01 / COVER

WEBSITE EDITION v1.2

JACKSONVILLE
MARKET INTELLIGENCE

October 2026 | Website Edition | The market behind the headlines

> October's 13 monthly closings must be read alongside the rolling existing-home market and current competition.

Jacksonville's October evidence is unusually instructive: inventory and calculated supply contracted, completed sales rose, and the median time taken by closed homes lengthened. The broader rolling market shows still another perspective. The right conclusion is not a single buyer or seller label—it is a more precise pricing and timing strategy for each home.

OCTOBER JACKSONVILLE SINGLE-FAMILY	Oct 2026
Closed sales	13
Pending sales	10
Median sale price	$772,500
Median days on market	69
Calculated months of supply	3.6

Prepared by Jon Barrows and Jessica Blackwell

Full Circle Real Estate | Ashland, Oregon
jonandjess.realestate | jonandjessreal@gmail.com | (707) 787-7307

A complimentary evidence-based guide for homeowners, buyers and sellers.

> **Market observations through October 31, 2026. Website Edition prepared November 7, 2026 for coordinated publication.**

SOURCE & BASIS | DOMUS October Jacksonville p. 8; months of supply is calculated consistently from active inventory and monthly closings.

02 / EXECUTIVE MARKET THESIS

A tighter supply ratio is not a faster market for every home.

October showed firmer completion counts, fewer available listings and more patience among the homes that sold.

Jacksonville recorded 13 calendar-month single-family sales in October, compared with 11 a year earlier. Active listings fell to 47 from 63, and the calculated supply ratio was 3.6 months, compared with 5.7 last October. Pending sales rose to 10 from seven. On those measures, the market looks more active and less supplied.

But median time on market was 69 days, compared with 48 last year and 27 in September. The monthly median sale price was $772,500, just below the $780,000 of October 2025, while the reported share of list price received slipped to 95.5%. Buyers are active, but they are not necessarily accepting every asking price quickly.

The broker takeaway

The separate August–October RVAR existing-home market counted 16 rolling sales with a $704,000 median and 17 days of cumulative median market time. Those are not the same properties or measurement window as the October-only DOMUS statistics. Both views are useful if the definitions stay visible.

> Price against true substitutes, protect the initial marketing window, and use the home's condition and competition—not the city median alone—to evaluate negotiating leverage.

The strength of Jacksonville lies partly in its distinct homes; the challenge of a small sample is that a few high-value closings can transform the monthly median without demonstrating an equivalent change for any particular residence.

SOURCE & BASIS | DOMUS October Jacksonville p. 8; months of supply is calculated consistently from active inventory and monthly closings. SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

03 / OCTOBER MARKET DASHBOARD

Jacksonville's October facts in one view.

Calendar-month single-family market. September 2026 comparisons are from the October source publication.

Measure	Oct 2026	Oct 2025	Sep 2026*	Year over year
Median sale price	$772,500	$780,000	$600,000	−1.0%
Closed sales	13	11	7	+18.2%
Pending sales	10	7	12	+42.9%
New listings	7	12	14	−41.7%
Median days on market	69	48	27	+43.8%
Price per sq. ft.	$362	$361	$289	+0.3%
List price received	95.5%	97.9%	99.4%	−2.4 pp
Active inventory	47	63	54	−25.4%
Calculated months of supply	3.6	5.7	7.7	−36.9%
Jan–Oct closings	106	86	—	+23.3%

Year-over-year closings and pending sales improved, while new listings and active inventory fell. Yet market time lengthened and sale-to-list realization weakened. The city's signals are mixed in a way that makes home-specific analysis particularly valuable.

Calculated months of supply is 47 October active listings divided by 13 October closings, or 3.6 months. October 2025 and September 2026 use the same displayed calculation, so each displayed period uses comparable source-count arithmetic.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

SOURCE & BASIS | Calculated months of supply uses DOMUS active listings divided by monthly closed sales, with the reporting period stated for each comparison.

04 / THE SHAPE OF 2026

More closings year to date, but each month has its own texture.

Separate the cumulative year from the latest month's small transaction count.

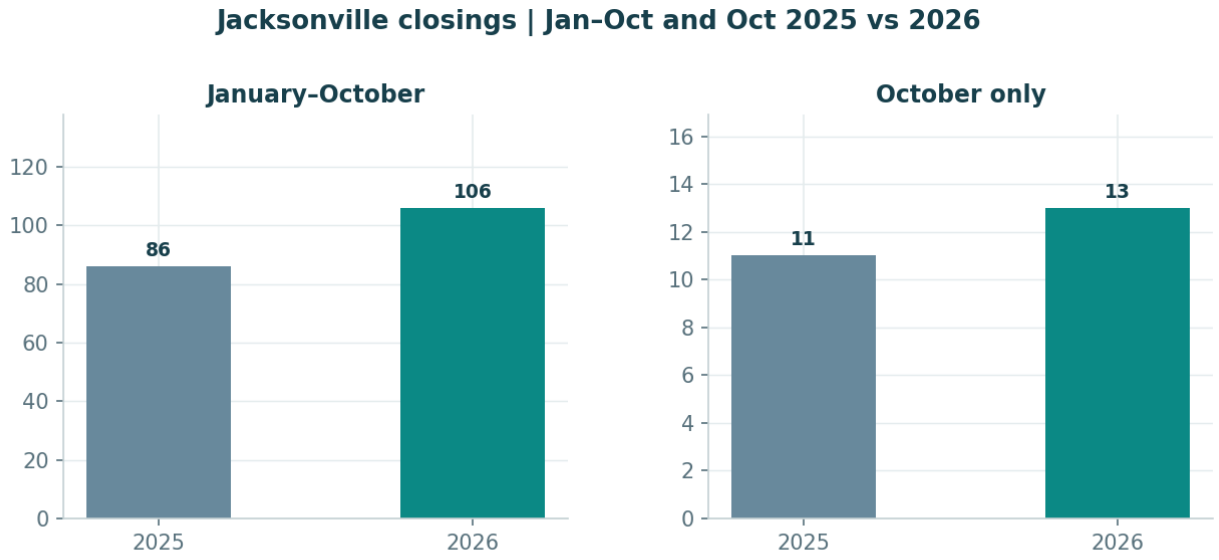


Figure 1. Jacksonville completed sales, January–October 2025 versus January–October 2026 and October 2025 versus October 2026. Same DOMUS source vintage.

Jacksonville recorded 106 single-family closings from January through October 2026, compared with 86 during the same 2025 period—a gain of 20, or 23.3%. October itself contributed 13 closings versus 11, adding only two transactions to that cumulative lead.

The October source also reports 109 year-to-date pendings versus 91 last year and 160 new listings versus 150. Those totals show a more active year, but they do not establish that every listing category enjoyed the same demand. Cumulative counts may be compared; monthly medians should not be averaged or subtracted.

> The year's underlying transaction count is more encouraging than the 69-day October median market time might suggest. Both belong in the pricing conversation.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

05 / CONTRACTS AND LISTINGS

Buyers signed more contracts while fewer homes came to market.

Sales, pendings and new listings are different parts of the transaction flow.

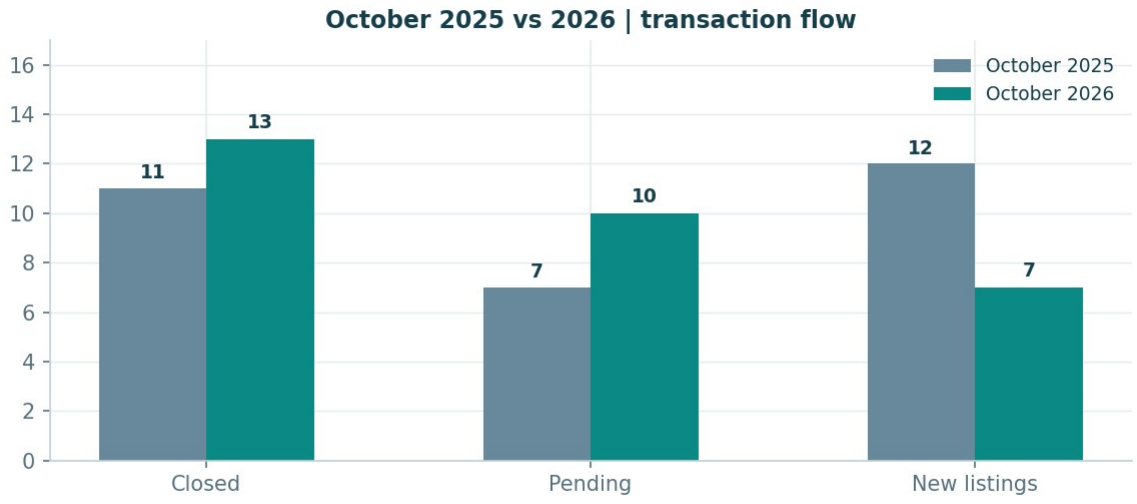


Figure 2. October 2025 versus October 2026 Jacksonville closings, pending sales and new listings. Transactions are separate flows, not conversion rates.

October brought 13 closings, ten pending sales and seven new listings. A year earlier the respective counts were 11, seven and 12. The rise in pendings is promising for future activity, while the lighter flow of new listings narrows the range of alternatives available to a searching buyer.

A pending sale is not guaranteed to close, and a closed sale generally reflects decisions made earlier. The most useful follow-up is whether Jacksonville sustains its recent contract activity without a large jump in new competing listings.

> A seller can benefit from limited direct competition—but only if the listing earns buyers' confidence in price, condition and terms.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

06 / THE SPEED OF THE MARKET

The homes that closed in October took markedly longer.

