

Market Insight

The Venetian Bay corridor along Pioneer Trail on New Smyrna Beach's west side is the area's established golf and master planned submarket. As of July 2026, Homes.com puts the median sale price for single family homes near \$527,000, down about 1 percent year over year, with an average sale price of \$548,080 and a price per square foot near \$228. Current active inventory sits at 125 homes with roughly 4 months of supply, and the median list price sits near \$539,000, up about 1 percent from original list price. Redfin's most recent monthly read, from February 2026, showed a sharper pullback, with a median sale price near \$495,000, down about 12 percent year over year, and price per square foot down to \$213, though days on market improved to 84 from 96 a year earlier and the sale to list ratio held near 97 percent. Homes range widely: townhome medians sit near \$367,500, up to single family estates well above \$850,000, so buyers should expect real variation depending on lot type, view, and home age.

Builders including D.R. Horton, Johnson Group Homes, and Paytas Homes remain active in newer sections such as The Palms at Venetian Bay, where standard homesites start in the high \$200s and low \$300s. Resale comps and new construction pricing sit side by side throughout the corridor. Buyers and sellers should weigh build year and lot type carefully rather than relying on one blended average.

For buyers, the pullback in both price and price per square foot points to real negotiating room compared to a year ago, particularly in established phases where resale inventory competes with newer product from active builders. For sellers, a sale to list ratio still near 97 percent and roughly 4 months of supply show the market remains fairly balanced, though pricing needs to reflect current per square foot data rather than last year's comps.

Because pricing varies by source, phase, home age, and builder incentive across this corridor, with current readings spanning roughly \$495,000 to \$539,000 depending on the report, pulling current MLS comps rather than relying on a single citywide average remains essential to pricing accurately here.

Local Flavor

The Venetian Bay corridor on New Smyrna Beach's west side blends golf, shopping, dining, and easy highway access into one of the area's most amenity rich pockets.

The Club at Venetian Bay anchors the community with an 18 hole championship course, designed by Clifton, Ezell and Clifton Golf Design Group and stretching over 7,100 yards. Golfers enjoy a full practice facility with a driving range, a chipping green, and a putting green, plus night golf under the lights and a Toptracer range for year round practice. Membership options range from full golf access to weekday only and social memberships, giving both serious players and casual residents a way to plug into the club. After a round, residents gather at the Venetian Bay Bar and Grill, a full service restaurant and clubhouse offering fine dining, event space, and panoramic course views, open to members and the public alike.

Just off the course, Venetian Bay's Town Center gives residents a walkable hub for everyday needs. Shops, a deli, and a convenience store sit alongside a day spa, an eye doctor, and Snap Fitness, a 24 hour gym. Dining options range from the clubhouse restaurant to casual eateries scattered throughout the Town Center, giving residents plenty of choices without leaving the neighborhood. Families can also make use of Junior's Park, which offers a basketball court and a multipurpose recreational field within the community itself.

The corridor sits close to Pioneer Trail and I-95, putting Venetian Bay within easy reach of both New Smyrna Beach's downtown and coastline, about 15 minutes away, and the wider Daytona Beach and Orlando areas beyond. Residents also have access to over 20 miles of walking and biking trails, several community parks, and a Beach and Swim Club for family days closer to home. Between the golf course, the trail system, and the nearby beach, the community gives residents an active, resort style lifestyle without having to leave the neighborhood for daily recreation.

Between championship golf, a walkable Town Center, family friendly parks, and quick access to the highway, the Venetian Bay corridor offers a lifestyle driven option for buyers who want amenities and convenience without sacrificing New Smyrna's coastal charm. It is a strong fit for golfers, families, and anyone weighing an active, community centered lifestyle against the pull of beachside or downtown living.