



"Golf is the closest game to the game we call life. You get bad breaks from good shots; you get good breaks from bad shots -- but you have to play the ball where it lies." - Bobby Jones

SOUTHWEST FLORIDA COMMERCIAL REAL ESTATE MARKET ENTERS A "BACK TO REALITY" PHASE HEADING INTO 2026

After several years of aggressive growth and speculative underwriting, commercial real estate investors across Southwest Florida are entering 2026 with a markedly different mindset. The market has shifted away from speculation and toward disciplined, fundamentals-driven decision-making, signaling a broader reset rather than a retreat.

Industrial and retail assets continue to attract the strongest demand, driven by necessity-based users and resilient fundamentals. Medical office and Class A office properties are seeing selective interest, particularly those that are well-leased and institutional in quality. Meanwhile, multifamily and land or development sites have cooled as investors reassess near-term demand, rising construction costs, and more conservative exit assumptions.

While global economic uncertainty is expected to persist into 2026, opportunities remain for disciplined investors who prioritize quality, price risk appropriately, and maintain conservative assumptions. Southwest Florida's long-term fundamentals remain intact, but the market has matured.

"Back to Reality" is not a retreat. It is a reset. Courtesy morningstar.com/Mayhugh Commercial Advisors

CONSUMER PRICE INDEX SUMMARY

March 11, 2026

Regional prices rose 0.3 percent in February, up 1.8 percent over the year

The [Consumer Price Index](#) for All Urban Consumers (CPI-U) in the South region increased 0.3 percent in February, the U.S. Bureau of Labor Statistics (BLS) reported today. The index for all items less food and energy rose 0.3 percent over the month. The energy index increased 0.5 percent in February and the index for food rose 0.1 percent. (Data in this report are not seasonally adjusted. Accordingly, month-to-month changes may reflect the impact of seasonal influences.)

The South all items CPI-U advanced 1.8 percent for the 12 months ending in February, after increasing 1.9 percent for the 12 months ending January. The index for all items less food and energy rose 1.9 percent over the last 12 months. The food index increased 2.6 percent for the 12 months ending February. The energy index declined 0.9 percent over the last year. Courtesy U.S. Bureau of Labor Statistics ([next release](#) 4/10/26)



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WEST PORT UPDATE

The current West Port phase will have 1,943 units, West Port East (phase two) has 949 units planned, and West Port Village (which is between Toledo Blade Blvd. and Collingswood) is forecasted to have 472 units plus 29.68 acres of commercial land (excluding the 20 acres for the county), totaling 3,364 residences in all phases. Phase One is nearly complete, with Ryan, Taylor Morrison, and Horton finishing their remaining homes soon. Phase Two has started; Horton opened models two weeks ago, and marketing continues for apartments and townhomes. West Port Village is progressing. A 250-unit multi-family project near Flamingo is planned. The Flamingo connection to SR 776 should occur by the first quarter of 2027. Sembler development has approval from Publix for a 45,000+ square foot grocery and 9,000 square feet of adjoining retail. There are plans for two quick-serving restaurants planned for the Flamingo intersection. Courtesy Jim Manners, Vice President of Acquisitions, Kolter Group

SOUTHWEST FLORIDA ECONOMIC OUTLOOK

March 2026 Report

Headline numbers paint a mixed picture for the US economy, with solid growth tempered by a softening labor market and persistent inflation. Real Gross Domestic Product (GDP), an overall measure of economic activity, [grew at annualized rate of 4.4 percent in the third quarter](#), reflecting increases in consumer spending, government spending and exports. Meanwhile, the headline unemployment rate rose to 4.4 percent in December 2025, up 0.3 percentage points year-over-year as total unemployment grew faster than total employment amid a cooling labor market inducing slower hiring and fewer workers quitting. Inflation, as measured by the Consumer Price Index, was slightly elevated at 2.7 percent in December. Altogether, this combination of data has painted a picture of uncertainty for the Federal Open Market Committee (FOMC), who opted to take a [wait-and-see](#) approach on the economy and [hold the federal funds rate at 3.5 to 3.75 in January 2026](#). FOMC Chair Jerome Powell emphasized a cautious, data-dependent approach, noting that future decisions depend on changes in inflation and labor market conditions.

Regionally, Southwest Florida's economy continued to demonstrate signs of slowing. Seasonally-adjusted real taxable sales totaled \$2.9 billion in September 2025, down 2.3 percent from 2024. The region's seasonally adjusted unemployment rate stood at 5.4 percent in December; 1.7 points elevated from the same time last year. Job growth was also flat to end 2025, with the Southwest Florida coastal counties totaling 550,700 seasonally adjusted jobs in December 2025, up only 2,200 jobs (0.4 percent) from December 2024. Job growth was primarily concentrated in Education and Health Services (up 3,300 jobs year-over-year) and Local Government (up 1,800 jobs). Courtesy FGCU Lutgert College of Business, Regional Economic Research Institute

Thought For The Day: "The secret of getting ahead is getting started." —[Mark Twain](#)

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