Median days on market is a measure of completed sales, not a deadline for every current listing.

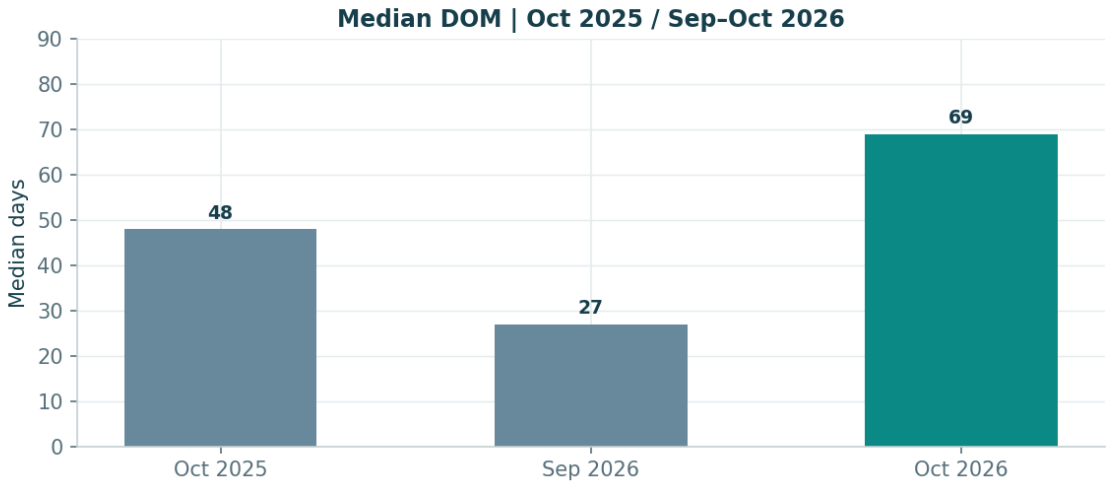


Figure 3. Jacksonville monthly median days on market: October 2025, September 2026 and October 2026.

The Jacksonville October monthly median was 69 days—up from 48 in October 2025 and 27 in September 2026. This is an important caution against interpreting falling inventory as automatic urgency. Buyers who did complete a transaction in October often considered homes with longer elapsed marketing periods.

Only 13 closings underlie that monthly median. A change in which homes sold can move the statistic substantially; the source does not isolate condition, concessions or list-price reductions. For an actual property, use comparable listings, showing history and local offer behavior to assess timing.

> The market may be relatively tight in the aggregate while individual homes still require pricing adjustments or patience.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

07 / SUPPLY AND COMPETITION

Calculated supply fell to 3.6 months.

Watch what available choices and the current pace of completed sales actually reveal.

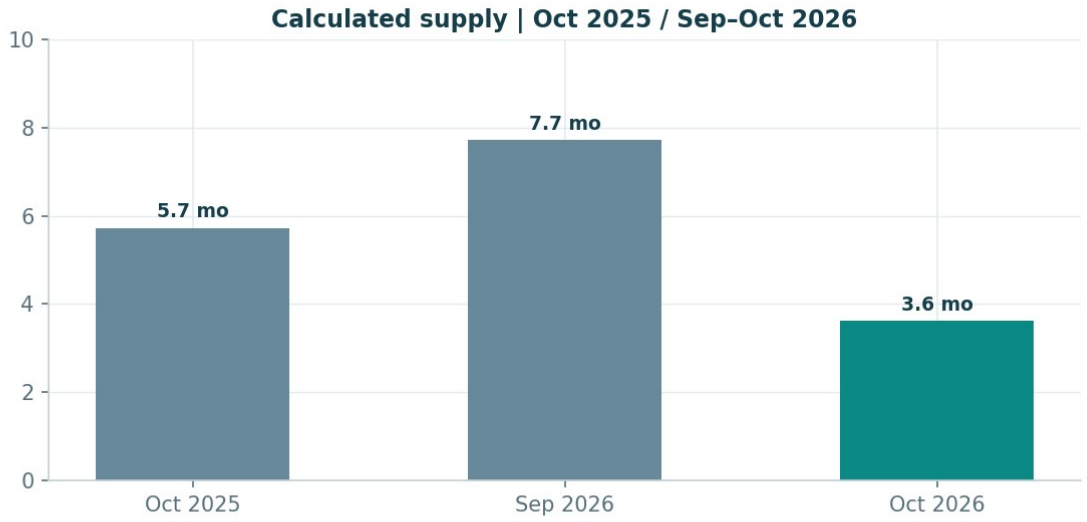


Figure 4. Calculated months of supply from monthly active listings divided by monthly closings, October 2025, September 2026 and October 2026.

With 47 active listings and 13 October closings, Jacksonville had 3.6 calculated months of supply. Using the same source-count method, supply was 5.7 months one year earlier and 7.7 in September. Both a lower active count and a higher October closing count contributed to the sharp September-to-October decline.

How to use this reading

The figure is a ratio, not a promise that a particular residence will sell in 3.6 months. In a small market, a handful of closings can noticeably move the denominator. The best practical supply measure for a seller remains the set of currently available properties a qualified buyer would seriously consider instead.

> Lower calculated supply supports a more competitive landscape overall; the 69-day median sale time warns against assuming that every house has immediate leverage.

SOURCE & BASIS | DOMUS October Jacksonville p. 8; months of supply is calculated consistently from active inventory and monthly closings.

08 / PRICE, MIX AND VALIDATION

The median held near last year’s level, but one statistic cannot price a home.

Cross-check transaction medians against price per square foot and negotiating mechanics.

October’s $772,500 monthly median was close to the $780,000 recorded a year earlier. The $362 price per square foot was also nearly unchanged from $361. Relative stability across those two measures is informative, but it is not a repeat-sales or constant-quality price index.

The September median was $600,000 and the September price-per-square-foot figure was $289, illustrating how quickly a small market’s transaction mix can shift. Jacksonville may have more distinctive and higher-priced homes closing in one month than another. No citywide median can replace a review of location, lot, condition, layout, improvements and actual comparable sales.

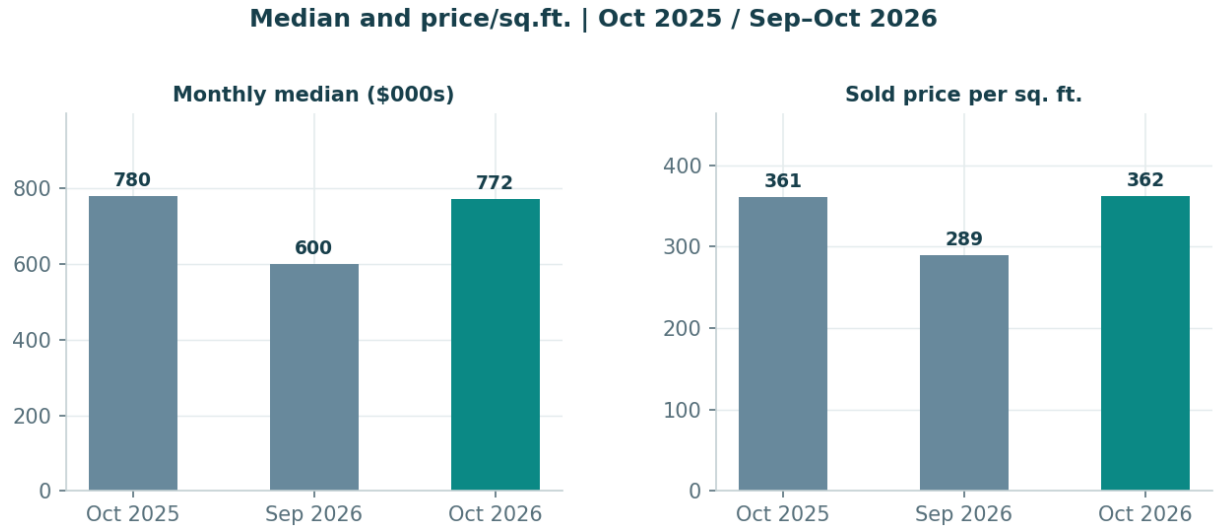


Figure 5. Jacksonville monthly median price and sale price per square foot, October 2025, September 2026 and October 2026.

The October headline price is a starting point for analysis, not a recommended asking price.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

09 / WHAT VALIDATES A LIST PRICE?

A disciplined price range starts with the competition.

Small-market pricing requires a comparable-property explanation, not just a median.

Comparable sales

A sold comp is useful when its location, size, condition and features can be reconciled to the subject property. In Jacksonville, a few unique or unusually high-value homes can skew the month's sample. Examine the sale date, original and final asking prices when available, and differences that materially affect buyer preference.

The buyer is choosing among homes available now, not merely among those that happened to close last month. Direct competitors reveal the real choice set: comparable historic character, floor plan, lot utility, improvement quality, maintenance and seller terms.

Current alternatives

Price validation	Question to ask
Recent comparable sales	Which closings truly substitute?
Current direct competitors	What else can buyers select?
Property condition	What repairs or updates matter?
Features and utility	How do lot and layout compare?
Contract terms and net	What is the likely realized result?

A responsible analysis separates what is observed from what must be inspected. The October publisher reports median and aggregate figures, not a list of matched-property prices, concessions or condition grades.

> A recommended asking price should survive a comparison with both recent solds and current alternatives.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. This report is market context, not an individual property appraisal.

10 / LIST PRICE REALIZATION

The share of final asking price received declined.

Look beyond the headline asking price when judging negotiation.



Figure 6. Jacksonville reported sale price as a percentage of final list price, October 2025, September 2026 and October 2026.

