01 / COVER

MEDFORD
MARKET INTELLIGENCE

October 2026 | Website Edition | Two ZIP markets, two different speeds

> One citywide headline cannot describe both 97501 and 97504.

Medford entered autumn with fewer closings and longer market time, but the city's two ZIP-code reporting areas diverged. In 97501, signed contract activity improved; in 97504, buyers took longer and fresh demand softened. Pricing decisions depend on which market—and which home—we are discussing.

MONTHLY MEDFORD SINGLE-FAMILY MARKET	OCTOBER 2026
Closed sales	93
Pending sales	81
Median sale price	$430,000
Median days on market	41
Calculated months of supply	3.5

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> **Market observations through October 31, 2026. Website Edition prepared November 7, 2026 for coordinated site publication. Complimentary Southern Oregon market intelligence.**

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Supply is calculated from the inventory and closed-sales counts for each reporting area.

October 2026 · Website Edition v1.2 · Updated November 9, 2026

02 / EXECUTIVE MARKET THESIS

A city moving more slowly—and two ZIP markets moving differently.

Use the ZIP-specific evidence before drawing conclusions from a citywide price.

Medford completed 93 single-family sales in October compared with 108 a year earlier. Its median declined 2.7% to $430,000; median days on market rose to 41 from 35; and pending transactions were nearly flat at 81 versus 82. At the same time, active inventory rose to 329 and calculated supply was 3.5 months.

The more revealing comparison: 97501 recorded 34 pending sales versus 26 one year earlier and a 28-day median market time. In 97504, pendings fell to 46 from 56 and median market time climbed to 54 days. Those signals create very different conversations with owners, even though both October median sale prices declined.

The broker interpretation

The longer rolling RVAR view also separates them. Existing-home sales were 62 in 97501 versus 81 last year, while 97504 closed 176 versus 183. RVAR's current median price rose year over year in 97504 but slipped in 97501. These are different rolling populations, not contradictions to a single-month median.

> Medford is a selective market, not a single negotiating regime. Position price, presentation and terms against the precise competing homes and the ZIP-specific sales pace.

SOURCE & BASIS | October DOMUS Medford pp. 9–11; countywide and ZIP views represent source-defined populations, not necessarily additive areas.
SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1.

MARKET OUTLOOK / See pp. 38-43 for ZIP-specific forecasts, reporting windows and practical signals to monitor.

03 / MONTHLY MEDFORD DASHBOARD

October Medford, without the headline shortcuts.

Calendar-month single-family sales. The September comparator is labeled September 2026 and comes from October's source publication.

Measure	Oct 2026	Oct 2025	Sep 2026*	YoY
Median sale price	$430,000	$441,995	$470,995	−2.7%
Closed sales	93	108	97	−13.9%
Pending sales	81	82	95	−1.2%
New listings	97	135	121	−28.1%
Median DOM	41 days	35 days	29 days	+17.1%
Price per sq. ft.	$263	$263	$256	~0%
List price received	98.3%	98.6%	98.3%	−0.3 pp
Active inventory	329	301	354	+9.3%
Months of supply	3.5	2.8	3.6	+26.9%
New-construction price*	$527,973	$444,995	$470,995	+18.6%

Completed sales and new listings both fell appreciably from last October. Pending activity was more resilient, while median marketing time increased by six days and the citywide monthly median slipped. The longer selling time is evidence about sold-home speed; it is not a prediction for the next house.

The 3.5-month October supply reading follows directly from 329 active listings divided by 93 October closings. The same source-count method is used for the September 2026 and October 2025 comparisons, so the displayed trend is consistent.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Supply is consistently calculated as active monthly listings divided by monthly closed sales; September values are the October-published comparison.

*The monthly median reflects transaction mix; it is not a constant-quality price index.

04 / THE SHAPE OF 2026

October widened the citywide closing deficit; ZIP trajectories diverged.

Year-to-date counts separate a soft recent month from a broader year.

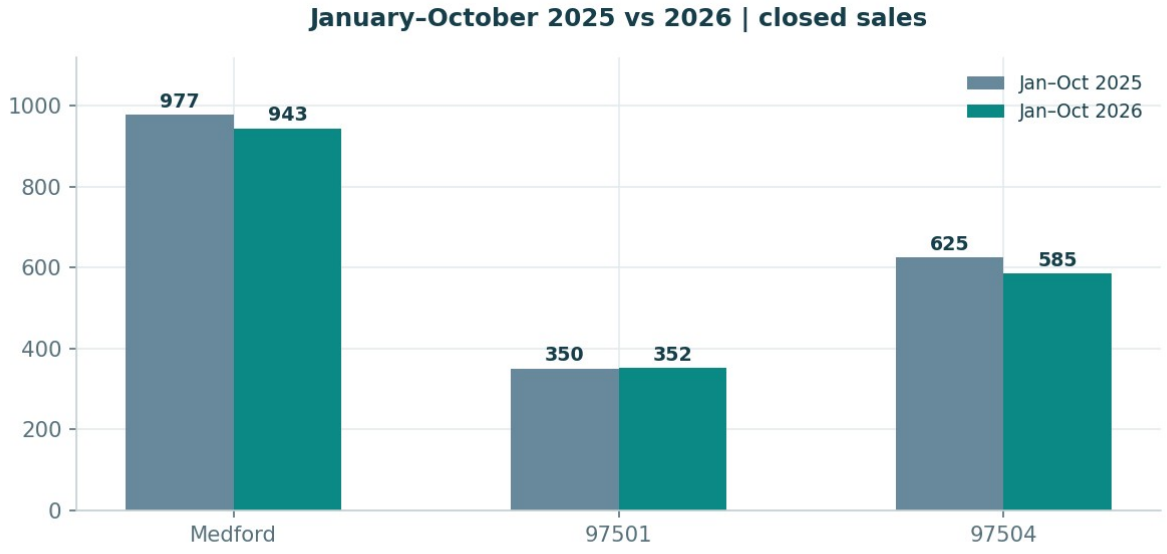

Figure 1. January–October single-family completed sales from the October DOMUS publication for Medford, 97501 and 97504. The three areas are source-defined, not additive cohorts.

From January through October, Medford recorded 943 closings, compared with 977 in 2025—a deficit of 34. Before October, those same-source figures imply 850 versus 869, a 19-sale deficit. October alone added a 15-sale shortfall, from 108 closings to 93.

97501 has completed 352 sales year to date, two more than last year, despite 29 October closings versus 36. By contrast, 97504 has completed 585 versus 625, a 40-sale gap. Its October count was 61 versus 71, extending an already softer year. These city and ZIP totals are independently reported geographies. Their differences are informative; they should not be forced into a single additive reconciliation or used to derive a combined median.

> The year is not weakening equally everywhere. Watch whether 97501's contract improvement turns into closings while 97504's longer market time persists.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. January–September counts are derived by subtracting October from YTD within the same source vintage.

05 / CONTRACTS AND LISTINGS

The pipeline separates renewed interest from slower completions.

Look at closed sales, newly pending contracts and fresh listings together.

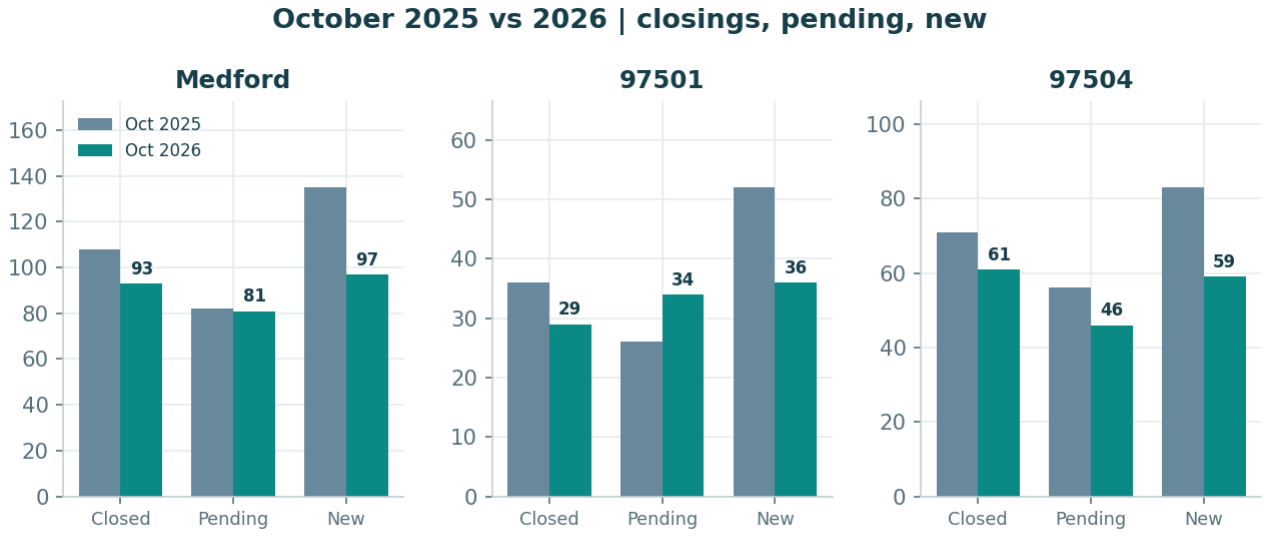

Figure 2. October single-family closed, pending and new listing counts, 2025 versus 2026, separately for citywide Medford and the two ZIP reporting areas.

Medford's 93 closings versus 108 were down 13.9%, but October pendings were almost unchanged at 81 versus 82. New listings fell more sharply to 97 from 135. Fewer fresh properties entering the market can constrain options even when completed transactions slow.

97501 stands apart: October contracts rose to 34 versus 26, while closings declined to 29 versus 36. The 97504 pipeline weakened on both measures: pendings were 46 versus 56 and closings 61 versus 71. New listings also fell to 59 from 83. A pending sale is not a documented conversion into a closing in the same month. Track the property-level contract competition and financing conditions rather than equating pending and closed counts.

> One bright pending figure is encouraging, but repeated contract momentum matters more than a single October observation.

SOURCE & BASIS | October DOMUS Medford pp. 9–11; countywide and ZIP views represent source-defined populations, not necessarily additive areas.

06 / MARKET TIME

Twenty-eight days and fifty-four days are two distinct markets.

