01 / COVER

WEBSITE EDITION v1.2
Updated November 9, 2026

ASHLAND
MARKET INTELLIGENCE

October 2026 | Website Edition | The market behind the headlines

> A higher median. Longer market time. A more selective decision for every buyer and seller.

October delivered a headline price increase without a uniformly stronger selling environment. Ashland posted more completed sales than a year earlier, but fewer new contracts, longer marketing time, and weaker rolling-market liquidity. The evidence rewards a closer look before setting a list price or making an offer.

MONTHLY ASHLAND SINGLE-FAMILY MARKET	OCTOBER 2026
Closed sales	32
Pending sales	25
Median sale price	$685,000
Median days on market	56
Calculated months of supply	3.9

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> **Market observations through October 31, 2026. Prepared November 7, 2026. Website Edition — full source and methodology references are provided throughout.**

SOURCE NOTES | DOMUS / Oregon Data Share, October 2026, Ashland p. 3. Calculated October months of supply: 125 active listings / 32 monthly closings = 3.9. Other headline observations are source-reported.

02 / EXECUTIVE MARKET THESIS

An expensive closing month is not the same as stronger seller control.

October brought positive volume and price headlines, but weaker negotiating mechanics beneath them.

The encouraging evidence: Ashland completed 32 single-family sales in October, up from 28 last year. Its monthly median increased to $685,000 from $630,000. January–October closings remain 281 against 251 in 2025—an advantage of 30 transactions. The separate rolling existing-home market also closed more transactions than its comparable 2025 window.

The counterevidence: Pending sales fell to 25 from 27 a year earlier and median days on market rose to 56 from 35. Price per square foot declined 3.8% year over year even as the monthly median rose 8.7%, and rolling existing-home cumulative DOM increased to 38 days. The counterweight: October's calculated 3.9 months of supply is below last year's 4.6, indicating a more balanced market than the market-time statistic alone suggests.

Why this matters

Some buyers are clearly paying for desirable Ashland homes. But the data do not support a citywide claim that prices are rising for otherwise identical properties, or that sellers can safely start high and wait for the market to catch up. Nor does the longer market time establish an automatic discount for a well-positioned home.

> The broker takeaway: a compelling home can still command attention; the seller must earn that attention with realistic pricing, condition, presentation, and clear terms.

For buyers, more elapsed market time and weaker contract activity invite better comparison, inspection and negotiation. For sellers, the first launch window matters. Both sides should treat citywide medians as context and competing properties as the real decision set.

SOURCE NOTES | October DOMUS Ashland p. 3 and Southern Oregon MLS October Residential Statistics p. 1. Market Momentum and Market Health calculations use the corrected Ashland supply ratio. These are market diagnostics, not home appraisals.

FORWARD VIEW / MARKET OUTLOOK / PAGES 33-39

October-origin forecasts cover rolling RVAR existing-home statistics through October 2027.

The $548k rolling median is not the same measure as the $685k October monthly median.

03 / MONTHLY DASHBOARD

The October snapshot, without the spin.

DOMUS single-family closings during October 2026; September 2026 is the later comparison vintage printed in the October report.

Measure	Oct 2026	Oct 2025	Sep 2026*	YoY (Oct)
Median sale price	$685,000	$630,000	$580,965	+8.7%
Closed sales	32	28	37	+14.3%
Pending sales	25	27	36	-7.4%
New listings	30	24	41	+25.0%
Median DOM	56 days	35 days	39 days	+60.0%
Price per square foot	$318	$330	$328	-3.8%
List price received	97.7%	96.8%	97.8%	+0.9 pp
Active inventory	125	128	139	-2.3%
Months of supply	3.9	4.6	3.8	-14.6%
New-construction price*	$1,466,000	$674,950	$1,111,500	+117.2%

The contrast across measures matters more than any one bright cell. October had more closings than October 2025, but pending contracts were down and the observed median market time was 21 days longer. Meanwhile, a higher transaction median did not carry a corresponding increase in price per square foot.

*September 2026 comparison values are those republished in the October source and can differ from the archived September edition. Months of supply and its YoY change are calculated consistently from reported inventory/closing counts; list-price comparisons are in percentage points. New-construction price is a small-sample statistic.

SOURCE NOTES | October DOMUS, Ashland p. 3. Percentage changes follow the publication except calculated months of supply; list-price comparison is in percentage points.

04 / THE SHAPE OF 2026

October added to the year's closing lead—even as contracts cooled.

Counts can be bridged across nonoverlapping periods; medians cannot.

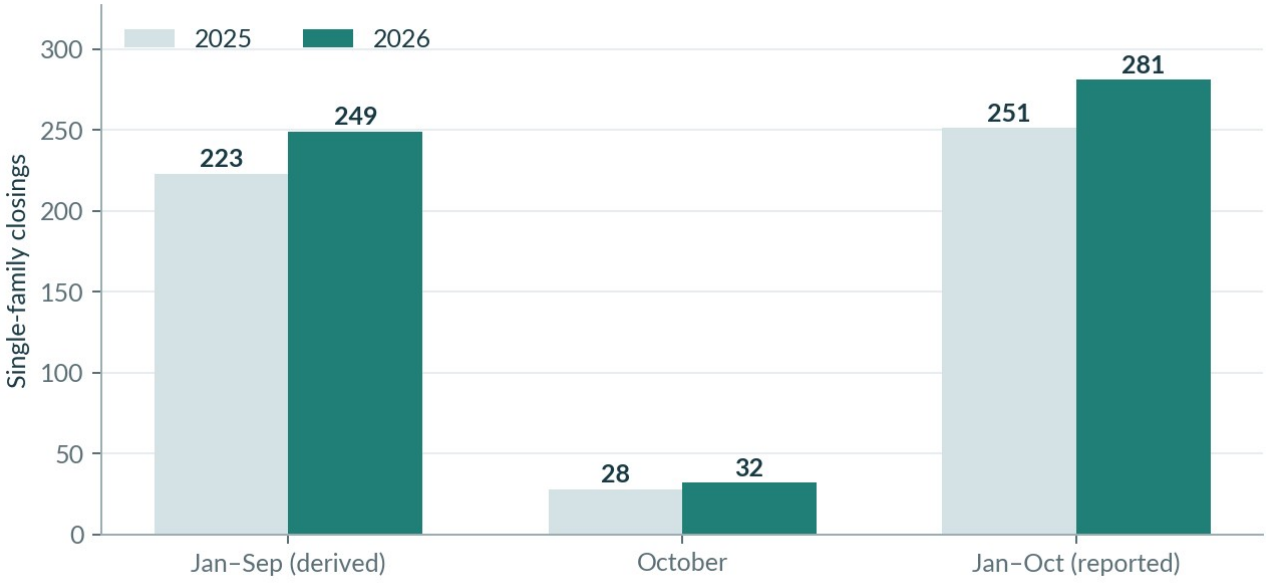


Figure 1. October-publication Jan–Sep counts are author arithmetic from Jan–Oct minus October; month and YTD counts from the same October source vintage.

Before October, the same October publication implies **249 January–September closings in 2026 versus 223 in 2025**—a lead of 26. October added 32 versus 28, widening that difference by four to **281 versus 251**. The month contributed positively to the year, even while the contract pipeline lost momentum.

The reported January–October pending count is 292 versus 264, an advantage of 28; new listings are 419 versus 398, an advantage of 21. These are cumulative counts, not independent monthly forecasts. October's 25 new pending contracts do not tell us which of the 281 year-to-date closings they will eventually become.

> A stronger cumulative year and a weaker recent contract reading can both be true. The next report will tell us whether October was a pause or the start of a softer finish.

SOURCE NOTES | October DOMUS, Ashland p. 3. January–September closings are derived by subtracting October counts from January–October totals; transaction medians cannot be subtracted this way.

05 / DEMAND AND COMMITMENTS

Closings rose. New contract activity did not.

The transaction flow is most useful when its separate stages are not confused.

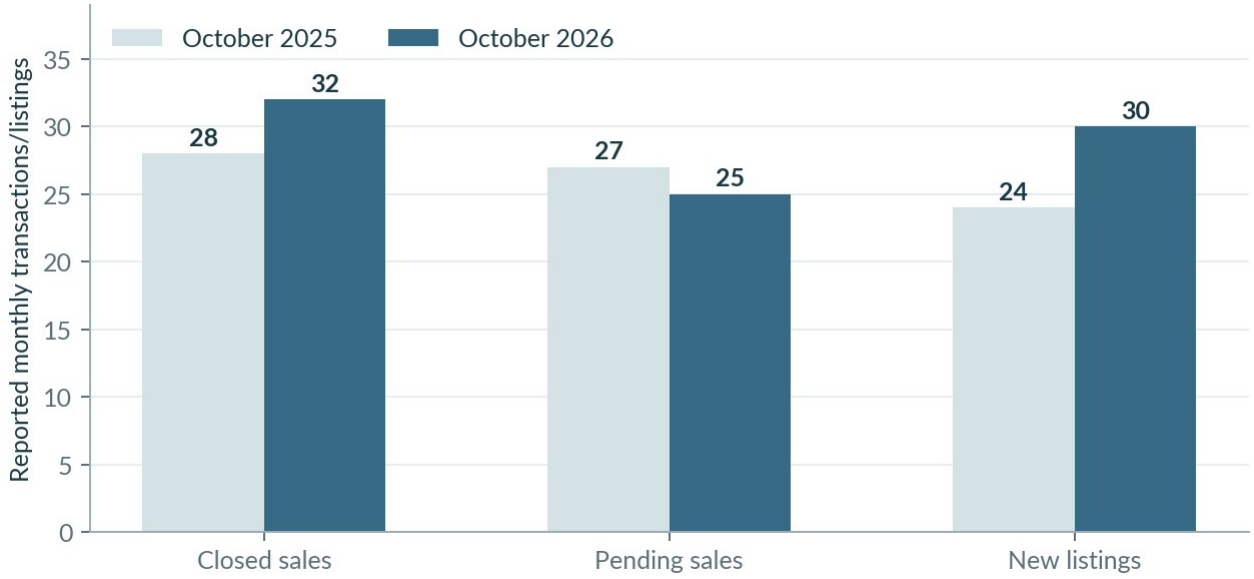


Figure 2. DOMUS Ashland single-family calendar-month counts, October 2025 versus October 2026.

The city reported **32 completed sales** and **25 pending sales** in October, versus 28 and 27 a year earlier. At the same time, 30 new listings entered the market, compared with 24 last October. On a simple reported-count basis, 25 pendings per 30 new listings is about **83 per 100**, versus 27 per 24—or about **113 per 100**—a year earlier.

That ratio is not a same-cohort conversion rate. An October contract can involve a property listed months earlier; an October listing can remain active into November. Nor does a lower pending number necessarily mean an equal decline in eventual closings. It is a leading activity observation that deserves follow-up.

> What would improve the reading? More qualified pending activity without a corresponding accumulation of competing listings—then evidence that those contracts actually close.

SOURCE NOTES | October DOMUS, Ashland p. 3. Pending-to-listing comparisons are indicative activity ratios, not verified contract-to-closing conversion rates.

06 / CONTRACT PIPELINE / 2026

The buyer-commitment pulse slowed after June.

A five-month view distinguishes contracts being written from transactions being completed.

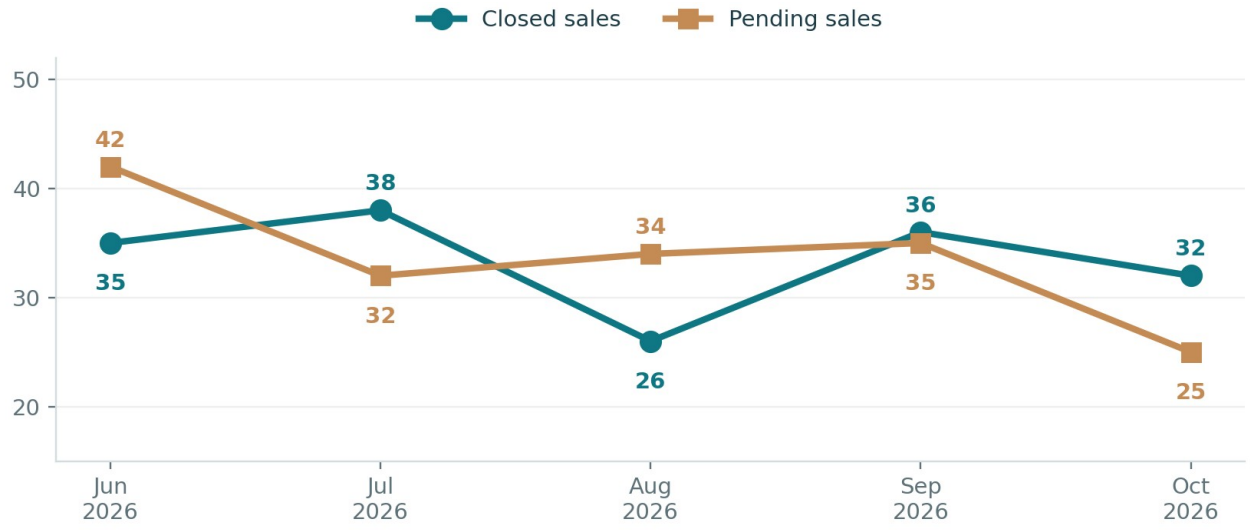


Figure 3. Ashland monthly single-family closed and pending counts, June–October 2026; each month is a distinct calendar period, not a rolling sum.

