

Jackson County Residential Market Trends

July 2012

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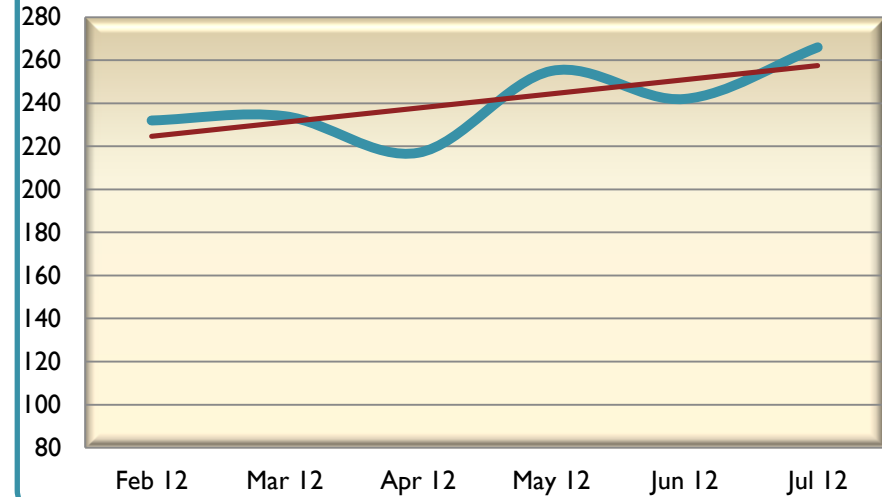
Overall activity trends are not a measure of pricing or value for individual properties. Small Sampling sizes can lead to wide variances in year to year comparisons.

This report represents urban area homes and excludes rural properties. N/A means "No or Insufficient Activity" for the reporting period. All information is based on reporting by REALTORS® to the Southern Oregon Multiple Listing Service.

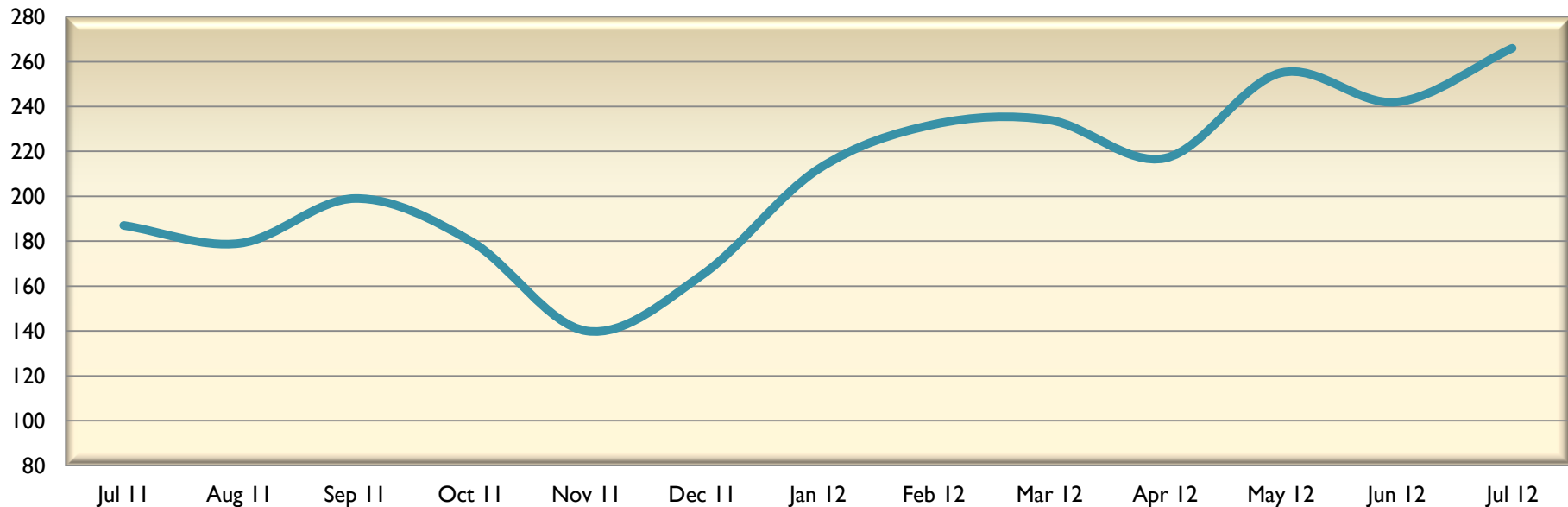
Pending Sales

Area	Jul 11	Jul 12	Change
Ashland	23	33	43.5%
Talent	8	7	-12.5%
Phoenix	6	8	33.3%
Jacksonville	6	11	83.3%
West Medford	35	46	31.4%
East Medford	48	74	54.2%
Central Point	26	42	61.5%
White City	11	16	45.5%
Eagle Point	16	17	6.3%
Shady Cove / Trail	2	5	150.0%
Gold Hill & Rogue River	6	7	16.7%
COUNTY TOTALS	187	266	42.2%

