

OCTOBER 2026

Sarasota Edit

COMPASS

PRESENTED BY

Irma Scherer

Your Neighbor & Sarasota Real Estate Advisor

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Hi friends,

I am obsessed with Fall. I love the shift into pumpkin everything, the first little hints of fall, and the way the air starts to feel just a bit different, even here in Sarasota. It is the season when we get to enjoy our backyards again, linger outside a little longer, and remember why this time of year in Florida feels so special.

This time of year always reminds me of family, friendships, traditions, and the little core memories we make all around us, even when life feels busy and a little messy.

As we look toward the last quarter of 2026, I always feel that mix of reflection and momentum. Personally and professionally, this is the season where so much of what we have been working toward all year begins to come together.

For me, lately has been full in every way. Our team continues to grow with intention, not just in numbers, but in the way we serve, communicate, and support the people who trust us with their homes and next chapters. Real estate can feel overwhelming, and my goal has always been to make it feel easier, clearer, and more supported.

We are also planning our Fall Appreciation Event, which is one of my favorite ways to gather with the people who make this business so meaningful. And behind the scenes, there is a new venture taking shape within the brand that I cannot wait to share with you soon.

Inside this issue, you will find a thoughtful look at the Sarasota market, homes in motion, seasonal homeowner reminders, local favorites, family fun, and a few ideas to help you enjoy this next stretch of the year with a little more ease.



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COMPASS

Third Annual

Save the Date

Fall Social

Saturday, November 7, 2026
4:00pm to 7:00pm

Friday	Saturday	Sunday
6	7	8

Join us for an easy evening of good company and gratitude as we gather the neighbors, clients, and friends who make this community feel like home.

Scan QR code to Details



How's the Market?

Last month, 1,024 homes closed across Sarasota County. New listings came in at 1,277, sold listings at 989, and homes spent an average of 54 days on the market, down 37.5 percent from the month before. Numbers like these tell a story of a market settling in, with more room to negotiate and more time to make a thoughtful decision. Data source: [RPR or Trendgraphix, August 2026].

👉 Buyers: The opportunity right now is real. Between more inventory, seller concessions, and less competition than we have seen in years, the conditions to step into a home you love are genuinely favorable.

👉 Sellers: If a move is on your horizon in the next six to twelve months, this is a wonderful time to start planning. A little preparation now goes a long way toward a stronger result later.
If you have been sitting on the sidelines wondering what your options actually look like, this is a good month to have that conversation. I would be happy to set up a time to chat.

1,277	989	54
NEW LISTINGS + 1.6% MONTH OVER MONTH	SOLD LISTINGS - 11.5% MONTH OVER MONTH	MED DAYS ON MARKET - 37.5% FROM PREV MONTH

Source: RPR Sept 2026, Market Trends for Sarasota County, Single-Family + Condo/Townhouse/Apt. October 2026 data not published at the time of printing.

Subscribe to Sarasota Edit for real-time insights, local trends, and curated opportunities, delivered to your inbox monthly.





October Can't Miss Events

Lights At Spooky Point
October 1–31 | Historic Spanish Point

Selby Gardens' after-dark Halloween experience returns for its fifth season with illuminated paths and installations throughout Historic Spanish Point.

Irma's Weekend Itinerary

Saturday: Pick a pumpkin at Fruitville Grove.

Sunday: Decorate the house the pumpkin with your favorite fall finds.

Oktoberfest
October 10–11 | Nathan Benderson Park

A weekend Oktoberfest celebration paired with one of Benderson Park's signature rowing events.

Barks & Brews Howl-o-ween
October 13 | The Green at UTC

A costume contest for the pups, craft brews for their people, live music, and local vendors in support of a good cause.

Night of Wonder
October 16 | The Ringling

The Ringling kicks off its season with an evening celebration across one of Sarasota's most iconic cultural settings.





Ringling by the Bay
October 19 | The Ringling

Live music and an evening along Sarasota Bay make this one of those quintessential Sarasota nights.

Boo! at The Bay
Oct 17 | 4:30 to 7:45 p.m. · The Bay Park

Trick-or-treating, pumpkin decorating, and a family movie under the stars at our beautiful downtown waterfront park.