From June through October, monthly pending sales moved 42 → 32 → 34 → 35 → 25, while completed closings moved 35 → 38 → 26 → 36 → 32. The two paths do not represent the same homes progressing together: a contract signed in one month can close later, terminate, or remain pending.

The October gap is informative. The city closed 32 transactions but recorded only 25 new pending sales. That may foreshadow a less active near-term pipeline, yet it does not prove that November closings must fall. Pending transactions, contract fallout, and newly listed competing homes need to be followed together.

The question for November is not whether October closings were strong; it is whether new commitments rebuild before inventory accumulates.

SOURCE NOTES | Original June–August 2026 Ashland DOMUS monthly records, archived September 2026 source and October 2026 Ashland DOMUS p. 3. No contract-to-closing conversion inference.

07 / MARKET TIME

The median took 56 days—but that does not describe every home.

Completed-sale market time lengthened sharply from late summer.

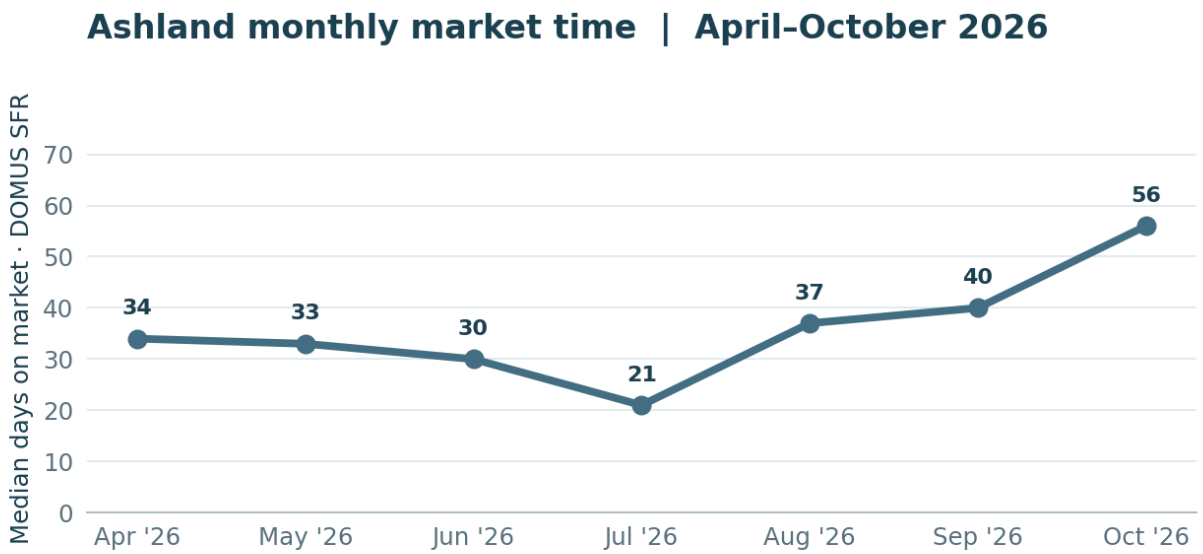


Figure 4. Ashland DOMUS monthly single-family median days on market, April–October 2026, original source vintages; month labels show year explicitly.

The October single-family median reached **56 days**, compared with **35 last October** and **39 in October's republished September comparator**. The originally archived September reading is 40 days. Either September vintage points to longer completed-sale market time in October, but they are not interchangeable historical inputs.

A median for homes that actually closed cannot describe the age of every unsold listing. It can also shift when different types of properties complete transactions. Even so, the sharp increase is a reason to examine the listing competition, price-change histories, financing and condition of the properties a buyer can choose among.

> For a seller: do not use a fast sale elsewhere as proof that your home deserves an aggressive starting price. For a buyer: longer market time can create questions to ask, not a guaranteed discount.

SOURCE NOTES | October DOMUS Ashland p. 3 and archived monthly records for April–September. Market time describes completed transactions, not the age of every active listing.

The real supply signal: stable near four months.

Monthly supply reflects the relationship between listings and the most recent sales pace—not the number of days an individual listing will stay active.

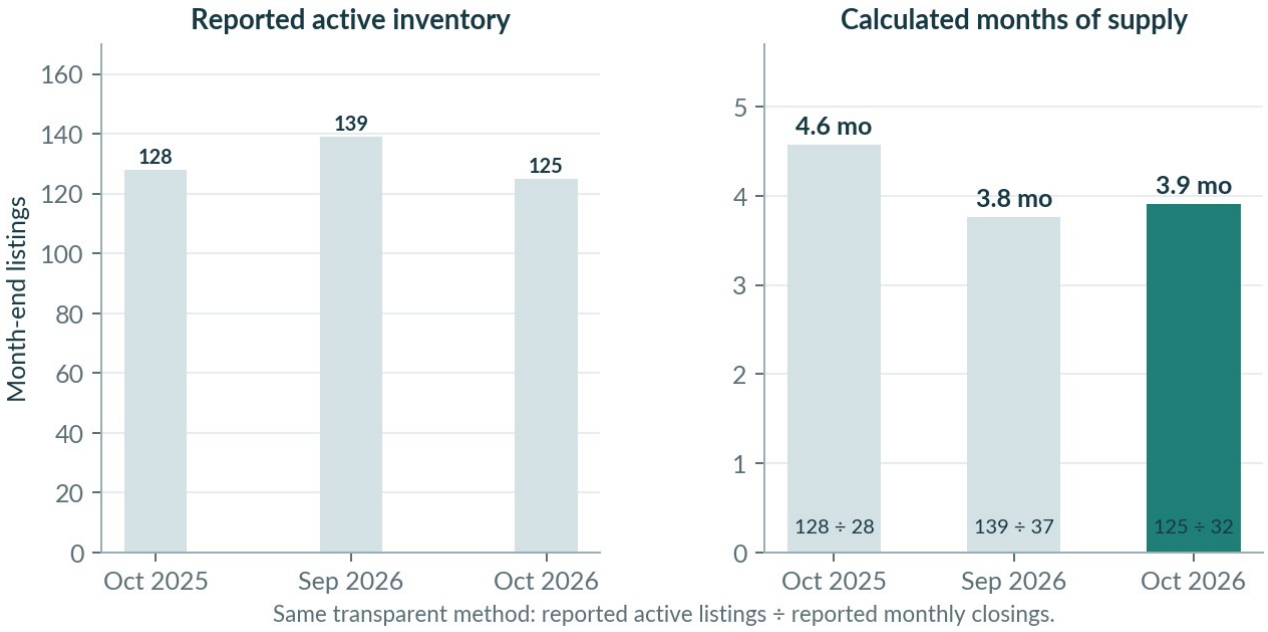


Figure 5. Calculated months of supply and reported active inventory: October 2025, September 2026 and October 2026. The same listings ÷ monthly closings method is used at every date.

Ashland reported **125 active single-family listings**, compared with 128 a year earlier and 139 in October's September comparator. Using the same straightforward inventory-to-monthly-closings ratio for all three dates, months of supply is **3.9 in October 2026**, versus **4.6 in October 2025** and **3.8 in September 2026**. Supply is down approximately **14.6% year over year**, while edging up only **4.0% month over month** on unrounded count ratios.

How to read the ratio

At the end of October 2026, Ashland had 125 active single-family listings and 32 closings, producing 3.9 months of supply. Using the same method, October 2025 was 4.6 months and September 2026 was 3.8. This measure can move when monthly closings fluctuate. It is not the time-to-sale forecast for an individual home; that requires nearby comparable listings, realistic pricing, condition and competing choices.

> October supply does not support a sudden surge in unsold inventory. At approximately 3.9 months, this is an absorption ratio—not an estimate of how long any particular home will take to sell.

SOURCE NOTES | DOMUS Ashland, October 2026, p. 3. Calculated supply is month-end active listings divided by that calendar month's closed sales, rounded to one decimal. The unaltered source and reconciliation are retained in the technical verification files.

09 / PRICE AND TRANSACTION MIX

A higher median can coexist with less pricing power.

October's price indicators point in different directions.

The monthly median rose **8.7% year over year**, from $630,000 to $685,000. Yet the October median price per square foot declined **3.8%**, from $330 to $318. The January–October median was **$603,000 versus $625,000**, or **3.5% lower** than the prior-year cumulative median.

The separately defined RVAR rolling existing-home median increased **5.4%**, to $548,000 from $520,000. That reading covers August–October and includes additional property types inside the urban growth boundary; it is not an alternative estimate for the same October single-family transaction pool.

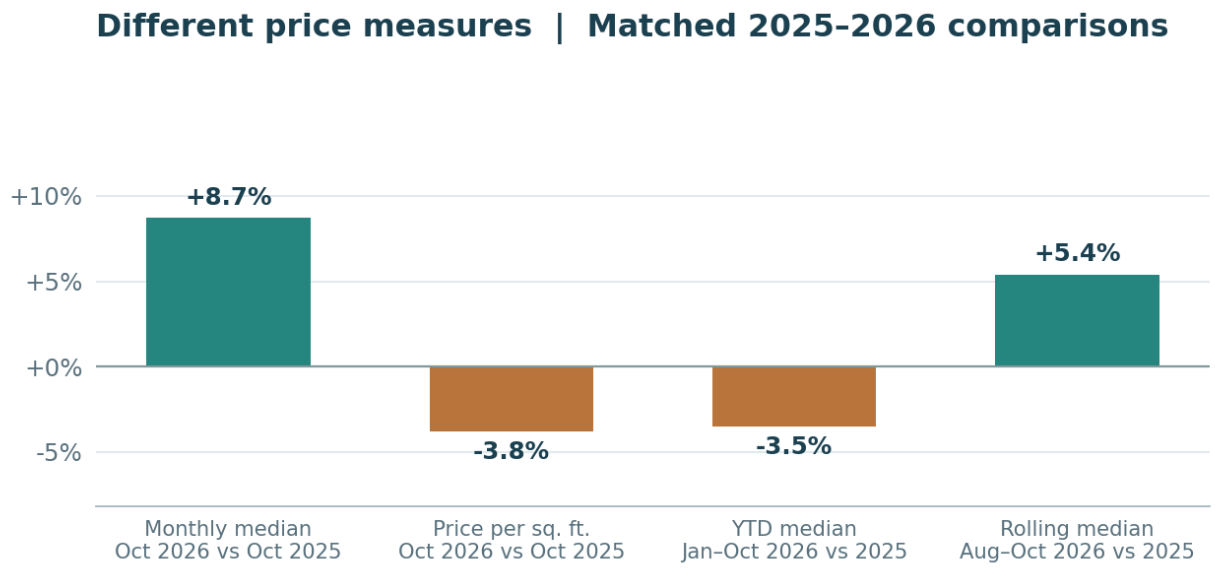


Figure 6. Published year-over-year price comparisons matched to their own reporting periods: October monthly, January–October YTD, and August–October rolling, 2026 versus 2025.

> The credible pricing conclusion is narrower than "Ashland homes appreciated 8.7%." October's closed-sale mix was more expensive at the median; repeat-property value change is not established.

SOURCE NOTES | October DOMUS Ashland p. 3 and October Southern Oregon MLS rolling existing-home table, p. 1. These measure different property populations and time windows.

Price per foot and the annual median temper the headline.

Value, price mix, and asking-price realization answer different questions.

Why the three price readings disagree

A month with more high-priced transactions can produce a higher median even if buyers are not paying more for homes with the same location, size and condition. Price per square foot adjusts for size in one crude way, but not for neighborhood, acreage, age, quality, renovations or the distribution of home sizes.

The year-to-date median represents ten months of completed sales, so it changes more slowly than one month's median. October's annualized comparison is a statement about the center of the sold cohort, not a property-level appreciation index. The rolling RVAR median adds another window and population; it supports an active market but cannot substitute for comparable sales.

The questions that actually price a property

Evidence to review	Question it resolves
Closest recent sold comparables	What have buyers actually paid for close substitutes?
Active competing listings	What choices can the next buyer make instead?
Price reductions and showing history	Which asking prices failed to attract acceptable terms?
Condition and presentation	Which repairs or preparation investments change net proceeds?
Financing and closing structure	Which offers are both competitive and likely to close?

> Price the home buyers will compare—not the statistical home represented by the city median.

SOURCE NOTES | October DOMUS Ashland p. 3; Southern Oregon MLS Ashland existing homes. Property pricing requires a comparison with actively competing and recently sold comparable homes.

