Last year the market has been exceptionally good for investors, but is the Florida housing market still a smart investment for 2021?

Based on the most recent reports from [Florida Realtors](https://www.floridarealtors.org/), the answer is a resounding “Yes!”

It’s true that Florida has one of the hottest real estate markets in the country, and for good reason. The state is bordered by the Gulf of Mexico, the Atlantic Ocean, Alabama, and Georgia.

Florida is an international tourist destination with year-round sunshine (earning the state its nickname “The Sunshine State”) with world-class theme parks. The economy is dynamic and diverse, with dozens of global business headquarters and a government that is both pro-business and pro-development.

**Real Estate Market**

Here’s how one local real estate executive sums up the housing market in Florida: “I don’t anticipate a lot of slowing down coming our way in terms of buyers. The demand to live in Florida is still so incredible.” In fact, the Florida real estate market is seeing some of the most positive numbers in recent memory.

**Key Market Stats:**

* Median home value in Florida is $267,296 according to Zillow (as of Dec. 2020).
* Florida median home values have grown by 7.9% over the past year.
* Over the past five years home values in Florida have increased by nearly 38%.
* Sales of single-family homes in Florida are up by 21% compared to a year ago, based on the most recent report from Florida Realtors.
* Median sales prices for single-family homes in Florida have increased year-over-year for 108 months in a row.
* Dollar volume of single-family homes sold in Florida rose by 22.5% last year to nearly $125 billion.
* Key real estate markets stats for Florida can vary by area, so be sure to research markets by city in Florida, including Miami, Naples, Tampa, Orlando, Tallahassee, and Jacksonville.

**Strong Renters’ Market**

Although the demand for real estate in Florida is red hot, the good news for real estate investors is that the number of listings for sale is also on the rise.

According to [Florida Realtors](https://www.floridarealtors.org/news-media/news-articles/2020/12/2021-rental-market-3-predictions), the rental market in Florida will see the demand for affordable housing continue to grow as remote work influences where people can live. That may be one reason why the job market in Florida grew by over 2.7% last year alone.

**Key Market Stats:**

* Average rent in Florida is $1,790, or about $1.35 per square foot, based on the most recent data from HomeSnacks.
* Rents in Florida are 8.5% higher than the U.S. average, and more than 18% higher than average rents in the USA when measured by rent per square foot.
* Median rents in Florida range from $1,399 for a 1-bedroom place to $4,000 for a 4-bedroom home.
* 34% of the housing units in Florida are occupied by renters, an indication that there may be plenty of room left for growth in the rental market.
* Median household income in Florida is $59,227 and per capita income is $32,887.
* Places in Florida with the highest rents include Southwest Ranches, Key Biscayne, Parkland, and Surfside.

Excerpt from Jeff Rhode, Roofstock 2/9/2021

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