Six Month Trend

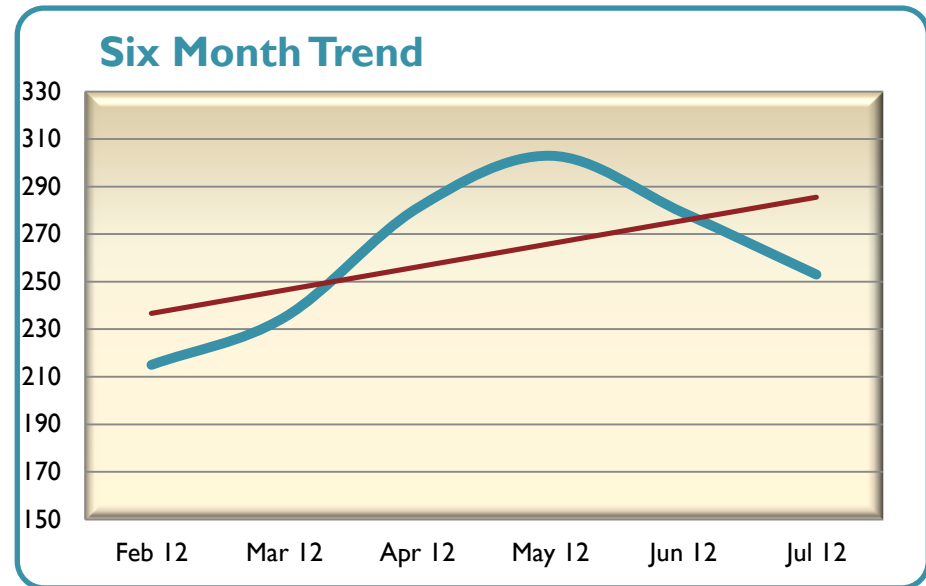


Yearly Snapshot: Pending Sales

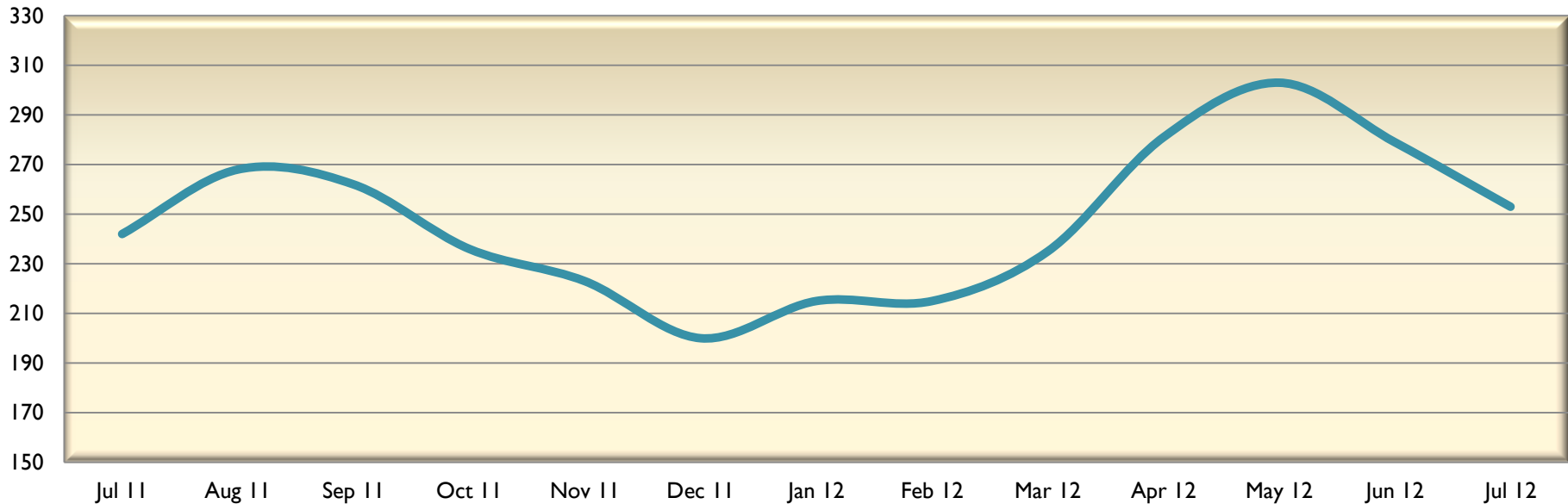


New Listings

Area	Jul 11	Jul 12	Change
Ashland	48	44	-8.3%
Talent	8	7	-12.5%
Phoenix	1	7	600.0%
Jacksonville	4	10	150.0%
West Medford	50	32	-36.0%
East Medford	63	73	15.9%
Central Point	29	28	-3.4%
White City	11	17	54.5%
Eagle Point	8	16	100.0%
Shady Cove / Trail	4	10	150.0%
Gold Hill & Rogue River	16	9	-43.8%
COUNTY TOTALS	242	253	4.5%