Jacksonville's reported sale-to-list realization was 95.5% in October, versus 97.9% a year earlier and 99.4% in September. That shift provides another reason to distinguish completion activity from sellers' actual pricing power. More deals closed, but a larger gap to reported list price appeared among those completed transactions.

This figure relates to the reported list-price measure. It does not reveal original asking prices, the number of reductions, concessions, repairs or the net proceeds of any particular sale. A seller could reduce the asking price before receiving an offer; a buyer might negotiate repairs after acceptance. Those mechanics should be investigated before assuming a percentage discount applies to every home.

> For sellers: price competitively before the first showing. For buyers: evaluate the entire contract, not a percent-off-list headline.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

A second view changes what October appears to mean.

RVAR existing-home activity covers August–October, not October alone.

RVAR rolling existing	Aug–Oct 2026	Aug–Oct 2025
Rolling closed sales	16	21
Rolling median price	$704,000	$720,000
Median cumulative DOM	17 days	72 days
Month-end inventory*	17	22

The RVAR Jacksonville urban-growth-boundary existing-home series recorded 16 sales in the rolling August–October window, down from 21 in the corresponding prior-year source comparison. Its median was $704,000 versus $720,000 and its median cumulative market time was 17 days versus 72. October month-end RVAR inventory was 17 versus 22.

This faster August–October RVAR existing-home reading differs sharply from the DOMUS October-only median of 69 days. RVAR focuses on the urban-growth-boundary market; the broader DOMUS Jacksonville geography can include transactions in surrounding rural settings. Their different property definitions and reporting periods prevent simple subtraction of these two published medians. A matched-window sales comparison appears on page 31.

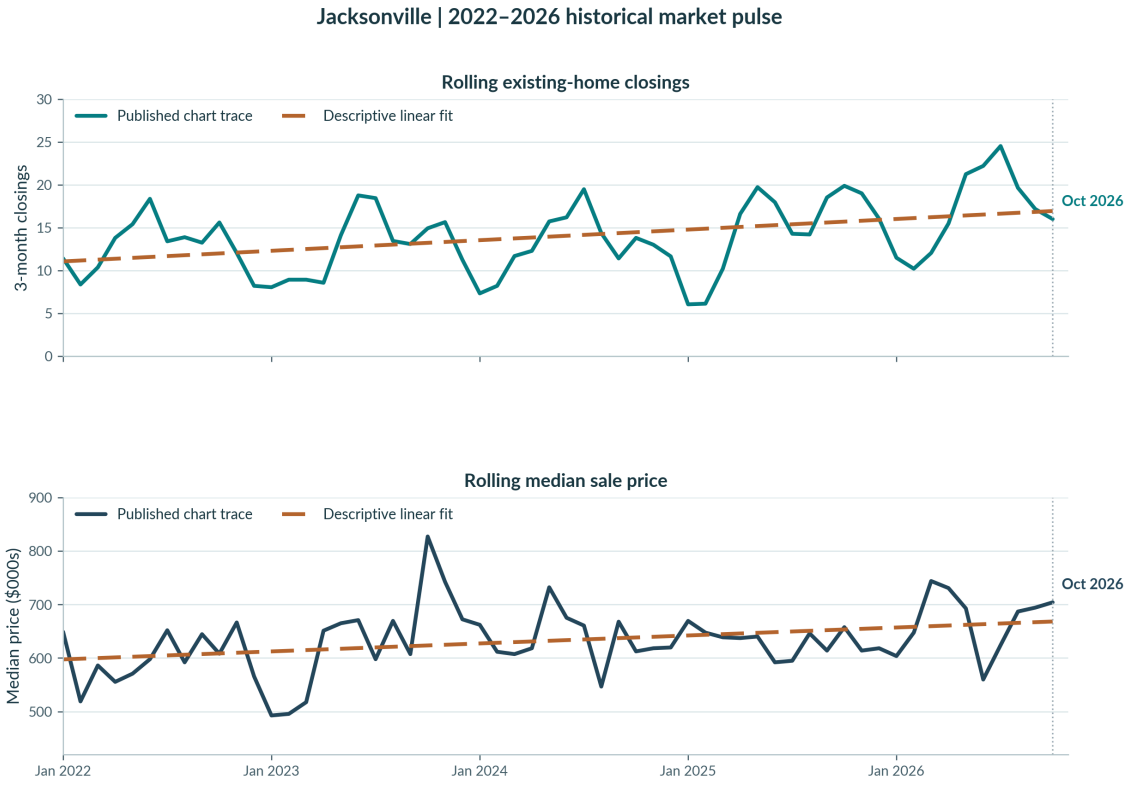
RVAR also reports no new-construction sales in Jacksonville's rolling window. A zero count is a real observed absence of completed transactions; it does not establish an asking-price median or the absence of active construction properties.

> Use monthly figures to understand the latest closing mix; use the rolling series to assess the broader existing-home pulse.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. RVAR inventory is a separate month-end residential snapshot.

Jacksonville’s history warns against reading one median in isolation.

The 2022–2026 rolling series provides context for a small, variable transaction market.



Source: October website edition Figure 7. Historical paths visually recovered from chart; fitted lines are descriptive, not forecasts.

Figure 7. Jacksonville UGB existing-home rolling three-month sales and medians, January 2022–October 2026. Windows overlap.

Across the archived RVAR rolling history, Jacksonville has moved through repeated periods of thinner sales, sharp changes in cumulative market time and volatile medians. This is a market where a few distinctive property transactions can make aggregate pricing appear to accelerate or reverse more abruptly than a broad county average.

During the early-2023 slowdown, rolling existing-home counts were in the single digits and market time was elevated. Activity later improved while price measures remained variable. In 2026, rolling closings rose into the summer before tapering in autumn. The repeated lesson is that market liquidity often changes before a stable price trend can be established.

> The historical series is a market pulse from overlapping three-month windows—not a series of independent monthly sales counts.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. Archived RVAR rolling observations 2022–September 2026 and October source; comparisons retain their original report vintages.

13 / THE SHAPE OF 2026 — ROLLING

Spring and summer recovered before autumn slowed the count.

Rolling market time and volume did not always move together.

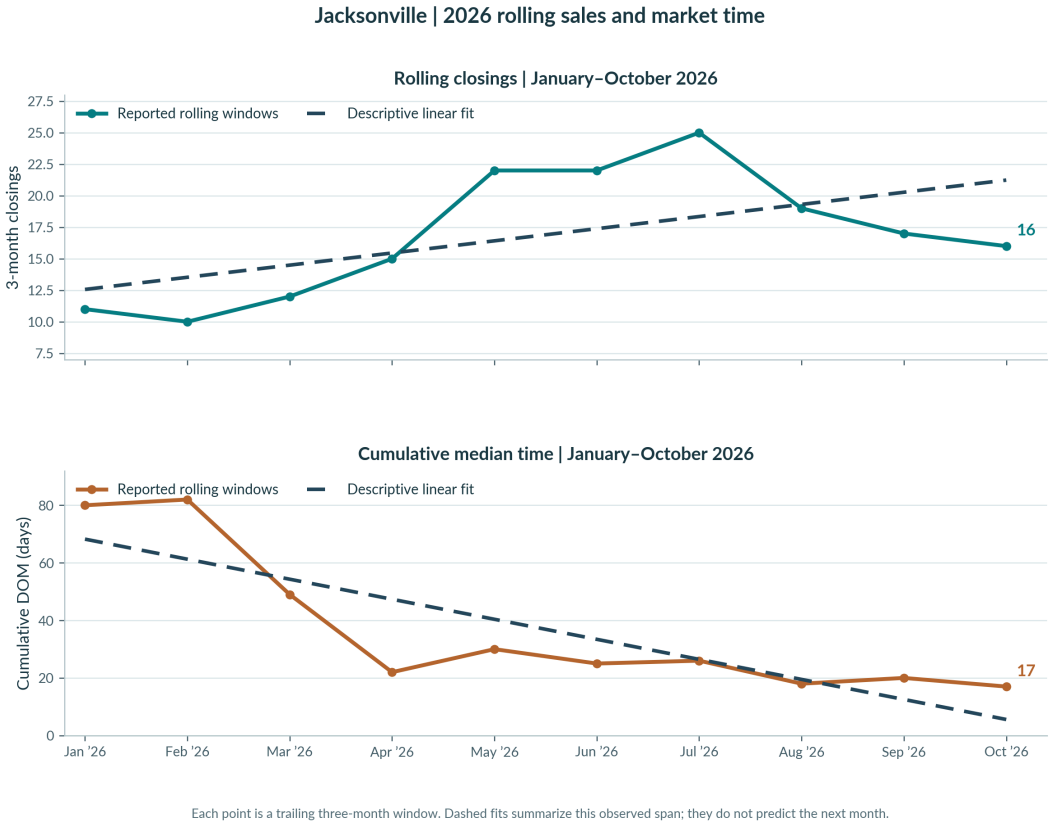


Figure 8. Jacksonville RVAR existing-home rolling closings and median cumulative days on market, January–October 2026.

Jacksonville's rolling existing-home sales were 11 in January, climbed to 25 in July, then eased to 19 in August, 17 in September and 16 in October. That is a meaningful recovery from winter, followed by a fall cooling in transaction volume. These are overlapping windows, so the sequence is a trend—not a sum of independent closings.

Cumulative median days on market were 80 in January, 26 in July, 18 in August, 20 in September and 17 in October. In other words, the rolling existing-home series still reflected relatively quick completed transactions even as the three-month sales count eased. This contrasts with the separate October-only monthly market-time figure.

> Look for persistence: does rolling activity continue to ease, and do new October pendings translate into later closings?

