

Market Insight

South Daytona sits along US1 and the Halifax River in central Volusia County, its own incorporated city wedged between Daytona Beach and Port Orange. Pricing estimates vary by source and measurement method: Zillow's average home value sits at \$240,749, down about 7.8 percent year over year. Movoto showed a \$244,000 median list price in May 2026, down roughly 12 percent from a year earlier, with price per square foot near \$182. Redfin's most recent monthly snapshot put the median sale price at \$225,000, down nearly 23 percent year over year, while a broader citywide read shows a median closer to \$260,000 with about 5.9 months of supply. By comparison, Zillow's average for the wider Daytona Beach area sits at \$259,418, showing South Daytona holds a modest discount to its larger neighbor. Homes here are moving at a moderate pace, averaging 35 to 87 days on market depending on the source, with roughly 12 percent of homes still selling above asking price even as overall prices have softened.

For buyers, South Daytona offers some of the best value in the metro, with typical carrying costs near \$1,600 a month at 7 percent and 20 percent down, after factoring in Volusia County's roughly 19.2 mill tax rate and homestead exemption. Much of the housing stock is older and established, so buyers should budget for updates, though the sub \$250,000 median price point remains hard to match elsewhere on the mainland.

For sellers, months of supply near 6 signals a more balanced market than a year ago, but the share of homes selling above asking shows real demand still exists for well priced, move in ready properties. Pricing to condition matters more here than chasing last year's comps.

Given the spread between \$225,000 and \$260,000 across sources, and how quickly year over year comparisons swing month to month in a market this small, pulling current MLS comps rather than relying on a single aggregator's average is especially important in South Daytona.

Local Flavor

South Daytona sits along US1 and the Halifax River in central Volusia County, its own incorporated city wedged between Daytona Beach and Port Orange.

Its standout feature is Reed Canal Park, a 30 acre natural area built around a small lake with shell hiking trails, a disc golf course, a multipurpose play field, a dog park, and paved paths throughout the developed sections. Anglers and model sailboat enthusiasts use the lake regularly, and the park hosts community events like the annual Enchanted Forest each fall. Riverfront Park adds direct Halifax River access along South Palmetto Avenue, while smaller neighborhood parks like Blaine O'Neal, James Park, and Magnolia Park round out the city's green space.

Dining runs along South Ridgewood Avenue rather than a dense commercial core. Local favorites include Rossi's Diner, a homestyle spot residents return to multiple times a week, along with a mix of family style restaurants, an Indian buffet, and casual coffee shops scattered along the corridor.

Shopping stays practical rather than flashy, with everyday retail along Ridgewood and Nova Road covering day to day needs. Larger shopping centers and big box retail remain more a Daytona Beach or Port Orange draw, though both are just a short drive away in either direction. Beyond the parks and Ridgewood corridor, the city is mostly older, established residential streets, with a median home built in 1977 giving the area a settled, small town character rather than new development.

Schools fall under Volusia County Schools. For buyers, South Daytona's appeal centers on affordability, green space, and location: genuine parks at Reed Canal and Riverfront, local dining along Ridgewood Avenue, and a central position between two larger cities that sets it apart from the newer, pricier corridors nearby.