

5 Reasons Florida Real Estate Is Hot!



1. Florida is a proven global real estate destination.

International buyers accounted for 5% of all existing home sales and 5% of total dollar volume statewide between August 2024 and July 2025, underscoring Florida's consistent appeal to buyers from around the world.

2. International demand is rebounding—and fast.

International buyers purchased \$10.4 billion in Florida residential real estate during the 12-month survey period, up sharply from \$7.1 billion the year before, signaling renewed confidence in Florida property.

3. Florida real estate attracts serious buyers with purchasing power.

The median purchase price for international buyers was \$442,000, higher than the \$390,000 median

for all Florida existing home sales, reflecting strong buying capacity and long-term investment interest.

4. Florida's tourism economy supports property values and rentals.

Florida welcomed 157.6 million out-of-state visitors in 2024, generating \$134.9 billion in visitor spending and \$133.6 billion in total economic impact, reinforcing demand for vacation homes and investment properties.

5. Tourism helps keep Florida financially strong without burdening homeowners.

Travel and tourism generated \$15.8 billion in state and local taxes in 2024. Without tourism, each Florida household would need to pay an additional \$1,730 per year to maintain current public services.



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Sources: Florida Realtors® 2025 Profile of International Residential Transactions in Florida and 2024 VISIT FLORIDA Economic & Fiscal Impact of Tourism in Florida report

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