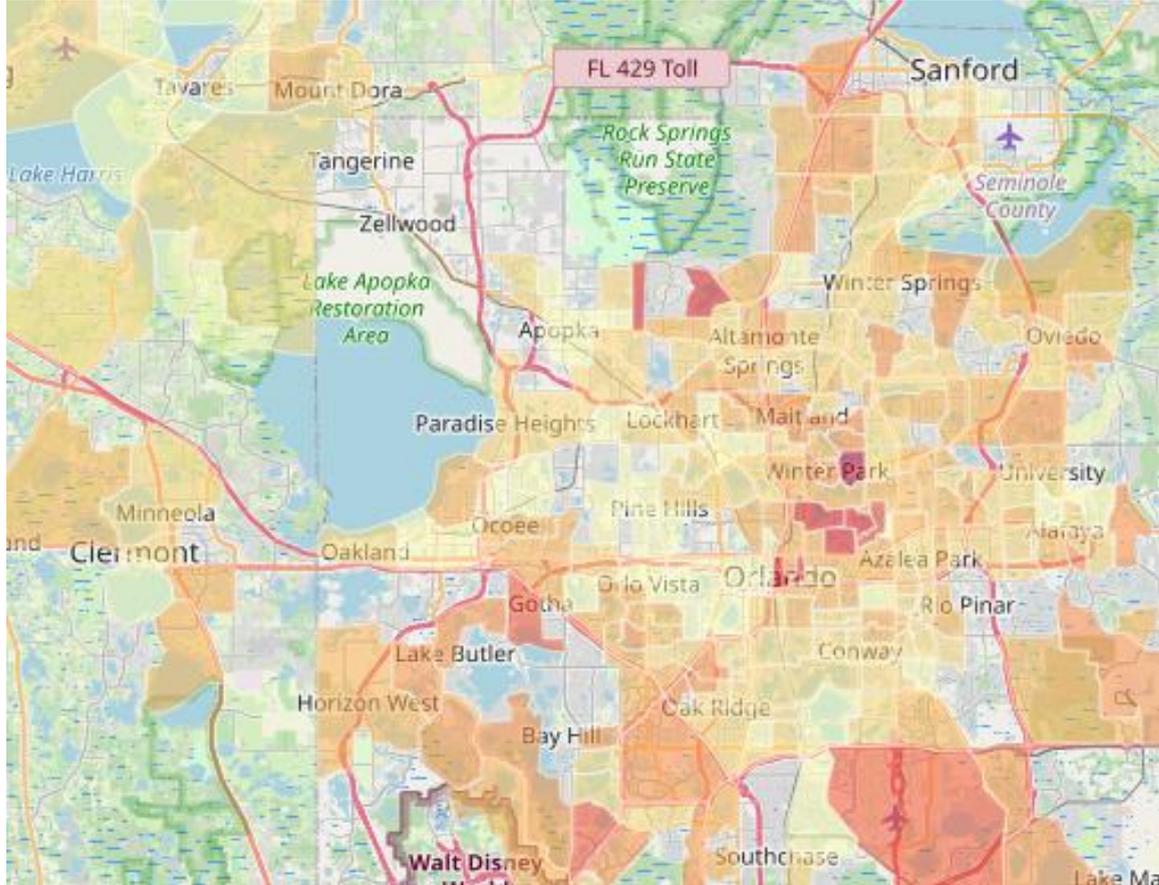
RENT COSTS GROWING & SPREADING OUTWARD

Jacksonville - Cost to Rent a 2 Bedroom, 2020 vs. 2023