Median days on market measures completed homes, not all available listings.

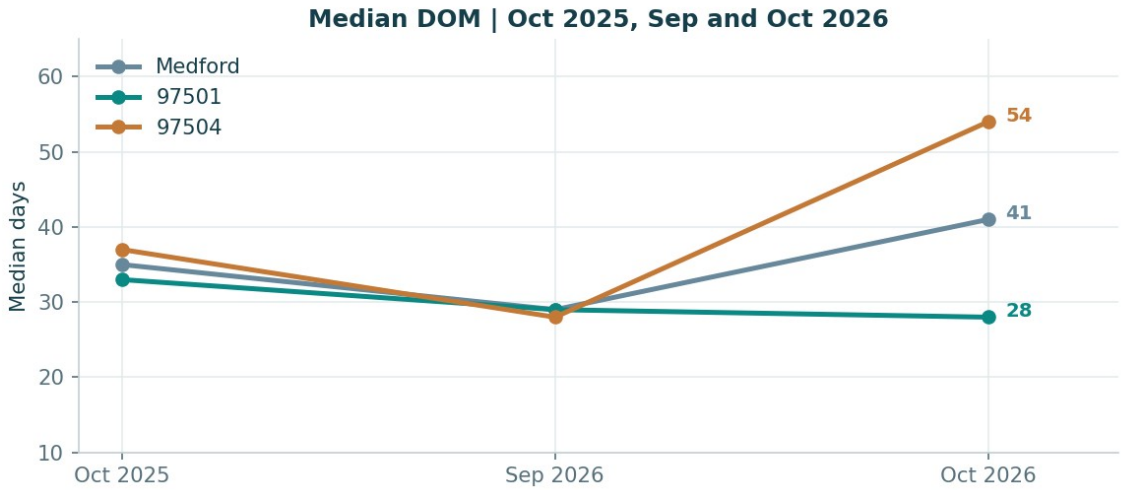

Figure 3. DOMUS monthly median market time, October 2025, September 2026 and October 2026, separately for Medford, 97501 and 97504.

In 97501, October's 28-day sold-home median was slightly below September's 29 and five days below October 2025. Those completed transactions moved relatively quickly even as inventory and sales-pacing measures told a more complicated story.

In 97504, October median market time rose to 54 days from 28 in September and 37 one year earlier. Citywide Medford reached 41 days, compared with 29 in September. The ZIP difference is large enough that a single citywide benchmark is not a good proxy for launch expectations. The source does not provide active listings' time-on-market distribution, seller concessions or property condition. Longer observed time may reflect pricing, property mix, execution or other factors; the underlying cause must be investigated listing by listing.

> Sellers should set a launch plan from directly competing homes; buyers should ask how long similar homes have been offered, not assume every listing has the same leverage.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11.

07 / MONTHS OF SUPPLY

The city’s supply is moderate, but its ZIP mix matters.

Actual inventory divided by actual monthly closings yields a clear, comparable trend.

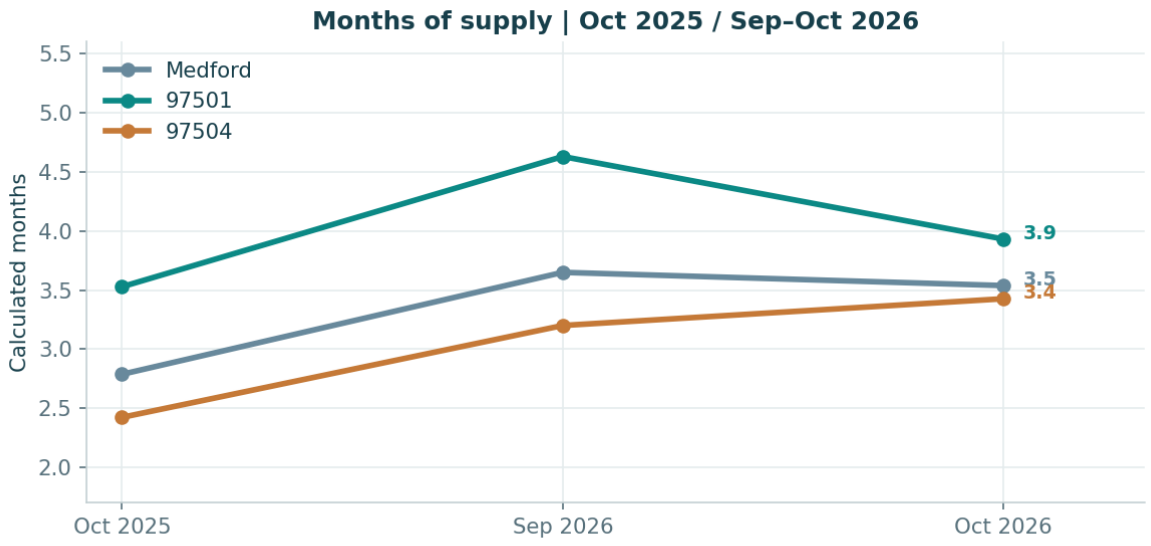

Figure 4. Calculated months of supply for Medford and each ZIP view, consistently defined as active listings / monthly closings. Only the resulting market trend is shown.

At October 31, Medford reported 329 active listings and 93 monthly closings, or 3.5 months of calculated supply. The same method yields 2.8 a year earlier and 3.6 in September. Inventory was up 9.3% year over year, but the supply ratio eased slightly from September as listings also declined month over month.

What the numbers say

In 97501, supply fell from September’s 4.6 to 3.9 months, though it remained above last October’s 3.5. In 97504, supply rose modestly from 3.2 to 3.4 months and remained above last October’s 2.4. Its active inventory was 209, 21.5% above a year earlier. Months of supply is a ratio, not a home-specific selling deadline. The real question is how much substitutable inventory the next qualified buyer can choose from.

> Supply is not exploding; it is behaving differently by market. 97501 saw a notable monthly easing, while 97504 continues to carry more competition than a year earlier.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Source count arithmetic; original source reconciliation is documented separately.

08 / MEDIANS AND PRICE PER FOOT

Lower medians do not tell us how an identical house changed in value.

Compare the composition of sold properties with price per square foot and transaction flow.

The October Medford median was $430,000 versus $441,995 a year earlier. In 97501, the median was $365,000 versus $398,248; in 97504, $475,500 versus $507,400. That looks like uniform weakening, but the measures are based on different closed homes in different months.

Reported price per square foot tells a more mixed story: Medford held at $263; 97501 increased from $256 to $262; and 97504 stayed at $267. These averages still reflect property mix, but they do not corroborate a claim that every otherwise comparable Medford home lost the median's percentage. Year-to-date medians also differ: 97501's January–October median remained $389,950 versus the prior year, while 97504's was $482,450 against $475,000. Use local sold comparables and current competitors to evaluate individual value.

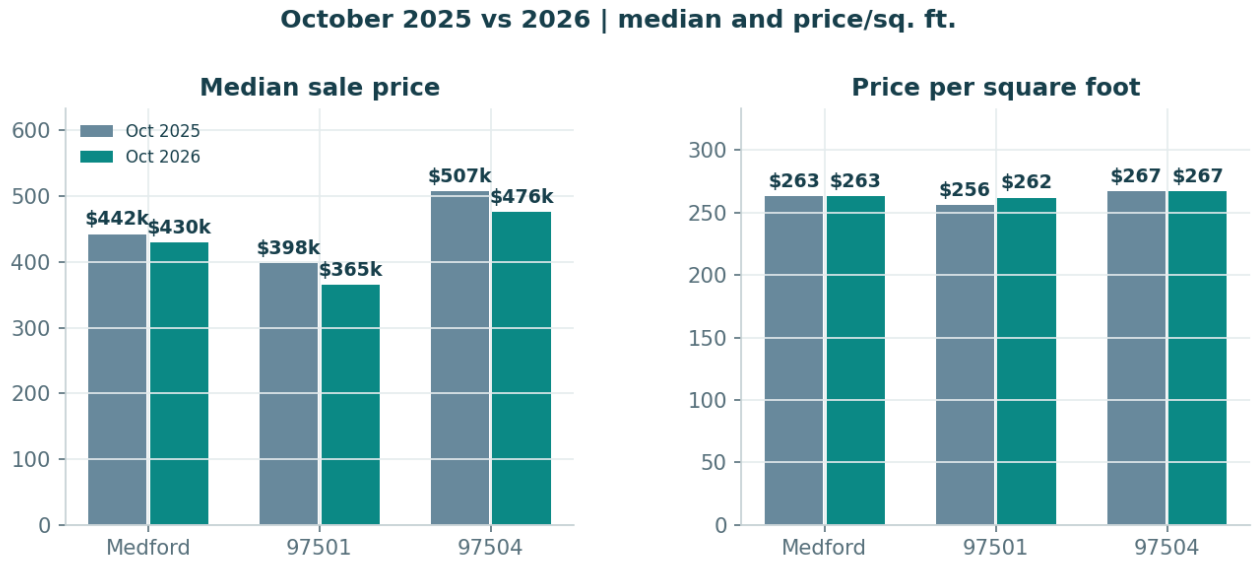

Figure 5. October 2025 and October 2026 monthly median sale prices and reported price per square foot for the three Medford reporting areas.

> Do not multiply a citywide median change by one house's expected value. Build a comparative market analysis for the home, its condition and its real buyer alternatives.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11.

09 / PRICING VALIDATION

The next buyer chooses among properties, not medians.

A rigorous list-price recommendation starts with substitute homes.

What goes into our pricing review

For a 97501 seller, compare recent same-property-type closings, current competing listings, condition and the subset of homes generating new contracts. That market's stronger October pendings may help a well-prepared listing, but the rolling existing-home sales slowdown still argues for disciplined pricing.

For a 97504 seller, the longer 54-day median and higher inventory demand particular attention to time on market, price reductions and presentation quality. A more expensive ZIP median does not justify ignoring properties with better amenities or more current finishes.

What we will not infer

Pricing input	Why it belongs in the analysis
Recent sold substitutes	What comparable buyers actually paid
Active alternative listings	What next buyers can select instead
Contract and price history	Which offerings earned meaningful traction
Condition / preparation	What investments plausibly improve seller net
Timing / financing / concessions	How terms affect the chance of closing

For a buyer in either ZIP, review whether a home is genuinely comparable on size, age, layout, improvements, location and financing—not simply whether its price sits above or below the neighborhood midpoint.