Selby Spooktacular
October 25 | 10 AM–1 PM
Selby Gardens

Costumes, trick-or-treating, crafts and family activities throughout the gardens.

Trick or Treat on the Lake
October 27 | Nathan Benderson Park

A family-friendly Halloween celebration set around the lake at Nathan Benderson Park.

Pumpkin Festival
Every Weekend in October | Fruitville Grove

Pumpkin patch, petting zoo, playground, live music, Torres Family Circus, wandering magician/balloon animal artist, decorated photo spots,

BooFest at Lakewood Ranch
October 30 | Main Street

Enjoy trick-or-treating along local vendor booths, face painting, balloon twisting, inflatables, experiments, live music from Music Compound, and food/drink vendors.

COMPASS

Homes in Motion

Step inside our newest listings and coming-soon properties, each selected for the way they elevate everyday living. From established neighborhoods to resort-style communities and waterfront retreats, these are the homes currently in motion within our portfolio.



New Price
8232 Summer Night
$1,899,000
Skye Ranch

Room to grow, space to breathe, and a neighborhood where your children can truly be children.



On the Market
69068 Driven Snow St
$5,800/mo
Skye Ranch

Seasonal stay with access to community amenities that may include a pool, parks, and a trail network.



On the Market
1479 Landings Cir.
$655,000
The Landings

Lock-and-leave luxury in one of Sarasota's most beloved established communities.



On the Market
5320 Moeller Ave.
$375,000
Cedar Grove

Comfortable, well-located, and move-in ready for the right tenant.



Pending
201 S Shade Ave.
$1,599,000
Downtown Sarasota

Walkable, vibrant, and designed for the way you actually want to live.



SARASOTA

MARKET SEASON

Florida's fall and winter are prime time for farmers markets!

1

DOWNTOWN BRADENTON FARMERS MARKET

Downtown Bradenton Farmers Market returns to Old Main Street Saturdays, 9 a.m. - 2 p.m., October through May, with more than 100 vendors selling produce, seafood, prepared foods and handmade goods, plus family events like a Howl-o-Ween pet parade.

2

PHILLIPPI FARMHOUSE MARKET

Phillippi Farmhouse Market Sarasota's only midweek market, returns with another year of food trucks, local produce, honey, baked goods, coffee and more! Plus, art and live music every Wednesday from 9 a.m. to 2 p.m. from October to April.

