

Weekly Content Pack: Melbourne & Brevard County, FL

Prepared by ListingTide (listingtide.com) for [Agent Name], [Brokerage] · Week of October 26, 2026 · Data as of October 23, 2026

About this sample. This is what a ListingTide client receives every Monday. Everything in [brackets] is filled in from the agent's intake form. Market numbers are **real and cited**, drawn only from the Space Coast Association of REALTORS® (SCAR), Florida Realtors®, and Freddie Mac. The listing in Part 4 is **made up for illustration**. Every piece went through the fair-housing and Florida-advertising check summarized in Part 5.

Part 1: Weekly Hyperlocal Market Update

Brevard County Market Update: Week of October 26, 2026

Prepared for [Agent Name], [Brokerage]

The short version. Brevard home prices held steady in September while the number of homes for sale fell sharply from a year ago. Condos and townhouses had a stronger month than single-family homes. Mortgage rates eased this week for the first time in eight weeks, but they're still about a point higher than last fall.

By the numbers

Metric	September 2026	vs. Sept 2025	Source
Brevard single-family median sale price	\$380,000	+0.5%	SCAR [1]
Brevard single-family closed sales	818	−2.5%	SCAR [1]
Brevard single-family new pending sales	764	−16.0%	SCAR [1][2]
Brevard single-family active listings	2,959	−18.6%	SCAR [2]
Brevard single-family months' supply	3.5 months	down from 4.4	SCAR [1]

Metric	September 2026	vs. Sept 2025	Source
Brevard single-family median time to contract	41 days	down from 54	SCAR [2]
Brevard single-family % of original list price received (median)	96.6%	up from 95.1%	SCAR [2]
Brevard townhouse/condo median sale price	\$272,500	+6.9%	SCAR [1]
Brevard townhouse/condo closed sales	172	+6.8%	SCAR [1]
Brevard townhouse/condo months' supply	5.9 months	down from 7.6	SCAR [1]
Florida single-family median sale price	\$415,000	+1.2%	Florida Realtors® [3]
Florida single-family months' supply	4.4 months	down from 5.1	Florida Realtors® [3]
30-yr fixed mortgage, U.S. average (Oct 22, 2026)	7.32%	6.19% a year ago	Freddie Mac [4]

Why compare to the state? Brevard's single-family median (\$380,000) sits below Florida's (\$415,000), and Brevard has less supply (3.5 months vs. 4.4 statewide), so local sellers face less competition than the state average.

What it means

- **For sellers.** Single-family listings are down almost 19% from last year, and homes are going under contract in a median of 41 days, two weeks faster than last September [2]. Sellers are getting a median 96.6% of their original list price [2]. Pricing right from day one still matters: new pending sales fell 16% [1], a sign that buyers are getting choosier.
- **For buyers.** Rates dipped to 7.32% this week, down from 7.40% [4]. That's small relief, but still well above last year's 6.19%. Condos and townhouses offer more choice: 5.9 months of supply versus 3.5 for single-family homes [1]. Talk to a licensed lender about rate options before you shop.
- **Watch next.** Freddie Mac's next rate release is Thursday, Oct 29 [4][5]. Florida Realtors publishes October statewide data on Monday, Nov 16 [3], and SCAR's October Brevard report should follow [1].

Figures are from the public sources cited and are deemed reliable but not guaranteed. This is not an appraisal. Ask [Agent Name] for a value estimate on a specific home.

[Agent Name] | [Brokerage] | [Phone] | [Email] · Equal Housing Opportunity

Part 2: Three Social Posts (Instagram / Facebook)

Graphics specs are included so the AI-built image matches each agent's brand colors.

Post 1: Market snapshot (carousel, 4 slides)

Slides: 1. "Brevard Market Check: September 2026" 2. "Single-family median: \$380K (+0.5% YoY)" 3. "Homes for sale: 2,959 (-19% YoY)" 4. "Median 41 days to contract"

Source line on the last slide: *Space Coast Association of REALTORS®, Sept 2026.*

Caption:

Brevard's market in one scroll 📱

Single-family prices are steady (median \$380K, up 0.5% from last year), there are about 19% fewer homes for sale, and the typical home went under contract in 41 days. That's two weeks faster than last September.

Thinking about selling this fall or buying before the new year? Message me for numbers on your neighborhood.

Source: Space Coast Association of REALTORS®, September 2026.

[Agent Name] | [Brokerage] | [Phone]

MelbourneFL #BrevardCounty
#SpaceCoastRealEstate #FloridaHomes

Post 2: Rates explainer (single image or Reel script)

Graphic text: "Rates dipped to 7.32%. What it means for your budget."