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. Monthly RVAR source vintages preserved.

14 / HISTORICAL INTERPRETATION

A longer view reveals a changing buyer pool.

A straight line is useful for perspective; Jacksonville's turning points and small transaction counts matter more.

THREE CHECKPOINTS | RVAR ROLLING EXISTING HOMES

Reporting window	Rolling closings	Cumulative median DOM
Jan 2026	11	80 days
Jul 2026	25	26 days
Oct 2026	16	17 days

The recovery was real, but it was not permanent acceleration.

Rolling existing-home closings more than doubled from January to July 2026, then eased to 16 by October. The lower autumn count calls for watching new contracts and completed transactions together. Adjacent three-month windows overlap, so their counts must not be summed.

The homes that closed became faster to transact.

Median cumulative market time moved from 80 days in January to 17 in October. That describes the homes that actually completed transactions, not every active listing. It can coexist with fewer sales because buyers may be choosing a smaller subset of appropriately priced homes.

What a historical linear fit does—and does not—mean.

Dashed lines on pages 12–13 summarize the direction of the plotted historical observations. They are descriptive visual fits reconstructed from the report's charts, not certified regression results from the underlying database or forecasts of future Jacksonville prices. The high volatility of the rolling median reinforces the importance of property-level comparable sales.

SOURCE & SCOPE | Southern Oregon MLS/RVAR Jacksonville existing-home rolling reports, Jan–Oct 2026 and Jan 2022–Oct 2026 chart history. Rolling windows overlap.

15 / INVENTORY: DIFFERENT WINDOWS

The two inventory counts answer different questions.

Do not combine the 47 DOMUS listings with the 17 RVAR snapshot.

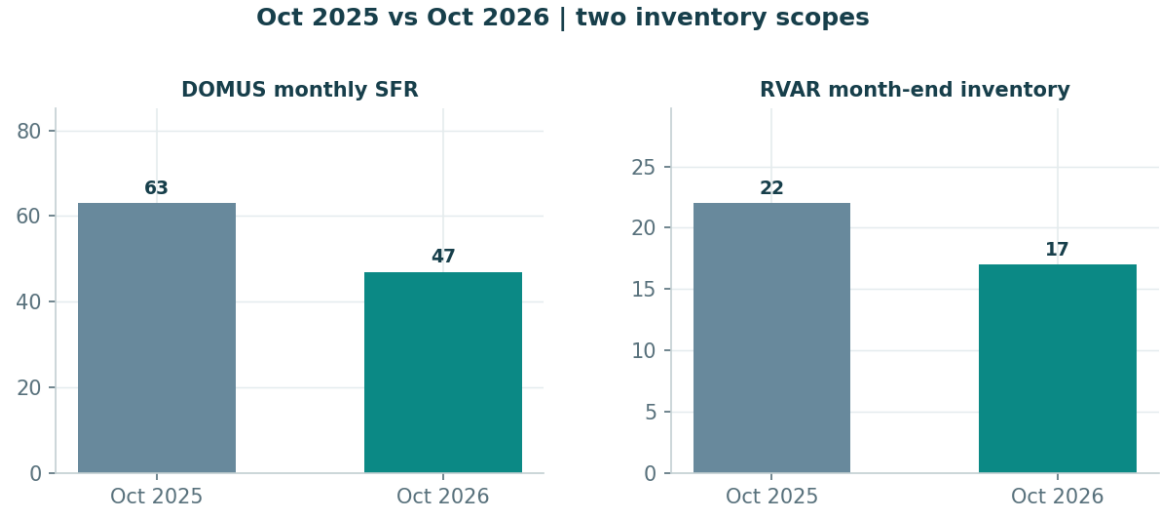


Figure 9. October 2025 versus October 2026 Jacksonville active inventory, separately for broader DOMUS single-family and RVAR UGB residential snapshots.

Jacksonville's DOMUS single-family view reported 47 active listings at October month-end versus 63 a year earlier. The RVAR urban-growth-boundary residential snapshot reported 17 versus 22. Both show fewer listings in their own defined populations, but one should not be substituted for the other.

The broader DOMUS community reporting geography and the narrower RVAR urban-growth-boundary geography are not identical. RVAR inventory also includes source-defined residential categories beyond the existing-home sales branch. These snapshots are complementary, but their difference cannot be converted into a verified count of rural listings. For an individual property, examine the actual competing listings and the property's location.

> Both independently defined October 2026 inventory snapshots decreased year over year; compare each within its own population rather than manufacturing one blended total.

SOURCE & BASIS | DOMUS October Jacksonville p. 8; months of supply is calculated consistently from active inventory and monthly closings. SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

No new-construction closings means no defensible new-build median.

Missing measures must stay missing rather than be filled with zero-dollar statistics.

Source observation	October 2026 Jacksonville
RVAR new-construction closings	0 in rolling three months
RVAR new-construction median	Not available
DOMUS new-construction price	Not reported for October
RVAR existing-home closings	16 in rolling three months

The October RVAR report records zero Jacksonville new-construction sales during the rolling three-month window, compared with zero in the corresponding prior-year window. Because no transaction-price observation exists, neither a new-build median nor a comparable new-build market-time statistic can be inferred.
The DOMUS October Jacksonville new-construction price field is also blank. For buyers evaluating a newly built or extensively renovated property, the proper evidence comes from its actual specifications, builder terms, active alternatives and any genuinely comparable transactions—not a forced statistic from this missing category.

A thin market also means model diagnostics that depend on several observations may be less stable than their display precision suggests. We publish only eligible source-specific forward estimates.

> Use the observed existing-home market for broad context, then build a new-construction or renovation analysis from actual comparable properties.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.
SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

17 / THIN-MARKET INTERPRETATION

Jacksonville can move sharply on a handful of sales.

The numbers are useful—but their uncertainty should be visible in the interpretation.

October market fact	Oct 2026	Oct 2025	Useful reading	Guardrail
Monthly closings	13	11	Transactions improved	Small sample
Median sale price	$772.5k	$780k	Nearly level	Mix-sensitive
Pending contracts	10	7	Stronger pipeline	Not closings
Median DOM	69	48	Longer elapsed time	Sold homes only
Active listings	47	63	Fewer choices	Scope-specific
List price received	95.5%	97.9%	More negotiation	Not original ask

A 13-sale month has less statistical depth than a market with hundreds of closings. Adding two sales changed the year-over-year October closing count by 18.2%. A few high-value or unusually slow-to-sell transactions can shift the monthly median even while the broader rolling market tells a different story.

The appropriate discipline is to compare several observations, distinguish month-only and rolling data, and return to property-level competition. The chart and dashboard are evidence, not an appraisal or a deterministic forecast.

The table translates each October headline into the practical limitation that keeps the analysis grounded.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.
SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

The sequence matters more than the last two snapshots.

Spring, summer and October observations show a market with changing deal mix.

Month in 2026	Closed	Pending	Median price	Median DOM
May 2026	15	13	$525k	26
June 2026	11	11	$705k	78
July 2026	15	10	$736k	38
Aug 2026	9	7	$658k	18
Sep 2026*	7	12	$600k	27
Oct 2026	13	10	$772.5k	69

For the original published monthly observations available from May through August, Jacksonville's completed-sale counts ranged from nine to fifteen. September's comparison in the October source shows seven closings, followed by thirteen in October. The market is not consistently accelerating in every measure; each month represents a small set of very different homes.

The September comparison is drawn from October's republished column and may differ from the archived original September input. These are observed source vintages, not a uniform re-estimation of the entire historical record. The purpose is context, not a spurious continuous price index.

Price and median market time move in ways that are not explained by closing counts alone.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. Archived source monthly Jacksonville histories, original May–August 2026 editions.

October’s price level needs three independent cross-checks.

A higher average transaction mix is not the same thing as higher constant-quality home values.

Metric	Oct 2025	Sep 2026	Oct 2026	Correct reading
Median price	$780k	$600k	$772.5k	Sale mix
Price / sq. ft.	$361	$289	$362	Mix + property
List price rec.	97.9%	99.4%	95.5%	Ask realization
Median DOM	48	27	69	Sold speed
Closed sales	11	7	13	Flow
Active listings	63	54	47	Available choice

The October median stood near the prior-year figure, and price per square foot barely changed year over year. Yet the share of list price received fell, and the median elapsed selling time rose. These do not point in one simple direction for seller leverage.

For a real home, test the asking range with sold properties, current alternatives and the practical cost of updates or concessions. If a large historic home, a smaller in-town residence and a newer property happen to close in the same month, their pooled median is not a price index for any one of them.

The table summarizes the October evidence and its correct interpretation.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.

The inventory count is down, but a contract is still earned.

Supply and demand need to be evaluated together, using comparable populations.

Market view	Jan–Oct 2025	Jan–Oct 2026	Direction	Caution
Jan–Oct closings	86	106	Higher	Cumulative
Jan–Oct pending	91	109	Higher	Not future closings
Jan–Oct new	150	160	Higher	Year to date
Oct active	63	47	Lower	Snapshot
Oct supply	5.7	3.6	Lower	Ratio of counts
RVAR active	22	17	Lower	Separate scope

Jacksonville had fewer active properties, more October pendings and more closings than a year earlier. The calendar-month supply calculation therefore fell. At the same time, longer sold-home market time and weaker final-list realization argue against treating scarcity as a blank check for pricing.

The monthly inventory count is a broad market tally. Individual competitors depend on price bracket, location, lot utility, renovations, historical attributes and financing requirements. A small home and a distinctive larger property may face entirely different buyer pools.

These views should be read side by side rather than blended into a synthetic metric.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.
SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

Distinctive properties call for distinctive competition.

