Malt Realty & Development

RESIDENTIAL MANAGEMENT · RENTALS · SALES · CONSTRUCTION

Re-inventing Renting

SW FLORIDA MARKET SNAPSHOT
July 2026 · Quarterly Edition
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RENTAL & SALES INTELLIGENCE FOR MALT REALTY OWNERS

Where your Southwest Florida asset stands in July 2026

Malt Realty tracks the Lee County Rental and For Sale markets every quarter, so every owner, especially those who live out of the area, knows exactly where their property stands. This snapshot pairs with your renewal package and combines current third-party market data with **what Malt Realty sees first-hand across the units we manage**: real repair costs, leasing speed, and replacement timelines a generic report can't provide. When it's time to renew a lease, re-lease a unit, or list for rent or For Sale, Malt Realty is the local team already invested in your market.

$1,714	$348K	~4.6–5.3	71.1
FORT MYERS AVG RENT	**FORT MYERS MEDIAN SALE**	**MONTHS OF SFH SUPPLY**	**FL CONSUMER SENTIMENT**
▼ 5.6% YoY (RentCafe/Yardi, Apr 2026)	▼ 2.4% YoY · 74 days on market (Redfin, May 2026)	▲ Drifting toward balance (below 6 mo.)	▼ 4th straight monthly decline (UF, Jun 2026)

01 Rental Market: Rates, Vacancy & Concessions

LEE COUNTY

Rents have eased across every Lee County submarket as post-pandemic apartment supply catches up with demand. Every unit type is down year over year. This is a **tenant-favorable market** where correct pricing and tenant retention protect income far more than holding out for a peak-era rent.

FORT MYERS AVG ASKING RENT	RENT	YOY
Studio	$1,163	▼
1 Bedroom	$1,528	▼
2 Bedroom	$1,751	▼
3 Bedroom	$2,124	▼
All units (avg)	$1,714	−5.6%

CAPE CORAL AVG ASKING RENT	RENT	YOY
Studio	$1,328	▼
1 Bedroom	$1,511	▼
2 Bedroom	$1,771	▼
3 Bedroom	$2,020	▼
All units (avg)	$1,691	−11.0%

Source: RentCafe / Yardi Matrix (Fort Myers Apr 2026; Cape Coral Feb 2026), 50+ unit properties. Single-family home rents typically run above these apartment averages.

Neighborhood Reference: 3BR Single-Family Home

NEIGHBORHOOD / AREA	3BR LOW	3BR HIGH	YOY
Fort Myers (Urban Core)	$2,100	$2,600	−11%
Bell Tower Park / S. Fort Myers	$2,400	$3,000	−8%
Gateway / Estero	$2,350	$2,900	−9%
Cape Coral (East)	$2,050	$2,500	−10%
Lehigh Acres	$1,850	$2,250	−14%
Bonita Springs / S. Lee	$2,600	$3,300	−5%

Vacancy & Concessions are the real story

Vacancy has risen off its pandemic lows as new apartment deliveries and commercial-to-residential conversions (Pine Ridge, Davis, and US-41 corridors) add inventory. Move-in incentives, commonly **4 to 6 weeks free rent**, now appear on a large share of listings, up sharply from a year ago. Fort Myers' all-unit median rent posted one of the ten largest year-over-year declines among 600+ U.S. cities this spring (News-Press / USA TODAY Network, May 2026). **For owners: pricing to market and keeping a paying tenant in place beats chasing a peak-era number and absorbing vacancy.**

02 For Sale Market: Single-Family, Condo & Multi-Family

LEE COUNTY

The For Sale market is softening in step with rents: rising inventory, longer days on market, and a gentle price give-back after the pandemic run-up. The region is drifting from a seller's market toward balance, but median prices remain well above pre-Covid levels.