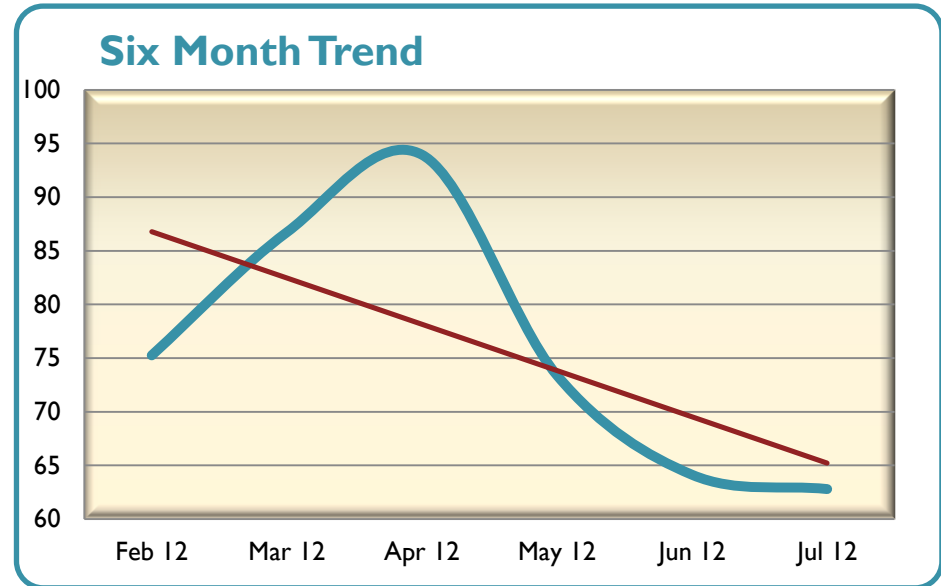


Yearly Snapshot: New Listings

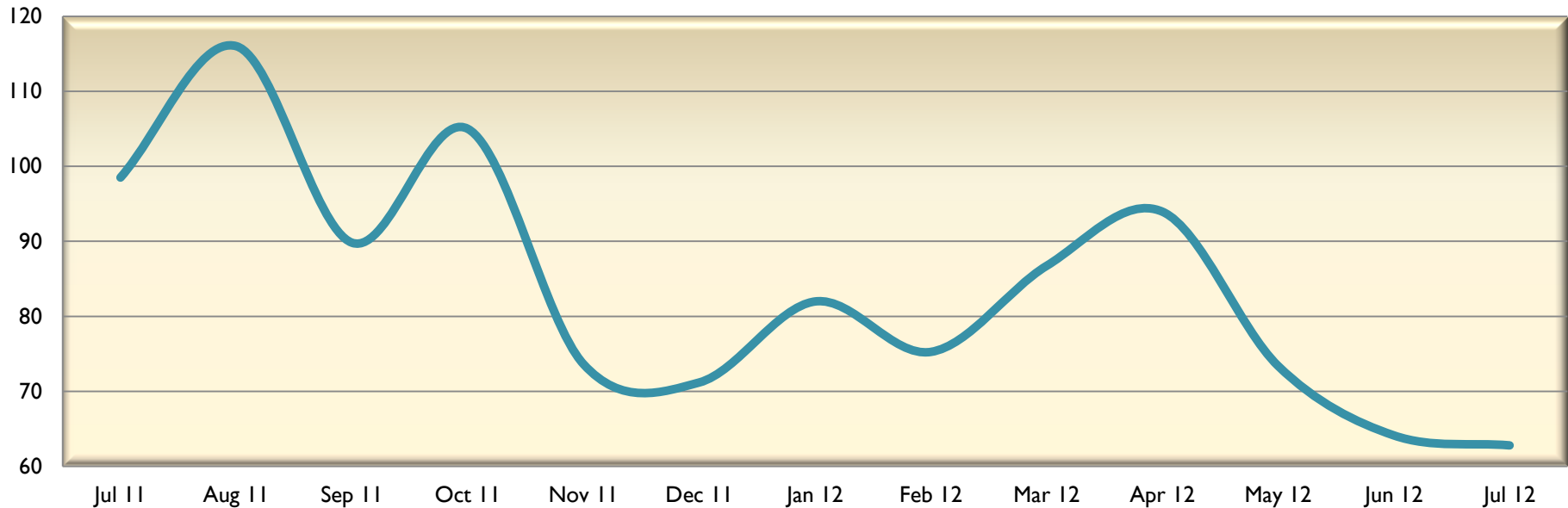


Average Days on Market

Area	Jul 11	Jul 12	Change
Ashland	177	77	-56.4%
Talent	72	35	-51.2%
Phoenix	110	31	-71.9%
Jacksonville	259	25	-90.5%
West Medford	46	43	-6.6%
East Medford	101	76	-24.8%
Central Point	74	48	-35.2%
White City	46	75	61.5%
Eagle Point	98	64	-34.5%
Shady Cove / Trail	N/A	251	N/A
Gold Hill & Rogue River	244	82	-66.6%
COUNTY TOTALS	99	63	-36.3%

