

New Construction in Florida: More Affordable Than You Think



Alex Hemphill

Internet Sales Coordinator,
Lennar SW Florida Division

Garry Walmsley

Sr. Global Real Estate Advisor,
Global Florida Realty



Today's Facilitator



ALAIN FORGET

Head of Business Development

Alain has been working for RBC for over 45 years, holding various business and sales leadership roles in Canada, the Caribbean and the U.S. He is passionate about helping Canadians purchase U.S. homes and works closely with consumers, real estate professionals and other strategic partners to provide education and opportunity to Canadian buyers in the U.S. Alain acts as spokesperson for the media and at real estate conferences as a subject matter expert. He is also a licensed real estate agent in Florida with CIPS Designation (Certified International Property Specialist) and holds a degree in Finance & Management.

Register Questions

Please use the *Chat* bar to submit your questions in writing during the live presentation

*Note, this webinar is being recorded, and the presentation will be made available on our virtual advice event landing page at **rbcbank.com/vae**.*



ESCAPE TO PARADISE

LENNAR®



ALEX HEMPHILL

I have personally been with the Lennar for the last 9 years and have been in both on-site sales as well as my current role, Internet Sales Consultant. This means I am not tied down to one location – I can help provide details, inventory, and exceptional guidance on all 41 of our communities we're currently building in in Southwest Florida. I personally live in the greater Sarasota area and have for the last 11 years, so I have firsthand experience about day-to-day necessities, lifestyle, and amenities the area has to offer.

I launched my real estate career in 2015 and have worked with multiple new construction builders ever since, so my knowledge on the process, materials, & guidelines are deeply rooted. My reputation amongst my peers is well respected and highly favored. My team and I work hard to keep ahead of the curve, combining luxury and affordable home building with the latest technology and state of the art amenities, both in the home and in the communities.

I've spent nearly a decade excelling in the competitive landscape of the greater Fort Myers and Sarasota real estate markets and have worked behind the scenes with hundreds of other real estate agents. My secret sauce, and the reason for so many great reviews, is my directness, transparency, and always making everyone feel like a close friend. This ability is both a natural instinct as well as dedicated commitment to advanced & ongoing training and education in the new construction real estate market.