Four correct price readings can point in different directions.

The right statistic depends on the question, property group and time period.

Price measure / same-source comparison	2025 baseline	2026 outcome	What it can establish
October monthly median	$630,000	$685,000	Sold mix median: +8.7%
October price / sq. ft.	$330	$318	Size-adjusted signal: −3.8%
January–October YTD median	$625,000	$603,000	Ten-month sold mix: −3.5%
Aug–Oct RVAR rolling median	$520,000	$548,000	UGB existing-home median: +5.4%

What the evidence actually asks us to do

The first and third rows describe the same publisher's single-family category at different time scales; the fourth describes a separate urban-growth-boundary existing-home category. None is a matched-pair appraisal of an identical home. A higher monthly median may reflect which homes happened to close, rather than a change in the value of every Ashland property.

Imagine two homes with the same asking price but different condition, site utility and recent comparable sales. The citywide $685,000 median cannot explain why one buyer will pay more for a particular layout, why the other home needs a repair credit, or which currently listed alternative sets the competitive ceiling.

For pricing decisions, use the month to understand the environment; use comparable properties and the current competing inventory to establish value.

SOURCE NOTES | DOMUS / Oregon Data Share Ashland, October 2026 p. 3 (October and January–October comparisons); RVAR October 31, 2026, rolling existing homes for Aug–Oct. Percent changes are source-reported, rounded.

Near asking price can hide a long journey.

The 97.7% list-price figure is not the same as 97.7% of the original asking price.

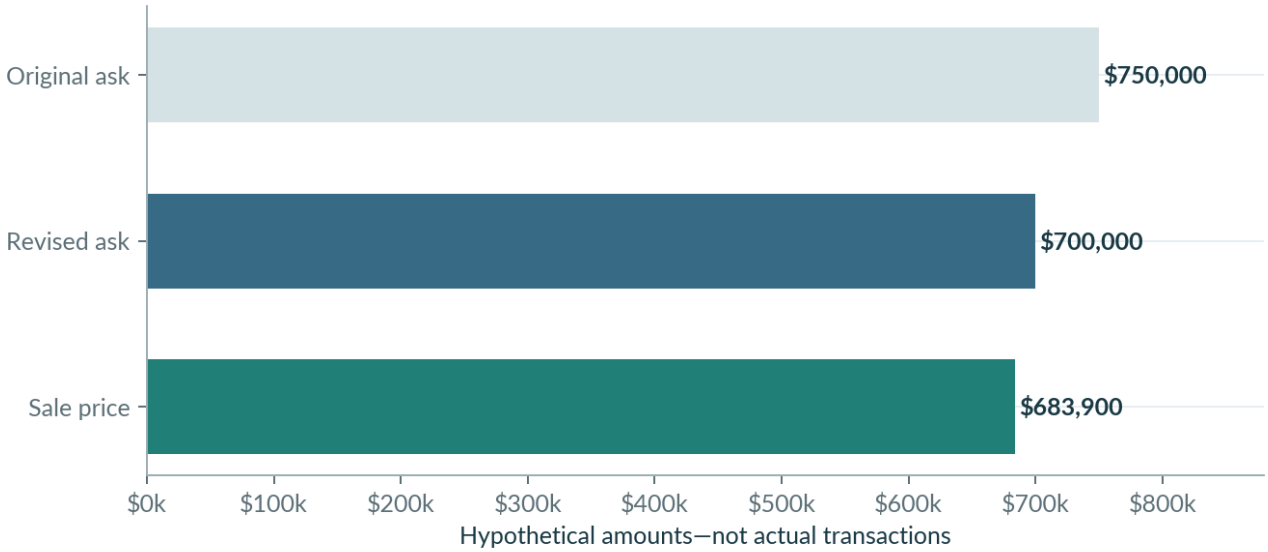


Figure 7. Illustrative—not an actual Ashland property. A sale of $683,900 is 97.7% of a revised $700,000 ask but 91.2% of an original $750,000 ask.

Ashland reported receiving **97.7% of list price** in October, versus 96.8% a year earlier. That is useful as a transaction statistic but does not reveal original list prices, reductions, repair credits, inspection negotiations or the sale-price basis of individual homes.

In the hypothetical example above, the seller reduced an original $750,000 asking price to $700,000, then sold for $683,900. The same transaction looks close to asking against the later list price and materially below the original ask. No assertion is made that October's transactions followed that path.

> For sellers, opening price is part of the marketing strategy. For buyers, ask about the full listing history rather than treating a citywide percentage as an automatic discount formula.

SOURCE NOTES | DOMUS October Ashland list-price-received statistic. The illustration is hypothetical, and the amounts are calculated solely to explain asking-price changes.

13 / THE ROLLING MARKET

The longer window held its gains, but activity eased.

RVAR existing homes measure August 1–October 31, not October closings alone.

RVAR Ashland existing homes	Aug–Oct 2026	Aug–Oct 2025
Closed sales	93	85
Median sale price	$548,000	$520,000
Median cumulative DOM	38 days	30 days
Active inventory • Oct 31	109	105

RVAR recorded **93 existing-home closings**, compared with 85 during August–October 2025. Its median price was **$548,000**, 5.4% above the matching prior-year window, while cumulative median market time lengthened to **38 days from 30**. Inventory was **109 versus 105** at the October 31 snapshot.

The September rolling view had **100 closings, $552,000 median and 21 cumulative median DOM**. October therefore moved to fewer rolling closings, a slightly lower median, and a considerably longer cumulative market-time reading—even while it remained ahead of 2025 on closings and price. Sequential and annual comparisons are different questions.

> The rolling market has not erased its annual volume advantage. It has, however, lost some immediate velocity—important when deciding how boldly to price a listing.

SOURCE NOTES | October Southern Oregon MLS rolling existing-home statistics and archived September originals. This RVAR market includes single-family homes, townhomes and condos inside urban growth boundaries.

The five-year view: liquidity often moves before the median.

A pattern from July's historical research remains relevant—but does not predict the next turn.

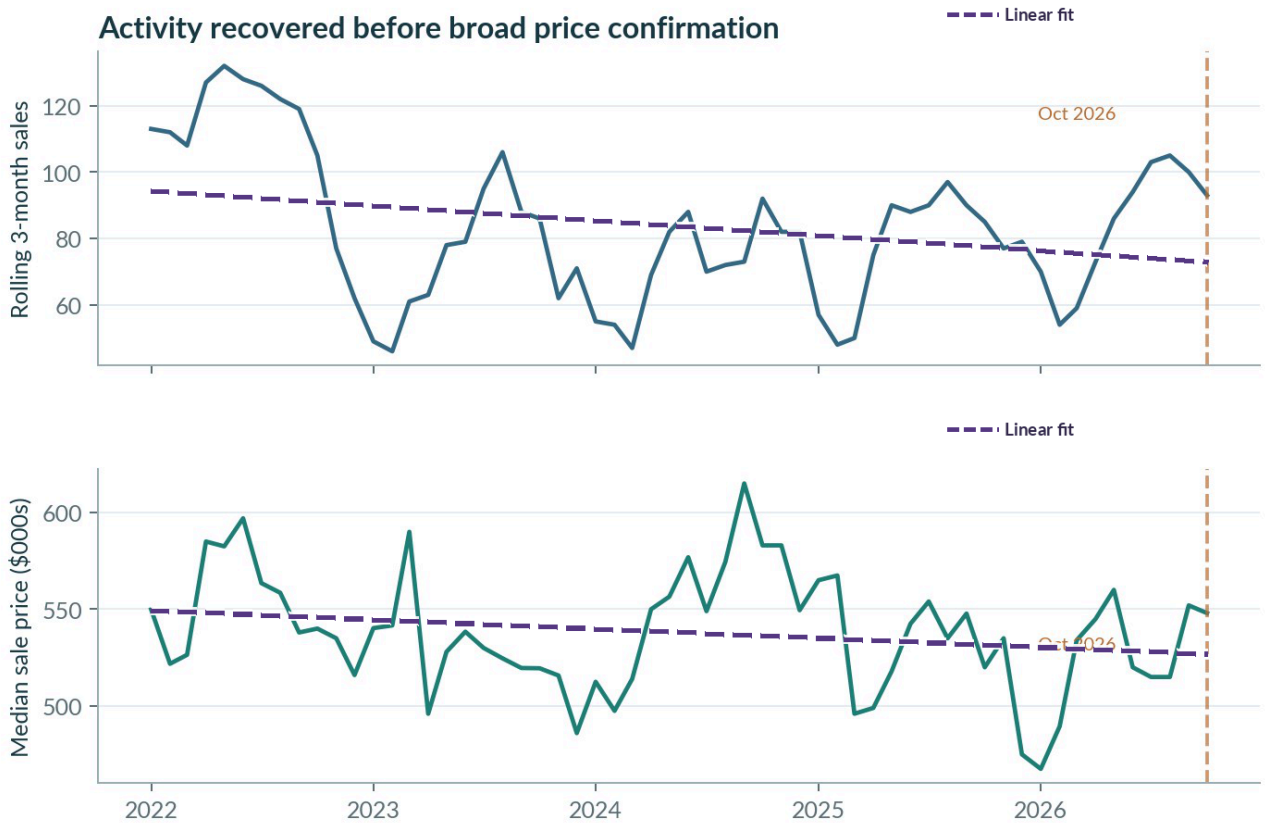


Figure 8. RVAR original-current rolling three-month existing-home closings and medians, Jan. 2022–Oct. 2026. Overlapping windows are a market pulse, not independent months.

The recovered history includes the 2023 episode when sales recovered from a thin early-year market before pricing convincingly strengthened. Ashland later experienced another slowdown into early 2026, followed by transaction recovery. Neither episode proves that October 2026 will retrace the same path.

The longer series is most useful for sequence: when sales participation changes, when cumulative market time turns, and whether the price level subsequently confirms. Current rolling closings remain above early-2026 trough levels but have declined from late summer. One high monthly median is not enough to close that question.

> Historical analogy is a question to test—not a new model forecast or proof of a repeating cycle.

SOURCE NOTES | Original 2022–2026 Ashland rolling existing-home records and October continuation. Transaction medians reflect sold-home mix, not a repeat-sales home-price index.

The 2023 recovery began with buyers—not an immediate price surge.

An earlier Ashland cycle helps explain why October 2026 deserves a measured interpretation.

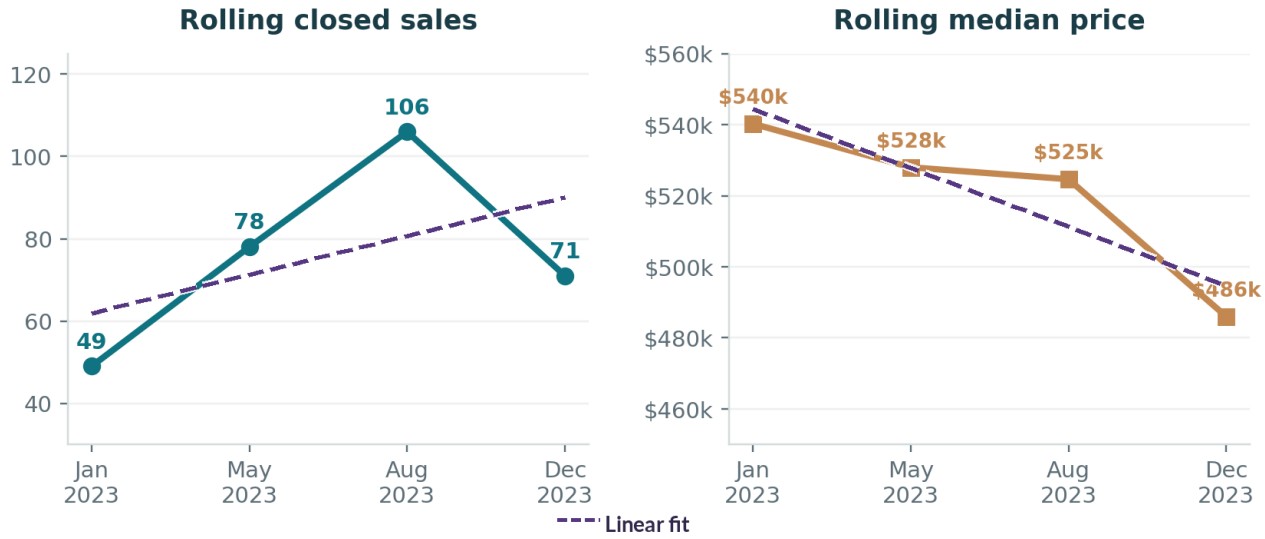


Figure 9. Ashland RVAR urban-boundary rolling existing-home sales counts and median prices at four 2023 period-ends; each point covers the trailing three months.

Early 2023 was a useful precedent for today's mixed signals. From January to August 2023, rolling closings grew from 49 to 106—more than doubling—while the reported rolling median went from $540,250 to $524,640. Transaction liquidity recovered far faster than price measures.

