DANHOLM
COLLECTION
• A RESIDENTIAL LUXURY REAL ESTATE BROKERAGE •

Windermere (34786) 13 Month Market Review from 1st July 2025 through 31st July 2026

Windermere (34786)

Report period: July 1, 2025 – July 31, 2026

Prepared by Bent Danholm, Broker / Owner

CENTRAL CONCLUSION

Windermere’s single-family market is segmented sharply by price. Buyer activity remains substantial through the lower and mid-market brackets, but liquidity declines as values rise. From million upward, sellers generally face longer marketing periods, greater competition for a smaller buyer pool, and increasing price sensitivity.

The practical implication is straightforward: pricing discipline matters more as prices rise. A property can still command a significant premium when its location, condition, architecture, lot, waterfront position, or other attributes justify it, but the market gives sellers less room for aspirational pricing at the upper end.

This report covers single-family homes in Windermere ZIP 34786. The MLS market data in this report is scoped to that ZIP, and the subdivision mix across Windermere is normal for a ZIP-level review rather than evidence of out-of-area listings. The market conclusions above apply to that defined Windermere (34786) single-family market.

COMMUNITY SNAPSHOT

598 Real Buyers	**199** Current listings	**48** Pending listings
4.6 Approx. months of supply overall	**74.5** Weighted average days on market	**96.1%** Sale price / list price

Executive Summary

From July 1, 2025 through July 31, 2026, MLS market data records 598 single-family home sales, with an average sale price of $1,463,530 and a median sale price of $1,012,250. Average days on market were 74.1, with an average sale-to-list ratio of 96.0%.

The broad averages conceal substantial differences between price brackets. Homes from $500,000 to $1.999 million recorded the most closed transactions, with 168 sales from $500,000–$749,999, 103 from $750,000–$999,999, and 194 from $1 million–$1.999 million.

Above $2 million, the market changes materially. The $2 million–$3.999 million bracket recorded 72 sales, with 7.4 months of supply and an average of 118.4 days on market. At $4 million–$5.999 million, there were 20 sales and 9.1 months of supply. At $6 million–$7.999 million, nine sales were recorded and months of supply reached 14.0.

At $10 million and above, three sales were recorded against 10 active listings. Months of supply measured 46.6, and the average sale-to-list ratio was 85.8%. At that level, individual property characteristics and seller positioning carry considerably more weight than broad market averages.

Market Signal in Plain English

There are buyers in this market. The question is how many buyers exist for a particular property at a particular price.

Below $2 million, transaction volume remains comparatively broad, and months of supply range from 1.6 to 4.0 across the reported brackets. Buyers still have choices, but correctly positioned homes are operating within a reasonably liquid market.

From $2 million upward, the buyer pool narrows. Months of supply rises to 7.4 between $2 million and $3.999 million, 9.1 between $4 million and $5.999 million, and 14.0 between $6 million and $7.999 million. Average sold marketing time also moves above 100 days in each of those brackets.

That does not mean high-value homes are not selling. They are. It means the margin for error is smaller. Sellers are competing for fewer qualified buyers, and those buyers have enough alternatives to be selective.

Market Snapshot by Price Band

The strongest transaction volume sits between $500,000 and $1.999 million. The $500,000–$749,999 bracket recorded 168 sales, 47 active listings, and 3.9 months of supply. The $750,000–$999,999 bracket recorded 103 sales, 23 active listings, and 3.1 months of supply. In the $1 million–$1.999 million bracket, there were 194 sales, 55 active listings, and 4.0 months of supply.

The market becomes progressively more selective above $2 million. The $2 million–$3.999 million bracket had 38 active listings and 72 sales, with an average days on market of 118.4. Between $4 million and $5.999 million, 13 listings were active against 20 sales, with average sold days on market of 127.9.

From $6 million–$7.999 million, nine properties were active and nine sales were recorded, while sold marketing time averaged 209.9 days. The $8 million–$9.999 million bracket recorded only three sales, so treat conclusions from that bracket cautiously despite its reported 4.7 months of supply.