LENNAR®





PLAY



RELAX



GOLF

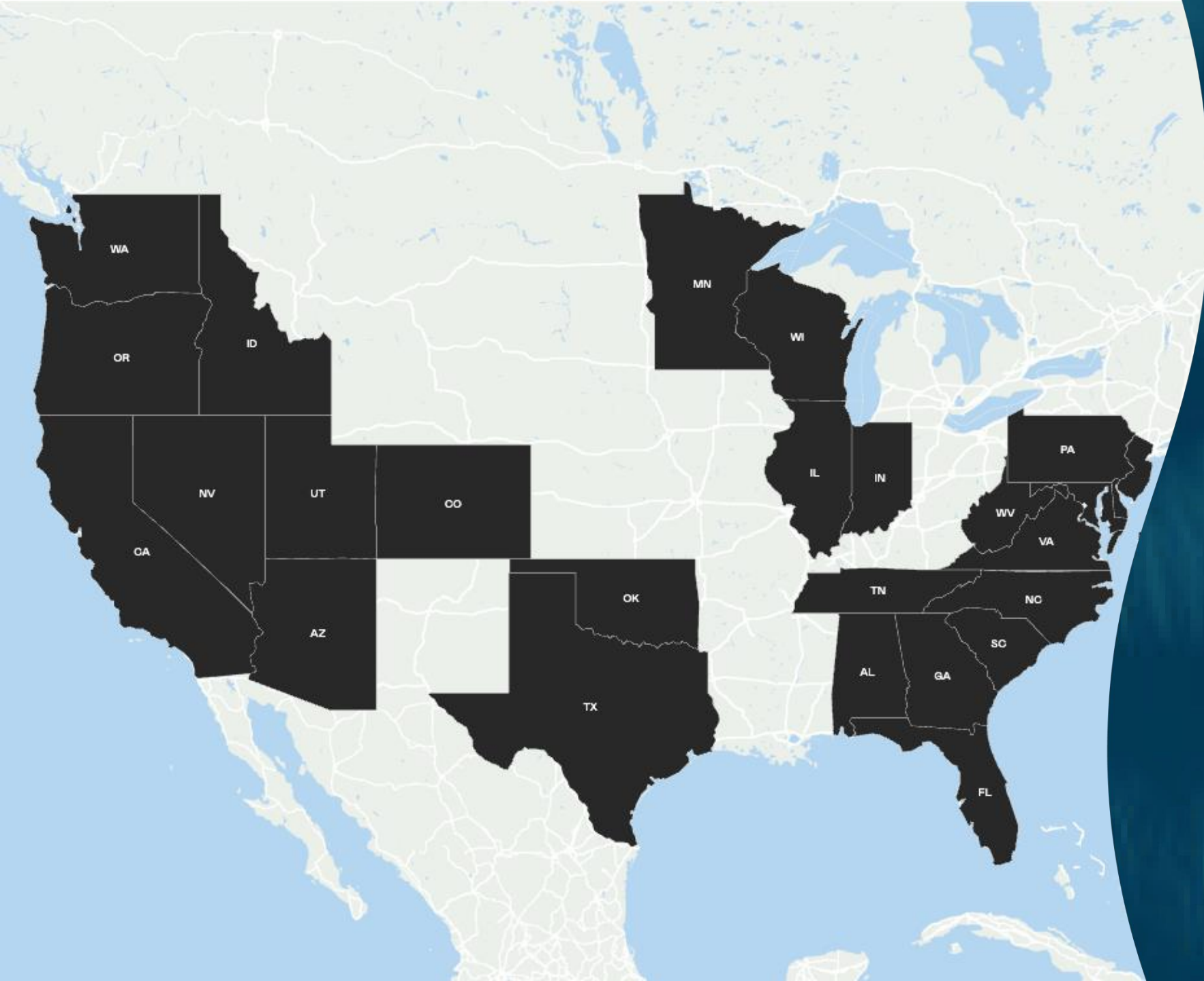


ABOUT LENNAR

One of the leading homebuilders in the US

Delivered more than 1 million
homes since 1954

LENNAR®



ABOUT LENNAR

Lennar builds homes in 26 states and
more than 70+ markets across the nation

Options for every stage of life from
first-time homebuyers to move-up
buyers and active adults

LENNAR®

WHY LENNAR

Lennar's key values are
Quality, Value and Integrity

Lennar is also known for their Everything's
Included® program, which includes popular
features and upgrades into every new home
they build at no additional cost

Lennar also offers mortgage, title and of
course, home services all under one roof for a
truly simplified homebuying experience

LENNAR®





LENNAR SOUTHWEST FLORIDA

More than 65 new home neighborhoods across

SW Florida's most desirable cities, from
Sarasota to the Naples and Ave Maria areas

Discover options for every type of buyer with
prices that start from the high \$200s to luxury
homes in the \$1 Millions

LENNAR®



SOUTHWEST FLORIDA

In Southwest Florida, there are numerous communities to explore, and Lennar offers options to suit every lifestyle preference. Our experienced real estate team is here to help you navigate the entire process every step of the way.

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SOMETHING FOR EVERYONE



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LENNAR

FINDING THE RIGHT HOME FOR YOU

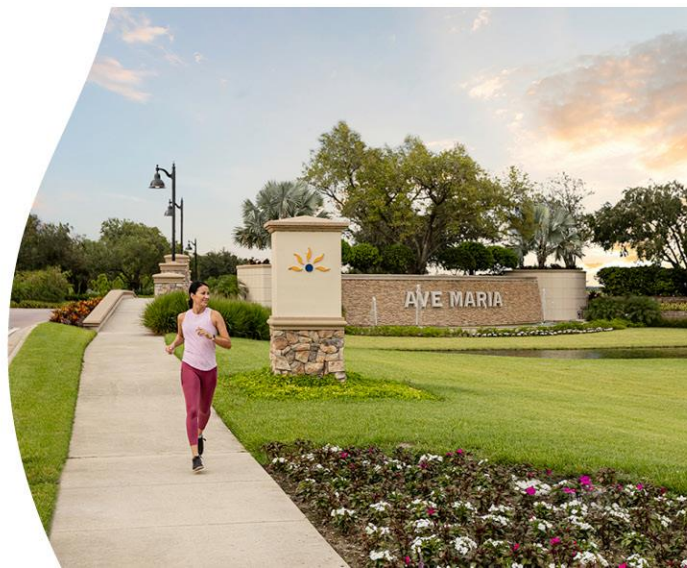
Variety of product types: **Single-family, coach homes, villas, townhomes, condos**