3

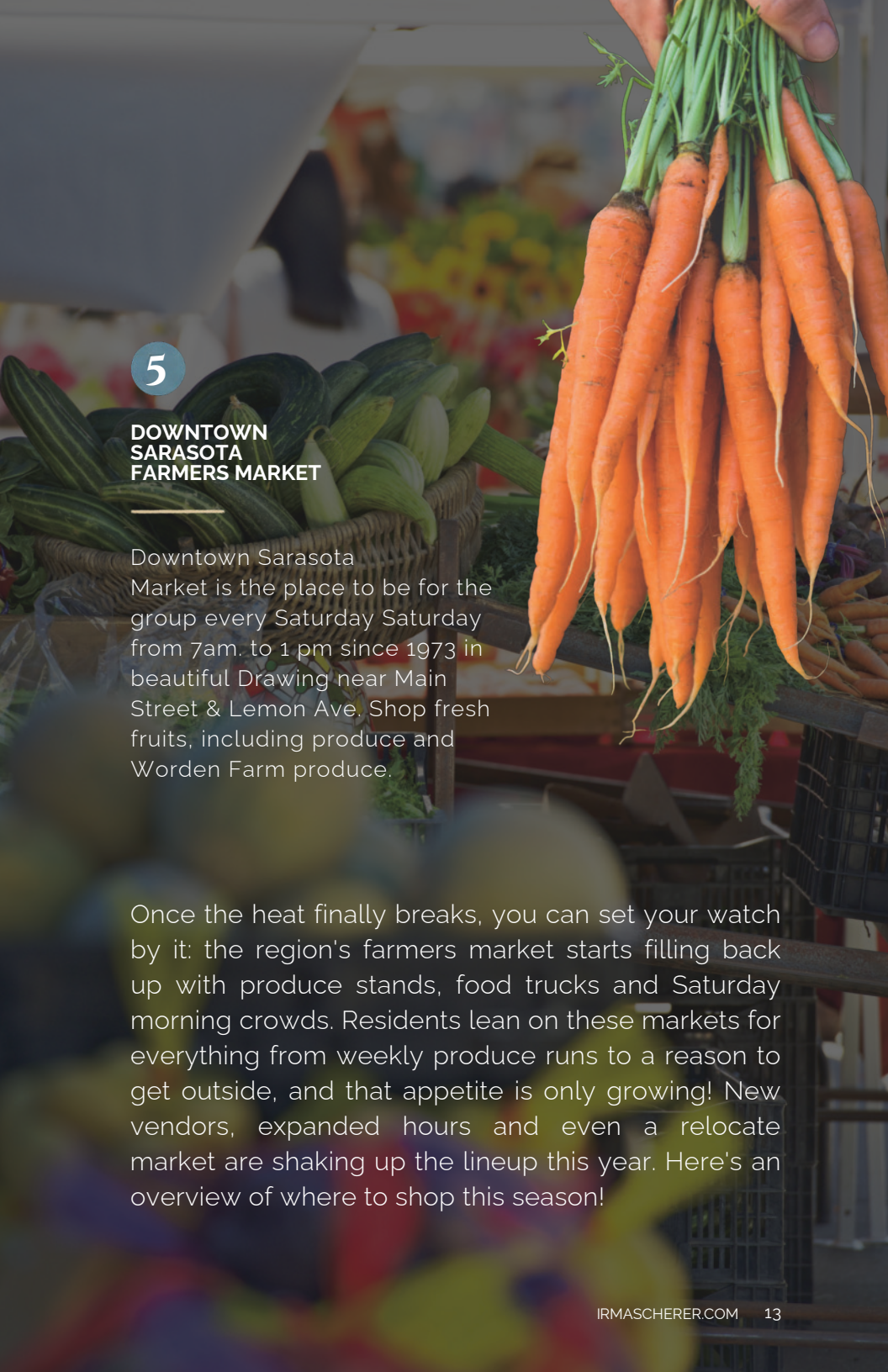
ENGLEWOOD FARMERS MARKET

Every Thursday from 9 a.m. - 2 p.m., shop for fresh produce, seafood, baked goods, honey, plants and more—all while enjoying live music and sampling prepared food. The market is located on the 300 block of Deoroh Street in Old Englewood Village.

4

FARMERS MARKET AT LAKEWOOD RANCH

This market on Sundays from 10 a.m. - 2 p.m. offers a wide variety of fresh produce, artisan baked goods, and numerous food options, including pork belly sandwiches and empanadas. With a welcoming atmosphere, live music, and dog-friendly environment, it's not one to miss!



5

DOWNTOWN SARASOTA FARMERS MARKET

Downtown Sarasota Market is the place to be for the group every Saturday Saturday from 7am. to 1 pm since 1973 in beautiful Drawing near Main Street & Lemon Ave. Shop fresh fruits, including produce and Worden Farm produce.

Once the heat finally breaks, you can set your watch by it: the region's farmers market starts filling back up with produce stands, food trucks and Saturday morning crowds. Residents lean on these markets for everything from weekly produce runs to a reason to get outside, and that appetite is only growing! New vendors, expanded hours and even a relocate market are shaking up the lineup this year. Here's an overview of where to shop this season!



Latest Around Town

New Sprouts Opens in Downtown Sarasota

Its new Sarasota location at 111 Links Ave opened September 6, bringing fresh, healthy and specialty foods along with 100 local jobs. Mayor Liz Alpert called it a boost to Sarasota's goal of becoming "the best city in America to live, raise a family, and grow a business."

Nathan Benderson Park

An $80 million multi-sport complex and boathouse is targeting a summer 2028 opening, with groundbreaking expected this fall. Aside from rowing, the indoor sports space will have 100,000 square feet of hardwood flooring designed in a flexible fashion to accommodate for recreation and tournaments.

