

# THE CORRIDOR REPORT



*Florida's corridor, decoded every week.*

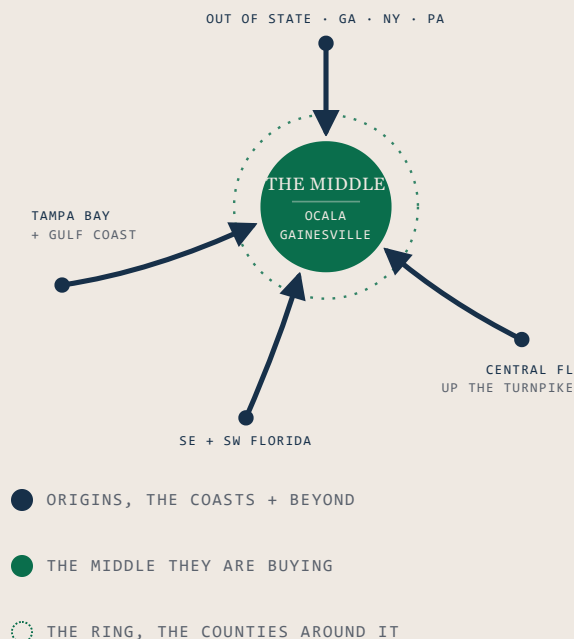
Expert weekly intelligence on the North Central Florida corridor, the booming interior between the coasts, and the trends, money, and risk reshaping it. Kane Brooks, Keller Williams Gainesville.

THE LEAD • WHAT MOVED THE CORRIDOR THIS WEEK

## A November vote to rewrite the tax math.

### The migration to the middle

Coastal Florida, the Turnpike, and out-of-state movers, converging on Alachua, Marion, and the ring.



The ring is Columbia, Levy, Sumter, Suwannee, Gilchrist, and Lake, the six counties the middle is spilling into.

# \$250,000

*the homestead exemption Florida voters weigh on November 3, up from \$50,000 today.*

SOURCE • FL OIR / COUNTY RATE FILINGS • 2026

The number that could move corridor households this fall is not a price or a premium, it is a ballot line. On November 3 Florida votes on a constitutional amendment that would lift the homestead exemption from \$50,000 to \$250,000 by 2028, and, quieter but aimed straight at investors, cut the annual assessment cap on non-homestead property from 10 percent to 5 percent. In a corridor built on affordability, a lower tax line compounds the advantage that is already pulling families inland. **The measure needs 60 percent to pass**, and it would reprice the carrying cost under nearly every home and rental in North Central Florida.

SOURCES • FL OIR / COUNTY RATE FILINGS 2026 • REDFIN 2026 • FAU CLIMATE SURVEY 2026

## Up 14%

### The condo collapse that is not

Florida condo and townhouse sales rose 14 percent in June and the median ticked up to \$305,000, cutting against the widely repeated story of a milestone-inspection unwind.

Source • Florida Realtors, Jun 2026

## –600

### The other anchor is shedding jobs

Gainesville lost about 600 jobs over the year through May, a 0.4 percent decline, even as Ocala next door leads the nation in growth. The corridor is not one story.

Source • FloridaCommerce, May 2026

## 10% to 5%

### A cap cut aimed at landlords

The same November measure would halve how fast taxable value can climb on non-homestead property, rental houses, second homes, and small commercial holdings across the corridor.

Source • FL Legislature / CBS News Miami, 2026

THE READ THIS WEEK “A tax vote, not the weather, may be the number to watch this fall.”

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# What changed this week.

Four sourced developments moving the corridor, and why each bends the migration inland.

## The middle is widening its own spine: a \$540M I-75 expansion

THE CORRIDOR

FDOT is adding an outside lane each way along roughly 30 miles of I-75, from Wildwood to State Road 326 north of Ocala, at a cost above \$540 million, with the northern segment under construction since late 2025. Nothing signals a durable migration like a state widening the road to carry it, and the same project brings Marion County its first divergent-diamond interchange at the new Buc-ee's.

Source • FDOT / Ocala Gazette • 2026

## The turn: Florida insurers are filing cuts, not hikes

INSURANCE

For the first time in years, carriers are filing rate decreases, State Farm 10 percent, Florida Peninsula 8.4 percent, Patriot Select 11.3 percent, and Citizens an average 2.6 percent with most customers seeing larger cuts. After the premiums that pushed families inland, the price of staying may finally be easing.

Source • carrier filings / Spectrum News 13 • 2026

## WEC opens a 300,000 sq ft manor as a neighbor sues over the next build

THE DRIVERS

The World Equestrian Center opened The Equestrian Manor, over 300,000 square feet of conference and event space with four new restaurants, pushing it toward a year-round destination. Marion County also cleared a WEC sports campus with 11 fields; the owner of Live Oak Stud has sued over the expansion. The build-out, and the friction it brings, is its own arc.

Source • WEC / Marion County / WCJB • 2026

## Rainbow Springs now needs a reservation, even for passholders

THE WILD CARD

Since late April, every day-use swimmer at Rainbow Springs must hold an online reservation, annual passholders included, after the park kept hitting capacity. Meanwhile a bill (H.R. 4656) would study folding 2,800 square miles of the corridor's springs, including all of the Ocala National Forest, into a national park. The corridor's natural draw is being rationed and elevated at once.