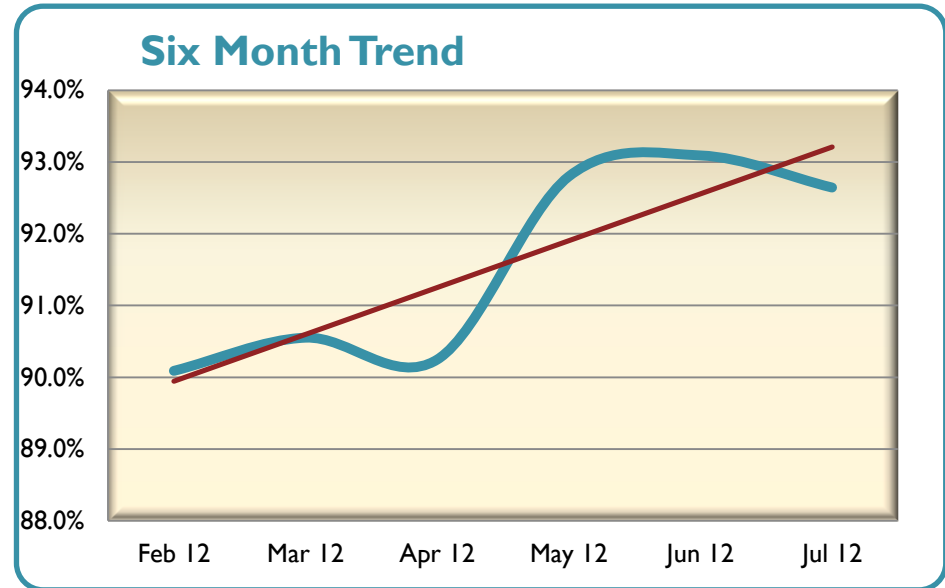


Yearly Snapshot: Average Days on Market

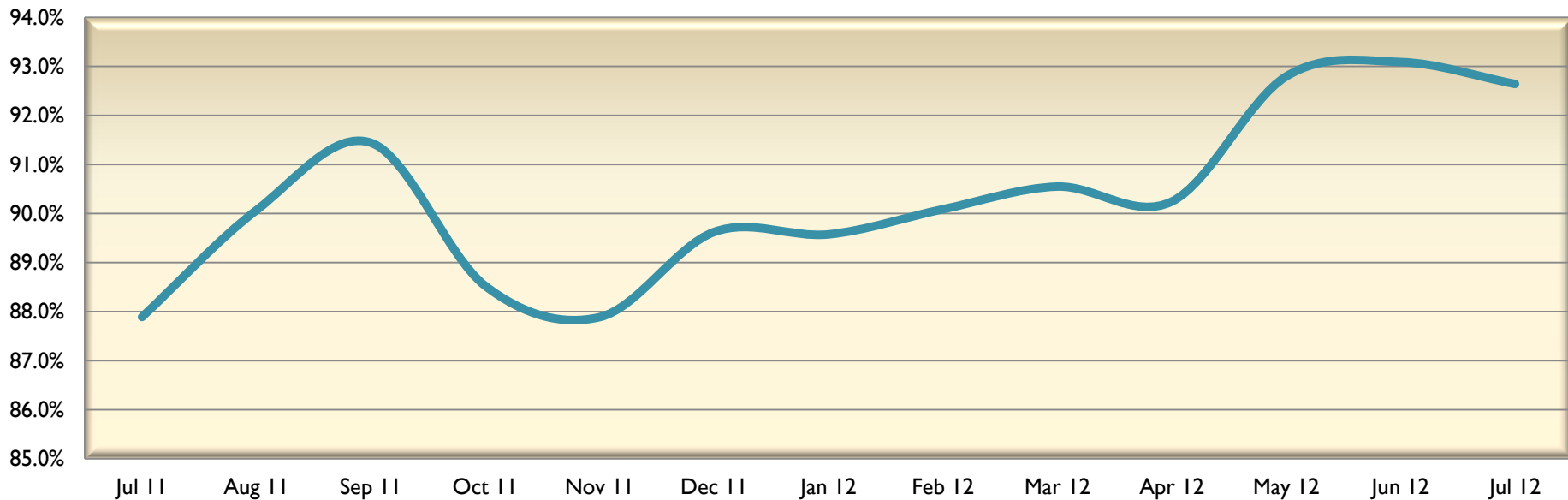


Original List Price vs Selling Price

Area	Jul 11	Jul 12	Change
Ashland	85.7%	93.1%	8.6%
Talent	91.1%	92.9%	2.0%
Phoenix	90.6%	93.8%	3.6%
Jacksonville	77.2%	98.7%	27.9%
West Medford	93.0%	96.2%	3.5%
East Medford	86.5%	92.2%	6.5%
Central Point	91.0%	93.9%	3.2%
White City	93.8%	96.3%	2.6%
Eagle Point	90.3%	91.0%	0.8%
Shady Cove / Trail	N/A	65.8%	N/A
Gold Hill & Rogue River	85.6%	79.4%	-7.1%
COUNTY TOTALS	87.9%	92.6%	5.4%