METRIC	SINGLE-FAMILY	CONDO / TOWNHOME	TREND
Median sale price (Lee County)	~$385,000–$400,000	~$290,000–$310,000	▼ softening
Fort Myers city median (Redfin)	$348,000	n/a	−2.4% YoY
Median days on market	64–74 days	75–95 days	▲ lengthening
Months of supply	4.6–5.3 mo	~7 mo	▲ rising
Price / sq ft (Lee, YoY)	−8% to −9%	−11%	▼
Sale-to-list ratio	~95%	~94–95%	▼

Sources: FGCU Regional Economic Research Institute SW Florida Real Estate Report, Q1 2026 (Q4 2025 data); Redfin (May 2026); local brokerage inventory reports. FGCU's inflation-adjusted analysis shows Lee County single-family real median prices down ~8% YoY and condos down ~11% YoY through Q4 2025. **Refresh with the current Royal Palm Coast Realtor Association Market Insight and CoStar figures before publication if they differ.**

Affordability watch

Lee County's median single-family home (~$390,000) is **attainable for the median family** (affordability index 1.13) but has stayed **out of reach for first-time buyers since 2020** (first-time index 0.62). The Q4 2025 qualifying calculation used a 6.23% 30-year rate. Nationally, renter incomes rose ~9% since 2001 while rents rose ~30% (Harvard JCHS, 2026), the affordability squeeze that keeps well-run Rentals in steady demand.

03 Sales Activity, Construction & Pipeline

SW FLORIDA

3,137
LEE SFH SOLD · Q4 2025
▲ 8% YoY

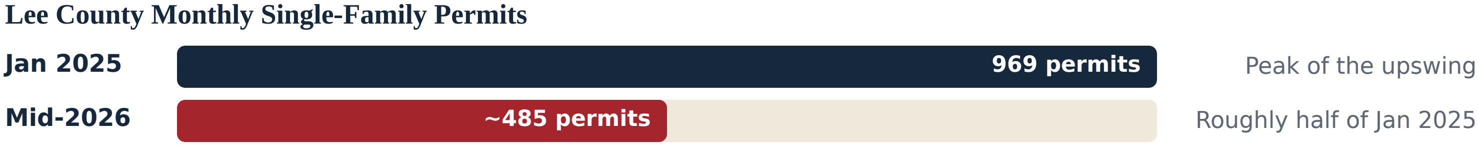
−19.3%
ACTIVE LISTINGS YOY
5th straight monthly decline (May 2026)

5,620
SFH PERMITS · YTD 2026
▼ 21.4% vs 2025

~1,900
NEW RESIDENTS / MONTH
Lee Co. tracking to 1.0M by 2040

Southwest Florida sold 5,270 single-family homes in Q4 2025 (+4% YoY), with Lee County up 8% year over year. At the same time, new-home construction is decelerating (single-family permits are down more than 21% year to date) even as roughly 1,900 people move to Lee County each month. **Slower new supply plus steady in-migration should keep tightening Rental vacancy through 2027.**

Lee County Monthly Single-Family Permits



FGCU Regional Economic Indicators, July 2026, as reported by the Fort Myers News-Press (July 13, 2026). Monthly Lee County single-family permits have fallen to about half their January 2025 level.

This is a local story, not a national one

Southwest Florida single-family permits are down **21.4%** through the first five months of 2026, while nationally private housing permits in May came in only about **0.2%** below May 2025 (Realtor.com). Our market is pulling back far faster than the country as a whole. Economists point to several causes at once: an oil price shock tied to the conflict in Iran that raised the cost of building materials shipped worldwide, persistent labor shortages (foreign-born workers make up more than a third of residential construction trades, and Temporary Protected Status has ended for several countries), elevated mortgage rates, and cautious buyers. FGCU's Lee County Executive Business Climate Index fell four points in Q2 2026 to **50.4**, with current conditions, future conditions, and future industry outlook all declining.

What this means for owners holding or listing a home

Builders are competing hard for a smaller pool of buyers. Roughly **62% of builders used sales incentives in June** (NAR), including closing-cost assistance, interest-rate buy-downs, design-center credits, appliance packages, and waived lot premiums. One Lehigh Acres community is bundling a free washer, dryer, and blinds package worth about $3,500; at Babcock Ranch, packages reaching roughly $30,000 in buyer benefits have been advertised. Two implications for Malt Realty owners: **(1)** if you are listing For Sale, you are competing against new homes that come with incentives a resale cannot easily match, so pricing and condition carry more weight than ever; **(2)** aggressive builder incentives pull some would-be renters into ownership, which is one more reason to retain a good tenant rather than test the market. The offsetting long-run point stands: fewer permits today means less competing supply in 2027 and beyond.

04 Owner Cost Intelligence

MALT REALTY DATA

Typical replacement costs and service life across the homes Malt Realty manages, drawn from Malt Realty's own owner maintenance cost guide, not a generic report. As a **State Certified General Contractor active in Southwest Florida since 1978** (nearly 50 years), Malt Realty sees these costs first-hand and holds the vendor relationships to manage them.