Tommy Bahama Marlin Bar | Waterside Place

Tommy Bahama's Marlin Bar opened at Waterside Place with dining, cocktails, live music and an adjacent retail store.

Meet Lifetime | Lakewood Ranch

The new 86,000-square-foot athletic country club arrives in October 2026, bringing a fresh destination for fitness, wellness, and community to Lakewood Ranch.

Palmer East | Sarasota County

Commissioners advanced the proposed Palmer East project, which calls for 5,700 homes and nearly 1.5 million square feet of commercial, office and light-industrial space.



Falling for Florida

pumpkin patches, pumpkin spice & sweater weather (sort of)

One of our favorite fall traditions is spending the day at a local pumpkin patch, letting the kids pick their pumpkins and bringing them home to decorate them together!

WHERE TO GO

Fruitville Grove Pumpkin Festival

Every Weekend in October | 10 AM–5 PM
7410 Fruitville Road, Sarasota

Five weekends of pumpkins, hayrides, a petting zoo, kids activities, live entertainment, food trucks and local vendors.
Admission is $5 | Parking Free | Select activities additional

Hunsader Farms Pumpkin Festival

October 10–11, 17–18 + 24–25 | 9 AM–5 PM
5500 CR 675, Bradenton

Make a day of it with pumpkins, hayrides, a corn maze, craft vendors, live music, kids activities, a petting zoo and plenty of food.
Admission $15 ages 10+ | $5 ages 5–9 | Free under 5
Parking $5 | Cash only for admission

Guide to Getting Your Home Season-Ready

October in Sarasota feels like a reset. After months of heat, humidity and afternoon storms, we start thinking about opening the sliders again, having coffee outside, dinners on the lanai and spending more of our weekends outdoors. Our homes are usually ready for a reset too. Not a renovation. Not an overwhelming project list. Just a few thoughtful things that make home feel fresh and ready for the season ahead.

Start Outside

Begin with the spaces you are about to use the most. Clean the large and outside furniture, wash cushions, check screens and pressure wash the areas that need it is. Trim back summer growth, check irrigation and give the pool and equipment a once-over. If you use a pool heater, now is a good time to make sure it is ready for cooler mornings.

Refresh Inside

October is my reminder to tackle the things I somehow stop seeing. Baseboards, Air vents, Ceiling fans, Windows, Slider tracks. Groom. Change the HVAC filter, deep clean the floors, edit the pantry and give those hardworking drop zones, closets and laundry spaces a little attention. You do not need to completely redecorate for a home to feel different. Sometimes less clutter, fresh linens and a few simple changes are enough.

IRMA'S PRO TIP



Your Season-Ready Reset Checklist

Outside

- ☐ Clean lanai and outdoor furniture
- ☐ Wash outside cushions and umbrellas
- ☐ Inspect screens and sliders
- ☐ Pressure wash where needed
- ☐ Trim landscaping and check irrigation
- ☐ Check pool equipment and heater
- ☐ Clean grill or outdoor kitchen
- ☐ Organize bikes, beach chairs and outdoor gear

Inside

- ☐ Change HVAC filters and schedule seasonal service
- ☐ Test smoke and carbon monoxide detectors
- ☐ Clean windows and sliding-door tracks
- ☐ Deep clean floors, grout and vent's and ceiling fans
- ☐ Edit pantry and refrigerator
- ☐ Organize closets, laundry and drop zones
- ☐ Refresh guest room and linens



Get Guest-Ready

Fall also means friends and family start making their way to Sarasota. Refresh the guest room with clean linens, extra towels, empty hangers and beside chargers. Then keep a short list of your favorite Sarasota restaurants, coffee shops, beaches and things to do nearby. It makes hosting easier and gives your guests a chance to experience the Sarasota you love.

The best home reset are not about making everything perfect. They are about making your home work better for the life you are actually living. In Sarasota, October brings more mornings outside, dinners on the lanai, weekends exploring and friends coming into town. Prepare your home for living well in the season ahead.