Ideal for seasonal use or year-round sunshine

Homes range from **1,200 to 5,600** square feet, 2 - 6 bedrooms; 2 - 4 bathrooms

Communities are set **near pristine, white sand beaches on the Gulf of Mexico**

Convenience to downtown areas, recreation and highways for commuting



LENNAR®

FINDING THE RIGHT HOME FOR YOU



The Lakeside in National Golf & Country Club
From the high \$700s in Ave Maria, FL



The Venice in River Hall Country Club
From the high \$400s in Alva, FL



The Arrowhead in Heritage Landing
From the high \$300s in Punta Gorda, FL



The Birkdale in Ibis Landing Golf & Country Club
From the mid \$200s in Lehigh Acres



The Caviano in Talis Park Fairgroves
From the high \$900s in Naples, FL



The Princeton II in River Hall Country Club
From the mid \$500s in Alva, FL

FINDING THE RIGHT HOME FOR YOU



FINDING THE RIGHT HOME FOR YOU



LENNAR

FINDING THE RIGHT HOME FOR YOU



LENNAR

WHERE PARADISE STARTS AT TEE TIME



LENNAR®

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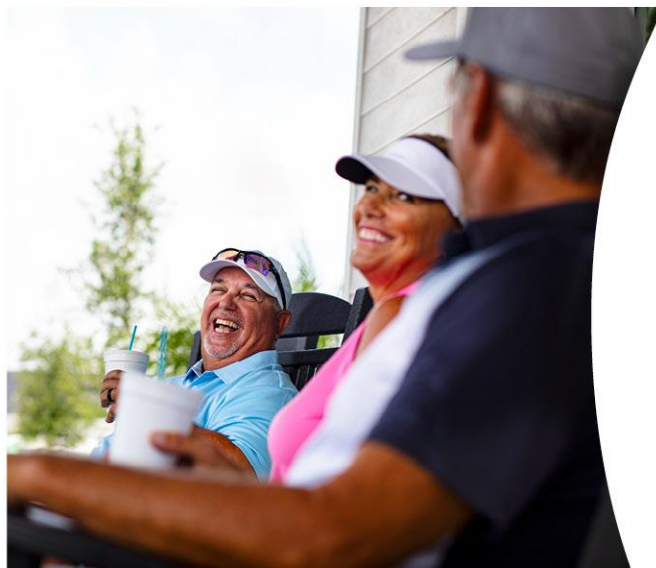


Golf communities with **championship golf courses** designed by **renowned architects**

Country club communities

Resort-style communities with
top-notch amenities

Bundled Golf & Social Membership available





FLORIDA LOOKS GOOD ON YOU

FLY & TRY

Exclusively Available at:



THE NATIONAL
GOLF & COUNTRY CLUB
AT AVE MARIA, FLORIDA



HERITAGE
LANDING
GOLF & COUNTRY CLUB



WELLEN PARK
GOLF & COUNTRY CLUB

ENJOY A 3-DAY &
2-NIGHT STAY FOR ~~\$299~~ **\$150***

**SPECIAL reduced rate if you book
by December 31, 2024*

LENNAR®

FLY & TRY ITINERARY



LENNAR

From the moment you arrive, you'll get acquainted with your team, who will show you all the best of living at one of our golf communities! With a lifestyle this exciting, we guarantee you won't want to leave!

1ST DAY

Arrival & Discovery

When you first arrive, you'll have a meet and greet with a New Home Consultant who will get you acquainted with the community and show you where you'll be staying!

Once you've settled in, a New Home Consultant will take you on a tour of the community

Spend some time relaxing or enjoy exploring the community and planned amenities.

