

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **2006-05-08** | Period of Report: **2006-03-31**
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FILER

Suncoast Equity Management

CIK: **1315059** | IRS No.: **593464224** | State of Incorporation: **FL** | Fiscal Year End: **1204**
Type: **13F-HR** | Act: **34** | File No.: **028-11066** | Film No.: **06815270**

Mailing Address
*14502 N DALE MABRY #200
TAMPA FL 33618*

Business Address
*14502 N DALE MABRY #200
TAMPA FL 33618
813-963-0502*

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON D.C. 20549
FORM 13F
FORM 13F COVER PAGE
Report for the Calendar Year or Quarter Ended: March 31, 2006
Check here if Amendment []; Amendment Number:

This Amendment (Check only one.):
 is a restatement.

adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name:
Suncoast Equity Management
Address:
14502 N Dale Mabry

Suite 200

Tampa, FL 33618

13F File Number:
28-11066

The institutional investment manager filing
this report and the person by whom
it is signed hereby represent that
the person signing the report is authorized to submit it,
that all information contained herein is true,
correct and complete, and that it is understood that all
required items, statements, schedules, lists, and tables,
are considered integral parts of this submission.

Person Signing this Report on Behalf of Reporting Manager:
Name:
Sean Wright

Title:
Director of Operations

Phone:
813-963-0502

Sean Wright
Tampa, FL
May 8, 2006

Report Type (Check only one.):

13F HOLDINGS REPORT.

13F NOTICE.

13F COMBINATION REPORT.

List of Other Managers Reporting for this Manager:

FORM 13F SUMMARY PAGE

Report Summary:

Number of Other Included Managers:

0

Form 13F Information Table Entry Total:

0

Form 13F Information Table Value Total:

0

List of Other Included Managers:

<TABLE>		<C>		<C>					
FORM 13F INFORMATION TABLE									
NAME OF ISSUER	TITLE OF CLASS	CUSIP	VALUE (x\$1000)	SHARES/ PRN AMT	SH/ PRN	PUT/ CALL	INVSTMT SOLE	OTHER	VOTING AUTHORITY
AMERICAN EXPRESS CO	COM	025816109	7924	150805	SH		SOLE		
AMGEN	COM	031162100	7393	101632	SH		SOLE		
ANHUESER-BUSCH	COM	035229103	4781	111805	SH		SOLE		
BERKSHIRE HATHAWAY B	COM	084670207	8165	2711	SH		SOLE		
COLGATE PALMOLIVE	COM	194162103	6013	105310	SH		SOLE		
DELL INC	COM	24702R101	5927	199185	SH		SOLE		
GENERAL ELECTRIC	COM	369604103	6778	194909	SH		SOLE		
HARLEY DAVIDSON INC	COM	412822108	7330	141290	SH		SOLE		
HERSHEY FOODS	COM	427866108	7568	144910	SH		SOLE		
LAB CORP AMERICA	COM	50540R409	7885	134841	SH		SOLE		
MEDTRONIC INC	COM	585066106	6901	135989	SH		SOLE		
MICROSOFT	COM	594918104	6262	230170	SH		SOLE		
PATTERSON INC	COM	703395103	5944	168880	SH		SOLE		
GRAINGER	COM	384802104	5689	75505	SH		SOLE		
UNITED PAR SERVI	COM	911312106	3495	44040	SH		SOLE		
MCGRAW HILL	COM	580645109	5585	96935	SH		SOLE		
BECTON DICKINSON	COM	075887109	4157	67515	SH		SOLE		
PEPSICO INC	COM	713448108	8022	138820	SH		SOLE		
NIKE CL B	COM	654106103	5819	68390	SH		SOLE		
PROCTOR & GAMBLE	COM	742718109	4559	79114	SH		SOLE		