

Market Insight

Holly Hill remains the most affordable submarket in the Daytona Beach metro, sandwiched between mainland Daytona Beach and Ormond Beach along the Halifax River. Pricing estimates vary meaningfully by source and measurement method: Zillow's average home value sits at \$203,065 to \$202,119, down roughly 5.7 to 11.3% year-over-year, while median sale/list figures run higher — Redfin reported a \$212,500 median sale price in November 2025 (down 9.19% YoY), Movoto showed a \$267,000 median sale price by April 2026, and Coldwell Banker lists a \$300,000 median asking price across a thin, 96-listing active inventory. Homes here are moving at a moderate pace, averaging 56 to 104 days on market depending on the source, with Redfin's Compete Score rating the market "not very competitive," multiple offers are rare, and homes typically sell around 4% below list.

For buyers, Holly Hill offers the clearest value play in the metro, with typical carrying costs around \$1,628/month at a 7% rate and 20% down after factoring in Volusia County's roughly 19.2-mill property tax rate and homestead exemption, though the tight, sub-100-listing inventory means less selection than mainland Daytona Beach or the LPGA corridor.

For sellers, the shallow inventory pool is actually an advantage: with relatively few competing listings, well-priced, well-maintained homes don't face the same oversupply pressure seen in larger submarkets, even as prices have softened year-over-year. Given how much the numbers swing between listing-based and closed-sale data here, pulling current MLS comps rather than relying on a single aggregator's average is especially important in a market this small.

Local Flavor

Holly Hill sits along Ridgewood Avenue (US-1) and Nova Road, a working residential city wedged between Daytona Beach and Ormond Beach on the Halifax River.

Its standout feature is Pictona, a 49-court pickleball complex, one of the largest in the country, with a 1,200-seat stadium court, covered courts for year-round play, an on-site restaurant called The Kitchen, and free amenities like shuffleboard, croquet, and a putting green, drawing players from across the region.

The riverfront itself is anchored by Marina Grande on the Halifax, the city's premier luxury condo tower, offering direct river views, two heated pools, a fitness center, and units ranging from one-bedroom river-view layouts to spacious three-bedroom residences, a high-rise, resort-style living option that stands apart from Holly Hill's otherwise low-key, low-rise housing stock.

Beyond the riverfront, the city is mostly older commercial corridors and residential streets, with local restaurants, auto shops, and independent businesses along Ridgewood rather than large retail centers — shopping and dining options are more limited here than in Daytona Beach proper or the PGA corridor, though residents are minutes from both. Riverside parks along the Halifax add walking paths and water views for those not living directly on the river.

Schools fall under Volusia County Schools. For buyers, Holly Hill's appeal is straightforward: lower home prices, a central location between two larger cities, and a genuine riverfront condo option in Marina Grande for those who want water views without beachside pricing, a practical option for people prioritizing location, value, and a bit of luxury without the retail density or tourist traffic of neighboring markets.