Source • FL State Parks / H.R. 4656 • 2026

### WHAT TO WATCH

- **November 3.** Florida votes on the homestead and non-homestead cap amendment; 60 percent approval reprices the tax line under every corridor home and rental.
- **NOAA's August outlook.** The updated Atlantic forecast lands in early August ahead of the September peak; the May call was below-normal on a developing El Nino.
- **The next Freddie Mac print.** The 30-year sits at an 11-month high after four straight rises, so any move reprices every corridor payment.

### BY THE NUMBERS

|                                                                                                                                                     |                                                                                                                                                           |                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>6.66%</div> <div>30-YR FIXED</div> <div>A fourth straight weekly rise, an 11-month high.</div> <div>Freddie Mac • Jul 30 2026</div>            | <div>\$250K</div> <div>PROPOSED HOMESTEAD EXEMPTION</div> <div>Up from \$50,000; on the Nov 3 ballot, 60% to pass.</div> <div>FL Legislature • 2026</div> | <div>\$305K</div> <div>FL CONDO MEDIAN</div> <div>Up 1.7% on 8.1 months supply; the unwind that is not.</div> <div>Florida Realtors • Jun 2026</div>      |
| <div>4.8%</div> <div>FL UNEMPLOYMENT</div> <div>Above the 4.3% national rate; ring counties run higher.</div> <div>FloridaCommerce • May 2026</div> | <div>~\$285K</div> <div>OCALA / MARION MEDIAN</div> <div>The middle still enters far below the coast.</div> <div>County MLS / Redfin • 2026</div>         | <div>101 days</div> <div>DUNNELLON DAYS ON MARKET</div> <div>Against 18 days a year ago; patience returns to the ring.</div> <div>Redfin • Jul 2026</div> |

# One corridor, three directions.

The corridor is not a single market. In the same season Ocala leads the nation in growth, Gainesville is shedding jobs behind a university floor, and the western ring has swung from seller speed to buyer patience. The lesson for a corridor buyer or seller is simple: read the street, not the state.

## Ocala / Marion THE ENGINE

**442,660** **+3.4%** **#1**  
METRO POPULATION      A YEAR, NO. 1 IN US      U-HAUL GROWTH, 3 OF 4 YRS

The Census and U-Haul agree: Ocala added more than **14,600 residents** in a year and tops the nation for a second straight year. The equestrian economy and inland affordability keep pulling a national buyer who was not shopping here five years ago.

Source • U.S. Census / U-Haul • 2026

## Gainesville / Alachua THE FLOOR WITH A CRACK

**−600** **5.3%** **~\$4.8B**  
JOBS OVER THE YEAR      ALACHUA UNEMPLOYMENT      UF / SHANDS IMPACT

Gainesville lost about **600 jobs** through May even as the university and its health system anchor the base. The floor is real, but the crack is worth watching: a university steadies demand, it does not guarantee it.

Source • FloridaCommerce / UF • 2026

## The western ring PATIENCE RETURNS

**101 days** **\$172,537** **4.9–6.2%**  
DUNNELLON, WAS 18      CHIEFLAND AVG VALUE      RING UNEMPLOYMENT

Dunnellon homes now sit **101 days** against 18 a year ago, and Chiefland holds the floor near \$172,000, roughly \$100,000 below Dunnellon. For buyers priced out of Ocala and Gainesville, the ring is where patience and price finally favor them.

Source • Redfin / Zillow / FloridaCommerce • 2026

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## THE READ

# Read the street, not the state.

THE READ • BY KANE BROOKS

Two things landed this week that matter more than any single price. A November ballot measure would lift the homestead exemption to **\$250,000** and, quieter but just as consequential, halve the assessment-cap growth on rentals and second homes from 10 percent to 5 percent. And a set of jobs and market numbers reminded me the corridor is not one market: Ocala leads the nation while Gainesville sheds jobs and the western ring swings to buyer patience.

The lazy read is Florida up or Florida down. The truer read is that the state, the corridor, and even towns inside the corridor are moving in different directions at once. Condos are supposedly collapsing, yet June sales rose 14 percent. Insurers who only ever raised are now filing cuts. The headline and the street keep disagreeing.

My job, on both ends of a move, is to price to the market a house is actually in, not the one the headline describes, and to read the tax line, the insurance line, and the days on market for the specific street before anyone writes an offer. This fall, the tax line may be the one that moves the most.

*Kane Brooks*

## WHAT IT MEANS FOR YOU

*If you're buying*

If the amendment passes, a larger homestead exemption lowers the carrying cost on your primary home from 2027. Watch the rate first, the price second, and the **tax and insurance math third**, because that third number is where corridor deals are won or lost.

*If you're selling*

Price to your street, not the state. In the western ring that means respecting 100-day market time and pricing for it; in Ocala, demand is real but overpricing still forfeits the momentum you have.

*If you own here*

The November measure would halve the non-homestead assessment cap, 10 percent to 5 percent, a quiet win for corridor rentals and second homes. **Paired with softening insurance, the yield case for the middle strengthens.**

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## SOURCES &amp; DATA VINTAGE

U.S. Census Bureau • FHFA House Price Index (through Q3 2025) • NAR / MLS Campus 2026 forecast • Longyield 2026 • Florida OIR / industry insurance filings 2026 • FL SB 4-D • FL DOR (Save Our Homes) • 352today 2026 • KeyCrew 2026 • UF / IFAS • Bosshardt 2026 • Redfin 2026 • FAU climate survey 2026 • Pegasus 2026. Rates, corridor median / DOM / supply, gas, commute, and weather refresh each issue from the named source; no unsourced figure ships.

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