A citywide average cannot price architectural character, layout or improvements.

Property question	Comparison	Potential edge	Main risk	Best next step
Historic character	Similar appeal	Distinctive	Repair scope	Inspect
Updated in-town	Condition	Move-in ready	Overpricing	Comp test
Single-level	Usability	Accessibility	Limited matches	Search options
Larger residence	Size/lot	Unique utility	Narrow buyer pool	Tailored marketing
Major renovation	Quality/permits	Updated systems	Unknown works	Records
Rural-adjacent	Rights/access	Land use	Scope mismatch	Specialists

Jacksonville contains homes whose value is influenced by more than bedroom count or square footage. Condition, layout, access, renovations, utility and architectural character can change the set of buyers who see a property as a substitute. A responsible comparison identifies those differences explicitly.

A buyer may be willing to pay for quality and a clear inspection record but still reject an optimistic price disconnected from nearby alternatives. Conversely, a truly distinctive home may deserve more tailored marketing than a generic median-based approach.

These are qualitative evaluation questions, not claims that the October source measured each subtype separately.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. Property categories are appraisal/marketing considerations; no subtype price series is asserted.

The best price is only one part of affordability.

Inspection, repairs, financing and closing certainty are part of the decision.

Buyer cost item	Why it matters	Evidence	Who confirms	Decision
Financing	Monthly payment	Loan terms	Lender	Affordability
Appraisal	Loan feasibility	Sold comparables	Appraiser	Risk
General condition	Repair exposure	Inspection	Inspector	Priorities
Specialist work	Hidden scope	Reports	Licensed expert	Budget
Taxes/insurance	Carry costs	Current quotes	Providers	Cash flow
Closing terms	Timing	Contract	Parties/title	Certainty

For an older home, inspection findings and likely repair costs can materially affect the buyer's total investment. Access, drainage, foundation condition, heating systems, electrical systems, roof and insurance requirements may deserve specialist review when indicated. No citywide market statistic replaces those investigations.

The buyer also needs an accurate view of monthly carrying costs, loan terms, appraisal risk, property taxes and future maintenance. In the current market, a carefully supported repair credit or closing accommodation may be more useful than a nominal discount alone.

The checks below help connect market intelligence to a complete purchase decision.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. This table is a decision guide, not an inspection finding for any actual property.

A good list price survives six different questions.

Current buyer alternatives should challenge an asking range before launch.

Pricing question	What to examine	Market signal	If weak	Primary goal
Sold comps	Recent matches	Final prices	Revise range	Evidence
Active homes	True substitutes	Buyer alternatives	Adjust value	Compete
Price brackets	Buyer searches	Qualified traffic	Test ask	Visibility
Condition	Visible repairs	Objections	Improve	Trust
Offer terms	Contingencies	Buyer response	Reduce friction	Certainty
Launch results	Showings/feedback	Interest	Reassess	Momentum

Jacksonville's 95.5% October list-price realization and 69-day sold-home market time are reminders to test a price before the first listing day. But neither figure identifies the correct amount for an individual seller.

The list-pricing conversation should include a recent sold-comp review, active competition, likely appraisal comparables, current buyer search brackets and net proceeds after any preparation. Once the property is live, showing feedback, qualified inquiries, price-sensitive saves and actual offers provide a feedback loop.

The purpose is to avoid preventable staleness without surrendering value unsupported by the evidence.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. Questions are property-level practice, not source-calculated market statistics.

Acreage near Jacksonville is a different kind of purchase.

Rural parcels cannot inherit Jacksonville's urban monthly sale price or supply ratio.

Jackson County rural*	Rolling closings	Rolling median
Under 5 acres	63	$600,000
5–10 acres	30	$719,750
Over 10 acres	30	$699,500
All rural bands	123	$625,000

Properties outside the urban Jacksonville reporting scope require an independent review of lot utility, access, wells, water rights when applicable, septic capacity, irrigation and permitted uses. Acreage size alone rarely explains price. A buyer should confirm assumptions with the appropriate public records and specialists.
The countywide RVAR rural data provide broad context only: the August–October period recorded 63 under-five-acre sales, 30 sales in the five-to-ten-acre category and 30 sales above ten acres. Those are Jackson County rural totals—not Jacksonville-area closings. They should never be inserted into the city's median or supply figures.

For sellers, good documentation of water, permits, improvements and access can reduce uncertainty and help serious buyers proceed with confidence.

> Treat rural assets and liabilities as property-specific facts. The Jacksonville city chart is not a rural valuation model.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. Rural categories are countywide separate RVAR populations; not a Jacksonville rural breakdown.

Do not substitute a missing segment value with a manufactured one.

A source can tell us there were no observed sales without telling us a typical new-home price.

Source segment	October 2026 observation	What it does not supply
Jacksonville RVAR existing	16 sales, $704k median	Individual value
Jacksonville RVAR new build	0 closed sales	New-build median
Jacksonville DOMUS new build	Price field not reported	Price inference
Countywide rural	Separate acreage bands	City conversion

Jacksonville's RVAR rolling new-construction count was zero, so an average or median new-build sales price cannot be calculated for that source population. The monthly DOMUS new-construction price field is likewise not reported. Any analysis of an available new property should start with active builders, finished specification and available true comparables.

Land and rural acreage purchases raise additional questions about utility access, subdivision, zoning, water, permitting and future expenses. The separate countywide acreage market can provide broad context, but it does not turn into a Jacksonville-specific home forecast.

We prefer an honest blank cell to a confident-looking statistic that the source does not contain.

> The source-defined existing-home market remains our principal numerical Jacksonville base.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.
SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

A strong launch earns attention; an optimistic price can waste it.

Preparation and credible pricing should work as one strategy.

Market comparison

Identify the handful of current homes that a qualified buyer would genuinely compare with this listing. Use recent sold comparables to establish a defensible range, but challenge that range against active alternatives, current buyer requirements and time-to-close considerations.

Presentation

Presentation matters especially for distinctive homes. Professional photography, clean windows, thoughtful staging, appropriate repairs and complete property information help buyers understand the value proposition. Not every improvement will yield a positive net return.

Response and adjustment

After launch, measure showings, qualified responses, questions, broker feedback and competing-listing changes. If buyers reject the value proposition, reconsider price or condition promptly rather than assuming reduced inventory will solve the problem.

> A well-prepared property at a competitive opening price can stand out without relying on a broad “seller’s market” slogan.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. Strategy is broker judgment and property-specific, not a promised outcome.

Evaluate the strongest offer as the one most likely to close.

Price matters, but feasibility and net proceeds also matter.

Offer element	What to verify
Price and likely net	Net after credits and costs
Financing	Proof and appraisal exposure
Inspection	Diligence and repair path
Time to close	Seller's real calendar
Contingencies	Likelihood of completion

Jacksonville's aggregate sale-to-list ratio does not tell a seller which offer is strongest. Review verified financing, appraisal terms, deposit, inspection requests, existing-home contingencies, possession, and closing calendar in the context of the owner's goals.

A cash offer is not automatically better than a well-supported financed offer; a higher offer may carry contingencies that weaken certainty. Seller choices should be informed by realistic scenarios and the net effect of credits, repairs and timing.

In a small market, a distinctive home may have fewer directly comparable offers. Strong communication during diligence can protect value without pressuring buyers to waive important investigations.

> Compare offers as complete contracts rather than interpreting a headline price in isolation.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. Negotiation discussion is educational, not a prediction of a specific offer.

Use new choice and longer elapsed time intelligently.

Understanding actual competition is more useful than assuming a citywide discount.

Comparable homes

Ask what a genuinely similar home has sold for recently, what alternatives are active now and which properties have accumulated price changes or seller feedback. The citywide median is not a substitute for a buyer-specific comparative market analysis.

Due diligence

Conduct an appropriately scoped inspection. Additional specialist work may be warranted for older systems, drainage, foundations, prior renovations or rural services. Use licensed professionals and confirm permit and title facts where relevant.

Negotiating terms

Structure negotiations around actual inspection evidence, finance and appraisal requirements, seller priorities and the buyer's own timing. A well-positioned Jacksonville home can still attract competition even in a month with a 69-day median selling time.

> A stronger buyer position comes from evidence and execution—not merely asking for a large reduction.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026. Jacksonville October DOM and pricing are aggregate conditions only.

A move involves two markets and one household calendar.

Evaluate proceeds, purchase alternatives, carrying costs and timing together.

Illustrative two-home move	Hypothetical amount
Illustrative Jacksonville sale	$775,000
Illustrative replacement purchase	$620,000
Gross difference before costs	$155,000
Payoff, taxes, commissions, moving	Not included

A household selling in Jacksonville and buying elsewhere should test the full sequence: expected net proceeds, realistic marketing time, financing, replacement inventory, moving costs and closing-window flexibility. Waiting for a higher projected median can create costs and risks on the purchase side.

A modeled rolling-price center is not a promise of the price of the home being sold. We recommend constructing an appropriate property-level range, then testing the move if either sale proceeds or replacement-home costs change.

Timing and certainty matter

The numbers in the example are purely illustrative and exclude payoffs, commissions, taxes, repairs, financing costs and closing expenses.

> Consider the complete move, not simply the highest possible headline sale figure.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. Hypothetical amounts are illustrations, not Jacksonville market averages.

November will clarify whether October's contract signal persists.

Focus on the evidence most likely to change a real pricing or negotiation decision.

November 2026 indicator	Why it matters
Pending sales	Does October interest persist?
New listings	Are alternatives replenished?
Median market time	Does 69-day reading ease?
Comparable inventory	Is the right competition scarce?
RVAR existing sales	Does rolling volume stabilize?

