

WELCOME TO

Florida

A BRIEF INTRODUCTION
TO THE SUNSHINE STATE

A REAL ESTATE EBOOK FROM





INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS

Florida

Known for its breathtaking white-sand beaches, world-class cuisine, warm climate, robust economy, and exceptional quality of life, the state of Florida is a place that has a little something for everyone. There are over 1300 miles of beautiful coastline, more than 40,000 places to eat and drink, and well over 1 million acres of national park for those who love to explore. So, It's no surprise that people are flocking to the state that many regard as the boating capital of the country.

The Miami Metro




#4: MIAMI/FT. LAUDERDALE

The Miami/Fort Lauderdale area is the 7th-largest metropolitan area in the United States. From 2010 to 2019, the U.S. Census Bureau shows that the Miami metro area has welcomed approximately 399,457 new residents. Every month, thousands more call Miami home. With a strong economic forecast, limited housing inventory, and the allure of warm winters along with the city's other niceties, the metro market continues to gain momentum.

Local Tip: For those looking for something to do, we recommend checking out the vibrant, bustling Bayside Marketplace. Nestled along the waterfront, the Bayside Marketplace is home to over 150 local shops, restaurants, and cafes.

The median home value in the Miami Metro area is \$365,676, which is a 3.2% increase from the previous year. Zillow predicts this figure will rise another 6.6% within the next year.

A scenic view of a city at dusk, likely Miami, with palm trees and buildings reflected in water. The image is used as a background for the text.

“I think Miami is **such
a beautiful, sexy,
gorgeous place.** I love
the people there.”

- Minka Kelly

#3: TAMPA/ST.PETERSBURG /CLEARWATER

With all of the sunshine, great beaches, and some of the country's best school districts, Tampa is drawing attention as one of the country's best places to purchase real estate. Much of the area's growth is fueled by the defense, tech, financial services, and marine science industries looking to take advantage of the area's highly educated talent pool.

Local tip: Know somebody who loves beer? Tampa is a haven for those who love a frothy craft brew, which is why we recommend taking the "Gulp Coast" craft beer trail. Recruit a designated driver because this trail covers 35 different breweries in the area.

The median home value in Tampa is \$268,424, which is a 9.4% increase from the previous year. Zillow predicts this figure will rise another 8.0% within the next year.

The Tampa Metro






The Orlando Metro

#2: ORLANDO/KISSIMMEE/SANFORD

When people think of Orlando, Disney World is probably the first thing that comes to mind, but there's so much more to The City Beautiful. There are plenty of great places to grab a bite, catch a show, or attend a game. It's also home to 100 parks and more than 100 lakes within city limits. If that's not enough, the ocean is just an hour east by car. Lastly, Orlando possesses a strong economy fueled by the aviation, aerospace, television production, biotech, and warehousing industries.

Local tip: There's no shortage of entertainment in Orlando, but one of the most unique attractions is the Kennedy Space Center. Not only should you tour the facility, you should also [catch the next launch](#).

The median home value in Orlando is \$269,743, which is a 6.1% increase from the previous year. Zillow predicts this figure will rise another 7.1% within the next year.



“Whenever I get a little chance to get to Orlando, I like to take a couple days’ break with the family, just hang out, go clubbing around town.”

- Luis Fonsi



Jacksonville

#1: JACKSONVILLE

Technically the largest city in Florida, Jacksonville has a little bit of something for everyone. There are over 800 square miles of coastline, plenty of places to eat and drink, professional sports teams like the Jacksonville Jaguars, and a farmer's market that has been going on since 1938, long before it was chic. More importantly, economists at The University of Central Florida estimate that [Jacksonville's economy will grow](#) at a rate significantly faster than the national average over the next decade. That means there's no better time than now to get into the Jacksonville real estate game.

Local tip: Jacksonville is low-key a foodie's dream. For a unique Latin-infused experience, go check out what's on the menu at The Flying Iguana over in Neptune Beach.

The median home value in Jacksonville is \$203,055, which is a 6.8% increase from the previous year. Zillow predicts this figure will rise another 7.3% within the next year.



Why Florida Real Estate?

With a high demand for real estate, great jobs, and unbeatable weather, Florida markets are some of the best in the country for real estate professionals.

Quick Stats- FLORIDA

PROJECTED YEAR/YEAR MEDIAN HOME PRICES (FEB 2020 - FEB 2021):	7%
MEDIAN HOME VALUE:	\$259,642
MEDIAN RENT PRICE:	\$947
AVERAGE DAYS LISTED:	90
HOMES WITH NEGATIVE EQUITY:	9.5%
DELINQUENT MORTGAGES:	1.1%

MARKET OUTLOOK

Florida is the national headquarters of Publix, which employs over 191,000 people nationwide, and remains a major hub for other large industries like aerospace, manufacturing, biotechnology, tourism, and marine sciences. With a diverse economy and a strong economic forecast, we can expect real estate to follow.

THERE'S NEVER A BETTER TIME TO BECOME A *Real Estate Agent in Florida*

Between the world-class recreation, the wealth of jobs, and the fact that there's always something unique going on, Florida has become an appealing destination for employers, families, and real estate agents alike. In the past decade, the Sunshine State has experienced tremendous growth. Over 2.5 million people have moved to Florida, and those numbers are projected to grow in each respective market. Now is the time for new real estate agents to start selling in Florida!

If you want to learn more about how you can easily get your license and join the ranks of Florida real estate agents, visit us at TheCEShop.com/Florida/FL-Real-Estate. There you'll be able to find out what exactly you'll need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

