

YOUR SWFL HOME BUYER GUIDE

*A Strategic Framework for
Acquiring Property in
Southwest Florida*

 JUSTIN JAMISON
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SERHANT.

WHY SO MANY ARE CHOOSING SOUTHWEST FLORIDA

Southwest Florida isn't just a destination.

It's a lifestyle shift.

Mornings on the water.

No state income tax.

Year-round sunshine.

Luxury rising along the riverfront.

Space to breathe.

Room to build.

More than a move.

It's an upgrade.

SERHANT.

And the opportunity is just beginning.



SERHANT.

WHY WORK WITH JUSTIN JAMISON

Relocating to Southwest Florida requires more than access to inventory.

It requires precision, market intelligence, and experienced representation at every stage.

As Sales Manager for ONE Fort Myers and a luxury real estate advisor with SERHANT., I operate at the center of this market's growth, from waterfront high-rise development to private resale opportunities.

My clients are not simply purchasing property.

They are securing position in a market that continues to evolve.

Every offer is structured strategically.

Every inspection is negotiated deliberately.

Every closing is managed with discretion and clarity.

When you relocate, you need more than guidance.

You need representation that protects your investment from day one.

Luxury is not the price point.
It's the standard.



WHAT OUT-OF-STATE BUYERS NEED TO KNOW

Relocating to Southwest Florida requires more than understanding price per square foot.

It requires understanding what most buyers overlook.

Experience matters.

Flood Zones & Insurance Strategy

Elevation, construction standards, and building age directly impact risk profile and long-term ownership costs.

These details must be evaluated before an offer is written.

Condominium & HOA Due Diligence

Reserves, assessments, and structural integrity reviews tell the real story behind a building.

Due diligence protects capital.

New Development vs. Resale

Builder agreements are structured differently than resale contracts.

Terms matter as much as price.

**Relocating successfully isn't about reacting to risk.
It's about anticipating it.**

THE STRATEGIC BUYER PROCESS

1

STRATEGY & POSITIONING

Objectives, timeline, and property profile are defined before entering the market.

2

FINANCIAL ALIGNMENT

Pre-approval, liquidity, and offer strength are aligned before opportunities are pursued.

3

TARGETING & ACCESS

On-market, off-market, and developer relationships identify the right opportunity,

4

OFFER STRUCTURING

Price, terms, contingencies, and timelines are structured strategically.

5

DUE DILIGENCE & PROTECTION

Inspections, insurance, HOA review, and appraisal positioning are managed deliberately.

6

SEAMLESS CLOSING

Remote coordination, final walkthrough, and funding are executed with control.

Strategy reduces uncertainty.
Structure protects capital.

FINANCIAL CLARITY

In relocation purchases, financial surprises erode confidence.

Preparation eliminates uncertainty.

Before an offer is submitted, every anticipated cost is reviewed and structured deliberately.

Upfront Investment

Earnest money, inspections, and appraisal positioning are aligned before entering contract.

Liquidity planning ensures strength without unnecessary exposure.

Closing & Ownership Costs

Title, lender fees, prepaid insurance, and tax proration are reviewed in advance.

There are no last-minute variables.

Insurance & Risk Considerations

Flood zones, wind mitigation, and carrier availability directly impact long-term ownership costs.

These factors are evaluated before capital is deployed.

CLIENT OUTCOMES

ONE Fort Myers | \$5.3M Pre-Development Capital Commitment

\$5,300,000 secured prior to vertical construction

Pre-construction residence acquired at vision stage
Strategic capital placed in premier waterfront high-rise
development

Executed before completion,
not on finishes or staging,
but on market intelligence, long-term positioning,
and conviction in the project's trajectory.

Buyer Relocation | Multi-Property Evaluation

14 properties evaluated in 48 hours
Offer structured strategically
Client secured preferred residence

"Justin made the process seamless and helped us secure the right property without pressure."
— Edward Murphy, Buyer

Seller Representation | Pricing & Communication Discipline

Strategic pricing alignment
Transparent communication throughout
Sold ahead of projected timeline

"Smooth, efficient, and handled with professionalism from start to finish."
— Kyle McConnell, Seller

THE SOUTHWEST FLORIDA OPPORTUNITY

Southwest Florida is not simply growing.

It is repositioning.

Downtown Evolution

Fort Myers' riverfront corridor is entering a new phase of vertical development.

Infrastructure expansion and luxury residential growth are redefining long-term value.

Luxury Supply Shift

Limited waterfront inventory and rising construction costs are reshaping pricing behavior.

Early positioning continues to reward disciplined buyers.

Migration & Capital Movement

Executive relocation, remote flexibility, and tax migration are driving sustained demand.

This is structural movement.

PRIVATE STRATEGY CONSULTATION

Relocating to Southwest Florida requires more than access.

It requires clarity, positioning, and discretion.

Before properties are viewed, strategy should be defined.

During a private consultation, we review:

- Objectives and timeline
- Capital positioning
- Market segment alignment
- Risk exposure
- Access strategy
- No pressure.
- No obligation.
- Only preparation.

When you are ready to move deliberately, I am available.

By introduction or direct inquiry.



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