At $10 million and above, 10 properties were active while only three sales were recorded during the reporting period. That bracket represents a highly individual market where broad averages have limited value without property-specific analysis.

Pricing Behavior and Buyer Resistance

Sale-to-list ratios provide one of the clearest indications of changing buyer resistance.

Between $500,000 and $749,999, homes sold at an average of 97.6% of list price. The $750,000–$999,999 bracket averaged 97.0%. From $1 million–$1.999 million, the ratio declined to 95.4%, and from $2 million–$3.999 million it fell further to 94.3%.

The pattern becomes more pronounced at the upper end. Homes between $6 million and $7.999 million averaged 92.8% of list price, while the three recorded sales at $10 million and above averaged 85.8%.

This is not simply a negotiation issue. It is a positioning issue. When an upper-end property enters the market materially above where buyers perceive value, it often results in longer exposure followed by negotiation or repricing. Extended marketing time can weaken seller leverage because buyers begin to interpret accumulated days on market as evidence that they didn't accept the original positioning.

Advice by Price Bracket

Below $750,000, the reported market is comparatively liquid. Sellers still need disciplined pricing and strong presentation, but the volume of completed sales provides a broader buyer base.

From $750,000 to $1.999 million, buyers remain active, but longer active marketing times show that exposure alone is not enough. The property needs to compare favorably on price, condition, presentation, and perceived value.

From $2 million to $3.999 million, the strategy should become more selective. With 7.4 months of supply and average sold marketing time of 118.4 days, sellers should assume buyers will compare alternatives carefully before committing.

From $4 million through $7.999 million, patience may be required, but patience should not be confused with passive marketing. Marketing time exceeds 125 days on average for sold properties in both reported brackets, and inventory relative to demand is higher. Positioning, presentation, buyer identification, and targeted exposure become increasingly important.

At $8 million and above, transaction counts are small. Broad statistical averages are therefore less reliable as pricing tools. Individual property attributes, competing inventory and the probable buyer profile should drive the strategy.

What Homeowners Should Know Before Listing

The first decision should not be the asking price. It should be how the property fits within its competitive market.

A homeowner considering a sale should evaluate the home against the properties a buyer is likely to consider at the same price, not simply against nearby homes or prior sales. At higher price points, that competitive set can extend well beyond the immediate neighborhood.

Presentation also affects leverage. Buyers discount unresolved condition issues, dated presentation, functional compromises, and unclear positioning. The discount they apply is often greater than the cost of addressing the issue before launch because buyers add both a risk allowance and an inconvenience premium.

Finally, exposure should be directed rather than indiscriminate. The objective is not simply to place the property in front of more people. It is to identify the most probable buyer profile and structure the messaging, distribution and outreach around that audience. That is the foundation of the DANHOLM COLLECTION target-marketing approach.

Recommended Listing Approach

A successful launch should begin with three decisions: establish the property's competitive position, identify the buyer most likely to value its strongest attributes, and set a price that supports that position.

For properties below $2 million, reported transaction volume provides a reasonably broad market, but active marketing times still show buyers quickly distinguish between well-positioned inventory and homes that require too much compromise.

Above $2 million, the process needs to become more deliberate. The buyer pool is smaller, so messaging should be built around the attributes that materially differentiate the property. Marketing should then target the geographic, financial, and behavioral profile of buyers most likely to respond to those attributes.

The launch price should support that strategy rather than work against it. If the initial positioning fails to generate the expected level of qualified interest, the correct response is to evaluate the market feedback early and adjust before excessive days on market reduce leverage.

Data Notes and Limitations

This report covers single-family homes only and reflects MLS market data for the reporting period from July 1, 2025 through July 31, 2026, with an August 22, 2026 snapshot.

Active and pending counts are point-in-time inventory signals. Sold figures represent activity during the reporting period. No comparison period or broader historical Market Stats series was included, so this report does not attempt to establish period-over-period trends.

Some upper price brackets contain very few transactions. The $8 million–$9.999 million and $10 million-and-above brackets each recorded only three closed sales. Statistics from such small groups should be interpreted cautiously and should not be used alone to establish the value of an individual property.