By December 2023, rolling closings had eased to 71 and the median was $486,000. A strong spring-to-summer rebound in activity did not guarantee a price breakout or protect the late-year median. The price statistic also reflects changing transaction mix.

Historical lesson: improving sales activity deserves attention, but durable seller pricing power needs independent confirmation from contracts, market time and comparable-sale prices.

SOURCE NOTES | Archived RVAR Ashland existing-home rolling windows ending January, May, August and December 2023; recovered verified historical series. Overlapping three-month windows are not independent monthly totals.

Summer transaction recovery now faces a slower finish.

Use cumulative median market time, not an older average-DOM series.

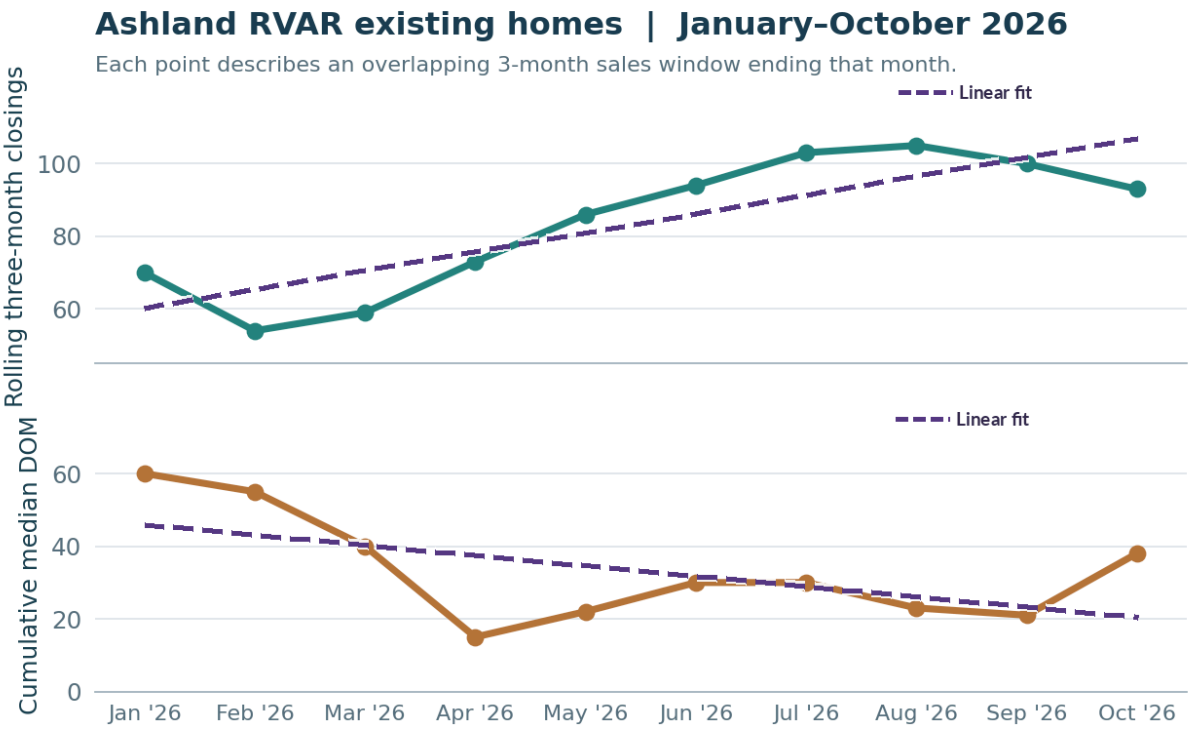


Figure 10. RVAR Ashland rolling existing-home closed sales and cumulative median days on market, January–October 2026. Adjacent points are overlapping three-month windows.

The rolling sales count moved from **54 in February** to **103 in July and 105 in August**, then to **100 in September and 93 in October**. Over the latter two months, cumulative median DOM increased from 21 to 38 days. That combination is consistent with a market recovering from a low base but easing from its most active summer readings.

Overlapping three-month counts must not be added to reconstruct the number of monthly closings. The visual shows a sliding market pulse; it does not establish that September and October represent wholly independent groups of sales.

> Volume stayed well above the February trough, but the recent slope turned down. Watch whether November confirms a softer rolling path.

SOURCE NOTES | Archived January–September RVAR records, with October from the current report. Only comparable cumulative-median market-time readings are joined.

The market looks different inside and beyond the urban core.

DOMUS and RVAR describe overlapping but not identical geography and property types. Both views matter.

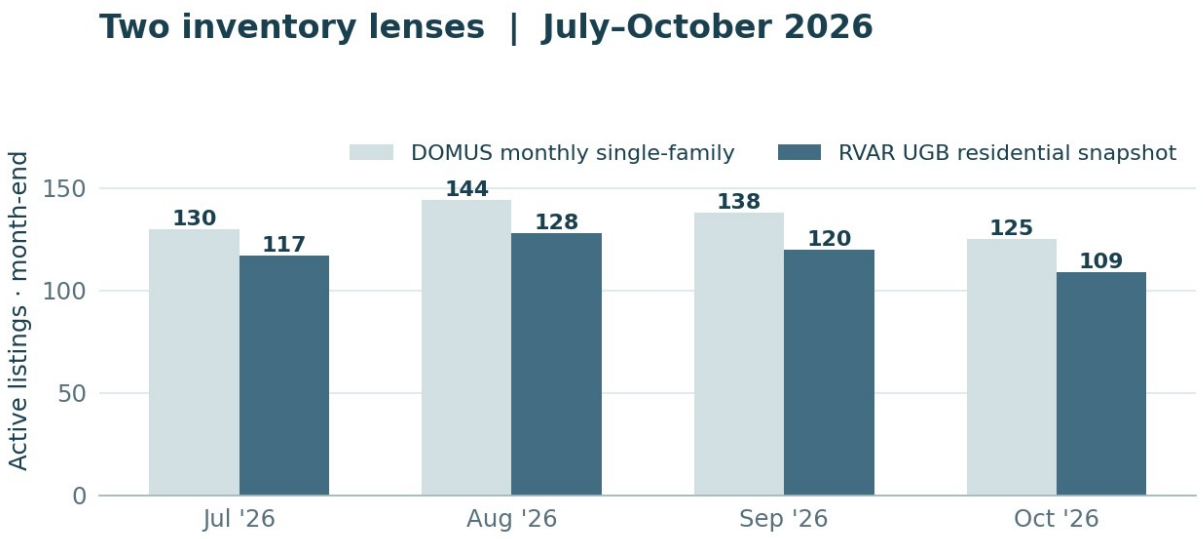


Figure 11. October's Ashland inventory context: original-vintage DOMUS monthly SFR and RVAR UGB residential snapshots, July–October 2026. These are distinct scopes, not subtractable rural inventory.

The broader community-oriented DOMUS report counted **125 active single-family listings** at October 2026 month-end. The RVAR urban-growth-boundary snapshot counted **109 residential listings**, with a different property-type definition. Both series declined from September. The 16-listing difference is not a verified rural inventory total: precise listing membership and property definitions do not match one-for-one.

For sales, a broader-market minus UGB difference can sometimes indicate activity in outlying or rural areas—especially where the urban boundary is small. But counts must cover identical dates, and RVAR existing homes include townhomes and condos while DOMUS uses a single-family definition. The observed difference is a useful clue, never a directly measured rural closing count.

> **Use the broader market to understand regional demand, the UGB market to understand urban-core mechanics, and current property-level MLS listings to define a home's true competition.**

SOURCE NOTES | DOMUS monthly Ashland and RVAR month-end urban-boundary residential inventories, July–October 2026. Distinct property populations prevent treating their inventory difference as a measured rural count.

The surrounding market leaves clues—not a simple remainder.

Matching calendar windows is necessary; matching housing categories is equally important.

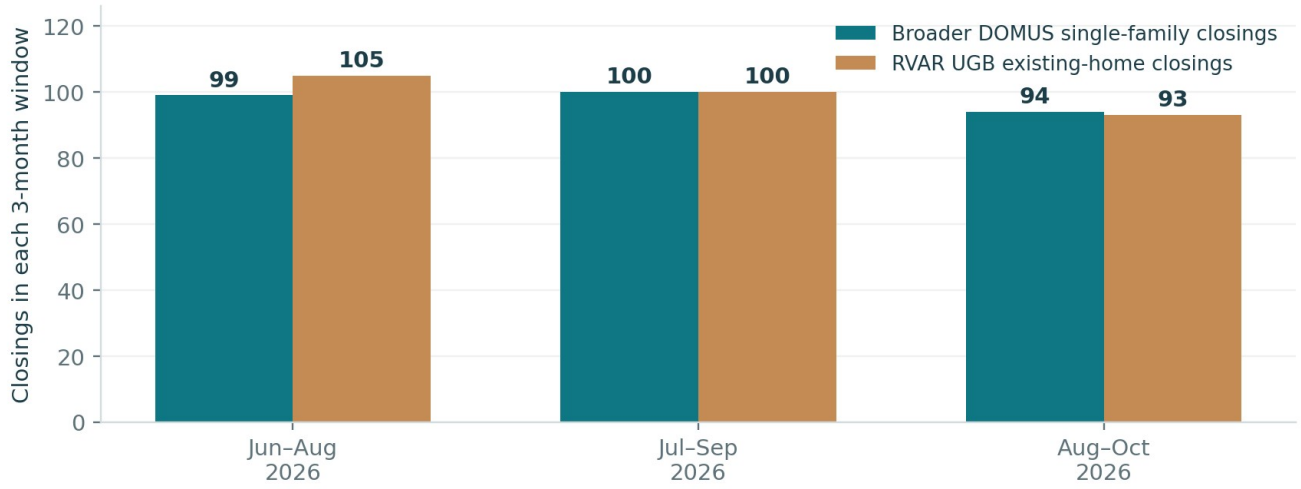


Figure 12. Aligned June–August, July–September and August–October 2026 closing counts: summed original DOMUS monthly single-family observations versus each matching RVAR urban-boundary rolling existing-home report.

The broader-market count was 99 versus 105 UGB existing-home closings in June–August, 100 versus 100 in July–September, and 94 versus 93 in August–October. The numerical differences were −6, 0 and +1, respectively. Each window covers the same calendar dates, but the two sources have different geography and eligible housing types.

An often-positive broader-market gap, especially where UGBs are small, can suggest surrounding rural participation. Ashland illustrates the limitation especially well: the broader single-family report excludes some urban existing-home categories that RVAR includes. Those offsets can obscure activity outside the urban boundary. A negative difference does not imply negative rural sales.

Use the activity gap as a question-generating indicator of outlying demand—not as a rural transaction census or a count to insert into the acreage reports.

SOURCE NOTES | Original monthly Ashland DOMUS June–October 2026 closings; matching RVAR rolling existing-home periods ending August, September and October 2026. Monthly sales are summed only across nonoverlapping calendar months.

Two rolling closings are not a construction price index.

The new-home segment deserves its own, more cautious reading.

Construction signal	October 2026 observations
RVAR Ashland rolling new-construction sales	2 closings vs. 6 in Aug–Oct 2025
RVAR rolling construction median price	Not available
RVAR rolling construction median DOM	Not available
DOMUS monthly new-construction sale-price statistic	$1,466,000; source reports +117.2% YoY

The RVAR August–October construction panel contains only **two Ashland closings**, and it withholds median price and market-time measures. The separate DOMUS October monthly report displays a construction-sale-price statistic of **$1,466,000**. These are different populations and windows, and the DOMUS page does not disclose enough transaction-level detail to interpret that number as a reliable shift in the typical new-home value.

A construction buyer should compare actual new-home specifications, quality, builder incentives, financing, development setting, completion timing, and the most relevant recent closings. A builder should evaluate competing projects and signed-contract response rather than treating the displayed median as a pricing formula.

> Sparse transactions create a data limit—not permission to invent a representative median, a risk score, or a confident construction forecast.

SOURCE NOTES | October Southern Oregon MLS Ashland new-construction and DOMUS October Ashland p. 3. Very small samples limit interpretation; no medians are combined across sources.

Ashland’s higher median does not imply stronger leverage.

A nearby market is context, not automatically a substitute for an Ashland property.

Community · Oct 2026	Median price	Sales	Median DOM	MOS
Ashland	$685,000	32	56	3.9
Jackson County	$450,000	209	42	4.0
Medford	$430,000	93	41	3.5
Central Point	$410,000	19	35	4.4
Jacksonville	$772,500	13	69	3.6
Eagle Point	$427,000	17	43	4.5

Ashland’s **$685,000** October median exceeds the county’s **$450,000** and Medford’s **$430,000**. Jacksonville reports an even higher $772,500 median—but only 13 closings and a 69-day median market time. These comparisons illustrate different market mixes, transaction counts and competition environments rather than a single countywide hierarchy of strength.

For relocation buyers, nearby communities may be genuine alternatives; for some Ashland homes, they may not be. A defensible comparison controls for what the buyer is willing to trade—location, schools, commuting, lot size, design, walkability and condition—not merely the city label.

