



Orlando, FL

Market Overview

Orlando is located in central Florida and is the county seat of Orange County. Orlando is one of the world’s most visited cities due to tourism, major events, and convention traffic. The Orlando National Airport is the 13th-busiest airport in the United States. There are several world-renowned tourist attractions including Walt Disney World, Universal Studios, Orlando Museum of Art, and Phillips Center for the Performing Arts.

Orlando was established as a city in 1885 when it quickly became the hub of Florida’s citrus industry. In the 1920s Orlando experienced extensive housing development and during World War II a number of Army personnel were stationed at the Orlando Army Air Base and Army Airfield. Many of these soldiers stayed after the war to settle and raise families. In 1962 the first airport was opened in Orlando and in 1965 Walt Disney World was constructed causing the city to become a world-famous tourist attraction.

Today, conventions, tourism and trade shows are the basis of Orlando’s economy. Manufacturing (especially of aerospace and missile systems), high technology industries, and the citrus industries are also important economic contributors. Orlando is growing in popularity and the rent prices have gone up 19% over last year, putting it in about 11th place nationally in terms of a year-over-year increase. Favorable areas to live in Orlando include Airport, Lake Nona, Windermere in west Orlando, Avalon/Waterford Lakes on the east side, and high-rise apartments downtown.

Market at a Glance:

Considerations	Findings	Comments
Housing availability	Moderate	
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 apartments

Unfurnished Apartments:

Studio	1 Bedroom	2 Bedrooms	3 Bedrooms
\$1,500-\$1,700	\$1,600-\$1,800	\$2,000-\$2,500	\$2,600-\$2,900

Houses:

2 Bedroom	3 Bedroom	4 Bedroom	5 Bedroom
\$2,000-\$2,400	\$2,400-\$2,800	\$2,800-\$3,000	\$3,000-\$3,300