Optional delightful dinner at the clubhouse for two (\$50/per person. Value not included in the \$299 figure. Gratuity not included.)

FLY & TRY ITINERARY



2ND DAY Exploration

You'll have a private consultation at the Welcome Home Center with a New Home Consultant, who will answer any questions you may have about the homes and the community.

Enjoy exclusive access to our amenities and club activities.

You can also participate in the following exciting experiences:

Private Pickle Ball, or Private Tennis Lesson

(two passes included)

One 18-hole Round of Golf for two
(cart fees & restrictions may apply)



LENNAR

3RD DAY Departure

Checkout is at 11 am — we can't wait to have you back!

THANK YOU

Please contact us to learn more and
find your new home in SW Florida.

Alex Hemphill

Internet Sales Consultant – Lennar SWFL

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GARRY WALMSLEY

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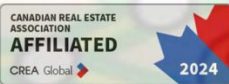
Garry Walmsley is a globally recognized expert in Orlando real estate, specializing in Airbnb, vacation rentals, and investment-grade assets, with a sole focus on helping clients enhance their lifestyle or increase wealth. With a career spanning over two decades and a unique blend of British personality and American drive, Garry consistently stands out in his field.

Garry's deep understanding of the hospitality industry, combined with his ability to stay up-to-date on market trends, economic indicators, and current affairs in Orlando, allows him to offer clients the most relevant and informed guidance. Whether helping investors navigate short-term rentals or advising on high-return lifestyle assets, Garry uses data-driven insights to ensure his clients make well-informed decisions.

Renowned for his approachable yet professional demeanor, Garry has built a business largely on referrals and recurring clients, guiding them through the complexities of real estate transactions. His alliances with top Airbnb management entities, along with his extensive knowledge of market trends, ensure a seamless process and unparalleled service.

Specializing in serving foreign nationals, particularly from Canada and the U.K., Garry leverages his expansive network of professionals to help clients confidently enter the Orlando market. His commitment to delivering results that exceed expectations has solidified his reputation as a leading consultant.

Through his unique combination of industry expertise, current market knowledge, and genuine dedication to client success, Garry continues to set the standard in Orlando real estate.



Canadians have consistently been the #1 foreign buyer and seller of real estate in the United States for 11 of the last 16 years

Canada
By The
Numbers
Since
2007

\$169.5B

Since 2007, Canadians have purchased \$169.5 BN of U.S. Real Estate making Canadians the #1 Foreign National purchaser in dollar volume within the United States.

Source: 2024 Profile of International Transactions in U.S.
Residential Real Estate April 2023–March 2024.

474,000

Since 2007, Canadians have purchased 474,000 properties, making Canadians the #1 Foreign National purchaser of real estate units within the United States.

Source: 2024 Profile of International Transactions in U.S.
Residential Real Estate April 2023–March 2024.



The Latest U.S. Data – 2023 / 2024

\$5.9B

Volume Residential
Real Estate

Source: 2024 Profile of International Transactions in U.S.
Residential Real Estate April 2023–March 2024.

7100

Units Purchased
4/2023 thru 3/2024

Source: 2024 Profile of International Transactions in U.S.
Residential Real Estate April 2023–March 2024.

13%

Of All Foreign
National Purchases

Source: 2024 Profile of International Transactions in U.S.
Residential Real Estate April 2023–March 2024.

\$834K

Average Price

Source: 2024 Profile of International Transactions in U.S.
Residential Real Estate April 2023–March 2024.

\$549K

Median Price

Source: 2024 Profile of International Transactions in U.S.
Residential Real Estate April 2023–March 2024.



Where Do Canadian's Like To Purchase?

41%

41% of Canadians favored Florida for their real estate purchases followed by Arizona (23%), Hawaii (9%), California (6%), New York (4%), Texas (4%), Pennsylvania (3%), North Carolina (3%), Michigan (2%), South Carolina (2%), Illinois (1%) and Ohio (1%)





What Product Do Canadian's Like To Purchase?

69%

Canadians preferred the purchase of a **Single-Family Home** (69%), as opposed to a Town Home (8%), Condominium (18%) or Other (5%).