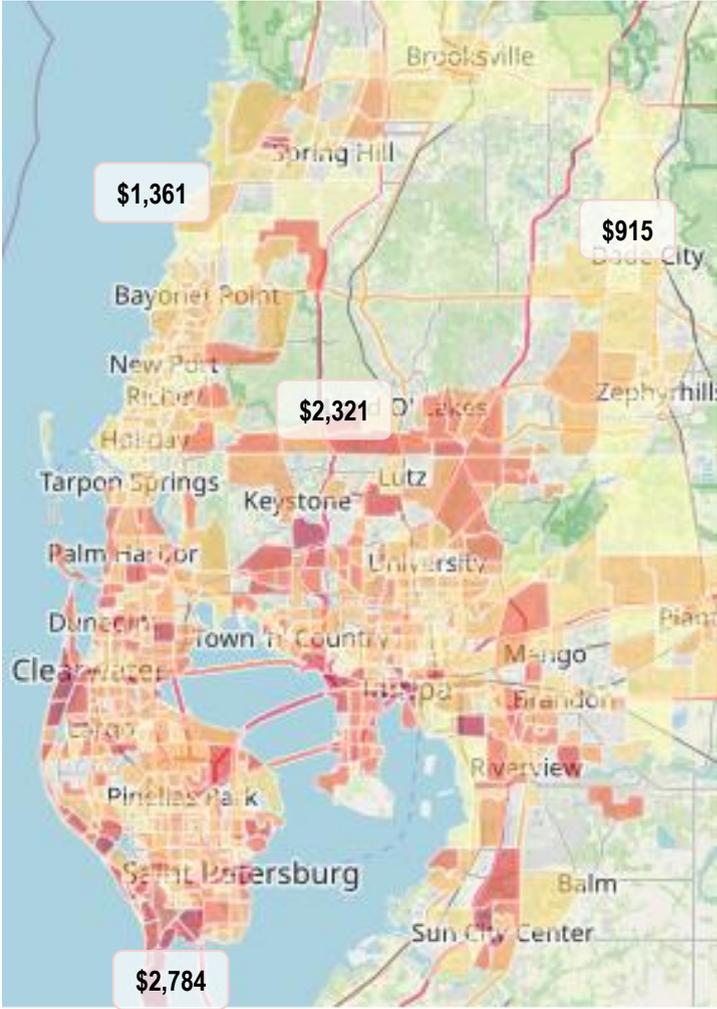
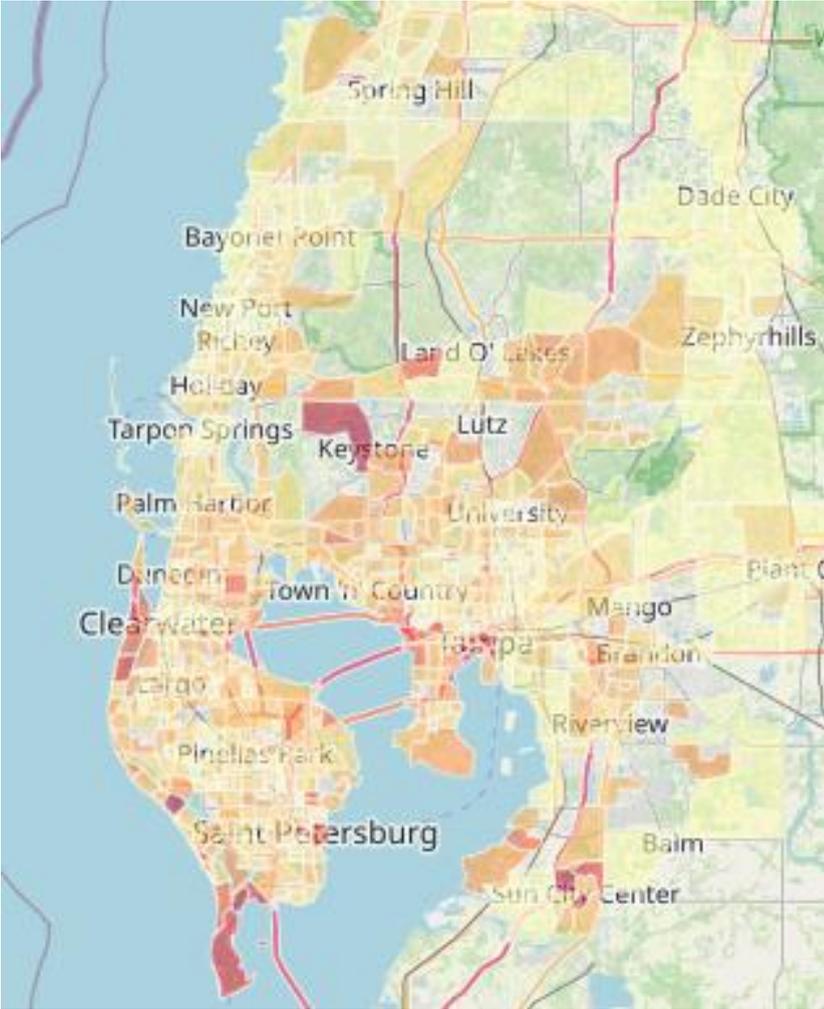
RENT COSTS GROWING & SPREADING OUTWARD