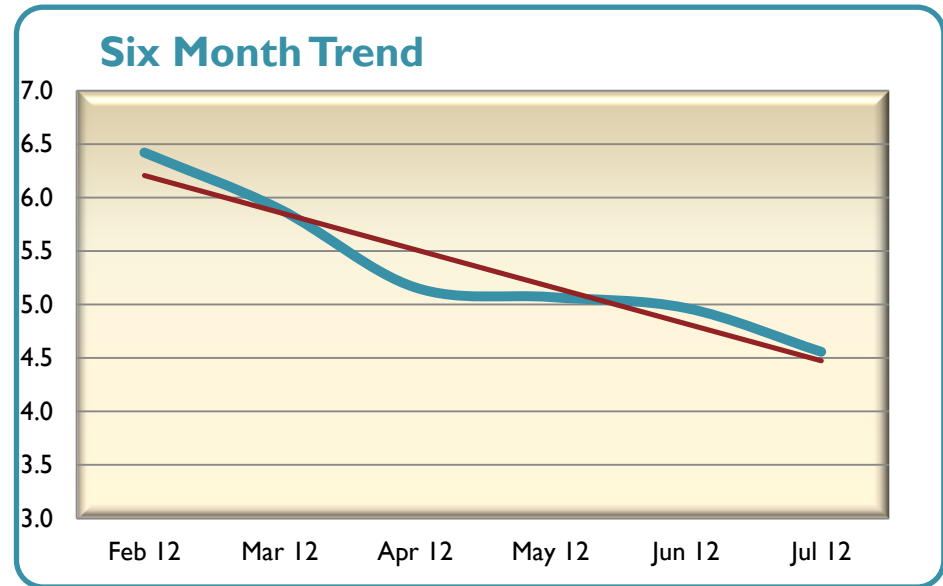


Yearly Snapshot: Original List Price vs Selling Price

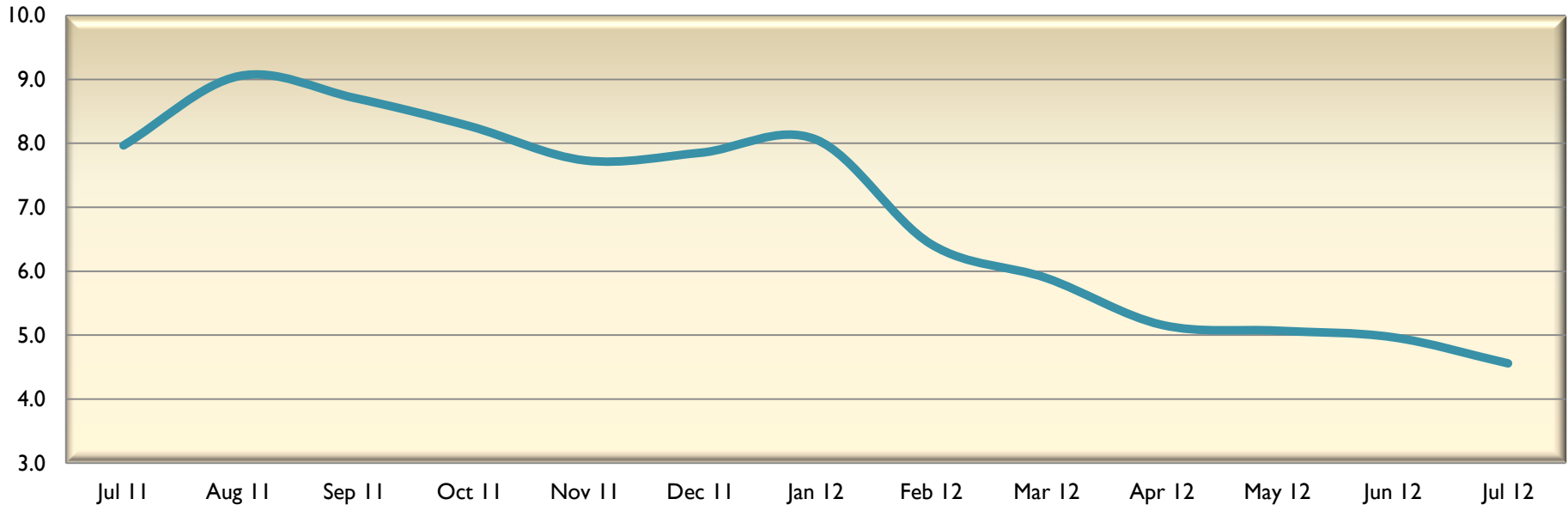


Available Homes per Buyer

Area	Jul 11	Jul 12	Change
Ashland	16.5	6.3	-62.0%
Talent	8.8	4.7	-47.0%
Phoenix	6.5	10.0	53.8%
Jacksonville	9.3	9.8	5.9%
West Medford	6.1	3.9	-35.5%
East Medford	6.9	3.8	-45.5%
Central Point	5.4	2.9	-47.4%
White City	4.8	4.2	-13.5%
Eagle Point	9.8	6.0	-38.8%
Shady Cove / Trail	N/A	21.0	N/A
Gold Hill & Rogue River	12.4	4.1	-66.9%
COUNTY TOTALS	8.0	4.6	-42.8%