> A defensible initial price, strong presentation and a timely feedback loop are more reliable than waiting for an average to improve.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Interpretation and brokerage methodology by Jon & Jess; no property-specific appraisal is implied.

Near-list closings are not proof that initial asking prices worked.

Read the sold-to-list measure beside time, price history and available competition.

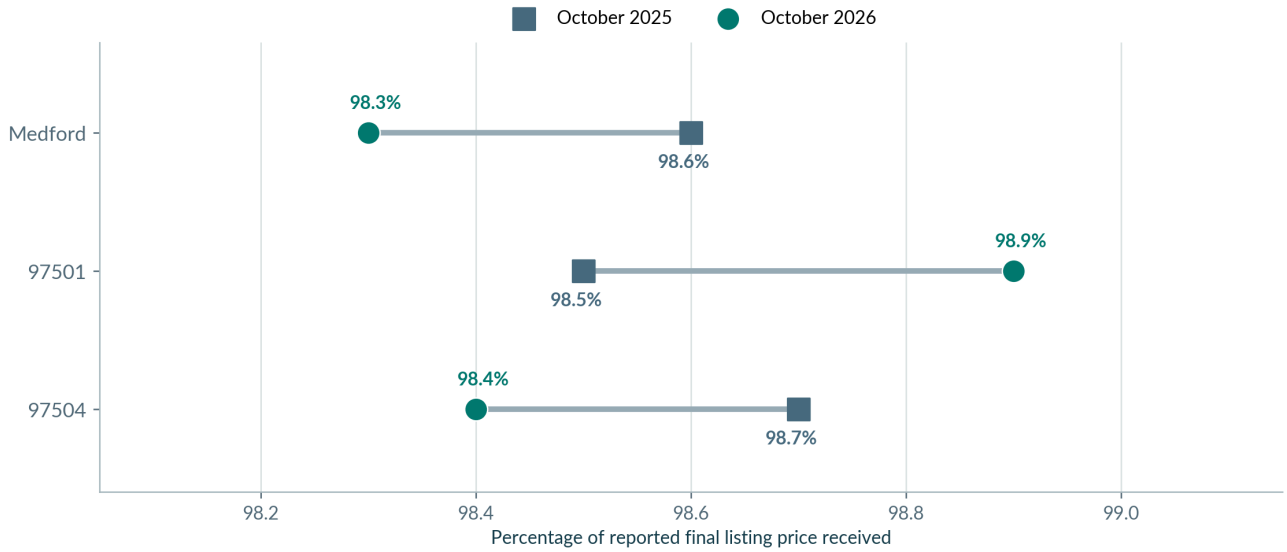

Figure 6. October 2025 versus 2026 reported percentage of list price received in Medford, 97501 and 97504. Not original-list-price performance.

Medford homes received 98.3% of the reported list price on average in October, versus 98.6% a year ago. The 97501 reading rose to 98.9% from 98.5%, while 97504 slipped to 98.4% from 98.7%. Those margins are modest but sit beside substantially different October market-time and pending-sale data.

Sale-to-list realization does not tell us the original asking price, any reductions before contract, or concessions not captured in the statistic. A home listed too high and reduced later can still close near its final asking price. A seller's highest achievable net is usually better served by competitive pricing on day one and excellent presentation than by choosing an aspirational number and hoping market averages support it.

> For offer review, distinguish nominal price from contingencies, appraisal exposure, financing certainty, credits and the probability of closing.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11.

The three-month pulse has a different population and a different story.

RVAR covers August–October urban-growth-boundary existing-home transactions.

RVAR existing-home view	97501	97504
Rolling closings, Aug–Oct	62 vs 81 prior	176 vs 183 prior
Rolling median price	$364,950	$455,000
Cumulative median DOM	17 days	31 days
Oct 31 broad inventory	102 active	197 active

The RVAR August–October period recorded 62 existing-home closings in 97501, compared with 81 in the same 2025 period. Its rolling median was $364,950 versus $370,000, and cumulative median market time was 17 versus 21 days. The shorter market time of sold homes does not erase the weaker transaction count.

In 97504, rolling closings were 176 versus 183, and the median rose to $455,000 from $439,000. Yet cumulative market time increased to 31 days from 25. The rolling price gain alongside slower velocity is useful evidence that mix and liquidity can diverge.

These are overlapping three-month observations, not three independent months. A RVAR rolling median must never be averaged with the October-only DOMUS median.

> The wider lens shows that 97501 is thinner by volume while 97504 retains deeper transaction activity but has lost speed. Both require property-level comparisons.

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. Citywide Medford has no separately qualified RVAR existing-home series in this edition.

The longer record exposes different rhythms in 97501 and 97504.

The recovered Medford ZIP series spans May 2023 through October 2026.

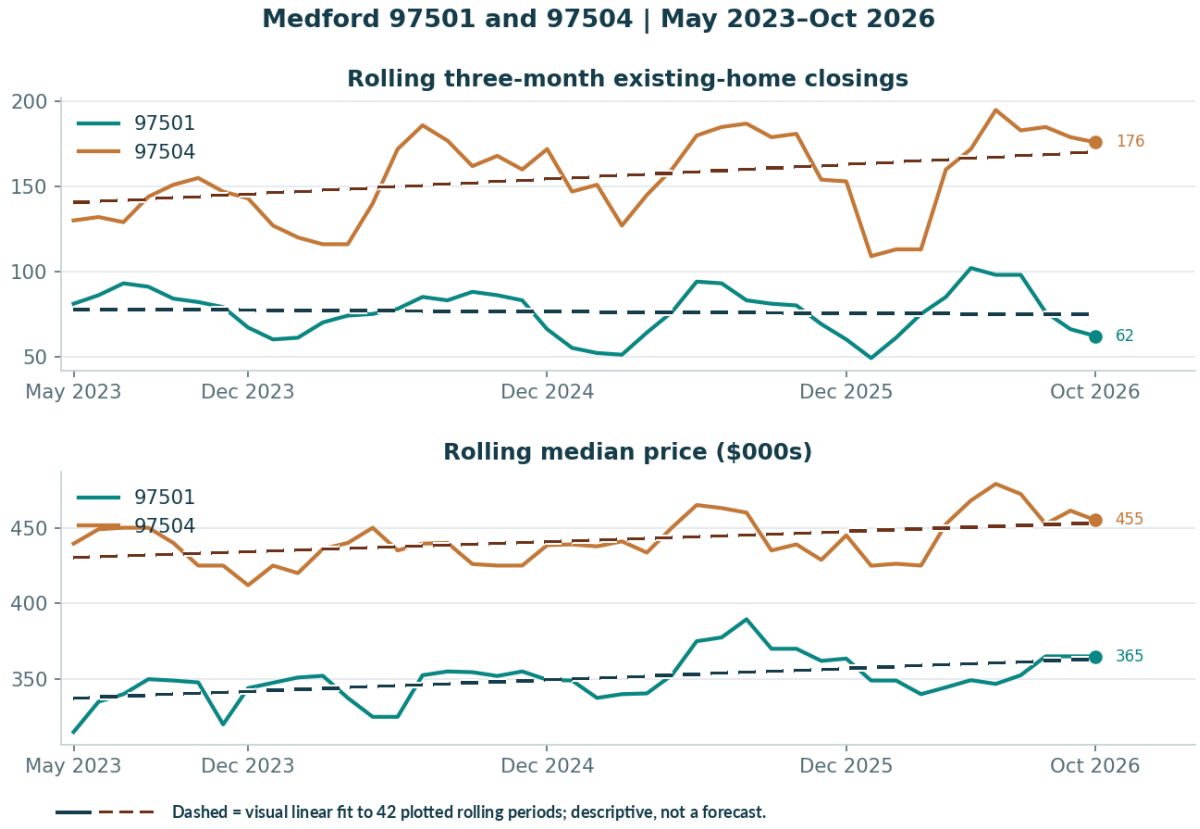

Figure 7. Available May 2023–October 2026 RVAR rolling existing-home closings and medians in 97501 and 97504. Windows overlap and are not summed.

The 42 monthly-end RVAR observations are rolling three-month windows. Their overlap makes them a useful measure of changing liquidity, not an additive sales ledger. The historical graph compares activity and median pricing within each same ZIP definition, preserving separate levels.

A market can rebuild closings before broad prices improve. The two ZIP histories show different activity depths, and 97504's summer 2026 sales pulse was much larger. It also demonstrates why one month's expensive or inexpensive closing mix should not drive a valuation conclusion. October ends with 62 rolling sales in 97501 and 176 in 97504. The histories help judge whether these are expansions, slowdowns or ordinary fluctuations relative to each market's own past—not relative to an arbitrary citywide median.

> Liquidity, price and market time need to be interpreted as a sequence. First ask whether qualified buyers are transacting; then ask whether transaction pricing and negotiation support a broader trend.

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. May 2023–August 2026 archived history, frozen September report, and October source.

13 / THE 2026 ROLLING PULSE

Summer strength is being tested as the market moves into autumn.

Volume and speed do not always turn at the same moment.