Orlando-Kissimmee-Sanford - Cost to Rent a 2 Bedroom, 2020 vs. 2023



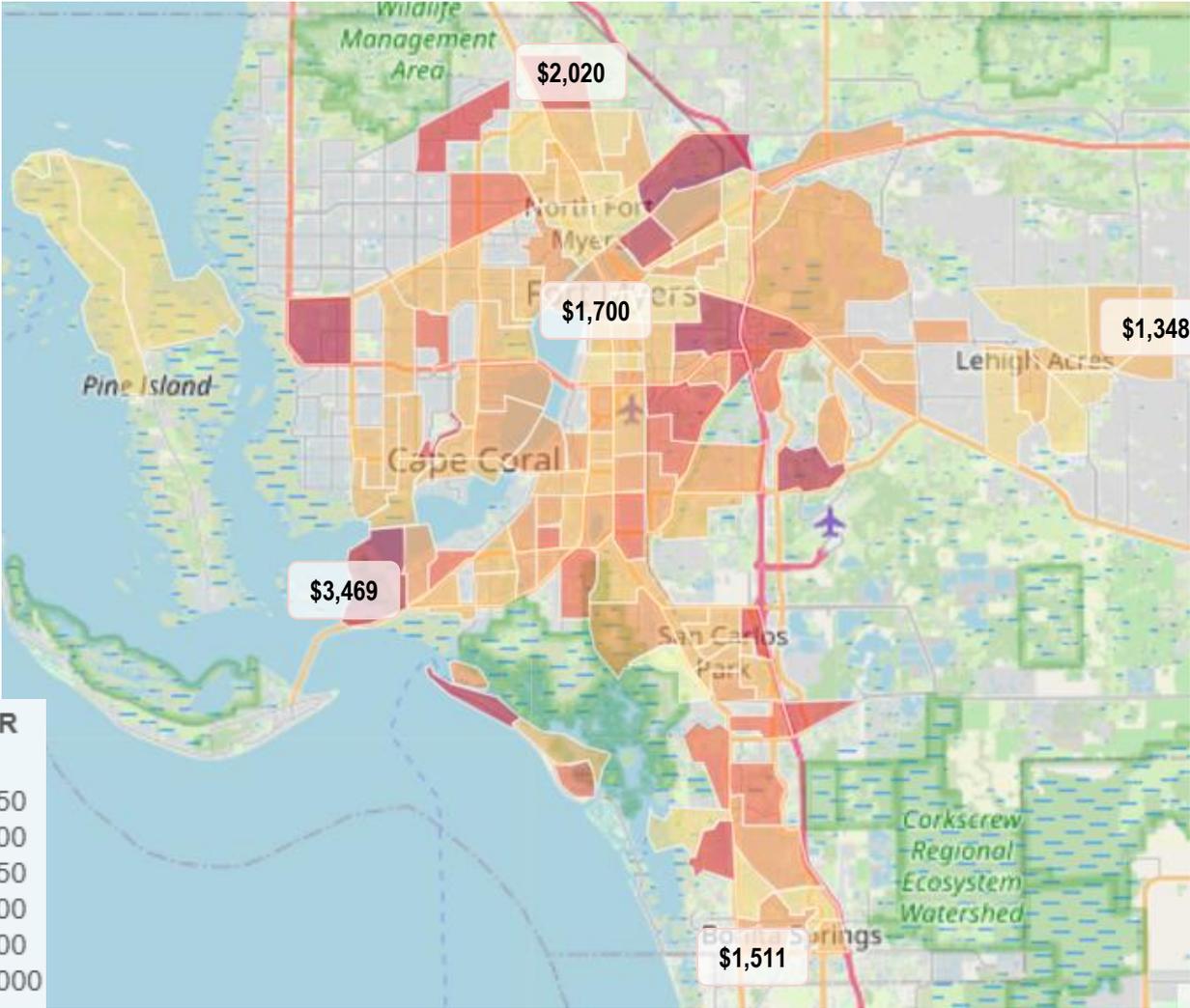