*For these October 2026 communities, months of supply is calculated consistently from their respective published active inventory and October closed sales; figures are rounded to one decimal.

SOURCE NOTES | October DOMUS county and community pages. Months of supply is calculated consistently for the displayed locations from each market’s active inventory and monthly closings.

Prepare for the buyer who can compare—not the headline median.

In a selective market, an accurate first asking price is a strategic advantage.

Before launch: build the right comparison

Start with a property-specific written comparative market analysis: closest sold properties, their sale timing and concessions where known, competing listings at today's prices, pending activity where verifiable, and the home's actual condition. Incorporate the seller's preferred close window, financing flexibility, move coordination and tolerance for a longer marketing period.

Presentation: make the home easy to say yes to

Clean windows, thoughtfully presented rooms, strong photography, appropriate staging, accessible showings and well-coordinated vendors generally deserve attention before speculative major renovation. Evaluate each proposed expense by likely net benefit—not by a checklist requiring every property to be flawless.

Launch: the first response is evidence

Track qualified showing volume, questions from agents, comparable new listings, price reductions, online views and saves as contextual signals, and the substance of any offers. Weak response against relevant alternatives is a prompt to re-evaluate positioning before the listing becomes stale.

> Our goal is not the highest asking price. It is the strongest defensible net outcome with a high probability of closing on acceptable terms.

SOURCE NOTES | October Ashland market evidence and Jon & Jess seller-representation principles. The practical guidance must be tailored to the specific property.

The best offer is the one most likely to close.

Price matters. Contingencies and execution risk matter too.

Offer element	Questions worth asking
Price and verified financing	Is the buyer's capacity documented? Are lender and appraisal terms workable?
Earnest money and contingencies	What safeguards exist, and what can realistically cause termination?
Due diligence	Are inspection requests and repair expectations manageable?
Closing date and possession	Does timing fit the seller's next move and title constraints?
Property condition and disclosure	Can issues be explained or handled before they delay the transaction?

A higher nominal offer can be less valuable when its financing, timing or contingencies create a materially greater chance of delay or failure. The right comparison is expected net proceeds, execution confidence and the seller's actual priorities—not a superficial ranking by price alone.

October's longer completed-sale market time argues for clear seller communication and disciplined follow-up during the buyer's inspection and appraisal periods. It does not create a universal rule that every buyer is in control or that a seller must accept the first offer.

> A strong listing strategy runs through contract and closing—not merely until an offer is signed.

SOURCE NOTES | Buyer and seller representation framework; October Ashland sources. Contract terms and diligence recommendations depend on the transaction.

The pricing plan should learn from the market.

A prepared listing is monitored as carefully as it is marketed.

Decision stage	What Jon & Jess measure	Recommended use
Before listing	Competing homes, recent closed comps, condition, price bracket	Choose a credible day-one price and preparation priorities.
Launch and first showings	Qualified showings, broker feedback, online interest trends	Identify whether the presentation and price are drawing the right buyers.
After initial feedback	Showing quality, comparable competition, condition objections	Adjust evidence-based assumptions—not just wait for an arbitrary date.
Offer received	Financing, inspection, contingencies, timing, net proceeds	Compare likelihood of closing, not price alone.
Under contract	Inspection requests, appraisal, lender and title milestones	Resolve material issues early and protect the closing path.

October's 56-day median completed-sale market time does not mean a new listing should be priced to sit for 56 days. It describes the middle of homes that closed during October—not all listed homes. The most useful plan sets a launch price against competing listings, tracks actual response, and revisits the strategy if that response is inconsistent with expectations.

A vacant home may benefit from staging, while an occupied home often benefits from decluttering, lighting and clean windows. Repairs should be justified by likely net proceeds. The goal is not perfection; it is helping qualified buyers see the property without an avoidable obstacle.

Strong seller representation is a feedback process: prepare, price, expose, observe and respond—while protecting the client's negotiating choices.

SOURCE NOTES | October Ashland DOMUS median market time and market context; Jon & Jess seller-representation practice framework. Process guidance is illustrative and not a fixed marketing-time guarantee.

More information can improve the offer—not just lower its price.

Buyer opportunity is strongest when credible alternatives and diligent preparation meet.

Competing listings define leverage

Compare the target home with the best available substitutes, including active, pending and recently closed alternatives. Study original asking price, all reductions, marketing duration, whether renovations or location differences warrant adjustments, and whether the seller has a time-sensitive closing requirement.

Inspections and financing shape the true cost

A general home inspection is ordinarily worth arranging. Additional investigations may be appropriate for structural components, sewer, roof, HVAC, environmental risks or rural characteristics such as wells, access and water rights. Use qualified professionals and credible repair estimates; distinguish cosmetic negotiation from a material defect that changes the property's risk.

Offer structure can be more valuable than a blunt discount

A price reduction, closing-cost credit, seller repair, flexible closing date or different contingency structure can have different impacts on both sides. The terms should reflect actual evidence, financing limitations and the buyer's tolerance for uncertainty—not simply the citywide Market Health score.

> Better negotiating conditions improve choices and questions. They do not establish that a well-priced, well-presented Ashland home will wait for you.

SOURCE NOTES | October Ashland market context and buyer representation framework. Consult qualified professionals for inspections, legal, financing and appraisal matters.

Your move is one decision involving two markets.

A hypothetical price gap is not the same as net proceeds.

Illustrative combined move	Amount
Current home's assumed gross sale price	$685,000
Replacement property's assumed purchase price	$595,000
Simple gross price gap	$90,000
Closing costs, mortgage payoff, repairs, taxes and carrying costs	Not included

A household selling one Ashland home and purchasing another can encounter stronger negotiating conditions on its purchase while facing longer marketing time on its sale. Those dynamics need to be modeled together. Gross price difference does not measure available cash, taxable gain or actual equity after commissions, liens, financing and moving expenses.

Sequence the commitments, not just the listings

Discuss whether the household can purchase before selling, needs the sale proceeds, requires a rent-back, or can negotiate a flexible closing. Make a realistic preparation calendar for the existing home and identify the true minimum criteria for the replacement property. Relocation to another market introduces a separate set of supply and pricing conditions.

> A market-timing conversation is most valuable when it connects desired lifestyle, financing reality, closing coordination and the two competing property sets.

SOURCE NOTES | Hypothetical educational illustration, not a client estimate. Compare total proceeds, purchase costs, timelines and carrying costs for a real transaction.

Buying and selling together is a liquidity problem as well as a pricing one.

Four common transaction strategies have different trade-offs.

Move strategy	Principal advantage	Principal risk to plan around
Sell before buying	Sale proceeds and equity become clearer before purchase commitment.	Finding the next home and temporary housing may create timing pressure.
Buy before selling	More control over search and move-in logistics.	Financing qualification, carrying costs and sale timing may constrain flexibility.
Coordinate both closings	May reduce a long gap between transactions.	Two inspections, lenders, appraisals and title timelines can create dependencies.
Flexible possession	Can separate moving day from recording/closing dates.	Possession and insurance terms must be negotiated and documented carefully.

Ashland's 3.9 calculated months of supply and longer October completed-sale market time provide context for planning, not a guaranteed sale calendar. The next purchase may face a different competitive set and even a different geographic market. A household can gain leverage on one side of a move while sacrificing it on the other.

A useful decision worksheet separately estimates the likely net sale proceeds, required cash to close on the purchase, temporary carrying costs, dates when funds are available, and the consequences if either transaction is delayed. A hypothetical gross price gap is not cash available to spend.

Choose the transaction sequence that survives realistic timing and financing surprises—not simply the scenario with the most appealing headline price.

SOURCE NOTES | October Ashland market context and practical buyer/seller transaction planning. No household-specific financing, tax treatment or net proceeds is implied.

A rebound needs repetition. A slowdown needs confirmation.

Five observable signals can sharpen November's interpretation.

Signal to watch	Why it matters
New pending contracts	Would improving signed-contract activity support the current closing advantage?
Active competing inventory	Is choice expanding, contracting or merely shifting by price bracket?
Median DOM and listing-history evidence	Is October's longer completed-sale time persisting?
Price per square foot and list-price realization	Does buyer pricing validation catch up with the headline median?
RVAR rolling closings and cumulative DOM	Does the 2026 activity recovery regain momentum or continue easing?

October adds a new observation to the independent monitoring system; the next month will provide another. But a credible trend requires more than one favorable or unfavorable month, and low-volume submarkets can reverse sharply because the types of homes sold change.

Do not treat the Market Outlook estimates as a reason to postpone a property that already fits the buyer's needs or to price above comparable sales. Instead, let emerging observations trigger an updated property-specific comparison.

> Our November question: do contract activity, marketing time and the rolling sales pulse reinforce one another—or continue telling different stories?

SOURCE NOTES | October DOMUS Ashland p. 3, October rolling existing-home statistics and prior forecast-performance research. Future market outcomes are not yet known.

28 / SOURCE AND DATE DISCIPLINE

Two geographic lenses, one Ashland market.

Align the dates and property types before interpreting a gap between broader community sales and the urban-growth-boundary market.

Market view	Source population and date basis
DOMUS broader community SFR	October 1–31, 2026: single-family closings, contracts, prices and month-end listings in the report's named-community geography.
DOMUS Jan–Oct 2026 YTD	Year-to-date counts and source-defined year-to-date price measures; not a sum of monthly medians.
RVAR UGB existing homes	August 1–October 31, 2026: rolling three-month existing-home closings and cumulative DOM within the urban-growth-boundary reporting population.
RVAR UGB residential inventory	October 31, 2026 snapshot; broader residential category than the existing-home sales row.
RVAR new construction	Separate August–October 2026 rolling new-home sales population; very few Ashland closings.
Broader-Market Activity Gap	Matched 3-month DOMUS sales minus RVAR UGB sales: a clue to outlying activity, not a verified rural-sales count.

The Broader-Market Activity Gap

A worked Ashland example: the archived August 2026 DOMUS report recorded 26 single-family closings, September recorded 36, and October recorded 32. Their August–October sum is 94. The separate RVAR urban-boundary existing-home window recorded 93 closings. The numerical difference is just one sale—but it is not proof that exactly one rural home sold. Geography and eligible property types differ and can offset one another.

> **In smaller-UGB places, a persistent positive broader-market gap can be a valuable clue to surrounding rural participation. It is not a rural transaction census or an exact subset subtraction. Use the gap to ask a better question about where buyers are active.**

SOURCE NOTES | Original DOMUS Ashland August, September and October 2026 monthly closing counts; October RVAR Ashland existing-home August–October window. Original September figures are retained rather than rewritten from later comparison columns.

July lifted. August cooled. September regained ground. October eased.

Two complementary market readings show how conditions changed—not where prices must go next.

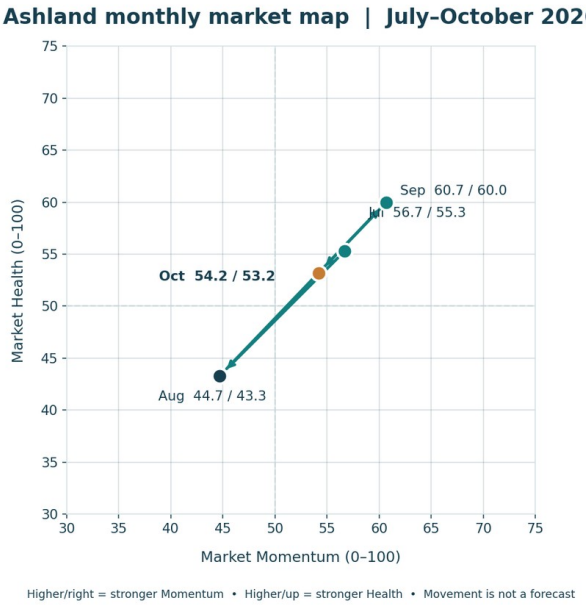


Figure 13. Ashland monthly single-family Market Momentum (horizontal) and Market Health (vertical), July–October 2026. October uses 3.9 calculated months of supply. Scores run from 0 to 100; arrows connect observations, not predictions.

Market Momentum describes how price movement, buyer activity, inventory, liquidity and selling speed are changing. Market Health combines several of those mechanics into an overall view of market functioning and balance. In July, Momentum / Health was 56.7 / 55.3. August fell to 44.7 / 43.3, September recovered to 60.7 / 60.0, and October eased to 54.2 / 53.2.

Read movement rather than declaring a winner: October stepped back from September, but remained above August. The two scores share underlying observations, so one is not independent proof of the other. An individual listing can still outperform or underperform this market-wide map.

Use the map to ask what changed—then check the actual listings, contracts and comparable sales behind the movement.

SOURCE NOTES | Historical monthly Ashland diagnostics for July–September and October readings using the source-count-corrected 3.9 months of supply; calculation methods are held consistent.

Price Momentum strengthened while speed and liquidity weakened.