October combined more signed contracts with fewer new listings and a lower calculated supply ratio. The first November questions are whether pendings remain near or above their year-earlier count, and whether October's slow completed-sale median reverts or persists.

Also monitor new listing quality and asking-price adjustments. A stable inventory count might conceal better or weaker alternatives for a specific listing. The RVAR rolling series will show whether August–October's 16 existing-home closings were a seasonal pause or the beginning of an extended slowdown.

The goal is not to predict every turn; it is to keep buyer and seller choices grounded in the next observed market evidence.

> An updated comparable-property review should accompany every major price or timing decision.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.
SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

Two geographic lenses reveal Jacksonville beyond the UGB.

First align the reporting window. Then interpret the broader-market activity gap.

DOMUS / Oregon Data Share describes the broader Jacksonville single-family market, including some surrounding rural activity. RVAR / Southern Oregon MLS tracks existing-home sales inside the narrower urban-growth-boundary market in rolling three-month windows. Both are useful; neither is a perfect geographic partition of the other.

Broader-Market Activity Gap | Three matched 2026 windows

Three-month window	DOMUS broader market	RVAR UGB existing	Activity gap*
Jun–Aug 2026	35 closings	19 closings	**+16**
Jul–Sep 2026	31 closings	17 closings	**+14**
Aug–Oct 2026	29 closings	16 closings	**+13**

In each aligned window, the broader DOMUS count exceeds the RVAR UGB existing-home count. The gap often approximates activity outside the urban core—including rural sales—but is not an exact rural-sales count because boundaries, property categories and publication vintages differ. These windows overlap; their gaps should not be added.

> **The broader community view captures more of the surrounding market. The UGB lens shows the urban-core pulse. Together, they inform smarter property-level comparisons.**

SOURCE & BASIS | DOMUS original June–August 2026 monthly closings plus September 2026 as republished in October and October 2026 current; RVAR UGB Jacksonville existing-home rolling windows ending August, September and October 2026. Gaps are indicators, not verified rural classifications.

Both perspectives strengthened, but for different reasons.

October scores organize several market signals—not just the headline median.

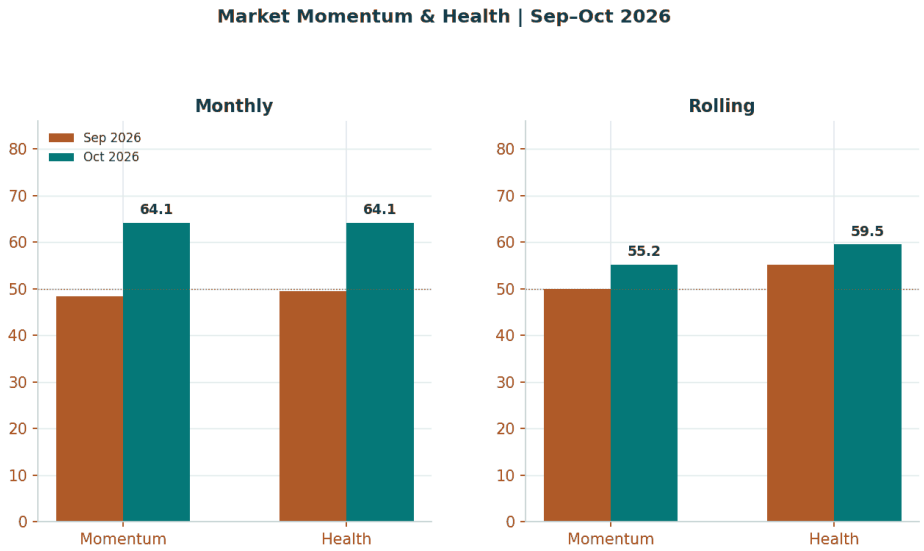


Figure 10. September 2026 versus October 2026 Jacksonville Market Momentum and Market Health, separately for DOMUS monthly and RVAR rolling existing-home contexts.

The October 2026 monthly Jacksonville Market Momentum reading was 64.1, compared with 48.3 in September 2026 under the archived analytical inputs. The rolling existing-home Momentum was 55.2, up from 49.9 in September 2026. The sources cover different geographic populations and time windows, so their scores are not two measurements of the same observations.

The separate rolling existing-home Market Momentum was 55.2, up from 49.9 in September, while rolling Health rose to 59.5 from 55.1. The two series describe different scopes, not two independent estimates of one identical market. Read each score beside the underlying closings, inventory and market-time data.

Rising scores suggest improved market mechanics in aggregate; they do not establish that every Jacksonville home has gained pricing power.

SOURCE & BASIS | Jon & Jess Market Intelligence, October 2026: source-specific Market Momentum and Market Health scores; qualified RVAR existing-home Outlook and Cycle models. Forecast estimates do not predict an individual home.

Momentum improves when the components—not just the median—improve.

We track pricing, demand, inventory shifts, liquidity, speed and efficiency.

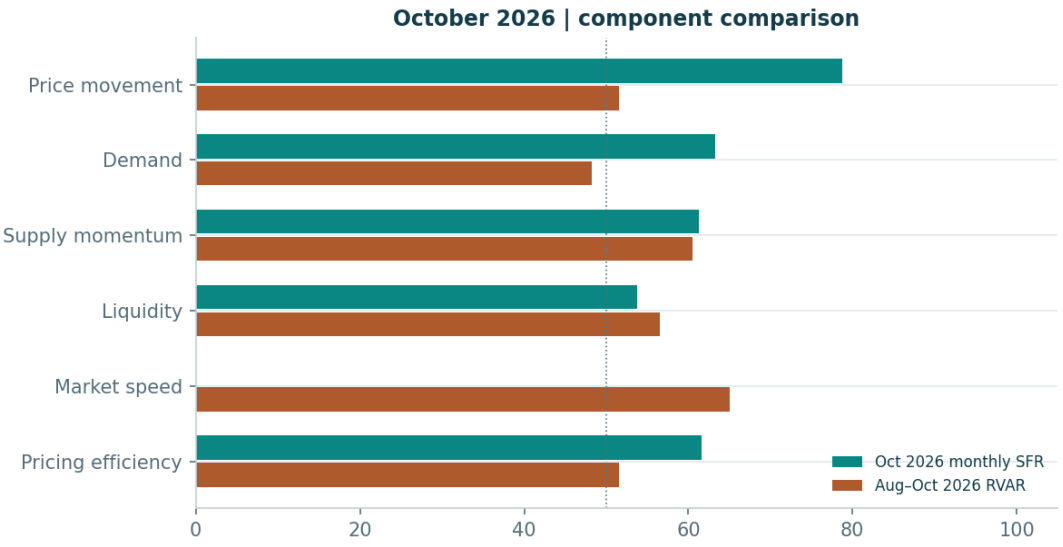


Figure 11. October 2026 Jacksonville Market Momentum components, comparing DOMUS monthly and RVAR August–October existing-home populations.

Market Momentum combines several readings. Price Momentum tracks changes in observed price measures. Demand Momentum assesses transaction and pending activity. Inventory Momentum reflects changes in available choice; Liquidity assesses trading activity; Market Speed responds to elapsed marketing time; and Pricing Efficiency incorporates how prices are realized. Buyer and seller pressure add another view of balance.

October Jacksonville's monthly Price Momentum scored 78.8 and Demand Momentum 63.2, but its Market Speed component was 0.0 after the increase to 69 median days on market. The rolling existing-home market had a different composition, including Market Speed 65.0 and Liquidity 56.5. That contrast is precisely why the components belong in the report.

> **Momentum tells us what is changing. It does not tell us what one house is worth or whether a particular offer will succeed.**

SOURCE & BASIS | Jon & Jess Market Intelligence, October 2026: source-specific Market Momentum and Market Health scores; qualified RVAR existing-home Outlook and Cycle models. Forecast estimates do not predict an individual home.

A functioning market can still give individual buyers room to negotiate.

Health, Buyer Opportunity and Seller Strength answer related but different questions.

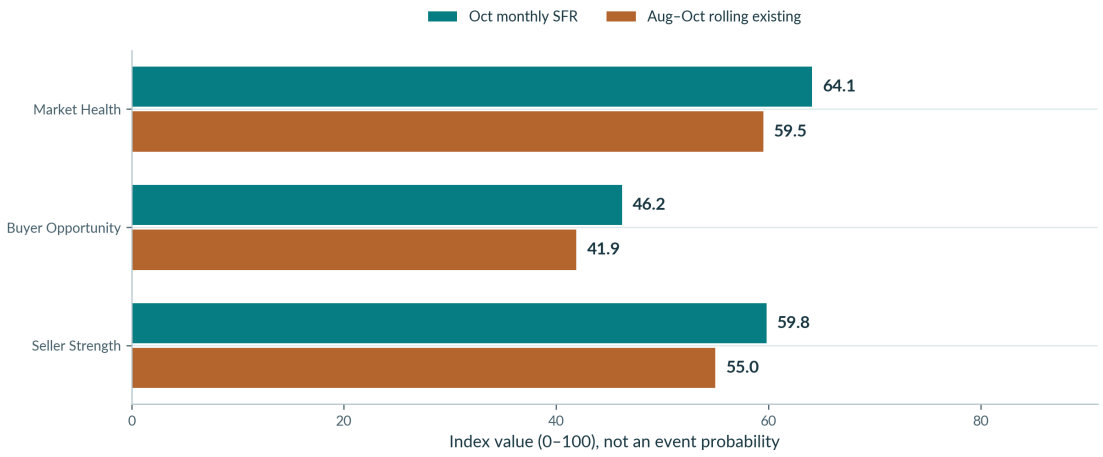


Figure 12. October 2026 Jacksonville Market Health, Buyer Opportunity and Seller Strength in the two different source-defined markets.