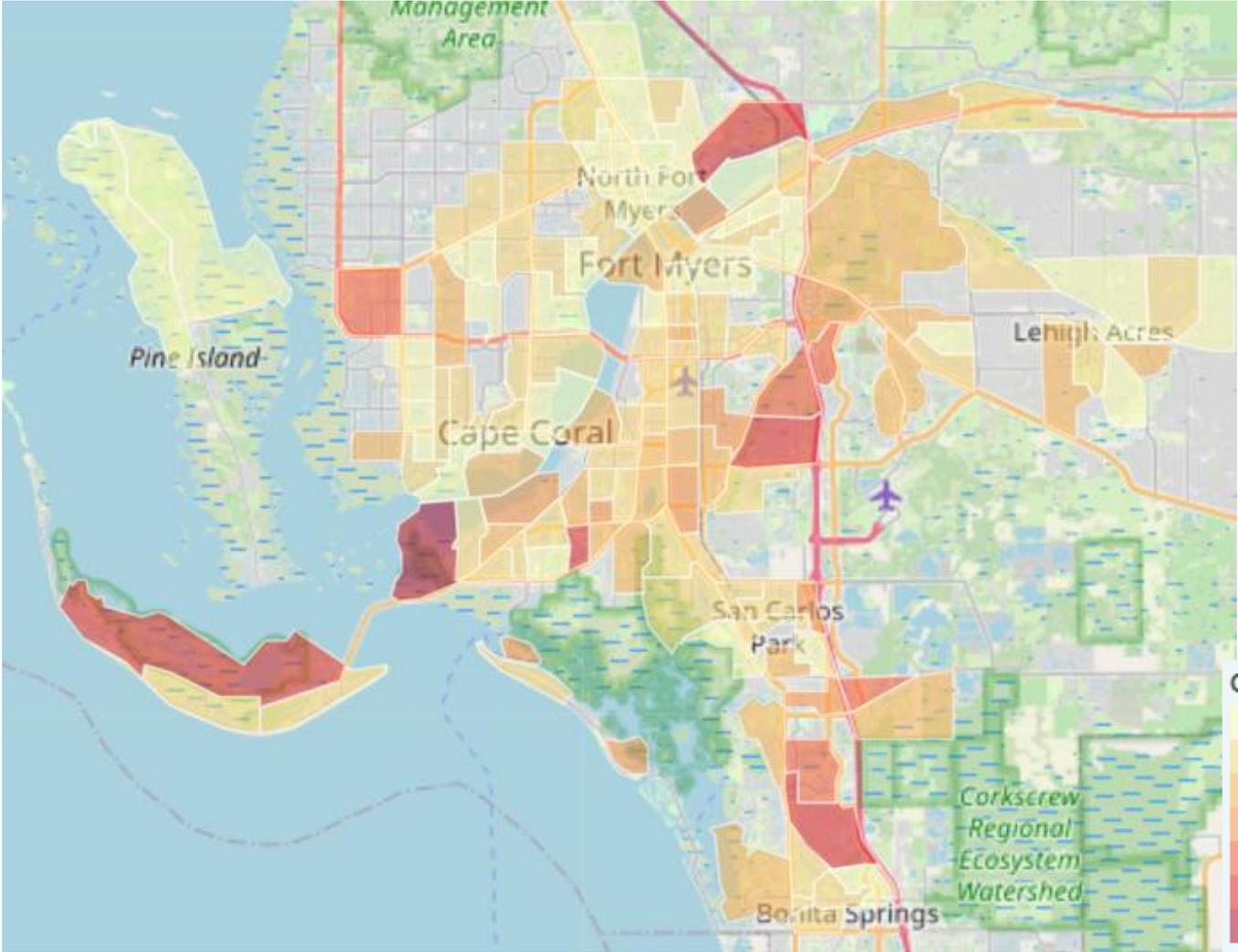
RENT COSTS GROWING & SPREADING OUTWARD