Market Momentum brings price, inventory, demand, transaction flow and buyer/seller pressure into one comparable reading.

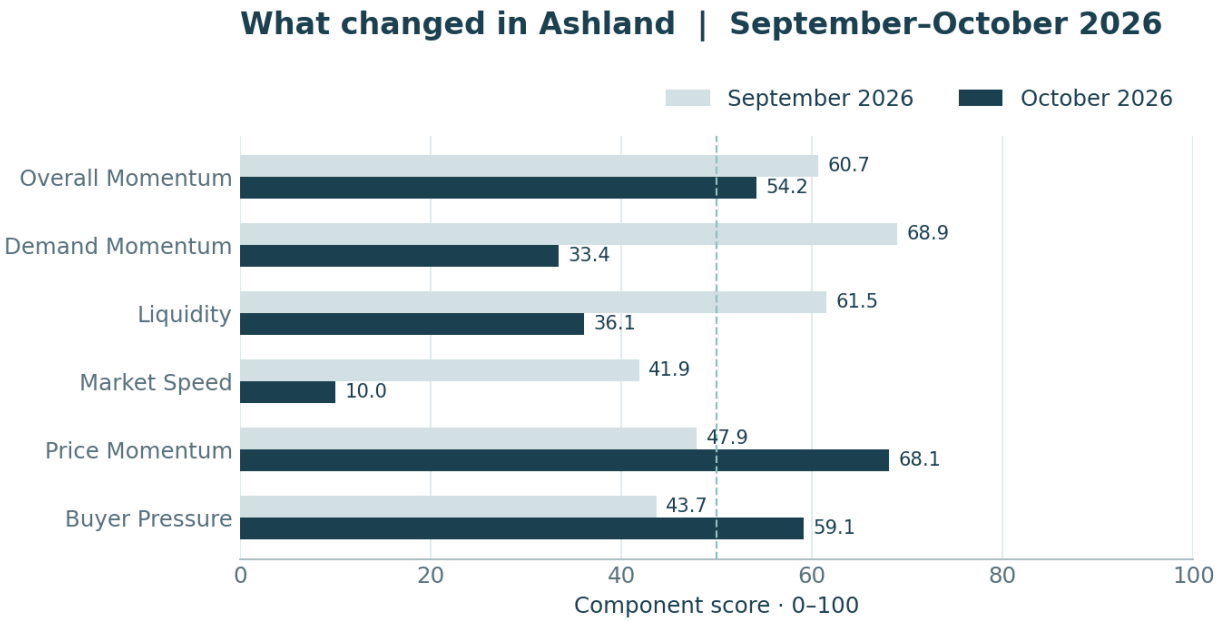


Figure 14. Ashland monthly Market Momentum components in September and October 2026. Higher scores describe each named component; differences do not establish guaranteed future direction.

What goes into Momentum? Price Momentum tracks reported price movement; Inventory Momentum captures changes in available supply; Demand Momentum reflects the pace of buyer activity; Liquidity links completed transactions with the market's available stock; Market Speed responds to changes in days on market; and Pricing Efficiency compares price signals with asking-price realization. Buyer and Seller Pressure interpret the same market mechanics from each side, with reliability measures identifying thinner evidence.

October illustrates why the components matter. Overall Momentum moved from 60.7 to 54.2. Demand declined from 68.9 to 33.4, Liquidity from 61.5 to 36.1, and Market Speed from 41.9 to 10.0. Yet Price Momentum rose from 47.9 to 68.1 while Buyer Pressure increased from 43.7 to 59.1. The speed score measures a change in market time—it does not mean no homes sold.

A stronger median price is not proof that buyers are moving faster or sellers have gained negotiating control.

SOURCE NOTES | September and October DOMUS Ashland Market Momentum calculations. October's supply component uses 125 active listings / 32 closings; score definitions remain unchanged.

Market Health is balanced; buyer leverage is more visible.

Health describes the market's functioning; leverage asks which side has more useful alternatives and negotiating room.

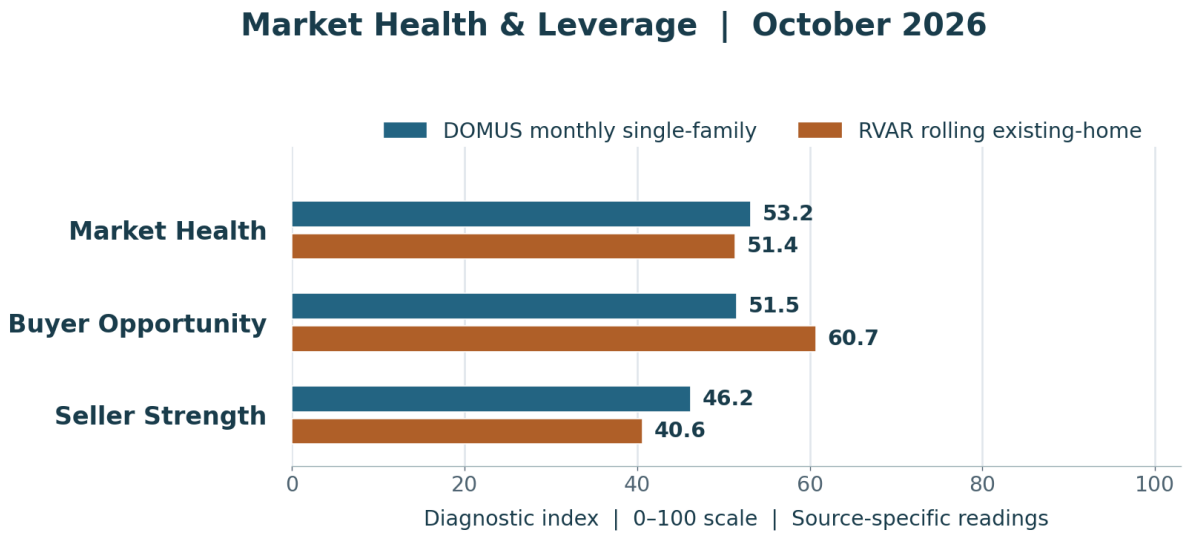


Figure 15. October 2026 Market Health and Leverage by source: DOMUS monthly single-family versus RVAR rolling existing homes. A source-specific score is not an appraisal or direct transaction outcome.

What makes up Health? It synthesizes Market Momentum, transaction flow, supply balance, pricing behavior and eligible risk information, with reliability controls. Leverage is a separate interpretation of the mechanics: Buyer Opportunity rises when time, choice or weaker demand give buyers more options; Seller Strength rises when activity and competitive conditions support sellers. The two indices need not add to 100, and neither is a promised discount or premium.

October monthly single-family Health is 53.2, Buyer Opportunity 51.5 and Seller Strength 46.2. The rolling existing-home reading is Health 51.4, Buyer Opportunity 60.7 and Seller Strength 40.6—more buyer-leaning. RVAR Market Risk is 30.2 under its required history test. Monthly DOMUS Risk is not reported because its comparable volatility history is too short; Health can still be calculated without treating missing Risk as neutral.

> **A balanced market can still offer buyer leverage on one listing and seller leverage on another. Start with the comparable homes.**

SOURCE NOTES | October Ashland monthly and RVAR rolling records; calculated October monthly supply and corresponding Market Health readings. The sources and populations remain separate.

The same Ashland name does not imply the same score.

Source scope explains more than a single composite number.

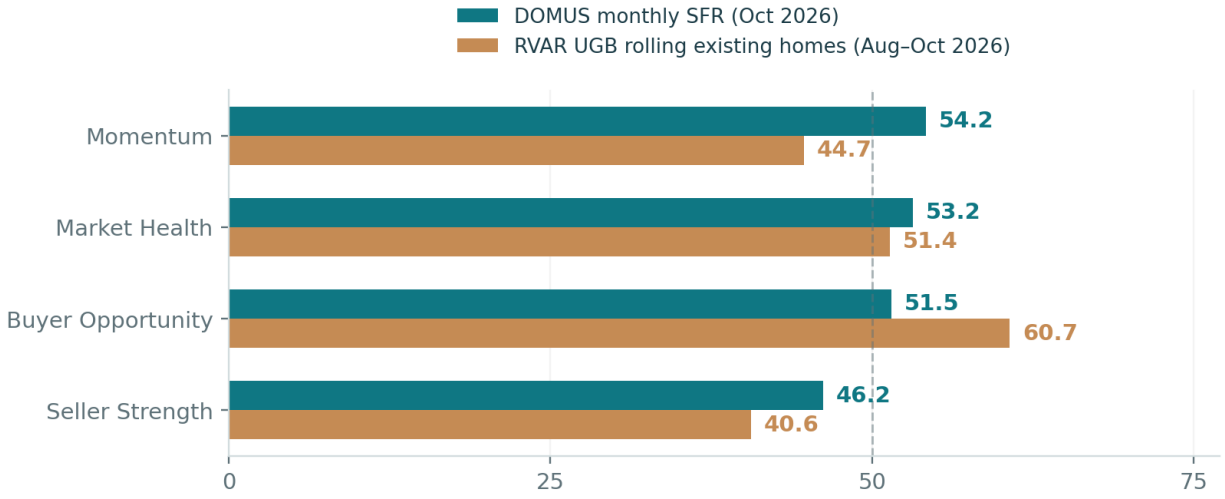


Figure 16. October 2026 Ashland Market Momentum, Market Health, Buyer Opportunity and Seller Strength. DOMUS calendar-month SFR and RVAR August–October UGB existing homes use their own source-defined inputs.

The monthly market shows Momentum 54.2 and Health 53.2; the rolling UGB existing-home view is Momentum 44.7 and Health 51.4. Buyer Opportunity is 51.5 versus 60.7, while Seller Strength is 46.2 versus 40.6. Those readings legitimately differ because the sales populations, reporting windows and data inputs differ.

A higher buyer-opportunity index describes a model-defined negotiating environment, not a predicted percentage discount. Nor is Market Health a home-value appraisal. An Ashland property that is well priced and scarce among close substitutes may attract stronger competition than the broader score suggests.

When the scorecards disagree, trace the underlying evidence: market time, pending contracts, inventory and comparable listings. The disagreement is part of the intelligence.

SOURCE NOTES | Corrected October 2026 Ashland monthly DOMUS Market Momentum and Health; October RVAR August–October UGB existing-home diagnostics. Source-specific scores are not directly pooled.

The model centers suggest a steadier price path than October's median.

Market Outlook estimates specific future market measures from source-consistent historical behavior—not the sale price of a particular home.

Metric	Oct 2026	Nov 2026	Jan 2027	Apr 2027	Oct 2027
Median price	$548k	$548k	$540k	$552k	$557k
Rolling closings	93.0	92.2	88.4	86.9	96.4
Inventory	109.0	106.8	98.4	106.9	110.1
Cumulative DOM	38.0	32.0	37.8	25.9	32.3

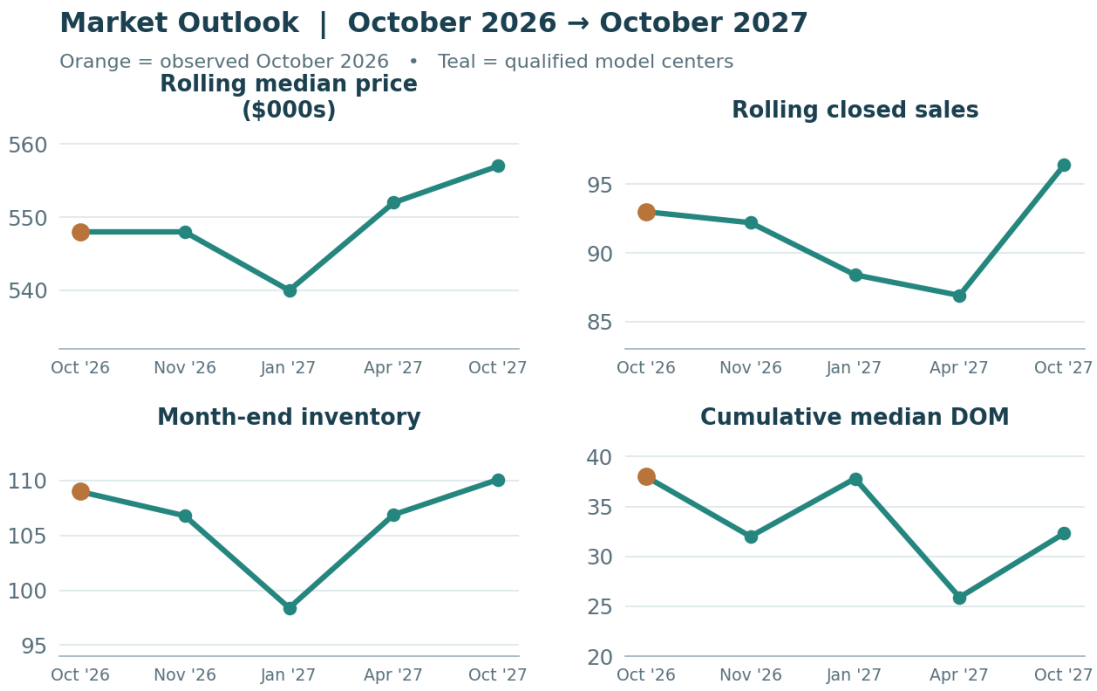


Figure 17. Observed October 2026 Ashland RVAR existing-home market and qualified November 2026, January 2027, April 2027 and October 2027 model centers. Sales and prices represent rolling three-month windows; inventory is a month-end snapshot.