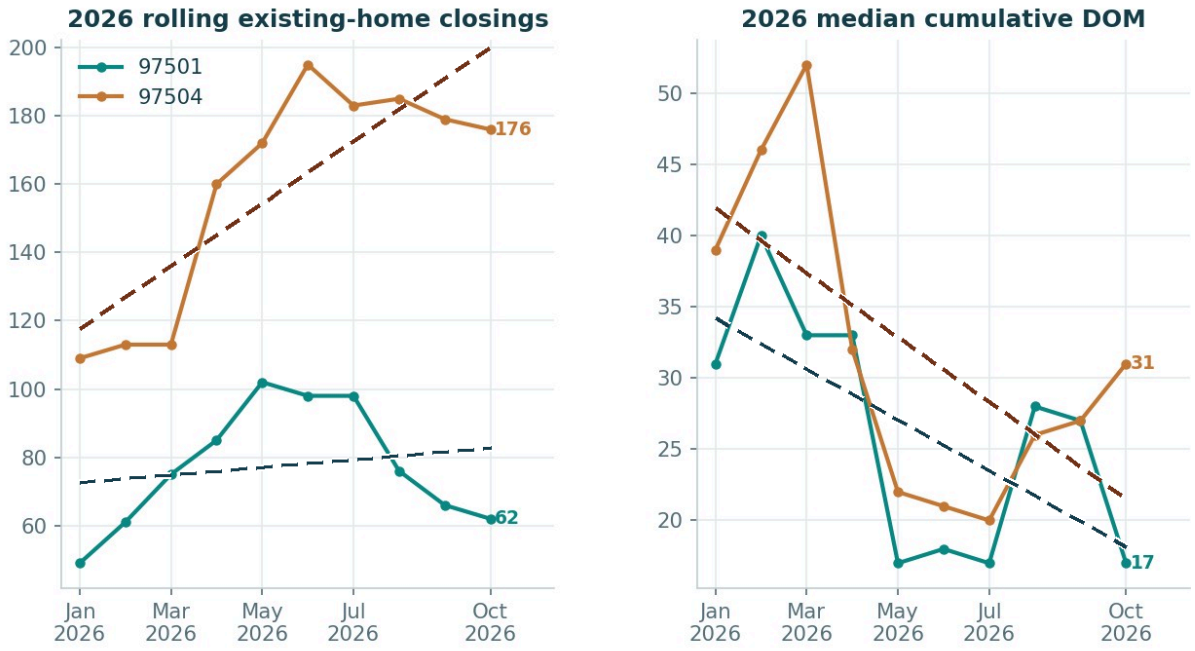

Figure 8. January–October 2026 rolling three-month existing-home closings and cumulative median market time, shown separately by Medford ZIP reporting area.

In 97501, the rolling existing-home sales count rose from 49 in January to 102 by May, then fell to 62 by October. The reported cumulative median days on market eased to 17 in October, even as the completed-sales pace weakened. Fewer successful transactions do not necessarily mean the homes that sold took longer.

97504 had a deeper summer pulse: rolling closings climbed from 109 in January to 195 in June before easing to 176 in October. Its cumulative median days on market moved from 39 in January to 21 in June, then 31 in October. The return of market time suggests a more selective fall environment. These rolling counts share transactions across adjacent months. Their value is directional: they show the broad market's pace changing without mischaracterizing the figures as standalone monthly closings.

> Watch whether October's reduced closings are followed by stronger contracts and faster market time, or by persistence in the slower autumn pace.

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. Recovered RVAR source-history and frozen September/October report vintages.

Two legitimate inventories answer different questions.

Do not treat a source difference as a market change.

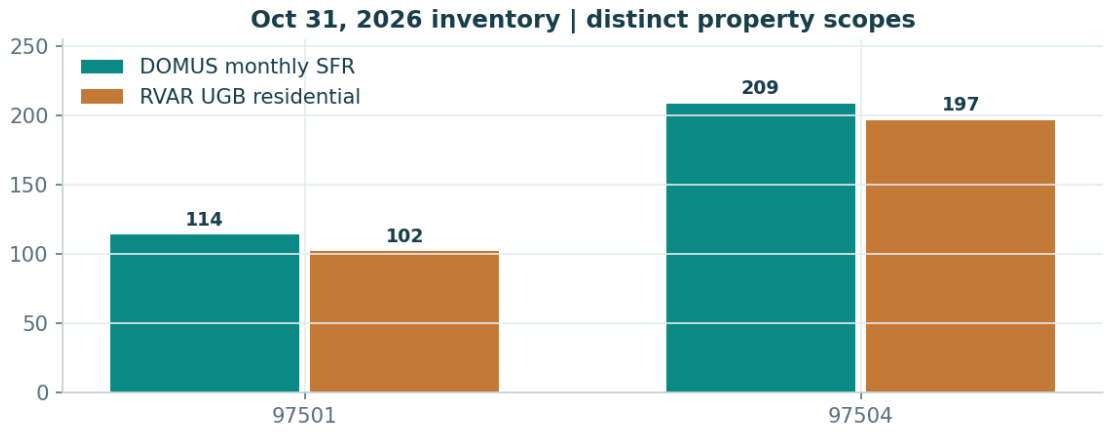

Figure 9. October 31 active inventory for ZIP-labeled DOMUS monthly SFR and RVAR UGB residential populations. Different definitions; numbers should not be combined.

DOMUS reports 114 active monthly single-family listings for 97501 and 209 for 97504 across its ZIP-defined reporting areas. RVAR's UGB-focused month-end inventory reports 102 and 197. RVAR includes a broader residential property-type mix within a smaller geographic boundary, so the two inventory series are complementary —not substitutes.

The DOMUS ZIP view can capture surrounding properties beyond the urban growth boundary, including some rural settings. RVAR focuses on the urban-growth-boundary market and includes source-defined residential types beyond existing single-family houses. The observed inventory difference cannot be translated into a rural-listing count because the geography and property filters both change. Before applying supply to a property, identify its location, property class, likely competition and applicable data universe.

> Choose the correct denominator and property class before deriving leverage, a marketing timeline or a pricing recommendation.

SOURCE & BASIS | October DOMUS Medford pp. 9–11; countywide and ZIP views represent source-defined populations, not necessarily additive areas.
SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1.

Builder activity has its own pace and price composition.

The rolling RVAR new-construction market is not existing-home sales.

RVAR rolling construction	97501 / 97504
Closed new homes	12 vs 7 prior / 14 vs 25 prior
Median sale price	$303,894 / $533,158
Cumulative median DOM	63 days / 42 days
Prior-year median	$347,000 / $538,990

From August through October, RVAR recorded 12 new-construction closings in 97501 against seven a year earlier. The rolling median was $303,894 versus $347,000, and cumulative median market time was 63 days. Those are small sample counts and can be materially influenced by the homes or units that happened to close.
In 97504, RVAR reported 14 new-construction closings versus 25 in 2025. The median was $533,158 versus $538,990 and cumulative median market time shortened to 42 days from 74. Fewer transactions alongside shorter closing-market time is possible when the closing mix changes.

Builder incentives, completion dates, upgrade allowances, inventory homes and financing arrangements can influence effective net terms. Compare builder offerings with new and existing-home competition in the same price and location context.

> Do not blend construction medians with existing-home medians or assume a smaller construction sale price reflects identical home designs.

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. RVAR new-construction tables, with separate ZIP populations and rolling period.

16 / THREE MEDFORD REPORTING VIEWS

Citywide, 97501 and 97504 are complementary—not interchangeable.

A compact matrix identifies the right comparison universe before any model score is read.

Reporting population	Sales	Median price	DOM	Supply / active
DOMUS Medford • Oct 2026	93	$430,000	41	3.5 months
DOMUS 97501 • Oct 2026	29	$365,000	28	3.9 months
DOMUS 97504 • Oct 2026	61	$475,500	54	3.4 months
RVAR 97501 • Aug–Oct 2026	62	$364,950	17	102 active*
RVAR 97504 • Aug–Oct 2026	176	$455,000	31	197 active*
DOMUS county • Oct 2026	209	$450,000	42	4.0 months

Medford citywide shows the broad October single-family pattern, while 97501 and 97504 reveal sharply different monthly contract and marketing-time signals. The separate RVAR rolling rows provide a longer look at existing-home sales within urban growth boundaries.

Citywide Medford recorded 93 October closings, while the two ZIP rows reported 29 and 61. Those views are not a complete partition, and their medians are not additive. Page 34 pairs matching three-month periods to show how broader ZIP activity relates to the narrower UGB existing-home market.

For a property-level consultation, we begin with its actual address and closest comparable inventory; the city, ZIP and UGB figures then provide distinct, useful layers of context.

SOURCE & BASIS | October DOMUS Medford pp. 9–11; countywide and ZIP views represent source-defined populations, not necessarily additive areas.
SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1.

*Rolling RVAR rows use August–October windows; their inventory snapshots cover a broader residential population and are not monthly MOS values.

In 97501, contracts improved while completed sales fell.

A strong pending count is encouraging, but it is not the whole forecast.

97501 monthly measure	Oct 2026	Oct 2025	Sep 2026	Direction
Closed sales	29	36	27	−19.4% YoY
Pending sales	34	26	31	+30.8% YoY
Median price	$365,000	$398,248	$437,630	−8.3% YoY
Median DOM	28	33	29	−5 days YoY
Active listings	114	127	125	−10.2% YoY
Calculated supply	3.9	3.5	4.6	↓ from Sept

October 97501 recorded 29 closed sales compared with 36 last year, but pending contracts increased to 34 from 26. New listings fell to 36 from 52. The combination points to more signed commitments and less new supply than last October, even though the month's completed transactions were lower.

Completed-home median market time was 28 days versus 33 last year, while supply was 3.9 calculated months versus 3.5. A faster set of closings can coexist with a larger inventory-to-sales ratio because the two statistics observe different populations and stages.

The October median fell to $365,000, but price per square foot rose to $262 from $256. This mix comparison discourages oversimplified claims that a similarly situated property automatically lost 8.3% of value.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. 97501 source table p. 10; supply calculated from 114 active listings and 29 closings.

*DOMUS 97501 is the source-defined ZIP view; postal boundaries are not a substitute for property-level comparable selection.

In 97504, the closing mix slowed and the contract pipeline thinned.

The market requires more precise launch pricing and sharper property comparison.

97504 monthly measure	Oct 2026	Oct 2025	Sep 2026	Direction
Closed sales	61	71	70	−14.1% YoY
Pending sales	46	56	62	−17.9% YoY
Median price	$475,500	$507,400	$515,000	−6.3% YoY
Median DOM	54	37	28	+17 days YoY
Active listings	209	172	224	+21.5% YoY
Calculated supply	3.4	2.4	3.2	↑ from Sept

October 97504 recorded 61 closings versus 71 a year earlier and 46 pending contracts versus 56. New listings also fell from 83 to 59. Against that slower activity, active inventory increased from 172 to 209 and median market time lengthened to 54 days from 37.

The $475,500 October median was below the year-earlier $507,400. But price per square foot held at $267, indicating that the median change alone does not establish a constant-quality price adjustment.