ITEM / SERVICE	TYPICAL RANGE	SERVICE LIFE / NOTES
A/C full system replacement	$6,000–$12,000	8–12 yr life; FL heat shortens it
A/C diagnosis / service call	$135–$400	After-hours higher (see below)
Water heater replacement (tank)	$1,450–$1,750	6–10 yr life; leaks are urgent
Duct cleaning / sanitize	$675–$1,200	Ties to humidity / mold control
Refrigerator replacement	$1,000–$3,000	8–10 yr rental life
Washer or dryer replacement	$1,000–$3,500	8–10 yr rental life
Dishwasher replacement	$500–$1,500	6–8 yr rental life
Garbage disposal replacement	$500–$700	4–6 yr rental life
Sinks / faucets / toilets	$200–$2,000	Running toilets spike water bills
Drain clearing (shower / kitchen)	$225–$330	Recurring in older units
PVC plumbing re-pipe	$5,000–$15,000	10–20 yr life; major item
Carpet flooring	$2,000–$6,000	3–5 yr rental life; size-dependent
Tile flooring	$2,000–$6,000	5–15 yr life
Laminate / vinyl flooring	$1,500–$5,000	6–8 yr life
Interior paint	$3,000–$8,000	3–5 yr rental cycle; size-dependent
Roof repair to replacement	$8,000–$20,000+	20–30 yr life; storm-driven
Garage door	$1,500–$4,000	15–30 yr life
Fencing (wood / vinyl / chainlink)	$2,500–$9,000	7–30 yr life by material

Source: Malt Realty owner maintenance cost guide (office-generated). Ranges vary with unit size, age, and scope; rental use trends toward the shorter end of each service-life range.

Budget rule of thumb: 10 to 15% of gross annual rent

Malt Realty advises owners to set aside **10 to 15% of gross annual rent** for routine maintenance. A home leased at $1,900/mo ($22,800/yr) works out to roughly **$2,300 to $3,400 per year** for typical repairs. This covers general upkeep during a normal rental term, *not* major improvements like HVAC, roof, re-pipe, kitchen, electrical, or window/door replacement, which should be reserved for separately. Older homes trend toward the higher end.

After-hours & emergency service

Urgent calls outside business hours (active leaks, no-cooling in summer, lockouts) typically add a **$75 to $150 trip premium** or bill at roughly **1.5× standard labor**. Malt Realty's vendor relationships and coordination hold these to a minimum and prioritize your unit.

Why costs keep climbing

Since 2020, more than **80% of construction materials have risen in price** (about 19% on average); some stabilized in 2024, but elevated costs are expected to persist. Construction spending reached $2.19 trillion in December 2024 (+6.5% year over year), lifting wages for specialized HVAC, electrical, and plumbing trades. Vendors are in high demand; scheduling ahead avoids delays and premiums, and Malt Realty's direct subcontractor relationships keep your pricing competitive.

05 Expected Product Life & Turn Speed

PLAN, DON'T REACT

The figures below reflect **Malt Realty's real-world experience in tenant-occupied Lee County Rentals**, not manufacturer ratings or single-family, owner-occupied lifespans, which run considerably longer. Rental use is harder use, so these are deliberately conservative planning ranges.

SYSTEM / ITEM	TYPICAL RENTAL LIFE*
A/C system	8–12 yrs
Roof (shingle)	20–30 yrs
Water heater (tank)	6–10 yrs
Refrigerator	8–10 yrs
Washer / dryer	8–10 yrs
Dishwasher	6–8 yrs
Garbage disposal	4–6 yrs
Carpet (rental)	3–5 yrs
Interior paint (rental)	3–5 yrs

*Typical, not guaranteed. SW Florida heat, humidity, and salt air pull A/C, roofing, and exterior finishes toward the low end. Malt Realty flags aging systems at renewal so replacements are planned, not emergencies. Figures reflect Malt Realty field experience and are being validated with our service vendors.

Days on market: Malt Realty vs. owner or independent

A direct answer to "how fast can it turn?" Across our Fort Myers portfolio, reconditions managed by Malt Realty averaged **~29 days** versus **~84 days** for owner or independent-vendor jobs.