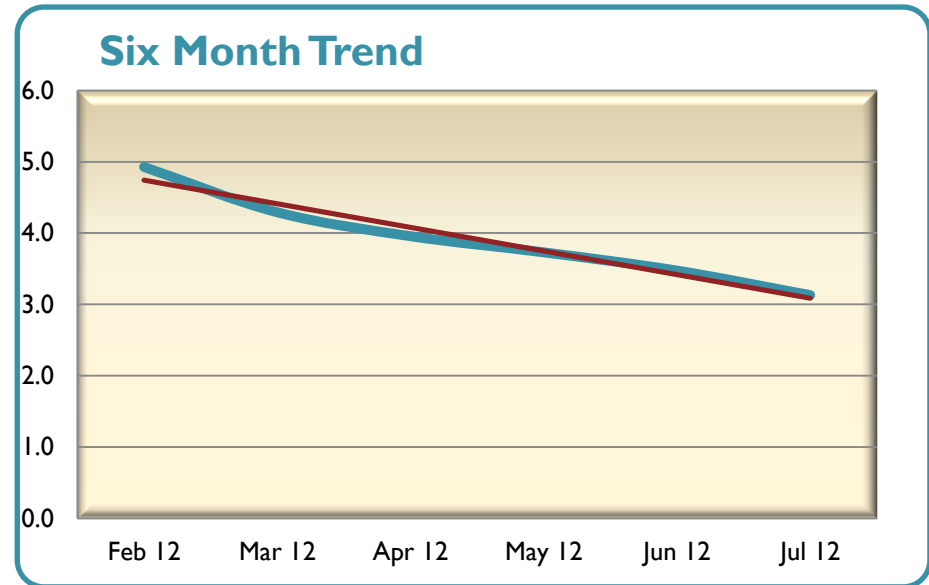


Yearly Snapshot: Available Homes per Buyer

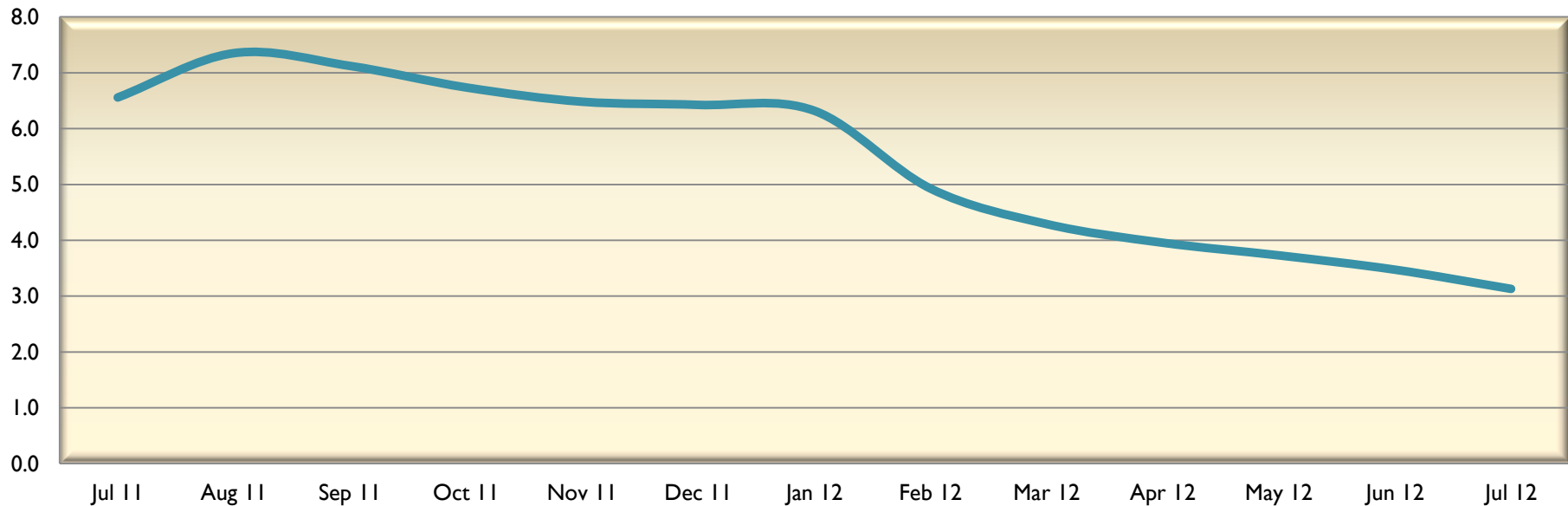


Months Supply of Inventory

Area	Jul 11	Jul 12	Change
Ashland	13.8	5.1	-63.1%
Talent	7.0	3.0	-57.1%
Phoenix	4.8	6.5	36.8%
Jacksonville	7.7	7.5	-2.8%
West Medford	4.8	2.4	-50.5%
East Medford	5.8	2.5	-57.7%
Central Point	4.4	1.6	-63.3%
White City	3.8	2.5	-33.6%
Eagle Point	7.9	3.9	-50.5%
Shady Cove / Trail	N/A	18.5	N/A
Gold Hill & Rogue River	11.2	3.3	-70.5%
COUNTY TOTALS	6.6	3.1	-52.3%



