

# The 2025 WEC Effect

## The Equestrian Land Report

Presented by SVN McDonald & Co.

### In Summary

Prices declined in 2025 for vacant, agriculturally zoned land 10 acres and larger.

### The WEC: America's Equestrian Hub

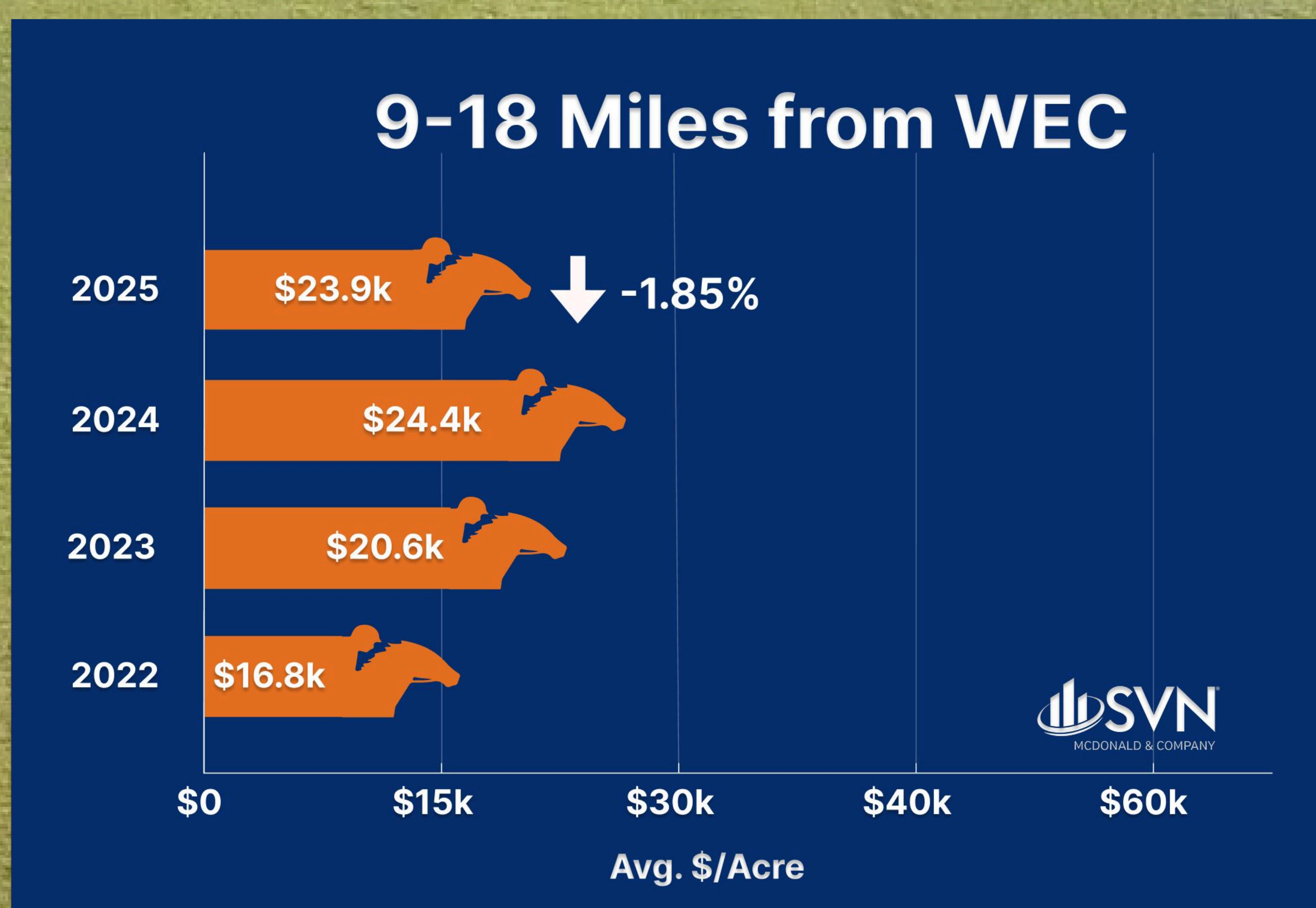
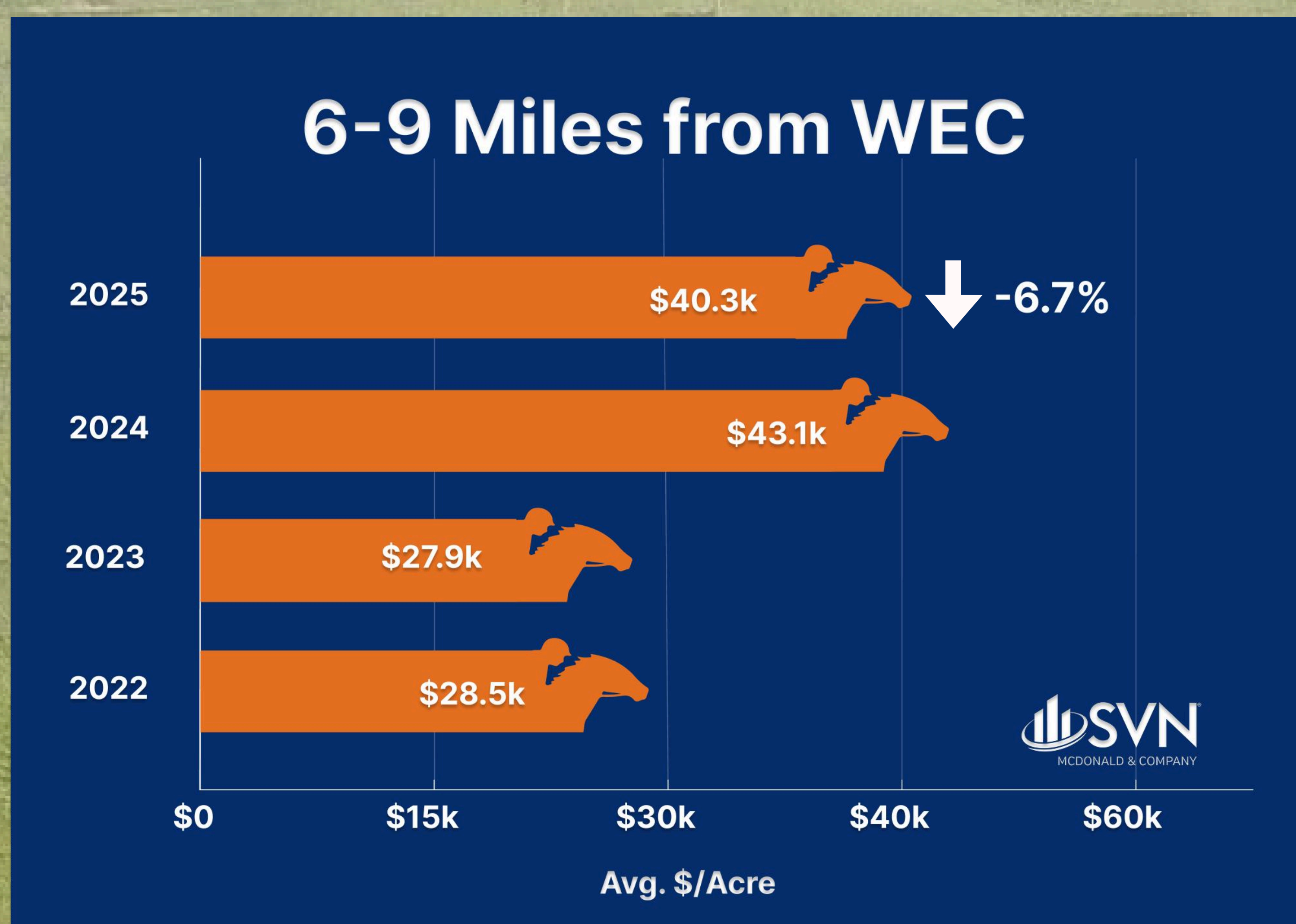