Caption:

Some relief this week: Freddie Mac's 30-year average fell to 7.32% (as of Oct 22), down from 7.40% the week before. That's still higher than a year ago, when it was 6.19%.

What can you do? ✅ Get pre-approved now so you know your real number ✅ Ask your lender about rate buydowns and seller credits ✅ Look at condos and townhomes: Brevard has more choice there right now

I'm happy to connect you with a licensed local lender. No pressure, just numbers.

Source: Freddie Mac PMMS, Oct 22, 2026.

[Agent Name] | [Brokerage] | [Phone]

MortgageRates #HomeBuyingTips #MelbourneFL #SpaceCoast

15-second Reel script: "Rates dipped this week to 7.32%. Here are three things I'm telling my buyers..." Then read the three checkmarks, and close with "Message me for a lender intro."

Post 3: Condo & townhome spotlight (single image)

Graphic text: "Brevard condos & townhomes: median up 6.9%"

Caption:

Brevard's condo and townhome market had a strong September: 172 sales (up 6.8% from last year) at a median price of \$272,500, up 6.9% (Space Coast Association of REALTORS®).

If you own a condo or townhome and have been waiting to list, I can pull recent sales in your community and give you a no-obligation pricing range.

[Agent Name] | [Brokerage] | [Phone] | [Email]

MelbourneFL #ListingAgent #SpaceCoastLiving #BrevardRealEstate

Placement rule: "[Brokerage]" always sits right next to the agent's phone or email. This is required for online ads by Florida Rule 61J2-10.025 [6].

Part 3: Client Newsletter

Subject: Your October Space Coast market check-in **Preview text:** Prices steady, fewer listings, rates dip. Here's what it means for you.

Hi [First Name],

Quick fall update from me on what's happening with homes around Melbourne and the rest of Brevard.

The market in 30 seconds - Brevard's single-family median sale price was **\$380,000** in September, up 0.5% from a year ago (Space Coast Association of REALTORS®). - There are about **19% fewer single-family homes for sale** than last year, and homes went under contract in a median of **41 days**. - Mortgage rates eased to **7.32%** for a 30-year fixed as of Oct 22 (Freddie Mac), the first weekly decline in two months.

If you own a home: your equity has likely held up. Brevard prices have been flat to slightly up, in line with the statewide trend (Florida's median rose 1.2% to \$415,000, per Florida Realtors®). If you're curious what your home might sell for today, just reply and I'll send a free, no-obligation estimate based on recent sales nearby.

If you're thinking about buying: pre-approval matters more than ever with rates moving every week. Reply and I'll introduce you to a local lender I trust.

Two seasonal reminders - Atlantic hurricane season runs through **November 30** [7]. It's a good time to photograph your home and belongings for your insurance records. - Planning to make a new purchase your primary home? In Brevard, you generally need to own and live in the home by January 1, then file for the homestead exemption by **March 1** with the Brevard County Property Appraiser [8].

As always, if a friend or neighbor is thinking about a move, I'd be grateful for the introduction.

Warmly, [Agent Name] [Brokerage] | [Phone] | [Email]

Market data: Space Coast Association of REALTORS® (Sept 2026); Florida Realtors® (Sept 2026); Freddie Mac PMMS (Oct 22, 2026). Deemed reliable, not guaranteed. Equal Housing Opportunity. You're receiving this because we've worked together or you asked to hear from me. [Unsubscribe]. [Brokerage], [Brokerage street address], [City], FL [ZIP]. Content prepared by ListingTide, 6300 N Wickham Road, Suite 130 #318, Melbourne, FL 32940.

(The footer carries the CAN-SPAM postal address and opt-out [9].)

Part 4: Example Listing Description

 **EXAMPLE ONLY: FICTIONAL PROPERTY.** These facts are made up to show the format. They don't describe any real home.

Example input facts (what the agent would provide):

- 3 bedrooms / 2 baths / 1,850 heated sq ft, built 2004, Melbourne FL 32940 (fictional address)
- Split floor plan, kitchen updated 2023 (quartz counters, stainless appliances), roof replaced 2022
- Screened, heated saltwater pool; fenced backyard; 2-car garage; impact windows

- HOA \$450/yr; community pool and walking trail
- Flood zone: [agent verifies with FEMA map and disclosure]

MLS description (~150 words):

Updated 3-bedroom, 2-bath pool home in Melbourne's 32940 area with a 2022 roof, impact windows and a kitchen remodeled in 2023. The split floor plan places the primary suite on its own side of the home, with a walk-in closet and dual-sink bath. The open kitchen has quartz counters, stainless steel appliances and a breakfast bar that looks out to the living area and pool. Sliding doors open to a screened, heated saltwater pool and a fenced backyard. Additional features include a 2-car garage, inside laundry and 1,850 heated square feet. The community offers a pool and walking trail for a \$450 annual HOA fee. Convenient to shopping, dining, I-95 and the beaches. Schedule your private showing today.