Tampa-St. Petersburg-Clearwater - Cost to Rent a 2 Bedroom, 2020 vs. 2023



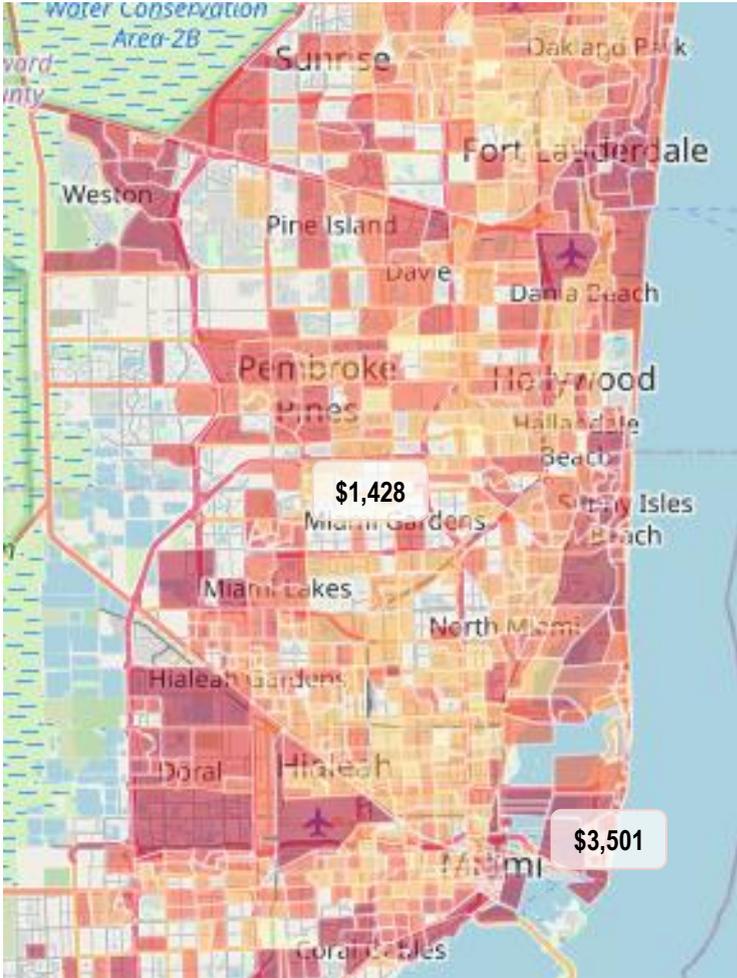
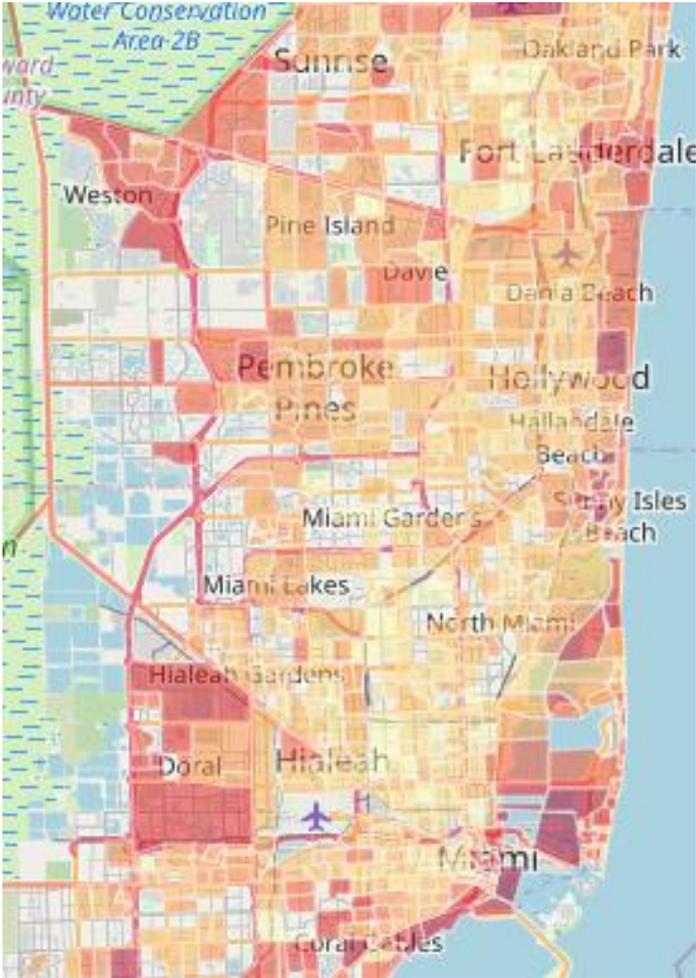
RENT COSTS GROWING & SPREADING OUTWARD