Calculated supply was 3.4 months, only slightly above September's 3.2. The most persuasive evidence of changed market behavior is the combination of weaker contracts and longer time for completed sales—not an exaggerated supply headline.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. 97504 source table p. 11; supply calculated from 209 active listings and 61 closings.

*Market time is for homes that sold; the active-listing age distribution is not supplied in the summary.

The most important October market split is demand and speed.

The two ZIP areas are not moving in lockstep.

Evidence	97501	97504	Citywide	How to read
Pending YoY	+30.8%	−17.9%	−1.2%	Opposite ZIP moves
Median DOM	28 days	54 days	41 days	Different sold-home speeds
Oct 2026 inventory	114	209	329	Separate reporting areas
Oct 2026 closings	29	61	93	Not exactly additive
Oct 2026 median	$365k	$475.5k	$430k	Different sold-home mixes
Oct 2026 supply	3.9	3.4	3.5	Market-specific ratio

97501's pendings rose 30.8% year over year while 97504's fell 17.9%. Its median sold-home market time was 28 days against 54 in 97504. Both ZIP areas had fewer completed October sales than last year, but the near-term contract picture differs.

Inventory fell year over year in 97501 from 127 to 114 while it increased in 97504 from 172 to 209. The direction of active choice is different even as both markets recorded fewer October new listings.

These contrasts should guide where sellers focus preparation and where buyers inspect negotiating flexibility. The individual house and its price range still determine the actual terms available.

SOURCE & BASIS | October DOMUS Medford pp. 9–11; countywide and ZIP views represent source-defined populations, not necessarily additive areas. Differences are descriptive, not a statistical causal attribution.

*The reported ZIP and Medford citywide geographies do not necessarily partition into a complete, additive whole.

A modest year-to-date closing lead survives a weaker October.

A small cumulative advantage is not immunity from an autumn slowdown.

97501 YTD measure	2025 Jan–Oct	2026 Jan–Oct	Difference	Meaning
Closed sales	350	352	+2	Near level
Pending sales	358	363	+5	Moderate lead
New listings	505	457	−48	Fewer new choices
Median price	$389,950	$389,950	0.0%	Different close mix
Median DOM	14	28	+14 days	Longer YTD time
List realized	98.6%	98.8%	+0.2 pp	Near ask in sales

Through October, 97501 completed 352 single-family closings against 350 in 2025. Yet October alone registered 29 versus 36, shrinking a stronger January–September lead. The published January–October median remained $389,950 in both years.

Year-to-date pending activity was 363 versus 358, and new listings totaled 457 versus 505. Fewer newly offered homes over ten months can support pricing for strong examples, but contract and closing counts still need to be monitored together.

One month’s lower transaction median should not override ten-month pricing context, and neither can establish the correct price for a particular home. Condition, buyer choice, improvements and financing must be evaluated directly.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. 97501 p. 10, year-to-date closed/pending/listing counts and separately reported year-to-date median.

*The YTD median is a separate source statistic; never derive it by averaging monthly medians.

The longer year already showed a narrower buyer pool.

October extended a real year-to-date closing deficit.

97504 YTD measure	2025 Jan–Oct	2026 Jan–Oct	Difference	Meaning
Closed sales	625	585	−40	Lower volume
Pending sales	622	617	−5	Slightly fewer
New listings	800	840	+40	More offered
Median price	$475,000	$482,450	+1.6%	Mix-sensitive
Median DOM	25	28	+3 days	Longer YTD time
List realized	98.8%	98.4%	−0.4 pp	Less realization

Through October, 97504 completed 585 single-family closings versus 625 in the first ten months of 2025. October contributed 61 versus 71, widening the cumulative deficit. The year-to-date median nevertheless increased to $482,450 from $475,000.

New listings were 840 year to date versus 800 last year, while pending transactions were 617 versus 622. More newly offered homes and fewer closings can create competition even when a market's cumulative median remains stable or higher.

The October 54-day sold-home median underscores the need for a clear competitive launch plan. A successful 97504 sale is not impossible or necessarily discounted; it requires understanding current alternatives and how fast genuine substitutes are reaching contract.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. 97504 p. 11; year-to-date medians are separately reported and not additive.

*Year-to-date new listing count and October active snapshot measure different things.

What differs between two markets—and what still must be verified.

Start with the distinctions the published aggregates can substantiate.

Monthly difference	97501	97504	What it proves	What it cannot prove
Median gap	$365k	$475.5k	Different closing mixes	Constant-quality premium
Price / sq ft	$262	$267	Reported $5 gap	Same-home difference
Median DOM	28	54	Different sold speeds	Causal ZIP effect
Closed sales	29	61	Different depth	Direct ZIP additivity
New listings	36	59	Different flows	Buyer demographics
Calculated MOS	3.9	3.4	Supply-to-sales ratio	Listing deadline

The 97501 October price median of $365,000 sits $110,500 below the 97504 median, but that is not an adjusted premium for an otherwise identical home. Property mix, location and characteristics may explain some difference; the aggregate report does not isolate those factors.
A similar distinction applies to market time: 28 versus 54 days refers to different closed-sale populations. It is not proof that a home can be transferred from one ZIP to another and sell 26 days faster.

The data support separate demand, supply and pricing analyses. They do not support a causal claim about schools, particular neighborhoods, distance to services, quality of housing or future property appreciation without property-level evidence.

SOURCE & BASIS | October DOMUS Medford pp. 9–11; countywide and ZIP views represent source-defined populations, not necessarily additive areas.

*Published medians and aggregate statistics cannot isolate individual-home price premiums or neighborhood causal factors.

The fall sales pulse softened, even as sold homes were moving faster.

RVAR's rolling source gives context beyond a single closing month.

97501 rolling existing homes	Aug–Oct 2026	Aug–Oct 2025
Closed sales	62	81
Median price	$364,950	$370,000
Cumulative median DOM	17 days	21 days
Oct snapshot inventory	102	95

97501's existing-home rolling sales declined from a May 2026 high of 102 to 62 by the October report, against 81 for the comparable prior-year window. The rolling median was $364,950, just below last year's $370,000. The cumulative median market time for the August–October period was 17 days versus 21 a year earlier. This is not inconsistent with thinner market depth: fewer homes may have transacted, while those that closed were well-positioned relative to alternatives.

The separate October DOMUS median of $365,000 is coincidentally near the RVAR three-month median, but their reporting scopes and windows differ. The numerical similarity does not make the populations interchangeable.

> For buyers and sellers, do not mistake speed among successful listings for an across-the-board shortage of alternatives.

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. 97501 existing homes and October 31 residential inventory.

The rolling median held higher as market speed eased.

Price and transaction liquidity are not obliged to move together.

97504 rolling existing homes	Aug–Oct 2026	Aug–Oct 2025
Closed sales	176	183
Median price	$455,000	$439,000
Cumulative median DOM	31 days	25 days
Oct snapshot inventory	197	147

During August–October, 97504 logged 176 rolling existing-home sales versus 183 a year earlier. Its median rose to $455,000 from $439,000, a 3.6% increase, while median cumulative market time rose from 25 to 31 days. That differs from the October-only DOMUS median of $475,500, which was 6.3% lower than October 2025. These are different property populations and windows; neither trend cancels the other.

RVAR active inventory was 197 at October 31, up from 147 a year earlier. The broader supply pool and longer cumulative market time call for a detailed listing-competition review in 97504, especially at higher price points.

> A rising rolling median can coexist with more deliberate buyers; market speed and competing supply deserve their own analysis.

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. 97504 existing-home and inventory reporting panels.

A quick closing market is not an invitation to overshoot.

Better pending activity gives sellers useful evidence, not guaranteed leverage.

Price to the competing set

97501's 34 pending October contracts are encouraging. A homeowner should still start with the most relevant three to six comparable sales, current active alternatives and any price changes that preceded contracts. The 3.9-month supply reading means there is real choice, even though the month's completed properties sold relatively quickly.

Use the first launch window

Identify the likely buyer: first-time purchaser, move-up household, downsizer or investor, as appropriate to the property—not as a presumed ZIP-wide demographic. Present the home exceptionally well, align the listing with its strongest verified competitors, and monitor the first meaningful showing feedback.

Negotiate for certainty

Review offer quality beyond price, including preapproval, appraisal contingency, inspection scope and feasible close date. The best asking strategy is one designed to net the most while preserving a credible closing pathway.

> A strong market for certain homes should encourage sharper execution, not aggressive assumptions about every home in 97501.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. 97501 October. Brokerage strategy is property-specific professional guidance, not a model output.

Longer market time rewards preparation and monitoring.

Treat October's 54-day sold-home median as a signal to test position early.

Prepare before the first showing

The 97504 market has more active competition than a year earlier. Prepare a detailed comparative market analysis using directly substitutable homes, then align improvements and presentation with the buyer decision most likely to improve net proceeds. High-cost remodeling without a plausible return is usually a weak starting assumption.

Watch real traction

During launch, track qualified showings, agent feedback, competing changes and offers. Online views and saves can signal interest but cannot replace actual buyer commitments. Adjust the strategy if feedback repeatedly identifies price or condition as the barrier.

Structure offers to close

When reviewing offers, financing, due diligence, appraisal risks and closing dates may matter as much as an incremental price increase. A high nominal price that does not close is not the strongest offer.

> The objective is not merely to sell. It is to maximize likely net proceeds while managing time, uncertainty and the next move.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. 97504 October; guidance follows the Jon & Jess seller-representation process.

The market informs the questions; the property supplies the answers.

Compare location, condition and transaction risk without relying on a broad ZIP label.

Due diligence question	Practical follow-up
Is the ask supported?	Comparable solds and active competition
What might cost more?	Inspection and specialist review
Are financing terms workable?	Loan, appraisal and title timing
Does the home fit needs?	Layout, condition, location and budget
What negotiation is available?	Repair, credit, price and close date

A city or ZIP median can indicate the general price mix, but it is not a substitute for actual sold comparables. Consider how much of the market's apparent weakness is transaction mix, how similar competing inventory is priced, and whether repairs or financing terms change the true cost of purchase.
For older homes, evaluate roof, systems, drainage, permits and insurance; for newer construction, evaluate builder incentives, warranty scope, completion status and allowance schedules. Additional specialty inspections may be appropriate depending on the home.

The market can open negotiation room without guaranteeing a discount. The objective is an informed purchase that meets needs, financing and long-term use—not simply the lowest advertised price.