Social teaser:

Just listed (example): 3/2 pool home in Melbourne, new roof '22, kitchen '23, impact windows, heated saltwater pool. DM for details. [Agent Name] | [Brokerage] | [Phone]

Part 5: Fair-Housing & Compliance Check (run on every piece)

Check	Rule / basis	Result
No references to protected classes (race, color, religion, sex, national origin, disability, familial status) or who "should" live there	Fair Housing Act, 42 U.S.C. §3604(c) [10]	✅ Pass. Copy describes the property and the market, not people
No steering phrases ("perfect for families," "safe," "exclusive," "quiet neighborhood," "ideal for retirees," church/school-based appeals)	FHA advertising practice	✅ Pass. None used. Schools and school ratings deliberately left out

Check	Rule / basis	Result
Accessibility-neutral wording ("walk-in closet," "walking trail" describe features, not users)	FHA / disability	✅ Pass. "Primary suite" used instead of "master" (best practice)
Licensed brokerage name in every ad, next to contact info	Fla. Admin. Code R. 61J2-10.025 [6]	✅ Pass. "[Brokerage]" placeholder next to phone/email in all 5 pieces
Equal Housing Opportunity statement or logo	Common brokerage practice	✅ Included in market update and newsletter. Add the logo to graphics per brokerage policy
Every statistic traced to a cited public source and date	Accuracy / NAR Code Art. 12 "true picture"	✅ Pass. 13/13 table figures matched to sources [1]–[4]
Data sources permit this use	Source terms	✅ Pass. Only association/agency public releases (SCAR, Florida Realtors®, Freddie Mac). No portal data (e.g., Realtor.com, Zillow, Redfin) and no MLS scraping
Commercial email has postal address and unsubscribe	CAN-SPAM [9]	✅ Pass (placeholders)
Mortgage content isn't lending advice	Agent isn't the lender	✅ Pass. Refers readers to a "licensed lender"
Example listing clearly marked fictional	Truthful advertising	✅ Pass
Human approval	Agent is advertiser of record	⌚ Required. [Agent Name] reviews before posting

Refresh before sending: Freddie Mac updates Thursday, Oct 29. SCAR and Florida Realtors® October numbers arrive mid-November (Florida Realtors®: Nov 16). The production pack swaps in newer figures as they're released.

Sources (accessed October 23, 2026; read-only public pages)

1. Space Coast Association of REALTORS®, "Brevard County Housing Statistics September and Q3 of 2026" (press release, Oct 13, 2026): <https://members.spacecoastmls.com/blogs/kymberly-franklin/2026/10/13/brevard-county-housing-statistics-september-and-q3-of-2026>. Press room: <https://www.spacecoastmls.com/spacecoastmainsite/press-room/space-coast-association-of-realtors-press-releases>
2. Space Coast Association of REALTORS®, "Monthly Market Detail – September 2026, Single-Family Homes" (SCAR monthly report; active listings, time to contract, % of original list price, pending sales), linked from the SCAR press room above.
3. Florida Realtors®, "Monthly Market Detail – September 2026, Florida Single-Family" (released Oct 16, 2026; next release Nov 16, 2026): <https://www.floridarealtors.org/sites/default/files/2026-10/September-2026-Fla-single-family-data-detail.pdf>. Market data hub: <https://www.floridarealtors.org/newsroom/market-data>
4. Freddie Mac Primary Mortgage Market Survey®, "Mortgage Rates Decrease to 7.32%" (Oct 22, 2026): <https://www.freddiemac.com/pmms>
5. Freddie Mac PMMS archive (weekly history; released Thursdays 12 p.m. ET): https://www.freddiemac.com/pmms/pmms_archives
6. Fla. Admin. Code R. 61J2-10.025 (Advertising): <https://www.law.cornell.edu/regulations/florida/Fla-Admin-Code-Ann-R-61J2-10-025>
7. NOAA National Hurricane Center, Tropical Cyclone Climatology (Atlantic season June 1–November 30): <https://www.nhc.noaa.gov/climo/>
8. Brevard County Property Appraiser, Exemptions (Jan 1 residency, March 1 filing): <https://www.bcpao.us/exemptions.aspx>
9. FTC, CAN-SPAM Act Compliance Guide: <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>
10. 42 U.S.C. §3604 (Fair Housing Act): <https://www.law.cornell.edu/uscode/text/42/3604>

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