Cape Coral-Fort Myers - Cost to Rent a 2 Bedroom, 2020 vs. 2023



RENT COSTS GROWING & SPREADING OUTWARD

Miami-Ft. Lauderdale-Pompano Beach - Cost to Rent a 2 Bedroom, 2020 vs. 2023

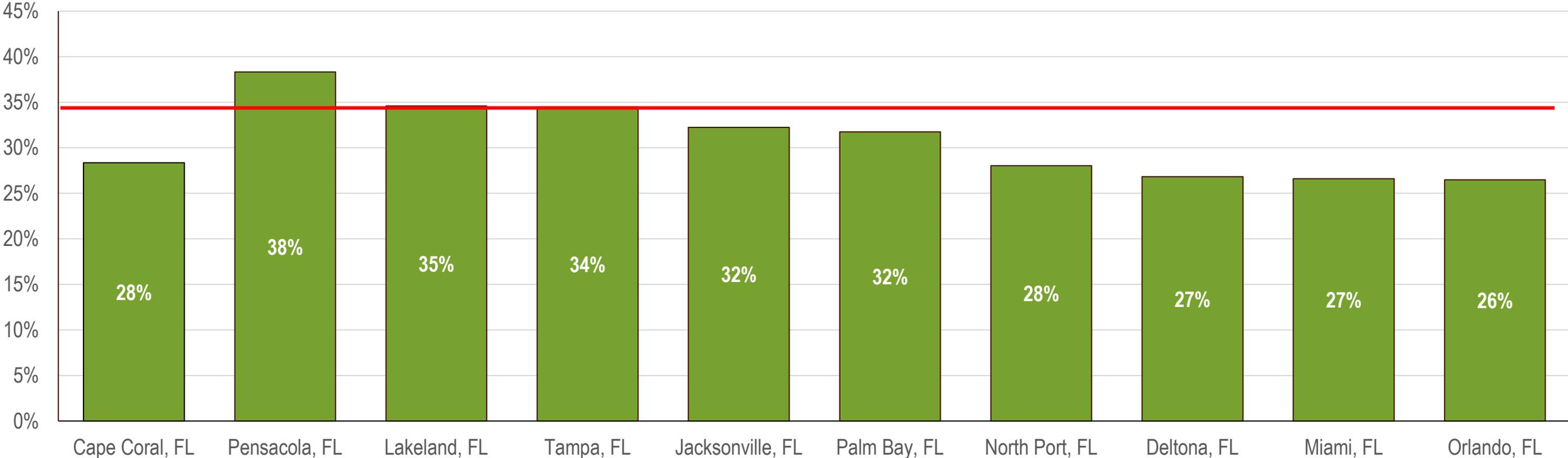


GROWING STATE OF UNAFFORDABILITY

MARKET COMPARISONS – HOMEOWNERSHIP AFFORDABILITY

Middle-Income Households Struggling to Find Affordable Homes to Buy

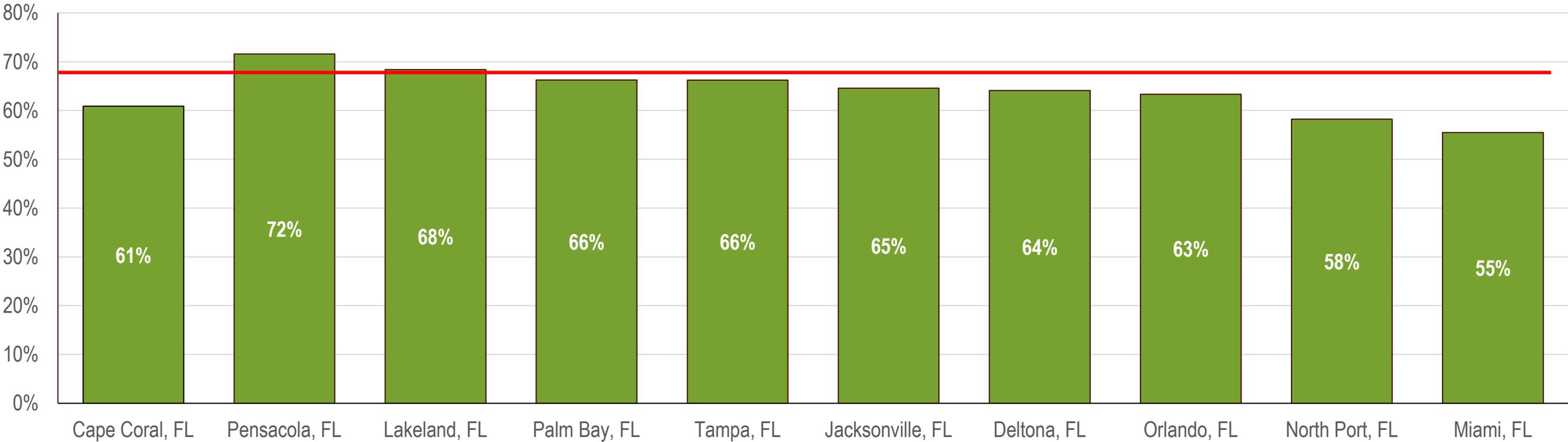
Percentage of Homes Affordable to Buy (80% AMI)