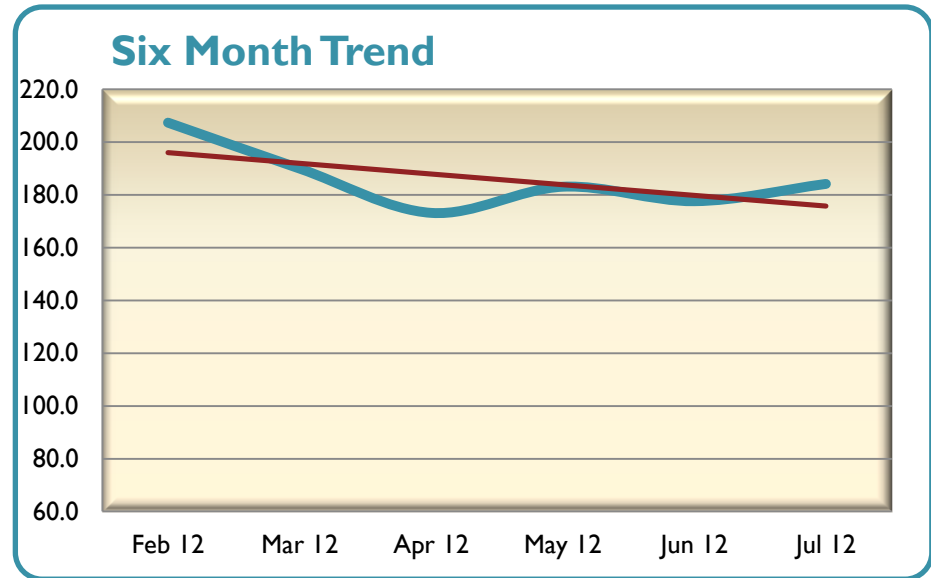
Yearly Snapshot: Months Supply of Inventory



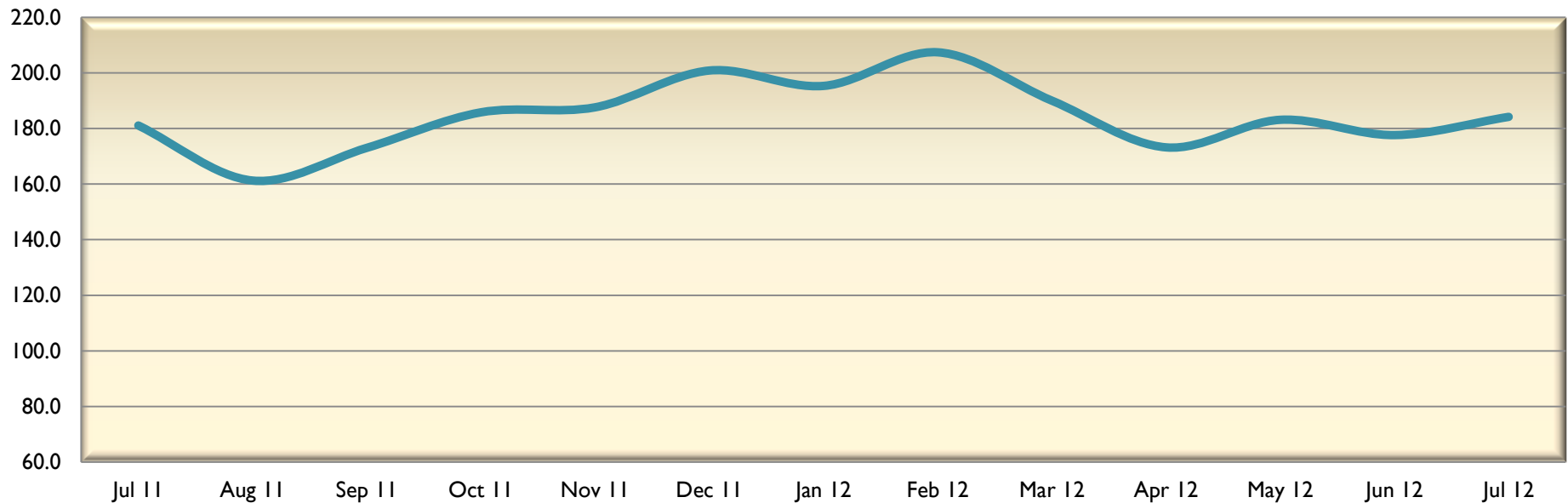
Housing Affordability Index

Jackson County	Jul 11	Jul 12	Change
	181.1	184.2	1.7%

The Housing Affordability Index (HAI) measures the ability of a family with median income to afford monthly mortgage payments on a median priced home. The HAI is calculated using the most recent census data for the area and average interest rates reported by Freddie Mac. Index values under 100 indicate less affordability, while values over 100 show increased affordability.



Yearly Snapshot: Housing Affordability Index



Keybox Activity Report

Keybox Accesses	Jul 11	Jul 12	Change
	4446	6496	46.1%

Note: Keybox accesses from the previous year only reflects SOMLS activity. The current year is GPMLS and SOMLS combined activity.