> An effective buyer's market strategy is a precise offer on the right home, supported by inspections, comps and realistic financing.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Property and inspection examples are general educational guidance, not findings about an individual listing.

Selling in one market and buying in another changes the equation.

The ZIP price gap is not a free financial gain; both transactions have costs and risks.

Begin with the sale

A household leaving a higher-priced 97504 property for a 97501 home could encounter very different transaction dynamics. That creates potential options, but comparing two ZIP medians is not a statement about a particular household's equity or net proceeds. Financing, mortgage payoff, closing costs, carrying costs and tax considerations matter.

Plan the replacement purchase

Start with dates: when the current home can be ready, whether sale proceeds fund the purchase, and what possession flexibility exists. A faster purchase or a delayed listing can reduce uncertainty in one step while increasing financial exposure elsewhere.

Connect the two contracts

Build a coordinated plan based on written pricing analyses for both properties, likely inspection and financing constraints, and acceptable alternatives if either transaction takes longer than expected.

> A well-coordinated move is more valuable than winning a nominal price comparison while taking unnecessary timing risk.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. The transaction examples are illustrative, not financial projections or guaranteed values.

Prepare for a buyer who can compare.

Competitive launch pricing and presentation matter in both ZIP markets.

Compare substitutes before pricing

In 97501, October's stronger pending count supports an optimistic but disciplined launch. In 97504, the longer marketing-time and higher inventory suggest greater need for differentiation. The two markets should never receive the same recommended price adjustment merely because they share the Medford name.

Make the home easy to choose

Presentation should remove preventable friction: cleanliness, windows, photography, staging when vacant, depersonalization when occupied, and targeted improvements likely to increase the seller's net. An expensive renovation is not automatically the best investment.

Evaluate traction quickly

During marketing, track qualified showings, feedback, comparable listings and actual terms offered. Revisit price or strategy if the evidence shows the home is not competing successfully.

> Our seller standard is a defensible plan aimed at the highest likely net—not simply the highest suggested list price.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Jon & Jess seller-representation practices; individual circumstances and brokerage disclosures govern.

The strongest offer is the one most likely to perform.

Price is one term of a transaction—not the entire outcome.

Offer component	Why it matters
Verified financing	Ability to complete and appraise
Price and likely net	Not the same as list-price headline
Inspection/diligence	Risk and repair negotiation
Closing and possession	Coordination with seller timeline
Contingencies	Triggers that may prevent closing

When comparing offers, a slightly lower price with demonstrably strong financing and fewer execution risks may be more attractive than a higher amount subject to an uncertain appraisal, unusual contingency or unrealistic closing date. The seller chooses; our responsibility is to explain the trade-offs clearly.

Inspection and repair questions should be examined against likely cost and timing, not emotion. We coordinate specialist advice where needed and aim to preserve a workable closing while maintaining the seller's negotiating rights.

Medford's October statistics provide context, not automatic leverage. A well-presented home in a competitive price band can still attract a solid offer even when the broader median market time is rising.

> Compare the likely net proceeds, closing probability and timing consequences of each offer before making the decision.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. General educational transaction guidance; actual contract terms, disclosures and professional advice control.

Better information can improve an offer—not merely lower it.

The best negotiation starts with relevant alternatives and a credible closing plan.

Compare the alternatives

97504's longer market time may reward careful comparison, but it does not guarantee that a well-positioned home is negotiable. In 97501, stronger pending activity suggests that some property segments may be drawing quicker buyer commitments. Review recent comparable sales, active substitutes and time-on-market before choosing terms.

Protect your due diligence

A general home inspection is normally prudent, with specialized evaluation when indicated by age, construction, system condition or property features. Consider appraisal, title, insurance and financing constraints early enough to preserve meaningful choices.

Write a performable offer

The negotiation may involve repairs, closing costs, timing or a direct price adjustment. A well-structured offer reflects the seller's needs as well as the buyer's acceptable risk.

> A stronger offer is one that secures the right home on terms the buyer can responsibly complete.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Broker educational guidance, not a property-specific inspection or legal determination.

Two properties. One coordinated decision.

Think in net proceeds, replacement cost and timing—not two isolated medians.

Illustrative two-property move	Amount
Assumed sale price	$500,000
Assumed purchase price	$450,000
Gross difference before costs	$50,000
Payoff, commissions, taxes, closing costs	Not included

Suppose a family sells a Medford home for a hypothetical $500,000 and buys another for $450,000. The $50,000 gross difference is not spendable equity until mortgage payoff, commissions, other closing costs, carrying costs, taxes and financing arrangements are considered. The example is not a prediction of either property's value.
A household moving between 97504 and 97501 should evaluate the actual competition in each market and the costs of a longer overlap. A seller's stronger net on one transaction can be offset by an unexpectedly expensive replacement purchase or carrying period.

Coordinate the commitments

We encourage an early consultation, written analyses for both properties and a timeline tailored to financing, family requirements and acceptable alternatives.

> A successful move protects both the sale and purchase, rather than optimizing one price in isolation.

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. The price comparison is an illustrative planning framework, not a personalized financial projection.

33 / WHAT WE WILL WATCH NEXT

November will test whether the ZIP divergence persists.

Look for confirmation in contracts, marketing time and actual competitive inventory.

Medford Nov 2026 watchlist	What it would reveal
97501 signed contracts	Does October's +30.8% persist?
97504 signed contracts	Is softer demand stabilizing?
ZIP market times	Does 54-day 97504 figure ease?
Active competitive choices	Are alternatives accumulating?
RVAR rolling closings	Is fall activity recovering?

For 97501, the central question is whether stronger October pending activity produces an improvement in completed transactions while supply stays controlled. For 97504, the question is whether pendings recover and market time begins to shorten, or whether additional competing homes extend the selling process.
We will monitor fresh listings, signed contracts, sale-to-list realization, median market time and price-per-foot trends, while separating monthly DOMUS activity from RVAR rolling three-month existing-home signals.

One month alone is not a permanent cycle. A credible change in market trajectory needs repeated evidence; comparisons should remain within the same geography, property population and historical source vintage.

> The next report will focus on convergence or divergence in 97501 and 97504—not assume a single citywide direction.

SOURCE & BASIS | October DOMUS Medford pp. 9–11; countywide and ZIP views represent source-defined populations, not necessarily additive areas. November 2026 outcomes are not yet available.

Two geographic lenses. A clearer view beyond the urban core.

Align the reporting period first—then interpret the broader-market activity gap.

Reporting view	Definition
DOMUS Medford	Calendar-month SFR, citywide reporting area
DOMUS 97501	Calendar-month SFR, broader ZIP reporting area
DOMUS 97504	Calendar-month SFR, broader ZIP reporting area
RVAR ZIP existing	Rolling UGB existing-home closings, Aug–Oct 2026
RVAR ZIP inventory	UGB residential snapshot at Oct 31, 2026
Market Intelligence measures	Source-matched Momentum, Health, Outlook and Cycle

DOMUS / Oregon Data Share measures monthly single-family transactions across the 97501 and 97504 reporting areas, along with a separate Medford citywide view. RVAR / Southern Oregon MLS tracks three-month existing-home sales inside its narrower urban-growth-boundary populations. Both lenses matter, and neither one automatically replaces the other.

Broader-Market Activity Gap | August–October 2026

ZIP view	DOMUS broader ZIP Aug–Oct 2026	RVAR UGB existing Aug–Oct 2026	Activity gap*
97501	82 closings	62 closings	**+20**
97504	190 closings	176 closings	**+14**

Across the same August–October window, DOMUS's broader 97501 ZIP recorded 82 closings, while RVAR's UGB existing-home series recorded 62—a numerical gap of 20. For 97504, the comparable figures are 190 and 176, a gap of 14. Those gaps often approximate activity beyond the urban core, including rural transactions. Property-type filters, reporting vintages and geographic differences prevent us from calling them verified rural-sales counts.

Read the wider ZIP lens for surrounding-market activity and the UGB rolling lens for the urban-core pulse. Use location-specific comparables—not subtraction alone—to evaluate rural opportunities.

SOURCE & BASIS | DOMUS monthly 97501/97504 (August archived, September republished in the October file, October current) and RVAR August–October 2026 existing-home panels, Oct 31, 2026. The differences are indicative proxies, not verified rural classifications.

Two ZIPs, different current analytical directions.

Our calculated scores organize observed evidence; the components still matter.

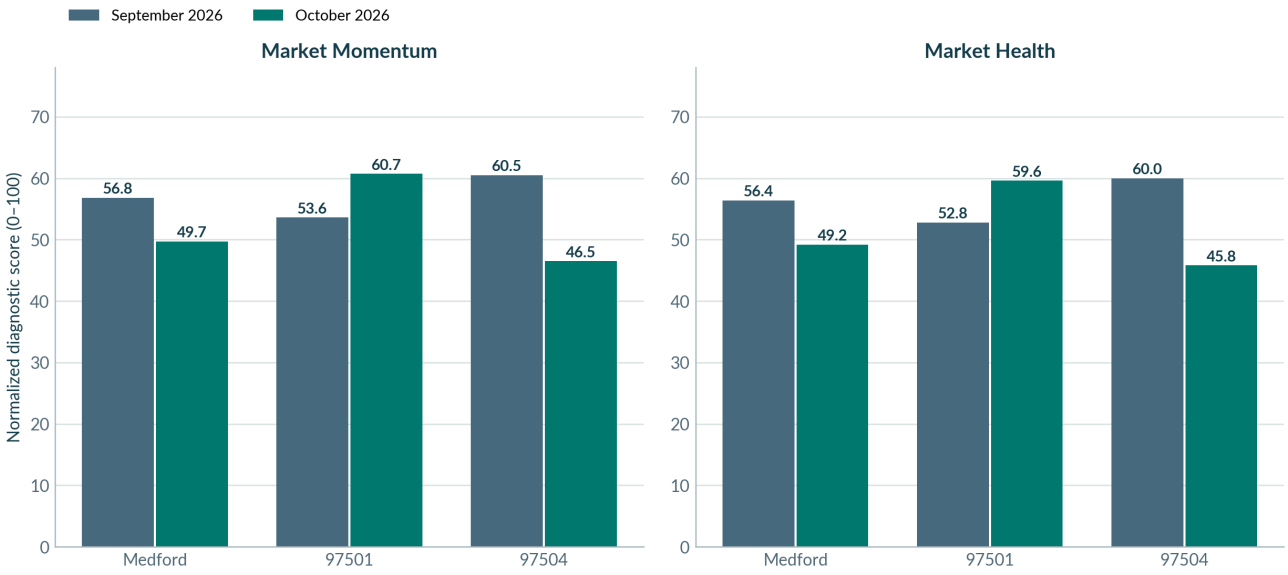

Figure 10. September 2026 versus October 2026 monthly Market Momentum and Market Health, shown separately for Medford, 97501 and 97504. Normalized 0–100 market diagnostics.