MARKET COMPARISONS – HOMEOWNERSHIP AFFORDABILITY

Still difficult to purchase, even for upper-middle-income households

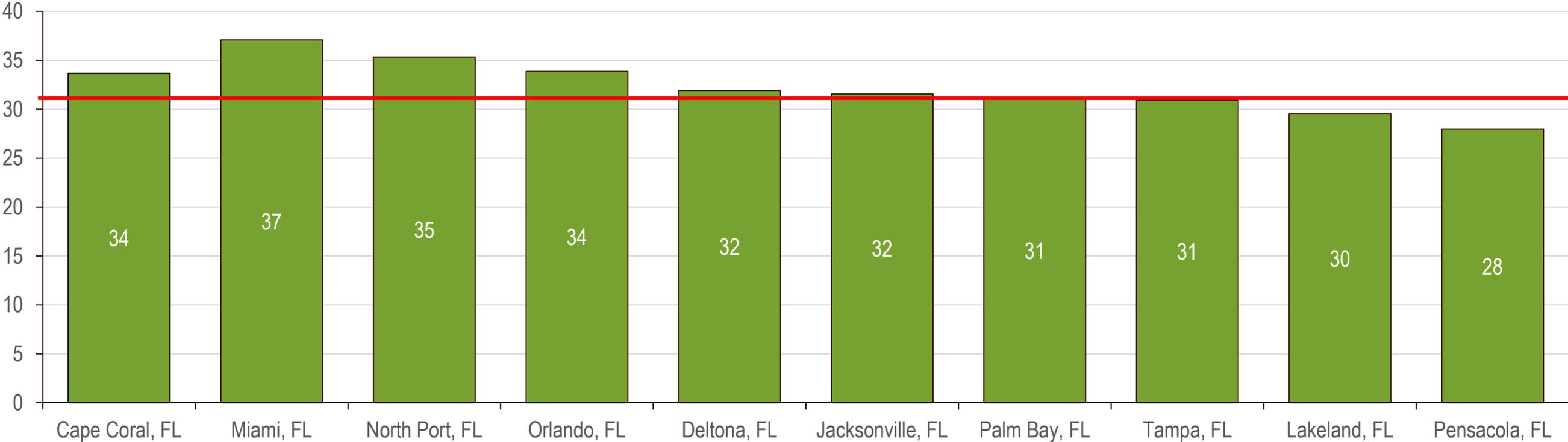
Percentage of Homes Affordable to Buy (120% AMI)