Market Health synthesizes supply balance, transaction activity, pricing mechanics and eligible reliability or risk evidence. Buyer Opportunity summarizes conditions that may allow more choice or negotiating room; Seller Strength captures seller-facing demand and competition. The measures are related; they are not independent guarantees.

The October monthly Health reading was 64.1, with Buyer Opportunity 46.2 and Seller Strength 59.8. The rolling existing-home equivalents were 59.5, 41.9 and 55.0. Those generally constructive seller-facing diagnostics coexist with a 69-day monthly sold-home median and 95.5% list-price realization. The individual property—not just the composite score—determines practical leverage.

> **Health explains how the market is functioning; leverage is tested in comparable listings and actual contract terms.**

SOURCE & BASIS | Jon & Jess Market Intelligence, October 2026: source-specific Market Momentum and Market Health scores; qualified RVAR existing-home Outlook and Cycle models. Forecast estimates do not predict an individual home. No incomplete monthly Risk score is represented as a published market fact.

The rolling-price outlook is steadier than October's monthly median.

Qualified model centers describe future rolling existing-home measures.

RVAR existing market	Observed Oct 2026	Forecast Nov 2026	Forecast Jan 2027	Forecast Apr 2027	Forecast Oct 2027
Rolling median price	$704k	$689k	$687k	$720k	$726k
Rolling closed sales	16	18.0	17.0	17.4	17.4
Month-end inventory*	17	17.7	17.4	14.7	17.1
Cumulative median DOM	17	19.6	24.0	17.0	28.5

The August–October 2026 observed RVAR Jacksonville rolling median was $704,000. The model estimates the following three-month rolling median near $689,000 for November 2026, roughly $687,000 for January 2027, and an approximately $726,000 October 2027 target. These centers concern the defined UGB existing-home market, not the October-only DOMUS median or a particular property.

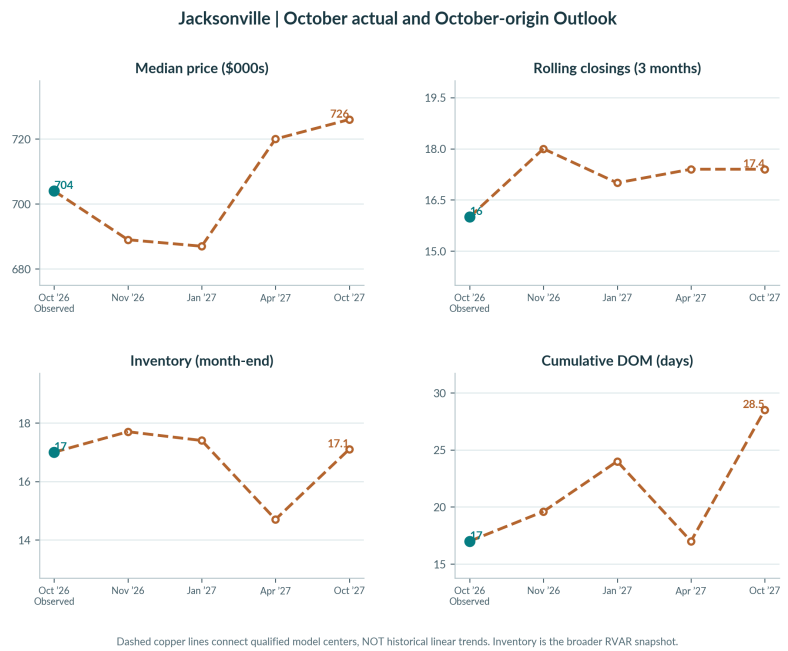


Figure 13. October 2026 observed Jacksonville RVAR existing-home values and qualified forecast centers for November 2026, January 2027, April 2027 and October 2027.

Rolling closed-sale estimates stay in the high teens, compared with 16 in October. These figures describe future three-month reporting-window totals, not completed sales in a single future month. Inventory is a broader month-end residential snapshot. The estimates are useful planning centers, not promises or individual-home valuations.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. November 2026, January 2027, April 2027 and October 2027 are target report ends.

*Prepared in November 2026 from data through October 31. No calibrated probability interval is asserted.

A future estimate deserves context, not blind confidence.

Better decisions survive a range of plausible outcomes.

The central estimate

A point forecast is the model's central estimate for a source-defined market measure and a specific future reporting window. Jacksonville's projected January rolling median near $687,000 is not the expected sale price for any named home.

Real uncertainty

All forecasts can miss. We test historical errors and compare simple benchmarks, but the available evidence does not yet support presenting Jacksonville-specific 80% or 90% bands as calibrated. A missing validated band does not mean the forecast is precise; it means the level of uncertainty must be communicated plainly.

Your household decision

Whether to buy, sell or wait depends on current alternatives, preparation, financing, repairs, net proceeds and the client's flexibility. We can evaluate conservative, central and optimistic planning scenarios without incorrectly labeling those illustrations as statistical probability ranges.

A sound real estate decision should not hinge on a narrowly precise future median.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. Model centers are horizon- and population-specific; prediction ranges require separate validation.

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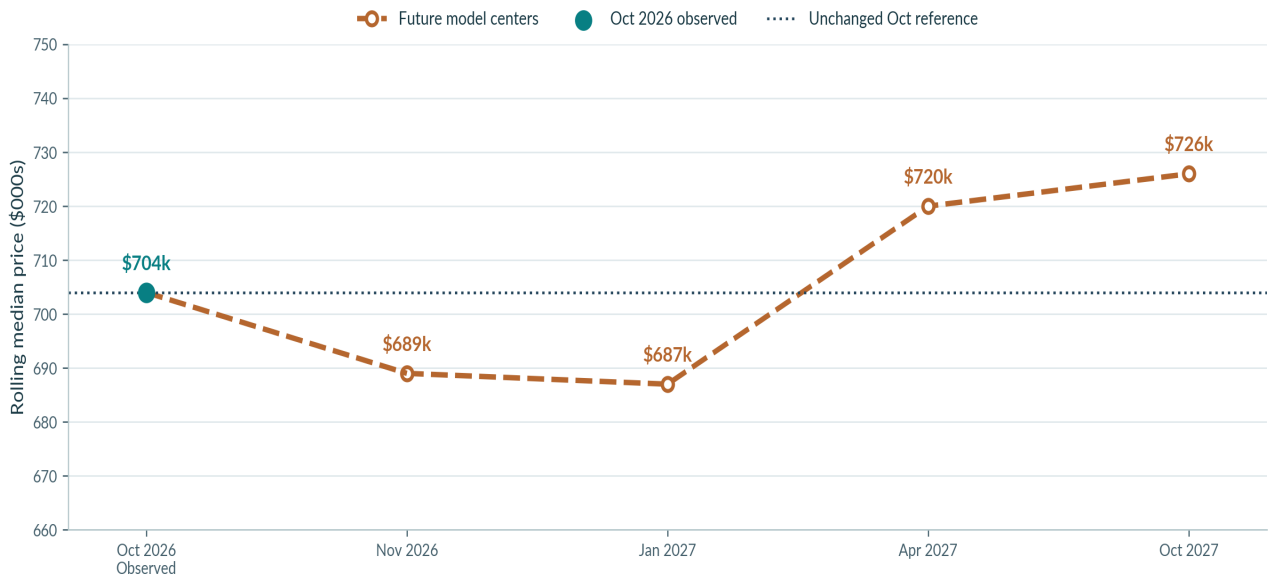
The model's price path is modest—not a promise.

Observed October 2026 rolling existing-home median versus qualified future reporting-window centers.



WHAT CHANGES ACROSS THE HORIZONS?

The observed August–October 2026 median was $704,000. Qualified centers are approximately $689,000 for November 2026, $687,000 for January 2027, $720,000 for April, and $726,000 for October 2027. The latter is only about $22,000 above the observed level, before allowing for any forecast error.