Homeowner reset

- ☐ Organize warranties and home service records
- ☐ Review homeowners and flood insurance coverage
- ☐ Make note of repairs or maintenance to address
- ☐ Prioritize improvements you are considering for the year ahead

Scan to access Irma's curated home partners

whether you need landscaping, home cleaning, fence repair, pool care, HVAC service, organizing, or something else entirely, we've got you covered.



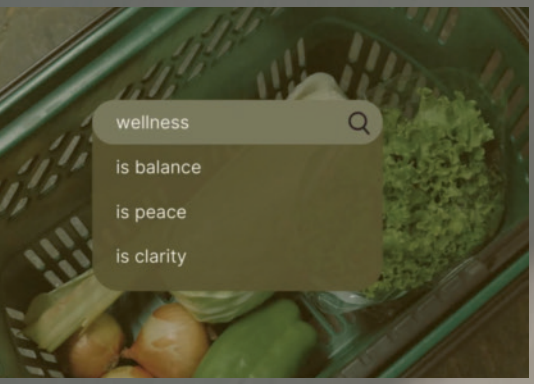
a Day in my Life

as a Sarasota real estate advisor

I have spent so much of my adult life building.

Building businesses. Building a career. Building a home. Raising a family. Supporting clients. Creating something meaningful. Carrying a lot, often at the same time.

Lately, I have been thinking more about what it looks like to care for the woman behind all of that.



selfcare is not selfish

For me, wellness has become less about chasing the newest routine and more about paying attention.

How am I sleeping? How do I feel when I wake up? Do I have energy for my family at the end of the day? Am I creating space to move my body, clear my mind, recover, and slow down?

I am still figuring a lot of it out. And that is why this conversation feels important.

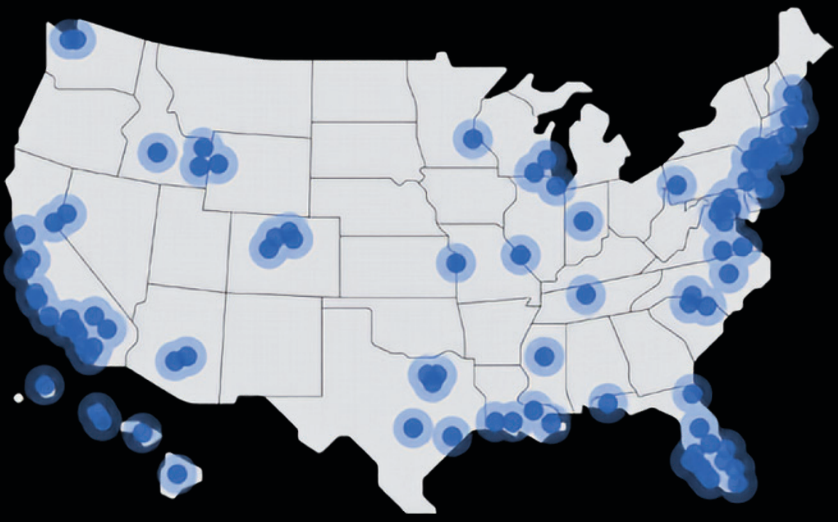
Through Sarasota Edit, I want to explore wellness through a thoughtful, personal lens, highlighting local voices here in Sarasota along with trusted subject matter experts in movement, recovery, nutrition, sleep, skincare, beauty, strength, mindset, and living well.

This also connects to something new I am building.

Irma: UNFILTERED is my upcoming guest driven podcast and a more personal extension of these conversations around life, business, motherhood, real estate, wellness, ambition, and authenticity.
Not as an expert.

As a woman learning in real time.

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HALLOWEEN GLOW JARS



WHAT YOU NEED

- Clean glass jars
- Craft paint or paint markers
- Paintbrushes
- Battery-operated tea lights

1 PAINT THE JARS



Paint your jars with paint or paint markers.

2 ADD DETAILS



Add fun faces or details to each jar.

3 PLACE THE LIGHT



Place a battery-operated tea light inside each jar.

Make one every October and add the year to the bottom. Over time, you'll have a collection... Those are the decorations you'll want to keep!



Irma's Pumpkin Carving Hacks

Want your jack-o'-lantern to actually make it to Halloween night? Cut from the bottom instead of the top, here's the family-tested trick.