What the ~55-day gap costs

At $1,700 rent, that gap is roughly **$3,100 of avoidable lost income per turn**. Speed to market is income, and it's the single clearest reason to keep the unit with Malt Realty at renewal.

Read these as planning ranges, not a cost-allocation schedule

Actual service life varies widely with how a unit is used. Children, pets, and everyday tenant habits (items put down disposals that shouldn't be, A/C and dryer filters left unchanged, overloaded washers, water heaters never flushed) all shorten these timelines, and lower-priced 1/1 and 2/2 units typically absorb harder use than a higher-rent single-family home. Just as important: **these ranges do not by themselves determine who pays for a repair.** Whether a cost falls to the owner (normal wear) or the tenant (damage or misuse) is governed by the lease, the condition documented at move-in and move-out, and Florida security-deposit law, not by a life-expectancy figure. Malt Realty evaluates each turn on its facts rather than a table.

How Malt Realty protects the owner's investment up front

Malt Realty conducts a **move-in interview with every approved applicant** to walk through proper care of appliances and finishes (disposal do's and don'ts, filter changes, washer loading, reporting leaks early), so avoidable wear is prevented before it starts. Paired with documented move-in/move-out inspections (as we perform at communities like Villas at Venezia), this is how we defend both the asset and any legitimate tenant charge.

06 Owner Insurance: Why It Matters

POST-IAN SW FLORIDA

A tenant-occupied unit is not covered the same way as a primary residence. Owners who keep a standard homeowner's (HO-3) policy on a rental can find claims reduced or denied. With premiums up sharply and carriers tightening terms across SW Florida, the right coverage is essential.

COVERAGE	WHAT IT DOES	WHY IT MATTERS HERE
Landlord / Dwelling (DP-3)	Insures the structure of a rented unit	Replaces the HO-3 once tenant-occupied
Windstorm / Hurricane	Named-storm wind damage	Often a separate 2–5% deductible in FL
Flood (NFIP or private)	Rising-water damage	Not in standard policies; much of Lee Co. is flood zone
Liability	Injury / lawsuit protection	Tenant or guest injury claims
Loss of Rents	Replaces income if unit is uninhabitable	Bridges rent during covered repairs

- Confirm your policy is a **landlord / DP-3 form**, not an owner-occupant HO-3.
- Verify **separate wind and flood** coverage and know each deductible.
- Add loss-of-rents and adequate liability limits.
- Keep replacement-cost valuations current; with materials up sharply since 2020, older dwelling limits may now be under-insured.
- **Send Malt Realty your declaration page** so we can add it to your portfolio.

Condo & townhome owners: a regulatory heads-up

After the 2021 Champlain Towers collapse, Florida enacted structural-safety legislation requiring **milestone structural inspections and full reserve funding** for older condominium buildings (generally 30+ years, or 25+ near the coast). Many associations have responded with **significant special assessments**, a real budget item for condo owners, and one that has hit fixed-income retirees especially hard. If Malt Realty manages a condo or townhome for you, factor potential assessments into your reserves, and ask us what your association has announced.

07 Hurricane Season Preparation

JUN 1 TO NOV 30

Preparation protects both your asset and your tenant, and speeds any insurance claim. Southwest Florida has absorbed three major storms in recent years: **Hurricane Ian** (Sept 2022, ~$112B, the costliest in Florida history), followed by **Helene** and **Milton** in 2024. That history is why carriers have tightened terms and why pre-storm documentation matters so much.

- **Roof & exterior:** pre-season inspection; secure or document shingles, soffits, fascia.
- **Trees & gutters:** trim overhanging limbs; clear gutters and drains.
- **Openings:** confirm shutters / impact glass operate; check door and garage seals.
- **Documentation:** date-stamped photos / video of unit condition for claims.
- **Insurance:** re-verify wind + flood coverage *before* a storm is named.
- **Tenant plan:** written prep, evacuation, and emergency-contact instructions.
- **Vendor readiness:** Malt Realty keeps roofers, A/C, water-mitigation, and tree crews on call.
- **Utilities:** know shutoff locations; consider A/C surge protection.
- **Post-storm:** rapid assessment, emergency tarp / mitigation, documented for the carrier.