Insight:

Canadian buyers were the most likely of all foreign nationals to purchase a home for vacation use

49%





Florida Statistics – 2023 / 2024

3.2M

Visitors

Canada remains the #1 Foreign Visitor to Florida and showed an **15% increase** in visitors compared to the same time CY2022 - **3.2M**

Source: Visit FLORIDA 2023 Year Review

18%

Of Purchases

The top five countries of origin were **Canada (18%)**, Colombia (10%), Brazil (7%), Argentina (7%), and the U.K. (4%)

Source: 2023 Profile of International Residential Transactions in Florida August 2022–July 2023

\$2.1B

Dollar Volume

Canadians purchased the most in dollar terms by a significant margin. In total, Canadians purchased **\$2.1 billion in 2023**

Source: 2023 Profile of International Residential Transactions in Florida August 2022–July 2023

\$416K

Median Purchase Price

Median sale price for international buyers was **\$416,000** in 2023, which is \$68,700 more than the median sale price in 2021

Source: 2023 Profile of International Residential Transactions in Florida August 2022–July 2023

47%

Favor Detached Properties

Although lower than the U.S. numbers, Canadians favored a **Single-Family Home (47%)**, Condo (40%) and Town Home (7%)

Source: 2023 Profile of International Residential Transactions in Florida August 2022–July 2023

80%

Intended Use

The number of Canadian buyers planning to use their purchase as an investment rental and/or a vacation home was **80% in 2023**

Source: 2023 Profile of International Residential Transactions in Florida August 2022–July 2023

How Did Canadian's Purchase?



81%

81% of Canadians made an all-cash purchase, although records do not indicate if this amount was funded via a HELOC against assets in Canada

Close to two-thirds of Florida's international buyers purchased a property entirely with cash.

Despite the availability of mortgage funding available to Canadians when purchasing real estate in Florida, many are still not aware of the ability to leverage funds through U.S. Lenders and Canadian Banks where preferential terms exist.



How Do Canadian's Plan To Utilize Their Property?

True to their reputation, Canadian buyers are naturally snowbirds, with nearly one in two (47%) indicating they plan to use their property as exclusively as a vacation home. Vacation Home (47%), Vacation Home & Rental (21%), Residential Rental (17%), Primary Residence (10%), Other (10%).

47%

38%

Insight:

38% of Canadians will purchase their real estate asset with rental income being a driving force in the decision being made.

Top 10 Reasons To Invest In Orlando!

1. Rapid Job Growth (#2 in the U.S.)
2. Consistent Population Growth (1,000+ New Residents Weekly)
3. #1 City for Tourism with 74 Million Visitors in 2023
4. Strong Market for Short-Term Rentals (STR)
5. Long-Term Capital Appreciation Potential
6. Favorable Tax Environment (No State Income Tax)
7. Diverse Industry Base and Economic Resilience
8. International Appeal and Connectivity
9. Thriving Sports and Entertainment Industry
10. Lifestyle Appeal and Quality of Life

“Orlando has an innate ability to turn fantasy into reality and is the driving force behind the success of the City.” - Orlando Economic Partnership



Phase 1 - Now Selling

ENCHANTED GARDEN

With only 22 exclusive, turn-key units available, you can own a luxurious 4-Bed Town Home that's zoned for Airbnb, long-term rental, or primary residential use—offering maximum flexibility and a range of exit options - from \$599K



Phase 1 - Now Selling

WINDSOR CAY

Windsor Cay Resort, the 5th in the growing series of Airbnb Zoned Resorts from Pulte Homes - Phase 1 Now Selling. Detached Pool Homes (5-10 Bed) + TownHomes with Private Pool (5-6 Bed) - Pricing from High \$500K's