1

Cut the bottom, not the top

Slice the opening out of the base of the pumpkin instead of around the stem. It stays intact on top, and the pumpkin sits neatly over a battery-operated candle. Safe for little hands to place.

2

Give it a vinegar wipe-down

Once carving's done, wipe every cut edge with a splash of diluted white vinegar. It's an easy job to hand off to kids, and it helps slow mold before it starts.

3

Keep it cool and shaded

This is Sarasota, so the sun does the most damage. Keep your pumpkin dry and out of direct afternoon light whenever you can.

GRAVEYARD DIRT CUPS



INGREDIENTS

2 cups cold milk
1 package (3.9 oz) instant chocolate pudding
1 tub (8 oz) whipped topping
20 chocolate sandwich cookies
gummy worms
Milano cookies
tube white icing

1. Combine butter, pudding, white sugar, and crushed cookies coonled.
2. Grease the cookie sheets. Roll the dough into walnut-sized balls.
3. Flatten each cookies with a large fork dipped in sugar.
4. Bake for 8-10 minutes in cool en aa to a wire rack to cool completely.

pro tip
Freeze the tombstone cookies for 10 minutes before icing so the letters set clean.

ingredients

4 cups chilled lemon-lime soda · 2 cups pineapple juice · 1 cup lemonade · 3–4 scoops lime sherbet · green apple slices or candy eyeballs, to garnish

the method

1. Pour the pineapple juice and lemonade into a large pitcher or punch bowl.
2. Add the lemon-lime soda just before serving so it stays fizzy.
3. Float scoops of lime sherbet on top for the foamy brew effect.
4. Garnish with apple slices or a few candy eyeballs.

Pro tip — nestle the bowl inside a larger bowl of plain ice for a dramatic look, skip dry ice around children. For the grown-ups, a splash of prosecco turns it into a festive spritz.

Witches' Brew Punch

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From painting to flooring and everything in between, Compass Concierge helps you easily prepare your home for the market by advancing funds for home improvement services. Zero due until closing*

"Compass Concierge resulted in my client getting a sale price 15% higher than it would have been had we not done the updates - and the house sold pre-market based on the improvements."

William Seale, Compass Dallas Agent

After



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David Getson,
Compass D.C. Agent



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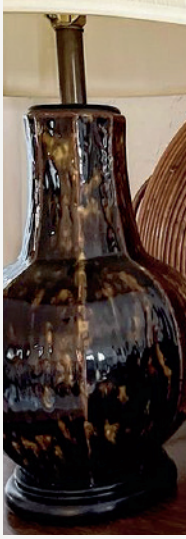
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COMPASS
COMING SOON

AT HOME

FALL, THE FLORIDA WAY



I love the feeling of fall. I just don't necessarily want my Sarasota home covered in orange leaves and pumpkins. Decorating for the season here looks a little different. Instead of trying to make our homes feel like somewhere else, I love bringing in the warmth of fall through texture, layers and small changes that still make sense for the way we live in Florida.



Start with what you already have. Swap a few lighter pillows for warmer neutrals. Add a textured throw to the sofa. Bring in natural wood, woven pieces or a beautiful branch arrangement. Change a few coffee table books. Add candles in warmer, more grounded scents.

Then edit. One of the easiest ways to make a room feel refreshed is often to take something away rather than add something new. Clear the kitchen counters. Restyle the coffee table. Move a chair. Rotate artwork from another room.

Your home can feel completely different without buying an entirely new room. And because October is when we start spending more time outside again, don't forget the lanai. Fresh outdoor pillows, lanterns, a simple table arrangement and a few beautiful planters can make your outdoor living space feel like an extension of the house again.



- Warm neutrals
- Natural textures
- A little greenery
- Soft lighting
- One seasonal moment
- Less clutter









The goal isn't to decorate for fall. It's to make home feel a little warmer, calmer and ready for the season you're about to live in.

WHAT I'M LOVING



Think: a beautiful throw, textured pillow, sculptural candle, coffee table book or woven tray.

SHOP THE LOOK

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