MARKET COMPARISONS – HOMEOWNERSHIP AFFORDABILITY

Market Movement is Constrained by Homeownership Costs

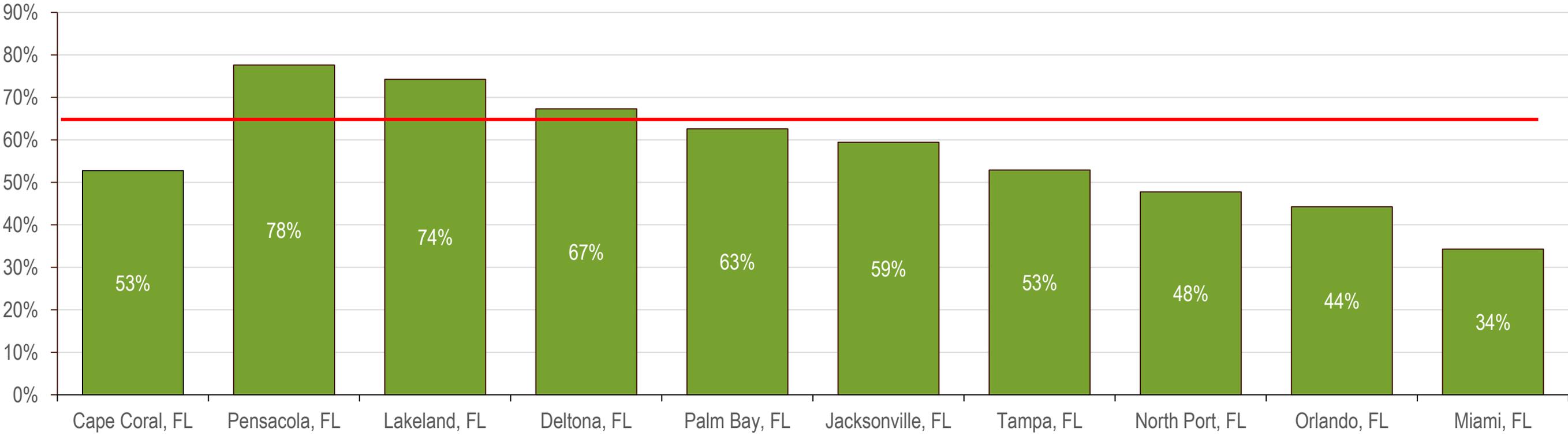
Years to Save for Downpayment (80% AMI)



MARKET COMPARISONS – RENTAL AFFORDABILITY

Most FL markets do not have the rental housing stock needed for its workforce

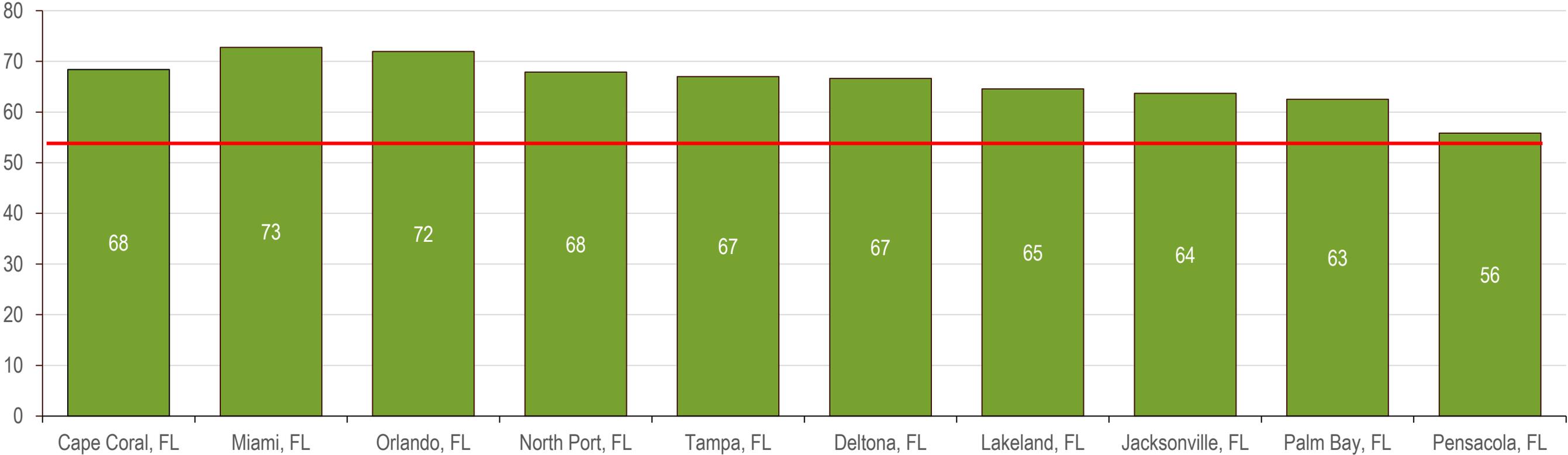
Percentage of Affordable Rentals (80% AMI)



MARKET COMPARISONS – RENTAL AFFORDABILITY

Takes appx. five years to save for a move in FL

Months Savings for Rent



THANK YOU
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