Market Outlook tests several historical forecasting approaches under fixed source-consistent rules. Each estimate has its own metric and target. The rolling median-price center is near $548,000 for November, $540,000 for January, and $557,000 by October 2027. These figures should not be compared directly with the $685,000 October DOMUS monthly median, which measures a different market population and period.

Based on October 31 data; prepared November 7. Estimates are not guarantees. Validated probability bands are not available.

SOURCE NOTES | October RVAR rolling existing-home estimates at 1, 3, 6 and 12 months; inventory is the separate broader RVAR snapshot.

A forecast belongs beside uncertainty—not in place of it.

Use a model center to test a decision, then ask how much real-world error that decision could withstand.

What the forecast tells us

The November rolling-sales center is near 92, close to October's observed 93; January is near 88. January cumulative market time is modeled around 38 days, not a return to the spring's fastest pace. Together, these are planning scenarios for the source-defined market. A one-month forecast from October targets the November reporting window—not an additional 92 sales made only in November.

How to read the uncertainty

Models can calculate a central estimate more readily than a trustworthy probability range. A diagnostic confidence score measures qualities of the calculation; it is not an 80% chance of success. Historical testing found some Ashland price ranges missed too many subsequent outcomes to publish them as calibrated 80% or 90% bands. We therefore show the model center while being explicit that the real outcome may differ materially.

Compare models with simple alternatives

Our October-target evaluation offers a useful discipline: across the tested RVAR pool, three-month rolling-sales forecasts averaged about 7 sales of absolute error, versus about 10 for simply holding the previous value. Twelve-month sales forecasts averaged about 7.7 versus 6.9 for that simple benchmark. Those are pooled comparisons, not an Ashland-specific accuracy guarantee. They show why a model must keep earning trust.

> **If waiting to sell only makes financial sense when a projected price increase arrives exactly, the plan is too dependent on one forecast.**

SOURCE NOTES | October Ashland RVAR market estimates and historical October-target forecast evaluations. Point estimates, error experience and uncertainty claims are treated separately.

A forecast month names the window's end—not one month of sales.

Understanding the target period prevents the most common forecasting misread.

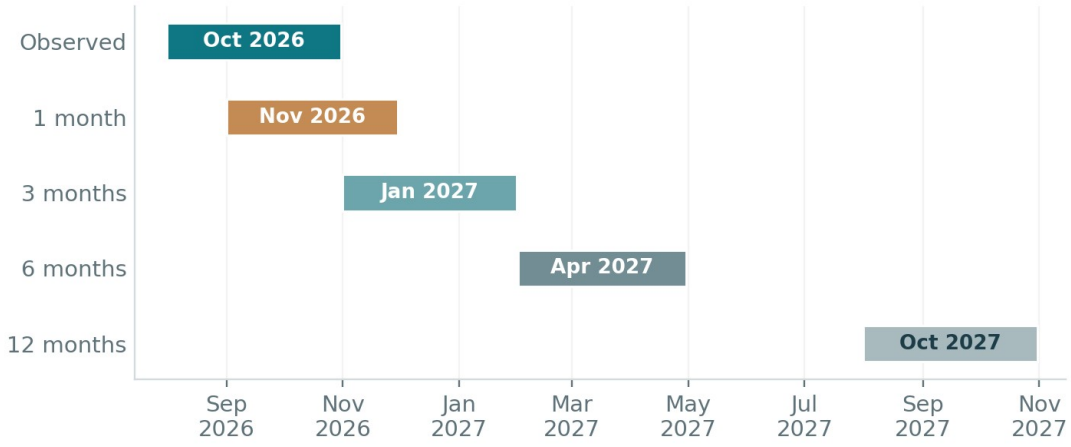


Figure 18. Actual and forecast target windows for Ashland RVAR rolling existing-home metrics. Bars show the three calendar months included in each reported rolling statistic; inventory is instead a target-month-end snapshot.

The November 2026 one-month-ahead model center describes a September–November 2026 rolling sales or price statistic. It does not imply that Ashland will complete 92 sales in November alone. January 2027 refers to November 2026–January 2027, April 2027 to February–April 2027, and October 2027 to August–October 2027.

By contrast, the forecast inventory point for each horizon represents the reported active-listing snapshot at that month-end. That distinction matters when interpreting closings against inventory, and it prevents a misleading comparison with the calendar-month DOMUS median of $685,000.

Before relying on any forward number, ask three questions: Which homes? Which reporting window? Is it a central estimate or a tested uncertainty range?

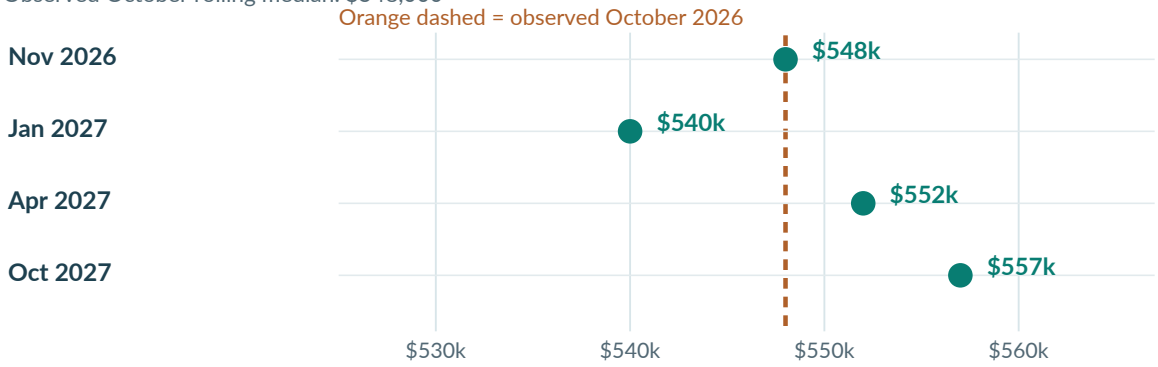
SOURCE NOTES | October RVAR existing-home forecast routes with November 2026, January 2027, April 2027 and October 2027 targets. Rolling metrics use trailing-three-month windows; inventory is a month-end snapshot. No calibrated prediction bands claimed.

A moderate price center; a more uneven sales picture.

The forward estimates are specific to rolling existing-home windows, not October-only sales or a repeat-sales price index.

Median sale price | rolling 3-month population

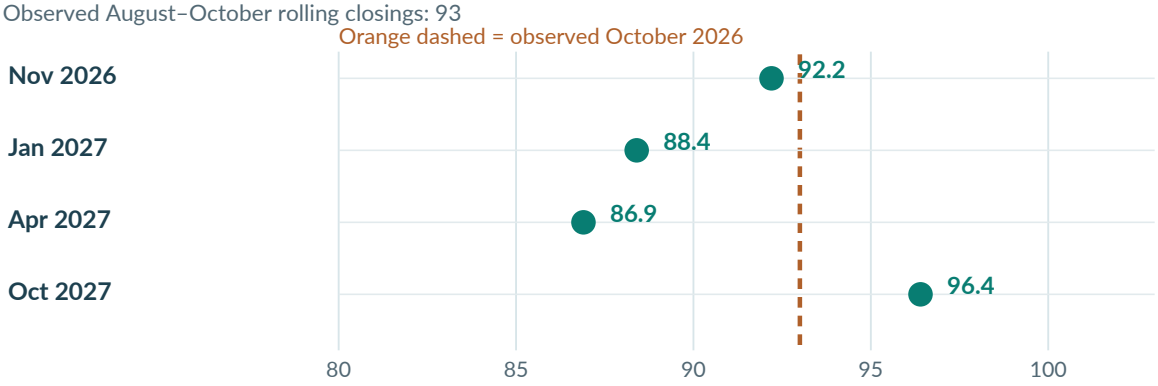
Observed October rolling median: $548,000



Teal dots = qualified horizon-specific model centers; not calibrated intervals.

Closed sales | rolling 3-month population

Observed August–October rolling closings: 93



Teal dots = qualified horizon-specific model centers; not calibrated intervals.

Interpretation: different signals, not a guaranteed sequence

The projected medians cluster near the October rolling level; the closing centers vary by target horizon. Separate horizon models are planning comparisons, not a promise of a smooth month-by-month path.

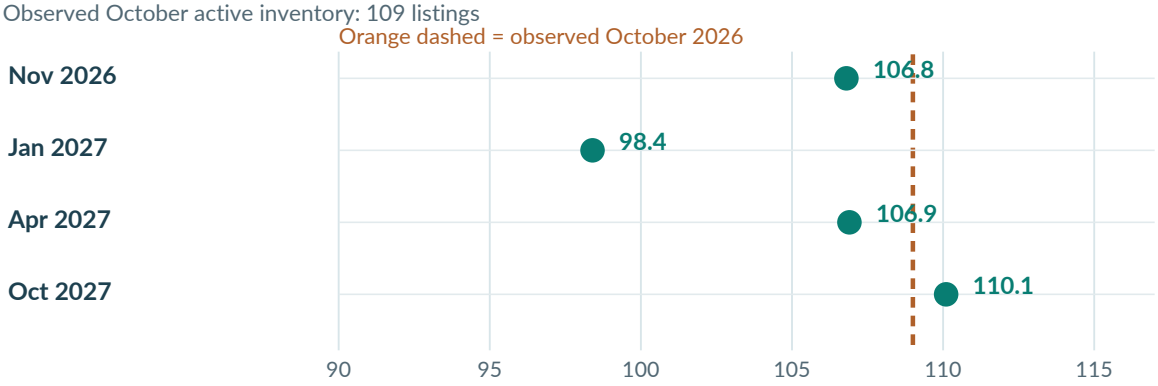
SOURCE NOTES | RVAR Ashland existing-home October 31, 2026; qualified October-origin 1/3/6/12-month centers reproduced from the v1.1 model table. Dollar figures rounded to $1,000.

Watch supply and speed together—not in isolation.

Projected inventory uses month-end active residential listings; projected cumulative market time uses the rolling existing-home sales population.

Active inventory | target month-end snapshot

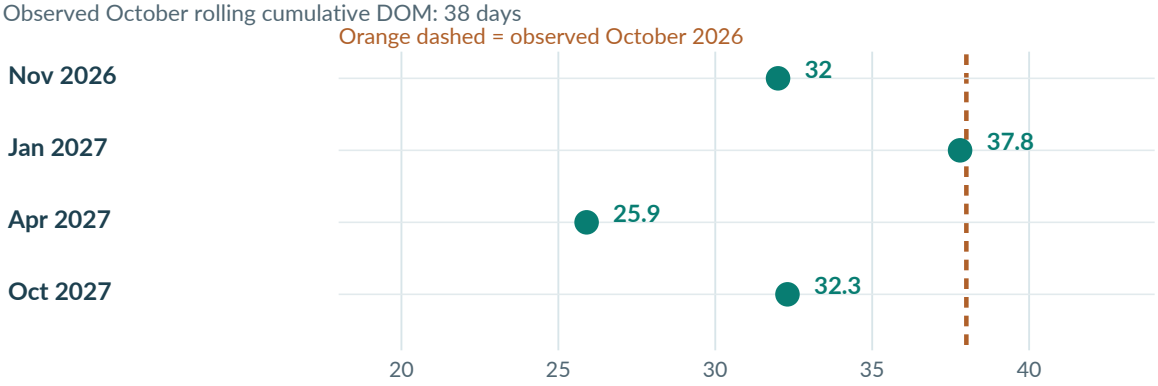
Observed October active inventory: 109 listings



Teal dots = qualified horizon-specific model centers; not calibrated intervals.

Cumulative median DOM | rolling 3-month sales

Observed October rolling cumulative DOM: 38 days



Teal dots = qualified horizon-specific model centers; not calibrated intervals.

Reliability watch: inventory underprediction

The one-month RVAR inventory forecasts have an established underprediction watch. Treat the 106.8 November center as a monitored estimate, not a reliable upper bound on buyer choice.

SOURCE NOTES | RVAR October 31, 2026 inventory and existing-home market time; October-origin forecast centers; archived forecast evaluation. No certified October probability bands.

The next report should confirm or challenge the outlook.

Forecast usefulness comes from observable follow-through. October supplies the baseline; November and later releases supply the test.

01 / CONTRACTS AND CLOSED TRANSACTIONS

October monthly SFR recorded 25 pending contracts, down from 27 a year earlier, despite 32 closings. If new contracts recover without a larger buildup in competing listings, the demand reading improves. If commitments stay weak, stronger trailing closings may prove temporary.