October monthly Market Momentum was 49.7 for citywide Medford, 60.7 for 97501 and 46.5 for 97504. The corresponding Market Health readings were 49.2, 59.6 and 45.8. These scores use the consistently calculated October supply ratios and the established model formulas.

Compared with September 2026, citywide Momentum eased from 56.8 to 49.7; 97501 rose from 53.6 to 60.7; and 97504 fell from 60.5 to 46.5. Market Health also reflects distinct changes in contract activity, inventory and time on market. The longer rolling existing-home measures can differ because their geographic reach and reporting period are not identical.

Read 97501's comparatively stronger diagnostics beside its smaller transaction base, and 97504's weaker monthly diagnostics beside its larger existing-home market.

SOURCE & BASIS | DOMUS monthly single-family Medford pp. 9–11, October 2026; September 2026 archived analytical comparisons and consistently calculated October supply figures.

What is actually driving the score?

Momentum blends price, inventory, demand, liquidity, speed and pricing efficiency.

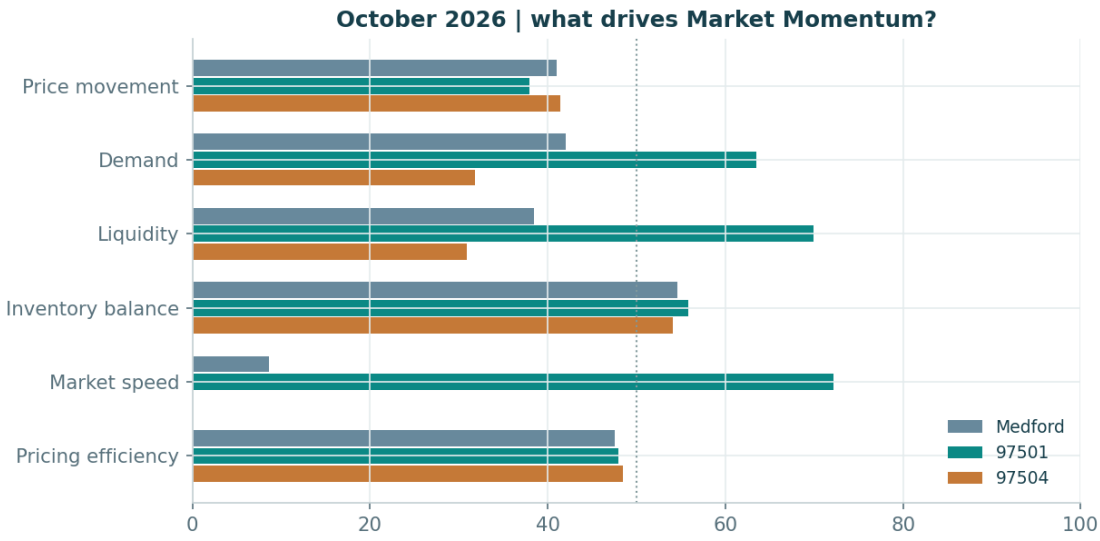

Figure 11. October 2026 monthly Market Momentum components for Medford citywide, 97501 and 97504, on the same normalized 0–100 scale.

The model tracks recent price movement, supply shifts, demand activity, transaction liquidity, market speed and pricing efficiency. A score above the midpoint can arise from stronger performance in one area even when another component is weak. That is why we publish the components rather than only the headline number.

In October 97501, Market Speed was 72.2 and Liquidity 69.9, even though Price Momentum was 38.0. In 97504, Market Speed fell to 0.0 and Liquidity to 30.8, while Inventory Momentum remained above 54. These component differences explain why the ZIP-wide composite scores point in different directions. The citywide data produced a 49.7 Momentum reading, but it cannot substitute for the ZIP-specific composition when evaluating a home's likely competition.

> **Momentum answers: Is market behavior gaining or losing strength? It does not answer: What will this specific house sell for?**

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. Model scores are normalized indexes; not literal probabilities or appraisal values.

Health describes function; leverage describes negotiating choices.

Related measures can diverge when buyer activity and supply respond differently.

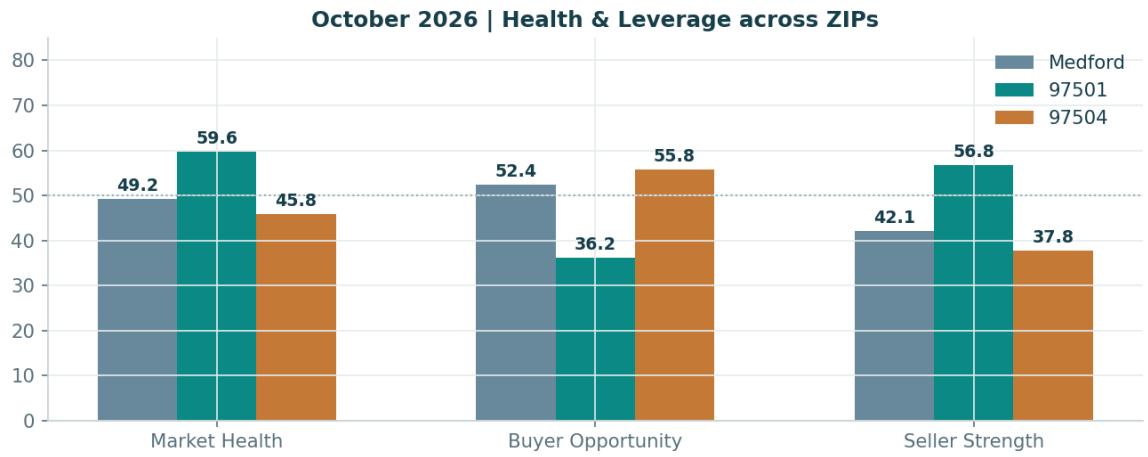

Figure 12. October 2026 monthly Market Health, Buyer Opportunity and Seller Strength for Medford citywide, 97501 and 97504.

Market Health combines supply balance, transaction flow, pricing mechanics and the available reliability or risk diagnostics. Buyer Opportunity asks where choice and negotiating room may be more favorable; Seller Strength summarizes the seller-facing mechanics. None is a guaranteed transaction outcome.

October citywide Health was 49.2, Buyer Opportunity 52.4 and Seller Strength 42.1. In 97501, Health reached 59.6 with Buyer Opportunity 36.2 and Seller Strength 56.8. In 97504, Health was 45.8, Buyer Opportunity 55.8 and Seller Strength 37.8. These differences match October's contrasting contract flow and marketing time, but the models cannot know a particular home's condition, improvements, financing constraints or current competition. The citywide and ZIP scores are different contexts, not additive measurements.

> **A buyer's advantage or seller's strength must ultimately be confirmed by comparable homes, active alternatives and real offer terms.**

SOURCE & BASIS | DOMUS / Oregon Data Share, Jackson County Market Summary, October 2026, Medford pp. 9–11. The incomplete monthly model Risk field is excluded rather than presented as a factual risk score.

Forward market estimates remain separate for 97501 and 97504.

These are rolling existing-home measures, not forecasts of an individual property.

RVAR rolling existing homes	Observed Oct 2026	Nov 2026	Jan 2027	Apr 2027	Oct 2027
97501 rolling median	$364,950	$368,945	$366,498	$364,181	$368,214
97504 rolling median	$455,000	$459,258	$456,918	$463,929	$468,732
97501 rolling closings	62	69.0	67.1	76.3	67.0
97504 rolling closings	176	175.7	158.6	173.2	180.9

The 97501 rolling median-price center is approximately $369,000 for November 2026 and $366,000 for January 2027, compared with its August–October observed median of $364,950. For 97504, the corresponding centers are about $459,000 and $457,000, compared with $455,000 observed. These are relatively modest model movements—not assurances of appreciation or a reason on their own to delay a transaction.

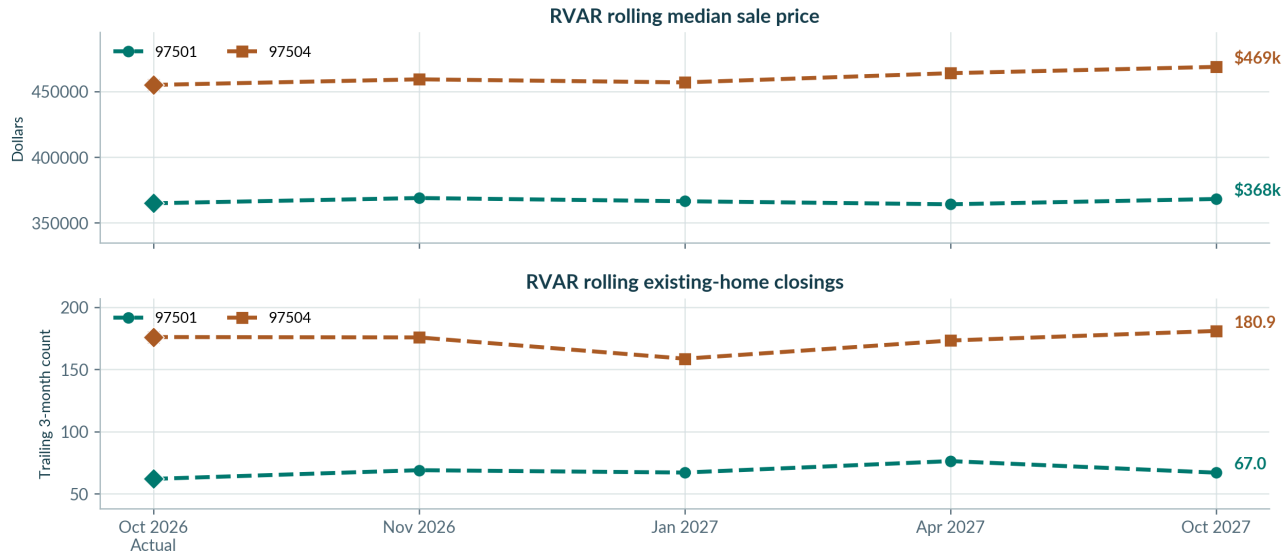

Figure 13. October 2026 observed RVAR existing-home values followed by November 2026, January 2027, April 2027 and October 2027 forecast centers, separately for 97501 and 97504. No individual-home predictions.

