

END OF SEASON, START OF STRATEGY: SOLVING FOR WHAT COMES NEXT IN SOUTHWEST FLORIDA COMMERCIAL REAL ESTATE

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As Southwest Florida transitions out of peak season, commercial property owners often find themselves facing a different set of challenges than they did just months earlier.

Buildings are quieter, tenant activity slows, and the urgency of day-to-day operations gives way to more strategic questions. While this shift can feel uncertain, it creates a valuable problem-solving window. The off-season is the time to address obstacles, refine strategies, and position assets for strong performance ahead of the next demand cycle.

For owners who approach this period with intention, the quieter months become an opportunity to solve for growth rather than wait for it.



Solving Deferred Maintenance Before It Impacts Leasing and Value

One of the most common issues property owners encounter after peak season is deferred maintenance. During periods of high activity, repairs are often postponed to avoid tenant disruption. Over time, those postponed items can quietly affect tenant satisfaction, leasing momentum, and overall asset perception.

The off-season provides a practical solution. With reduced foot traffic and greater flexibility, owners can efficiently complete necessary repairs and capital improvements. Roof systems, HVAC, parking lots, exterior finishes, and common areas can be addressed with minimal operational impact.

From a strategic standpoint, resolving maintenance issues early removes barriers when attracting prospective tenants. Well-maintained properties photograph better, tour better, and lease faster. Addressing these challenges during the off-season also helps protect long-term asset value and reduces the risk of unexpected costs later.



Leasing Up During the Off-Season to Start Next Season at Full Strength

In Southwest Florida, the off-season is not a pause in leasing strategy. It is the most important time to lease up space ahead of the next peak. Owners who wait for demand to return often find themselves racing the calendar, while those who act now position their properties to begin next season at full occupancy and peak return.

After evaluating peak season performance, owners can identify leasing gaps, tenant turnover, or space that underperformed. The off-season allows time to solve these challenges with intention. Spaces can be repositioned, targeted toward high-performing uses, or adjusted in size or configuration to better align with market demand.

Equally important, marketing materials should be refreshed to reflect current conditions. Updated photography, refined messaging, and clearer value propositions should be developed now, not later. These efforts ensure the property is presented professionally as prospect activity increases, rather than reacting once competition intensifies.

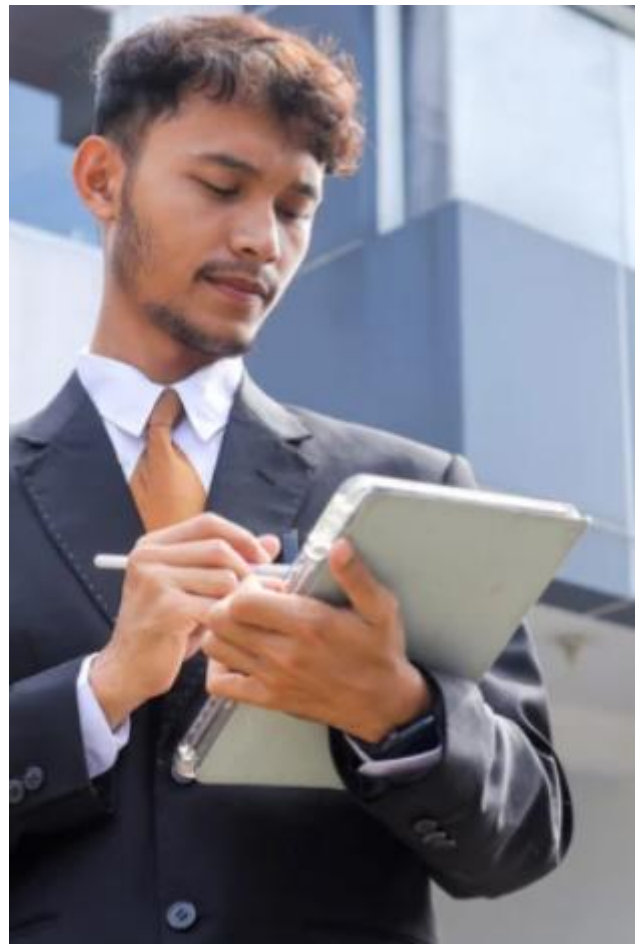
Leasing during the off-season allows owners to stabilize income, reduce vacancy exposure, and enter the next season with momentum already in place. The goal is not simply to fill space, but to do so in a way that supports long-term performance and sustainable cash flow.

Preparing for a Future Sale by Solving Readiness Challenges Early

For owners considering a possible sale, the off-season often reveals gaps in readiness that are difficult to address once market activity accelerates. Peak season rarely allows time to organize financials, evaluate valuation drivers, or identify improvements that could strengthen a future offering.

The quieter months provide an opportunity to solve for these issues proactively. Owners can review rent rolls, assess operating expenses, and identify factors that may influence investor interest. Stabilizing occupancy, addressing maintenance concerns, and clarifying property positioning can all contribute to more favorable outcomes when the asset eventually enters the market.

Even if a sale is not immediate, solving readiness challenges early allows owners to maintain control over timing and pricing rather than reacting to external pressures.





Turning the Seasonal Shift Into a Strategic Advantage

The end of season marks a natural transition, but it also exposes where planning and execution can be improved. Owners who use the off-season to address maintenance, lease space intentionally, and prepare assets for long-term goals are better positioned when peak demand returns.

In a seasonal market like Southwest Florida, the foundations for next season's success are built months in advance. Solving today's challenges during the quieter period often determines how well a property performs when activity resumes.

For owners willing to move early and plan strategically, the off-season is not a slowdown. It is where value is created.

How Cushman & Wakefield Supports Owners Through the Off-Season

At Cushman & Wakefield | Commercial Property, we work alongside owners during the off-season to help turn planning into measurable results. Our team provides integrated guidance across leasing, investment sales, and property management, allowing owners to address challenges, capture opportunities, and position assets for peak performance. As a full-service brokerage, we help clients make informed decisions today that strengthen occupancy, maximize value, and support long-term investment goals when the next season begins.

We're Here to Help

As both a brokerage and full-service property management firm, **Cushman & Wakefield | Commercial Property Southwest Florida** is committed to supporting you.

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