



Florence, KY Market Overview

Florence is the second largest city in Northern Kentucky with a population of around 32,000 people. The city was originally called Pow-Wow and Polecat by Native Americas because they would bring their furs there for exchange. The city’s first English name was Crossroads, due to its location at the intersection of two important roads that connected to what is now Dixie Highway.

Going into the 1900s, Florence’s business district started to grow. The city is home to over 2,500 businesses. Sitting nearby the city of Cincinnati, the North Kentucky International Airport, and I-75, Florence offers convenient access to commuters and travelers. The city is known for its large water tower visible from I-75 that says “Florence Y’all.”

Florence is considered a seller’s market, meaning there are more people looking to buy than there are homes available. A couple of the more popular neighborhoods in Florence are Central Florence and Hopeful Heights.

Market at a Glance:

Considerations	Findings	Comments
Housing availability	Low	Rental market is highly competitive
Typical Lease Length	12 months	
Typical Security Deposit	1 month	Depends on rental or credit history
Early Termination Clauses	Available	Lease specific and always includes a penalty
Negotiation of Lease Terms	Moderate	More likely with private landlords than with apartment complexes

Unfurnished Apartments:

Studio	1 Bedroom	2 Bedrooms	3 Bedrooms
N/A	\$1,000-\$1,500	\$1,200-\$1,600	\$1,700-\$2,200

Houses:

2 Bedroom	3 Bedroom	4 Bedroom	5 Bedroom
\$1,400-\$2,000	\$2,000-\$2,200	\$2,200-\$2,500	N/A