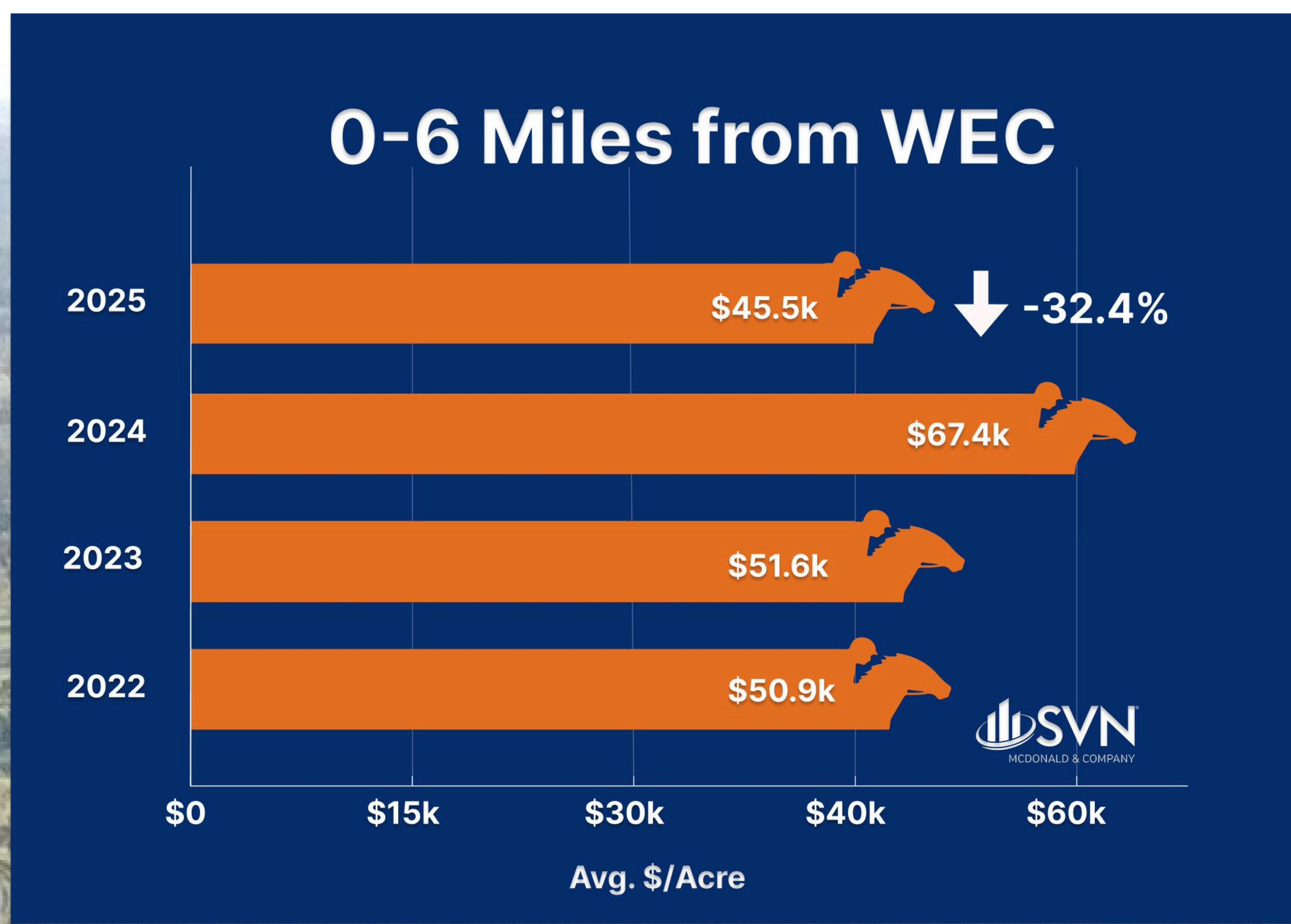
Ocala and Marion County's equestrian charm is hard to beat! The combination of picturesque horse farms, natural resources and the warm, welcoming community makes it a special place for those who love horses and the great outdoors. At the heart of this equestrian hub is the World Equestrian Center (WEC), a state-of-the-art facility that has redefined the region since its opening in January 2021. This game changing destination continues to attract people to the area, and the WEC's effect on vacant land valuations surrounding it is significant.