This is a market report, not an appraisal. An individual property requires separate analysis of its condition, improvements, location, lot, views, waterfront characteristics, architecture, competitive inventory, and other factors that can materially affect value.

MARKET FIGURES

Figure 1. Real buyer activity and inventory by price band

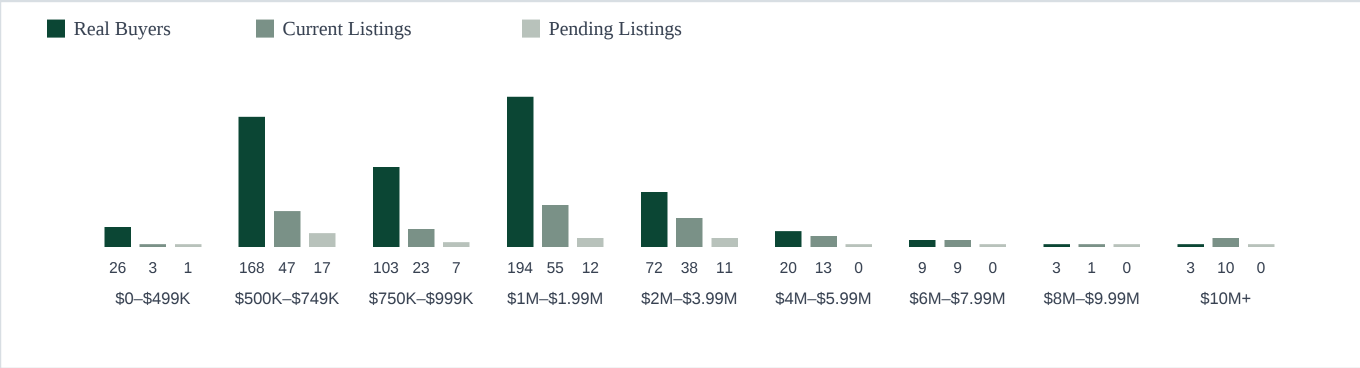


Figure 2. Market-time signals by price band

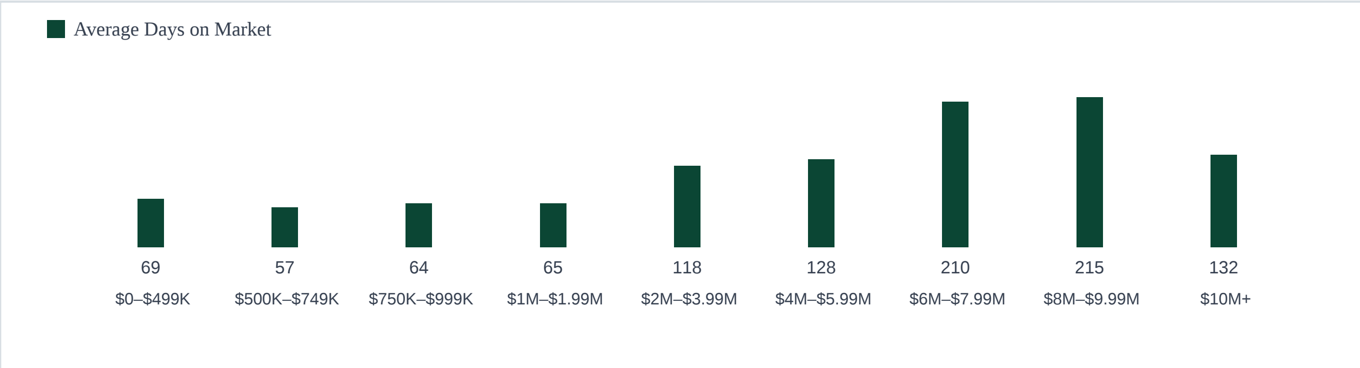


Figure 3. Pricing performance by price band

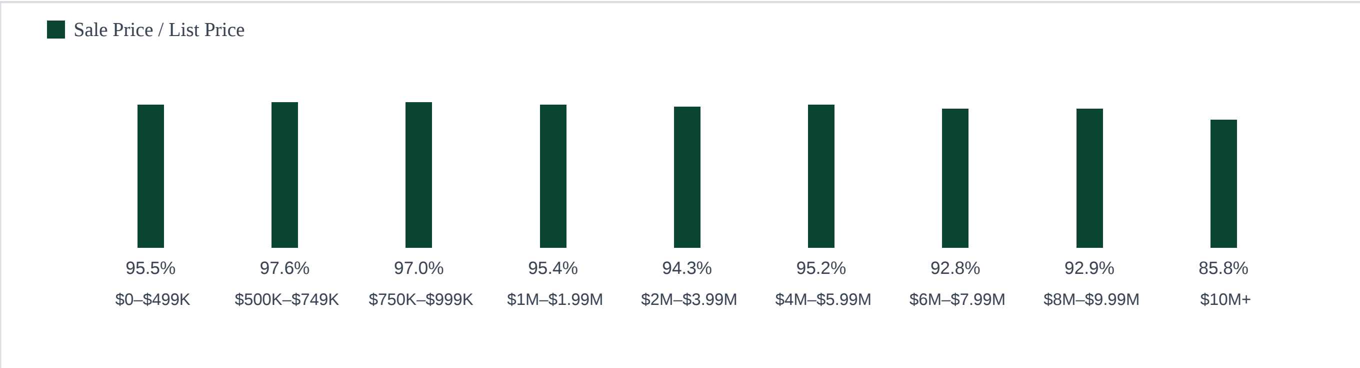
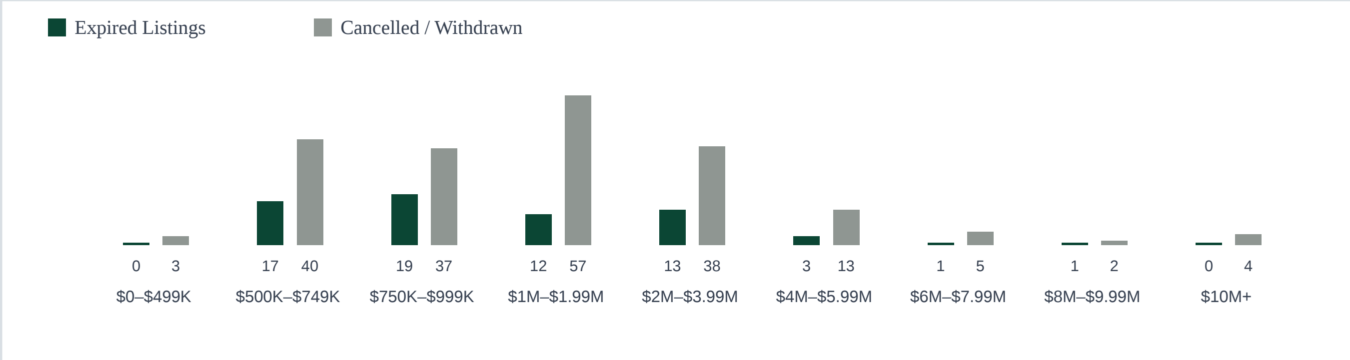


Figure 4. Listing risk signals by price band



PRICE BAND TABLE

BAND	CLOSED	ACTIVE	PENDING	AVG DOM	AVG SALE
$0 - $499,999	26	3	1	69	$473,346
$500,000 - $749,999	168	47	17	57	$618,667
$750,000 - $999,999	103	23	7	64	$862,006
$1,000,000 - $1,999,999	194	55	12	65	$1,340,191
$2,000,000 - $3,999,999	72	38	11	118	$2,721,788
$4,000,000 - $5,999,999	20	13	0	128	$4,674,150
$6,000,000 - $7,999,999	9	9	0	210	$6,545,833
$8,000,000 - $9,999,999	3	1	0	215	$8,666,667
$10,000,000+	3	10	0	132	$11,933,333

This report is a market update, not an appraisal. It should be used as a strategic planning document. A formal listing recommendation for an individual property requires a property-specific review, current condition assessment, competing inventory check, and buyer-profile strategy.

Prepared by Bent Danholm, Broker / Owner
DANHOLM COLLECTION
Orlando, Florida
danholmcollection.com