Economic Outlook: Why SW Florida Stays Resilient

7.5M	$35.6M	5.5%	+3.2%
AIRPORT PASSENGERS · YTD	**TOURIST TAX · 4 MO. 2026**	**SWFL UNEMPLOYMENT**	**TAMPA-AREA CPI (YOY)**
▲ 1.1% vs 2025 (RSW + 2 regional)	▲ 11.4% YoY	▲ 1.3 pts above May 2025	Below U.S. South (3.9%) & nation (4.2%)

Tourism and air travel remain regional anchors, with airport traffic and tourist-tax revenue both up year over year even as the labor market cools. Consumer sentiment has softened statewide (Florida index at 71.1 in June, a fourth straight monthly decline, and down about 8 points over the past four months), reflecting renewed inflation pressure on household budgets, with all five components of the index declining in the first half of 2026. The offsetting strength: continued in-migration and decelerating new construction.

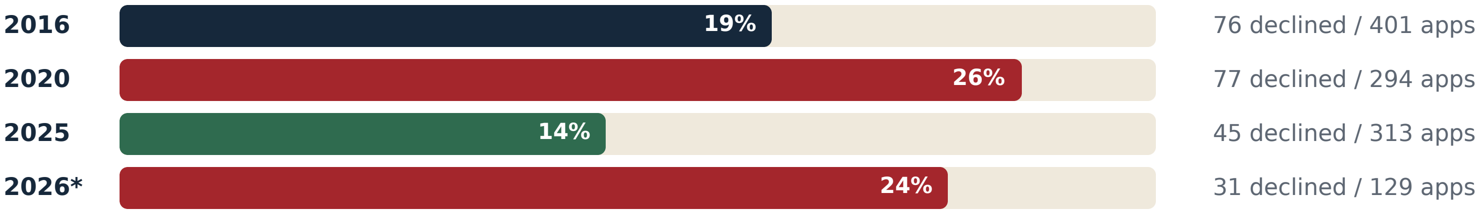
Bottom line for owners

Near-term softness in rents and prices, but **strong long-run fundamentals**: ~1,900 new residents a month, tapering new supply, and durable tourism demand. **Retaining tenants and pricing to market now positions the asset for the next up-cycle**, and keeps income flowing in the meantime.

09 From Malt Realty's Desk: Who Actually Qualifies

APPFOLIO, MALT REALTY PORTFOLIO

Public rent data tells you the asking price. It can't tell you whether the person applying will pay it. This is the layer only your management company can see: across our portfolio, Malt Realty reviews every applicant against consistent income, credit, and rental-history standards, and turns away the ones who don't clear the bar. Here is how our **application decline rate** has moved through different market conditions.



Malt Realty AppFolio applicant records. *2026 is year-to-date (through mid-year); the decline *rate* is the comparable measure, not raw volume.

What this means for your income

In the strong 2025 market, applicant quality was high and only about 1 in 7 was declined. As the rental market has softened in 2026 (more listings, rising concessions, weaker consumer sentiment), our decline rate has climbed back to roughly **1 in 4**, near the 2020 pandemic-era level. A softer market tempts owners to fill a unit with whoever applies; **Malt Realty does the opposite: we hold the standard so your income is durable, not just fast.** Screening discipline is what stands between a signed lease and an eviction, and it's the same judgment we bring to your specific unit every time it turns.

Prepared by Malt Realty & Development, your Southwest Florida rental and sales team.

Sources: RentCafe / Yardi Matrix (Fort Myers Apr 2026, Cape Coral Feb 2026); Redfin Fort Myers Housing Market (May 2026); FGCU Regional Economic Research Institute, SW Florida Real Estate Report Q1 2026 & Regional Economic Indicators (July 2026); University of Florida BEBR Florida Consumer Sentiment Index (June 2026); Fort Myers News-Press / USA TODAY Network (May and July 2026); NAR and Realtor.com builder-incentive and permit data; Harvard Joint Center for Housing Studies, *America's Rental Housing 2026*; Malt Realty owner maintenance cost guide (material/labor cost data); Royal Palm Coast Realtor Association Market Insight Report; and Malt Realty managed-portfolio and AppFolio applicant data. Quarterly sales figures reflect Q4 2025 (latest full FGCU dataset); monthly figures run through May to June 2026. Figures shown as ranges or marked for refresh should be updated with current proprietary reports before publication.

Internal review draft for full-staff review prior to owner distribution. Verify all bracketed ranges and swap in current Royal Palm Coast Realtor Association Market Insight and CoStar figures where noted. Market data is informational and not a guarantee of future performance.