### The Data Speaks

The 2025 WEC Effect reveals another year of changing land valuations across three distance segments for vacant, agriculturally zoned land 10 acres and larger. These segments are measured by their distance from the Grand Outdoor Arena at the WEC: 0-6 miles, 6-9 miles and 9-18 miles, respectively.

### Prices Declined in All Three Distance Segments in 2025

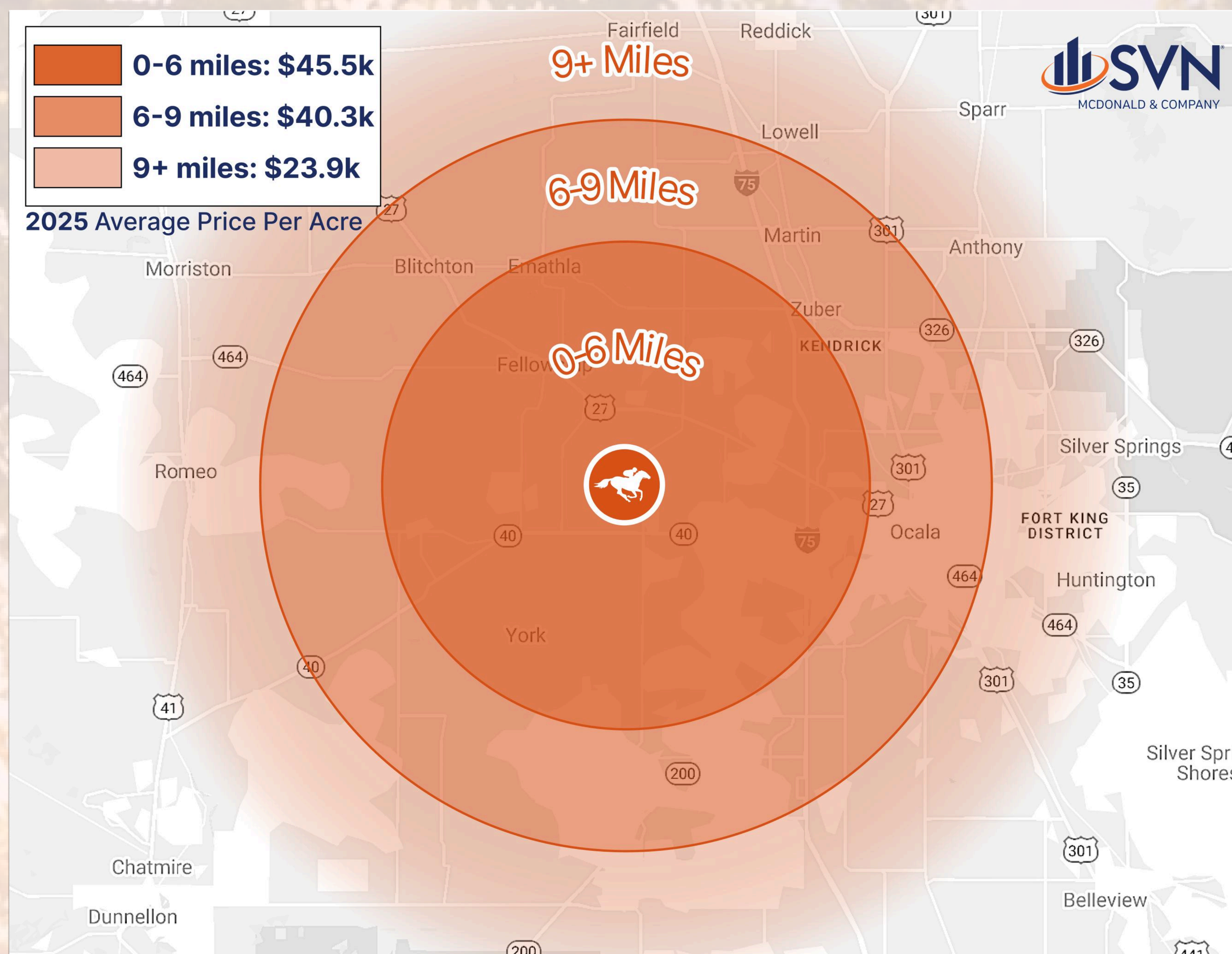
Following a market peak in 2024, all three distance segments saw a decline in their average values for 2025. The '0-6 Miles' segment led the decline with a **-32.44%** year over year change from \$67,384 to \$45,524/acre. The '6-9 Miles' segment declined **-6.71%** from \$43,181 to \$40,283/acre. The '9-18 Miles' segment experienced the smallest percentage decline of **-1.85%** from \$24,355 to \$23,905/acre.



Avg Price/acre	0-6 Miles	6-9 Miles	9-18 Miles
2022	\$50,957	\$28,530	\$16,765
2023	\$51,565	\$27,994	\$20,593
2024	\$67,384	\$43,181	\$24,355
2025	\$45,524	\$40,283	\$23,905

Source: SVN McDonald & Company · WEC Effect Broker Opinion of Value · 2025

YoY % change	0-6 Miles	6-9 Miles	9-18 Miles
2023	+1.19%	-1.88%	+22.83%
2024	+30.68%	+54.25%	+18.27%
2025	-32.44%	-6.71%	-1.85%



### Our Takeaway

The WEC has created unprecedented demand for agriculturally zoned vacant land in both Marion and Levy Counties. After a period of rapid price appreciation, prices cooled a bit in 2025, perhaps indicating a hot market catching its breath.

As we conversed with new property owners in the Williston area and beyond, equestrian minded land buyers considered eastern portions of Levy County close enough to access the WEC's amenities and activities they desire. We therefore extended our third distance segment to 18 miles from the Grand Outdoor Arena into portions of Levy County.

### The Numbers

Our analysis excludes a few sales that closed well outside typical market valuations. For example, one vacant 10-acre tract near WEC sold for \$150,000 per acre in 2025, significantly higher than any comparable sale. In some cases, we removed significant outliers to ensure statistical averages accurately reflect normal market conditions in the area.

The WEC Effect identifies general market direction for vacant agriculturally zoned land 10 acres and larger and its proximity to the Grand Outdoor Arena at the World Equestrian Center. Land valuations are subjective and can vary greatly based on attributes such as entitlements, uplands, wetlands, improved pasture, highway frontage, fencing, timber growth, soil content, and more.

### SVN McDonald & Co.

For over 20 years we've helped families navigate complex land and commercial real estate transactions in Ocala and the surrounding communities. Our expertise and commitment to our clients' success, combined with our powerful national marketing platform, enables us to create awesome value for our friends and clients.

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