Phase 3 - Now Selling

SOLARA RESORT

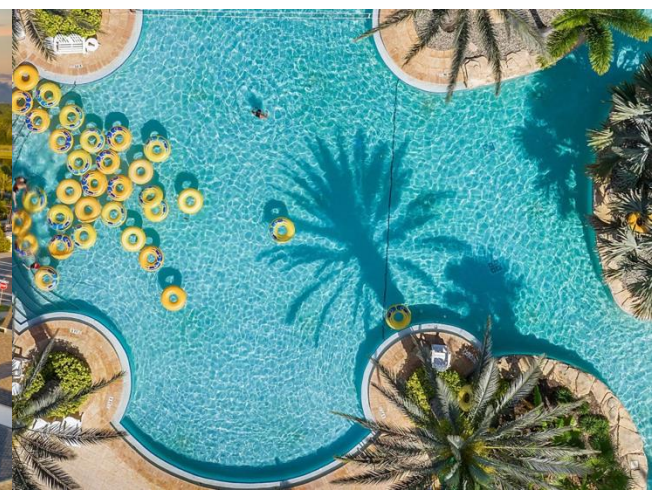
Mattamy Homes at Solara Resort - their only Airbnb Zoned resort in the U.S. offering Detached Pool Homes (6-9 Bed) + TownHomes with Private Pool (4-6 Bed) + Resort Clubhouse. Phase 3 Now Selling from \$597,000



New & Turn-Key Resales

REUNION RESORT

Orlando's Premier Resort spanning 2,300 acres and the most expansive array of amenities and services, including 3 PGA Tour Golf Course, Spa, Onsite Dining offering 1 Bed Condo (High \$200K's) to 15 Bed Custom Homes (\$15 Million)





Lake Nona

LAKE NONA

Lake Nona, located in the southeastern part of Orlando, Florida, is a vibrant, master-planned community known for its innovative approach to health and wellness, technology, and sustainable living.



Oasis - Winter Garden

DEL WEBB 55+

A boutique 55+ community near Orlando's top attractions. Enjoy world-class amenities, including a 12,000 SF clubhouse with a coffee bar, lounge, and wine lockers. Choose from single-family or villa homes in this tropical oasis!



Sunbridge - St. Cloud

SUNBRIDGE

A vibrant community where nature meets everyday living. Featuring beautiful homes, workplaces, eateries, and schools, all set against the stunning backdrop of Florida's natural beauty. This is not just a place to live—it's a place to thrive.



Montverde

BELLA COLLINA

Tuscan-inspired luxury homes amid Central Florida's hills and lakes. Custom-built residences, a Faldo-designed course, a 75,000 sq. ft. clubhouse, and resort-style amenities blend elegance with natural beauty and exclusivity.



Orlando – Historical Data

Mortgage Rates - Given that we receive questions relating to the correlation of mortgage rates vs. real estate values on a daily basis, which seems to be a data record that many investors look at in regards to whether **“Is Now A Good Time To Buy?”** or **“I’ll Wait Given The Rates!”**, I decided to conduct some research into the validity of what actually happens in the market and should you wait to purchase.

Year	Interest Rate Housing Market	Average Home Value - U.S.	Average Home Value - Orlando	Dow Jones	Warren Buffet Net Worth
1957	5.25%	\$18,899	\$12,220	435.69	\$140,000
1970	8.50%	\$24,758	\$15,001	838.92	\$25,000,000
1983	3.20%	\$63,948	\$59,654	1,258.64	\$620,000,000
1996	7.81%	\$111,923	\$105,500	6,448.27	17,000,000,000
2009	5.04%	\$187,295	\$187,700	10,428.05	37,000,000,000
2022	6.83%	\$388,238	\$381,762	28,725.03	97,100,000,000

Rates do not effect the value of a real estate asset, although the cost of ownership can be affected.

“Those who capitalize from the current market, will be those who have a long-term view or plan”

LONG-TERM PLAN + QUALITY ASSETS = GREAT UPSIDE!

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Disclaimers

This presentation offers general information only and is not intended as legal, financial or other professional advice. A professional advisor should be consulted for your specific situation. While information presented is intended to be factual and current, its accuracy is not guaranteed and it should not be considered a complete analysis of the subjects discussed. All expressions of opinion reflect the judgement of the presenter(s) as of the date of publication and are subject to change. No endorsement of any third parties or their advice, opinions, information, products or services is expressly given or implied by Royal Bank of Canada or its affiliates.



EQUAL HOUSING
LENDER

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