02 / SUPPLY, LISTING AGE AND ABSORPTION

October monthly SFR supply was 3.9 calculated months (125 active / 32 closings), while monthly median DOM was 56 days. Recheck both the denominator and market time. Falling DOM with stable supply strengthens the pace signal; rising stale inventory weakens it.

03 / PRICE MIX VERSUS SELLER POWER

The $685,000 monthly SFR median and $548,000 rolling existing-home median describe different source populations and windows. Examine price per square foot, list-to-sale realization, concessions and comparable homes before treating a median movement as property appreciation.

04 / KEEP MARKET-CYCLE LANGUAGE PROPORTIONATE

The leading October rolling phase is Balanced Transition with only 16.7% relative prototype fit and high dispersion (97.4 / 100 entropy). That is weak concentration across possible descriptions—not a 16.7% chance of a future event.

The governing rule

Observe the next source release, compare like populations and dates, then revisit the outlook. A model center is neither a guarantee nor a substitute for current competing listings.

SOURCE NOTES | October DOMUS Ashland p. 3; October RVAR residential statistics; qualified October outlook/Cycle records and verification companion. Source-specific scopes are deliberately kept separate.

Use forward estimates to improve decisions—not postpone them.

The measured October conditions justify disciplined comparison for buyers and defensible positioning for sellers.

FOR BUYERS

Market opportunity is property-specific. Longer observed market time can create room to inspect, compare and structure a realistic offer, especially where substitutes exist.

Put evidence ahead of the center

Check the listing history, competing homes, condition, appraisal exposure and seller timing. A model price center is not a negotiating discount.

Decision trigger

Act when the right home, terms and financing align—not simply because a later model median differs.

FOR SELLERS

October had 25 new pending contracts and 56 days of median monthly market time. Desirable homes still attract buyers, but a high opening price can waste valuable attention.

Design a measurable launch

Use recent sold comparables and live competition, complete targeted preparation, then review showing quality, follow-up and pricing response.

Decision trigger

Revisit the plan when buyer response diverges from the agreed launch expectations—not because an index moved slightly.

For households selling and buying in the same move

Coordinate financing, contingency risk, closing windows and possession before chasing a forecast. The benefit of flexibility can exceed a small modeled change in a marketwide median.

A dated forecast is a testable starting point

The October-origin centers were calculated after October data became available; they were not forecasts issued on October 31. No probability-calibrated confidence intervals are claimed.

SOURCE NOTES | DOMUS / RVAR October 2026; Ashland Market Intelligence v1.1 qualified forward-view table and model-verification limits; Jon & Jess buyer/seller practice framework.

Balanced Transition leads—but the phase picture is diffuse.

Market Cycle asks which historical-style pattern today most resembles, while showing how uncertain that classification remains.

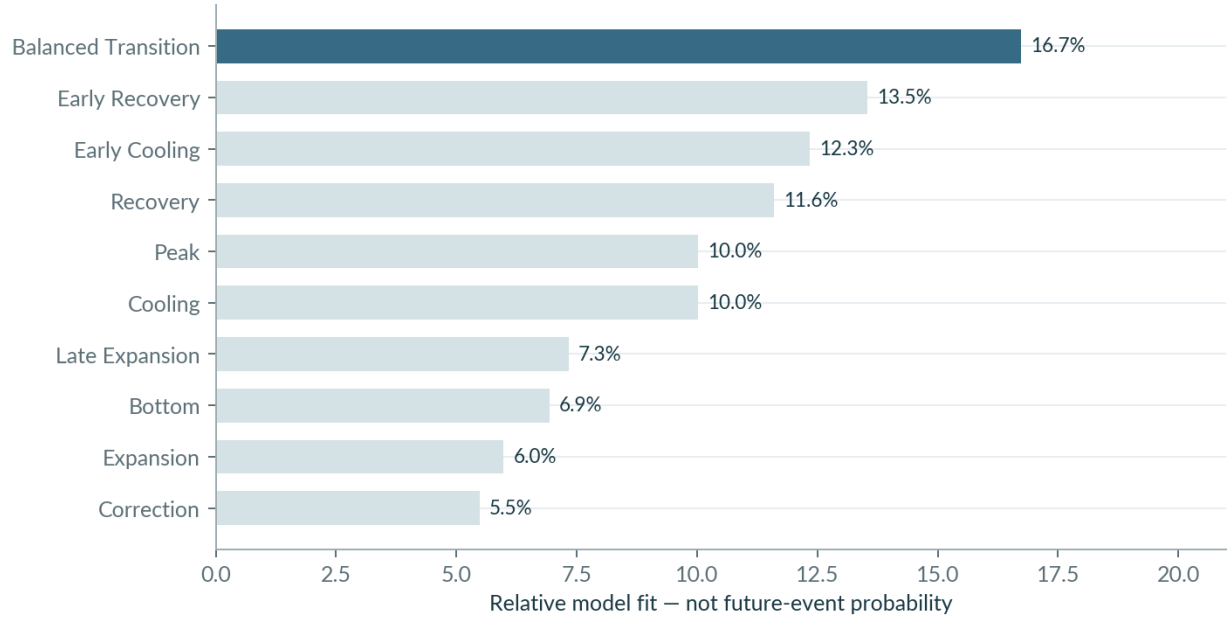


Figure 19. Market Cycle compares October's Ashland rolling existing-home state with ten predefined phase patterns. The relative-fit weights total 100% by design; they are not probabilities of future events.

What makes up the Cycle reading? The model brings together smoothed momentum, health, transaction activity, supply, selling speed and eligible forward-looking signals, then compares that state with ten historical phase prototypes. It reports relative fit, the strongest-matching phase and entropy, which measures how widely the fit is dispersed. October most resembles Balanced Transition (16.7% relative fit), with Early Recovery second (13.5%).

The very high entropy of 97.4 / 100 shows that no phase describes the market decisively. "Balanced Transition" therefore means mixed market mechanics, not a prediction that prices will stay flat or a fixed turning point is approaching. Smoothing prevents one volatile month from completely redefining the Cycle; it cannot eliminate uncertainty.

Use Market Cycle as context for timing conversations—not as a trigger to list or buy without checking the actual property market.

SOURCE NOTES | Ashland RVAR existing-home Market Cycle calculations, using the correctly matched prior-period state and unchanged phase definitions.

A model earns trust by facing real outcomes.

We compare past estimates with subsequent data, including the misses, before treating a forward number as useful advice.

What our evaluation measures

We preserve historical model estimates and compare each with the matching later observation—same source, geography, metric and forecast horizon. October supplied 343 usable previously forecast outcomes; five source values were unavailable. We also prevent shared-inventory observations from being counted multiple times as if they were independent markets. Matching and evaluating a forecast does not mean the forecast was correct.

The strongest practical question is whether the model beats a simple alternative, such as assuming the next reported value will equal the present one. Some tested near-term sales forecasts did; others did not. The answer varies with metric, horizon and local sample size, so no universal forecast accuracy percentage is claimed.

What we continue to watch

Our inventory forecasts have shown a recurring tendency to underestimate the reported number of available listings at the one-month horizon. That deserves additional scrutiny, not a silent change in model weights. The wider monitoring program also tracks price, sales and market time across eligible forecast horizons, keeping thin-data contexts separate.

The November reporting cycle will provide another test of October's dated model estimates. We will evaluate them against the actual November data and report material differences. Until then, uncertainty remains part of a responsible forecast—not something hidden by a precise-looking number.

> **We improve our advice by measuring what the models got wrong, not by promising that every forecast will be right.**

SOURCE NOTES | Forecast tracking through October 2026; matched RVAR and DOMUS observations and source-specific monitoring. Results are model diagnostics, not individual-property valuation evidence.

Five market lenses. One better-informed decision.

Each answers a different question. Together they show how the market works—and where caution is warranted.

Five public market lenses	What goes into each lens · How to use it
Market Momentum	Price and inventory movement, buyer demand, closing liquidity, selling speed, pricing efficiency and buyer/seller pressure. Are recent conditions strengthening or weakening?
Market Health	A source-specific synthesis of transaction flow, supply balance, pricing behavior, momentum and eligible risk/reliability. How well is this market functioning overall?
Buyer / Seller Leverage	Buyer Opportunity and Seller Strength consider available choices, competition, speed and negotiating conditions. Which side has more useful options? These scores are not opposite percentages.
Market Outlook	Tested historical forecasting methods produce estimates for specific market measures and future reporting periods. What outcomes should we plan around—and how uncertain are they?
Market Cycle	Current and recent smoothed market behavior is compared with ten phase patterns. Which broad phase resembles today, and how strongly—or weakly—does any single phase fit?

Read the five lenses in order. Start with the market's observed activity. Ask whether that activity is gaining or losing Momentum; whether overall Health supports the move; and where buyers or sellers have negotiating Leverage. Then consider the forward-looking Outlook and the broader Cycle description. A single score is never a substitute for matching the property to recent comparable sales, current competition, condition and timing.

In October, for example, Ashland's higher monthly median price coexisted with slower completed-sale market time and weaker new contract activity. Momentum exposes that split; Health and Leverage translate it into negotiating context; Outlook adds conditional future scenarios; Cycle supplies background rather than a command to act.

Source discipline matters. DOMUS gives a broader community-oriented single-family view; RVAR gives the UGB-focused rolling existing-home view and a separate residential inventory snapshot. Their aligned activity gap can be a clue to surrounding rural participation but does not establish a rural transaction count. October Ashland supply is calculated consistently as 125 active listings / 32 closed sales = 3.9 months.

SOURCES & METHODS | DOMUS / Oregon Data Share, October 2026 Ashland p. 3; Southern Oregon MLS/RVAR October 31 Residential Statistics p. 1; archived August/September originals. The publisher's original observations and the reconciliation trail are preserved in separate verification records.

Definitions for the market narrative.

A useful market measure starts with its period, property population and source definition.

Closed sales

Completed transactions counted in the source's specified reporting window.

Pending sales

Contract activity as reported by the source; not a verified same-cohort closing forecast.

Active inventory

Available-listing snapshot within the source's geography and property scope.

Months of supply (MOS)

Supply relative to a sales pace, not the selling time of an individual listing.

Days on market (DOM)

The source's market-time measure; RVAR uses median cumulative DOM in its rolling table.

Median / transaction mix

The middle observation / the composition of homes that happened to transact.

Urban growth boundary (UGB)

The geographic reporting boundary used in RVAR's existing/new-home scope; not every property carrying a community mailing address.

YoY / MoM / YTD

Year over year / month over month / year to date. Each needs its own stated comparison period.

Publication vintage

The set of source values available in a particular publication; later comparison columns may differ.

Percentage point

The subtraction of two percentage levels. A move from 97.7% to 98.8% is 1.1 percentage points; it is not the same operation as a relative percent change.

Rolling three-month window

A reporting period that spans three months. Overlapping windows must not be added to invent a new total, and their sales counts are not standalone monthly counts.

List-price realization

The reported share of list price received. The aggregate alone does not establish the original asking price, concessions, or the negotiating room on a particular listing.

SOURCES & DEFINITIONS | Southern Oregon MLS/RVAR reporting conventions, DOMUS/Oregon Data Share and the Jon & Jess Market Intelligence Field Guide.

Definitions for our five market lenses.

A score describes the specified market context; it is not a property appraisal, sales guarantee or automatic timing rule.

Market Momentum

A 0–100 picture of how pricing, inventory, demand, liquidity, market speed and negotiating pressure are moving. Its parts can disagree; the composition matters more than the headline.

Market Health & Leverage

A weighted picture of market functioning plus separate Buyer Opportunity and Seller Strength readings. It incorporates available supply, activity and pricing evidence, but does not promise a discount or premium.

Market Outlook

A model estimate of a specified future market statistic at a named horizon, using comparable historical observations. A point forecast is not a price estimate for an individual house.

Market Cycle

Relative resemblance of smoothed market conditions to ten predefined market-phase patterns. It reports leading fit and dispersion, not reliable odds of an upcoming turning point.

Numerical center / point forecast

The model's central estimate for a specific future source-defined period. It is not the likely sale price of a particular property.

Forecast horizon / target

How far ahead a forecast looks and the exact report period it targets. A one-month October-origin forecast describes the November reporting period.

Diagnostic confidence / reliability

Measures of data support and model coherence, not a direct probability of forecast success. They should be read alongside historical error and source limitations.

Phase weight / prototype fit

An index of how much a market state resembles a prototype phase. Weights total 100% across phases but are not probabilities that those phases will occur.

Normalized cycle entropy

A measure of how diffuse the ten phase weights are: values near 100 mean several phases fit similarly, not that the forecast is very certain.

Smoothing / persistence

Blending the current modeled state with the preceding state to reduce whipsaws from one unusual reporting month. It does not prevent uncertainty or abrupt real-world change.

> Your timing. Your options. A clearer view of the market.

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