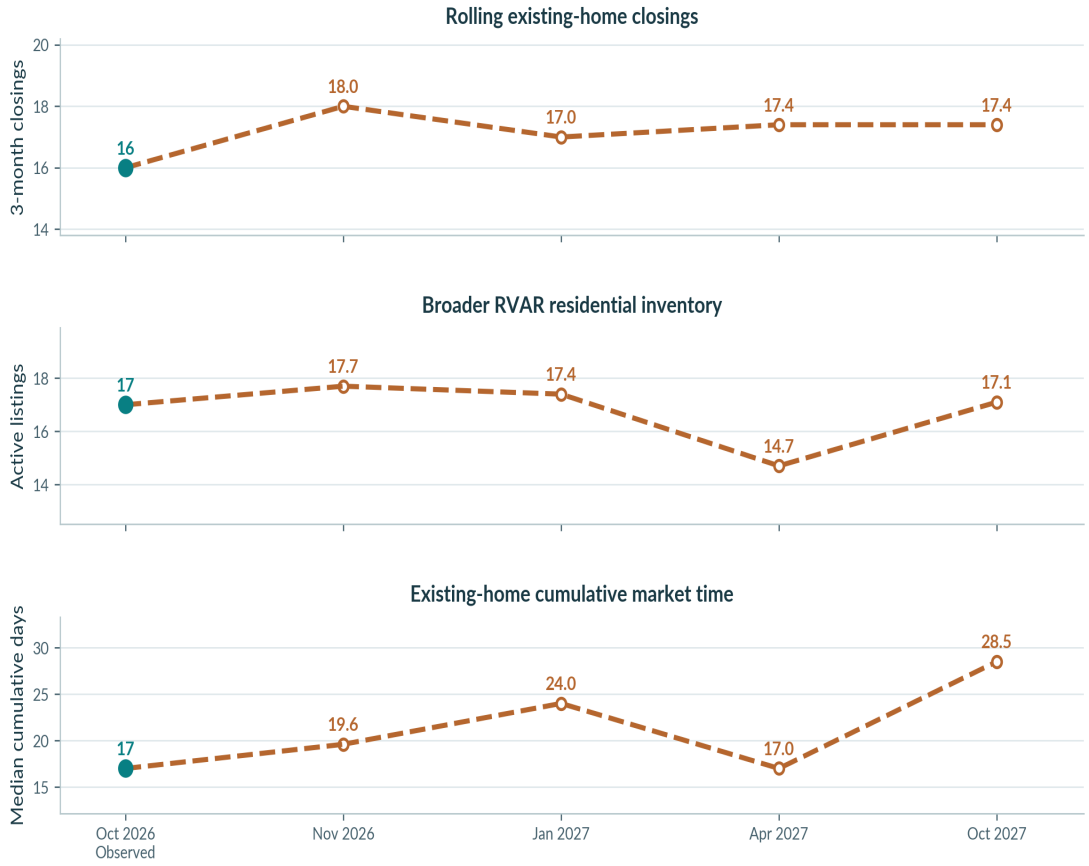
Decision implication

For a seller, an estimated higher future market median is not a reason to defer a well-supported listing if additional holding, preparation or relocation costs dominate. For a buyer, the model does not establish an impending discount, a guaranteed appreciation rate or a value for one home.

SOURCE & SCOPE | October 31, 2026 qualified Jacksonville RVAR existing-home Market Outlook. Values shown in original report, p. 34; no calibrated prediction bands.

Sales, choice and market time may diverge.

Three metrics complete the forecast picture; their population and reporting periods are not interchangeable.



Observed October value = filled teal point; future qualified point estimates = hollow copper points and dashed connectors.

HOW TO INTERPRET THE THREE SERIES

Sales: 16 observed rolling existing-home closings versus centers near 17–18 across the next four reporting periods. Inventory: the observed 17 and forecast values are from the broader month-end RVAR residential snapshot, not an existing-home-only listing total. Market time: the observed 17 cumulative median days increases to a model center of 28.5 days by October 2027, but that is not a sale-time guarantee for any listing.

SOURCE & SCOPE | October-qualified Jacksonville RVAR existing-home point forecasts at Nov 2026 / Jan, Apr and Oct 2027. Inventory covers broader residential stock.

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A forecast names a rolling period—not one month.

The horizon determines which three months of closed sales and pricing are represented by each market center.

Target report end	Sales / price / cumulative DOM window
Oct 2026 • observed	August–October 2026
Nov 2026 • 1 month ahead	September–November 2026
Jan 2027 • 3 months ahead	November 2026–January 2027
Apr 2027 • 6 months ahead	February–April 2027
Oct 2027 • 12 months ahead	August–October 2027

What the model does not forecast

There is no separately qualified October 2026 DOMUS monthly Jacksonville forecast, no median for the zero-sale new-construction cohort, and no probability-calibrated 80% or 90% forecast range. A precise-looking point estimate does not convert into a percent chance of success.

What to monitor as the next market data arrive

Compare new pending contracts, currently 10 for October; monthly active listings, currently 47; monthly median DOM, currently 69; and list-price realization, currently 95.5%. Then examine whether the separate UGB rolling existing-home volume and market time reinforce or contradict the new monthly signal.

A practical buyer/seller test

A prospective seller should check current competition, necessary preparation, expected net and the intended closing calendar. A buyer should check property condition, financing, appraisal and genuine alternatives. Both plans should remain feasible if the forecast is wrong.

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

SOURCE & SCOPE | October DOMUS Jacksonville, p. 8; RVAR rolling existing-home October 31 report and qualified October-origin market estimates. All scenarios are conditional.

The market most resembles transition, but no phase dominates.

Market Cycle compares current conditions with ten historical phase patterns.

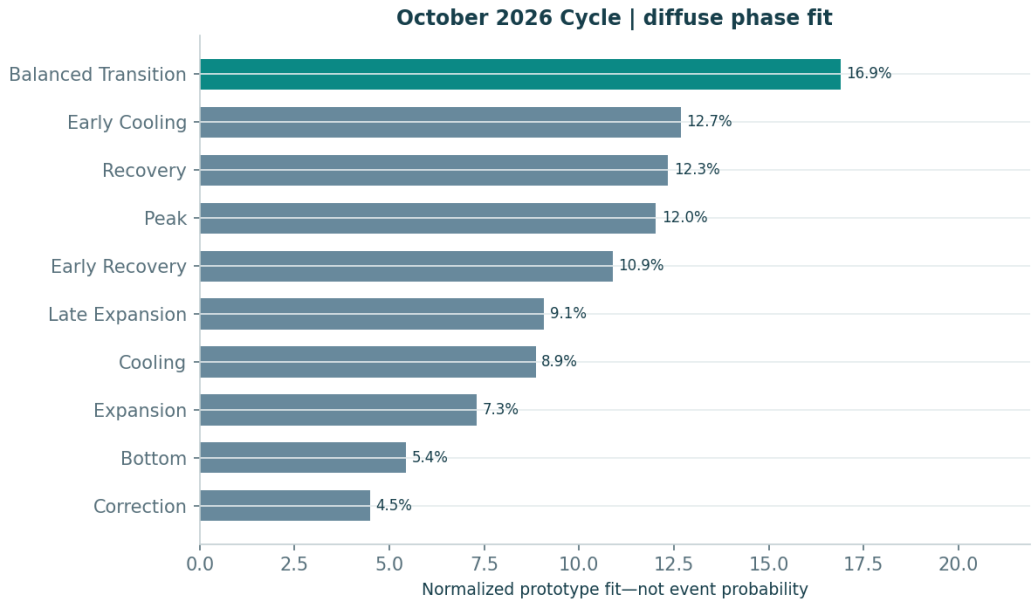

Figure 14. October 2026 Jacksonville Market Cycle relative-fit weights across ten prototypes. These are not event probabilities.

Jacksonville's leading Market Cycle label is Balanced Transition, with 16.9% of the model's normalized relative fit. Early Cooling follows at 12.7%. These percentages add up across ten defined prototypes by construction; they are not probabilities that Jacksonville will enter a specific phase next month.

The fit is diffuse, with normalized entropy about 97 out of 100. That tells us there is no single decisive regime identified by the model. Monthly indicators strengthened in October, the rolling-sales count cooled and the two time windows showed different market speeds. A mixed transition description is therefore more useful than an overly confident peak or bottom call.

Use Cycle to frame questions about persistence and change, never to set a guaranteed listing or purchase date.

SOURCE & BASIS | Jon & Jess Market Intelligence, October 2026: source-specific Market Momentum and Market Health scores; qualified RVAR existing-home Outlook and Cycle models. Forecast estimates do not predict an individual home.

A trustworthy outlook must be tested against outcomes.

We compare forecasts with reality and preserve the misses.

What we evaluate

We track the original forecast date, its future target period, the exact market statistic, and the later observed result. We then compare the difference with a simple no-change benchmark. This keeps apparently persuasive model output accountable to independent market outcomes.

The historical work shows a mixed picture across metrics and horizons: some forecast routes improve on a simple benchmark, while others do not. That is why this publication presents qualified numerical centers without claims of assured direction, an exact probability of success or a certified range of future outcomes.

What we do not claim

As additional monthly results are recorded, the scorecard grows. A useful real estate guide is prepared to change its interpretation when the observations change.

For Jacksonville, the practical standard remains simple: the model should support a well-reasoned decision, not replace property-specific market analysis.

Credibility comes from showing the market evidence, stating the limitations and revisiting outcomes.

SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes. Qualified forecast statistics are from the rolling existing-home context; technical verification archived separately.

Five market lenses. One better-informed decision.

Each lens has defined inputs, an interpretation and a practical buyer/seller application.

Market lens	What makes it useful
Market Momentum	Price, demand, supply, liquidity, speed and pricing: what is moving?
Market Health	Overall trading mechanics: how well is the market functioning?
Buyer/Seller Leverage	Buyer opportunity and seller strength: how much negotiating room?
Market Outlook	Qualified forecast centers: what planning scenarios deserve testing?
Market Cycle	Pattern similarity: what phase descriptions fit today?

Market Momentum asks which behaviors are strengthening or weakening by combining price, contracts, inventory movement, liquidity, market time and pricing efficiency. Market Health assesses whether those mechanics appear balanced and functional. Buyer/Seller Leverage focuses specifically on the negotiating choices each side may have. Market Outlook supplies horizon-specific estimates for eligible source populations; Market Cycle compares the present environment with historical patterns. None estimates the value of an individual home, establishes a guaranteed direction or substitutes for inspections and comparable-property analysis.

Jacksonville illustrates why the lenses work best together: fewer active listings and improved monthly contract activity coexisted with a longer sold-home median market time. The strongest conclusion is not a single score—it is a better buyer or seller plan.

Jon & Jess welcome questions about the methods and the local evidence behind the report. Our complete methodology and source verification are retained separately for readers who want a deeper technical review.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.
SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

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.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Jacksonville p. 8; updated November 3, 2026.
SOURCE & BASIS | RVAR / Southern Oregon MLS, Jackson County Residential Statistics, October 31, 2026, p. 1; rolling August–October existing homes.

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.

Jon Barrows & Jessica Blackwell | Full Circle Real Estate | Ashland, Oregon