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## Why Disney's job relocation is 'throwing gas on a fire' for Lake Nona's land market

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Orlando land brokers have been fielding calls from developers across the U.S. attempting to learn more about Lake Nona after The Walt Disney Co. on July 15 confirmed it will relocate at least 2,000 jobs there.

It may be one of the largest corporate job relocations to Orlando, and will have a ripple effect on the local economy such as creating more demand for commercial and residential construction. The relocation likely will also drive up prices in Lake Nona's already-hot housing market.

Further, the news may cause property values to increase along Boggy Creek and Narcoossee roads, which bookend southeast Orlando's Lake Nona community, and may result in more owners bringing properties to market that aren't currently listed, land experts say.



THE WALT DISNEY CO.

Disney plans to open a campus in Lake Nona, which is expected to create more demand for nearby vacant land.

It's not known how much land currently is listed for sale in Lake Nona, but at least four parcels are for sale totaling 26 acres around the southeast Orlando community, [according to LoopNet](#).

The Disney jobs news was positive for [Daryl Carter](#), president of Orlando-based Maury Carter & Associates, [who is under contract to buy roughly 23 acres at 14727 Boggy Creek Road along with Jim Dowd](#), president of Celebration-based Dowd Properties Inc. That's where the two businessmen plan to develop a mixed-use project or sell the property in the future.

Carter said the job news hasn't resulted in his phone ringing more, but it certainly boosts property values and future commercial and residential projects in and around fast-growing Lake Nona. "It's just throwing gas on a fire."

Still, other real estate executives see the Disney jobs as benefitting the greater Orlando market.

Disney's move may attract other companies to Central Florida, creating more demand for vacant land for new homes, offices and more, said [Brad Parker](#), a land expert with Longwood-based [Southern Realty Enterprises](#). "I don't think Central Florida has seen the excitement around land — even in pre-2008 days — like we're seeing now. There are so many factors that contribute to our growth, not just tourism. We're establishing ourselves as a world-class city."

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