Rolling closed-sale forecasts also differ: 97501 is modeled near 69 for November and 67 for January, while 97504 is near 176 and 159. The named target identifies the end of a rolling three-month reporting window; it does not forecast that all those sales happen within that single month. The models use October data and were calculated in November 2026 before those future target outcomes. Calibrated probability bands are not yet validated, and no qualified Medford citywide RVAR counterpart is invented.

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. Forecast targets: November 2026, January 2027, April 2027 and October 2027. The figure and table retain the specific ZIP context.

*Inventory is a broader residential snapshot; forecast medians and counts describe rolling existing-home transactions.

A forecast is a disciplined planning input—not an instruction.

A model center becomes useful only when placed beside uncertainty and actual property choices.

Model center

A client comparing a purchase now with a purchase in spring should first identify the comparable market and source window. In 97504, a modeled January rolling median of about $457,000 is not a prediction of an individual house's January sales price, and the difference from October's observed $455,000 is small relative to the uncertainty of real transactions.

Historical uncertainty

Prediction bands require evidence that their stated coverage has held on genuinely unseen outcomes. Our experimental historical bands have not met the release standard for calibrated 80% or 90% ranges in all relevant cohorts. Rather than invent that precision, we show the central outlook and test practical decisions under higher, unchanged and lower planning scenarios.

The client decision

A model confidence diagnostic is not a probability the forecast is correct. Property inspection, financing, carrying cost, competing homes and the household's own timing deserve at least as much weight as a projected city or ZIP statistic.

> **A good plan should still make sense if the point forecast misses; it should not depend on one precise future market number.**

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. Model qualification and historical interval tests are documented in the separate technical companion.

Two distinct price outlooks, without false precision.

The same October-origin qualified rolling market estimates, made easier to compare by ZIP.

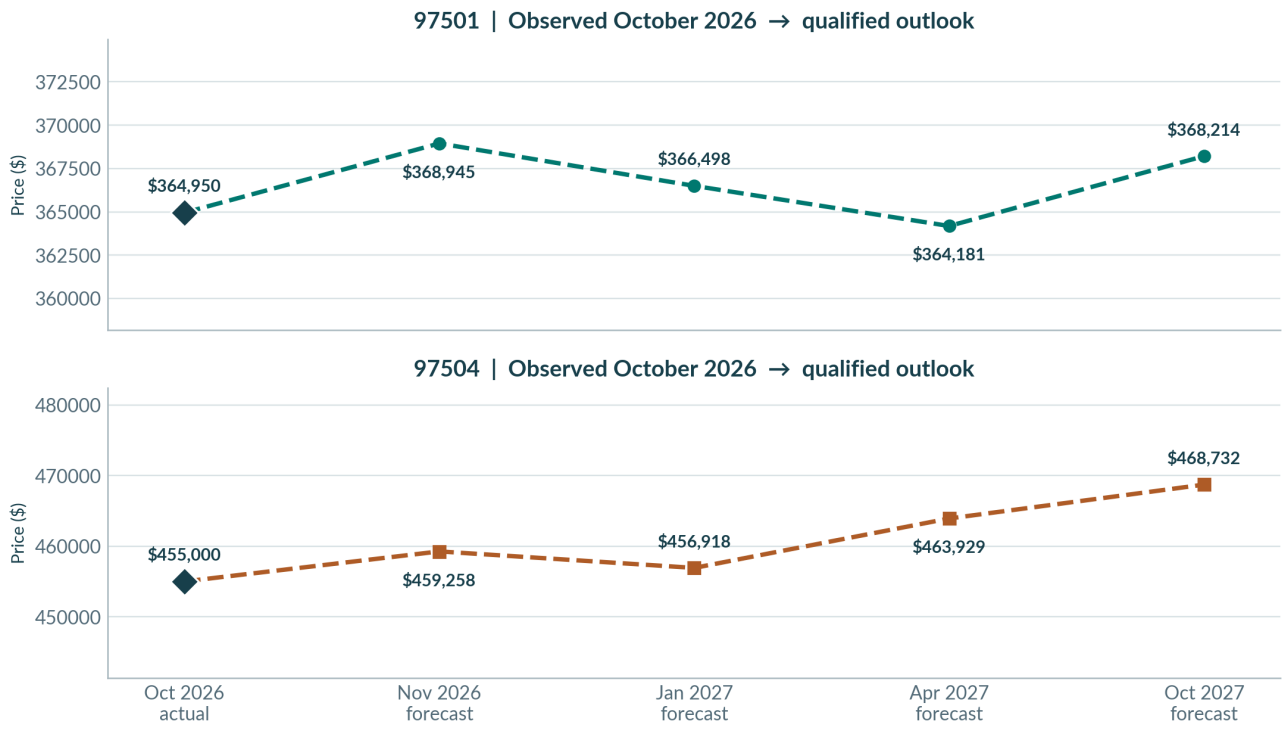

Figure 15. 97501 and 97504 rolling existing-home median price. Dark diamonds are observed October; dashed paths mark qualified future model centers. Different vertical scales.

97501: $364,950 was observed in October. Model centers are $368,945 in November, $366,498 in January, $364,181 in April and $368,214 in October 2027.

97504: $455,000 was observed in October. The corresponding centers are $459,258, $456,918, $463,929 and $468,732. A gradual modeled rise does not establish constant-quality home appreciation.

Use a ZIP-specific comparative market analysis for the property; do not price a home from a rolling market median.

SOURCE & BASIS | Qualified October 2026 RVAR UGB existing-home forecast centers published in the original Medford report, p. 38. No certified probability bands.

41 / MARKET OUTLOOK / SALES ACTIVITY

The sales outlook diverges more than the price outlook.

Rolling closing counts measure the latest three-month market pulse—not an individual calendar month.

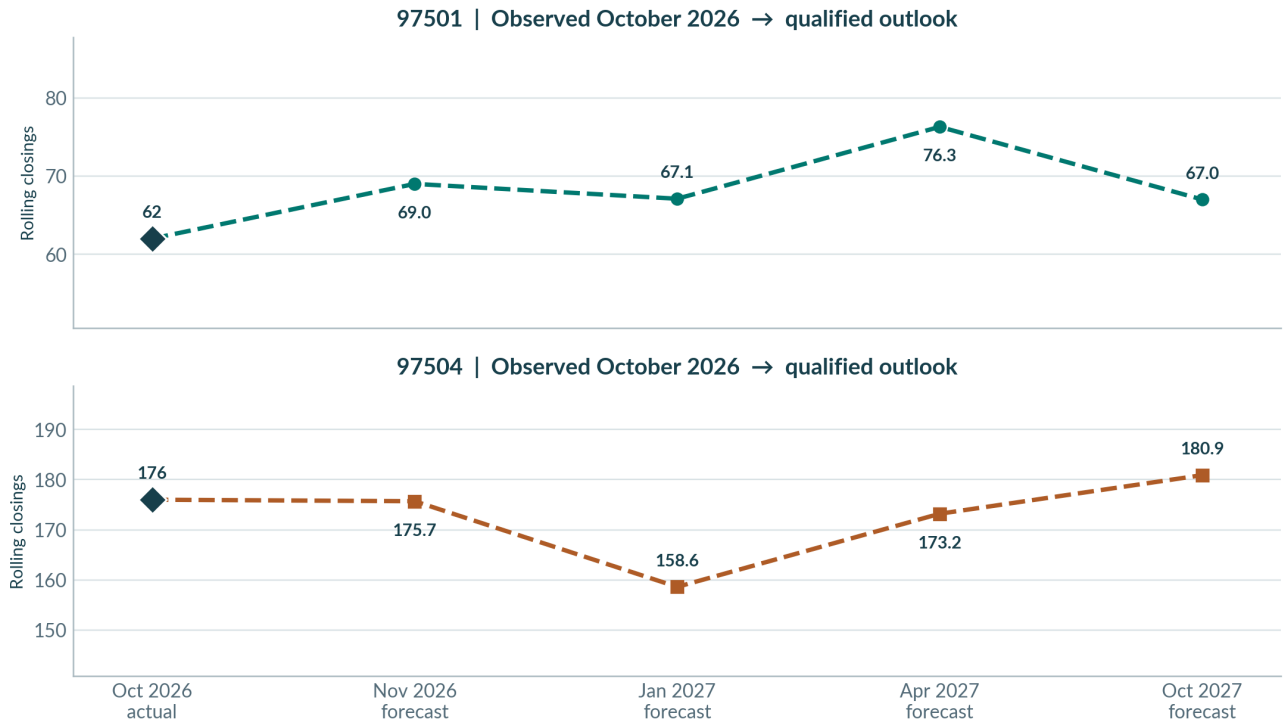

Figure 16. October 2026 RVAR rolling existing-home closings (observed) and qualified November 2026, January 2027, April 2027 and October 2027 forecast centers.

97501: The October rolling count was 62. Centers of 69.0, 67.1, 76.3 and 67.0 suggest possible activity recovery but no consistent upward progression.

97504: The October rolling count was 176. Forecast centers are 175.7, 158.6, 173.2 and 180.9. January's softer center is a scenario to monitor, not a guaranteed seasonal trough.

Watch new pendings, sales realization and marketing time to test whether these centers are being supported by live activity.

SOURCE & BASIS | Original qualified October-origin Medford ZIP RVAR existing-home forecasts, original p. 38. Figures are trailing-three-month targets.

42 / MARKET OUTLOOK / THE REPORTING CLOCK

A forecast month names a period end—not a month of sales.

The model predicts a rolling three-month measure as of a future report date. The inventory snapshot uses a different definition.

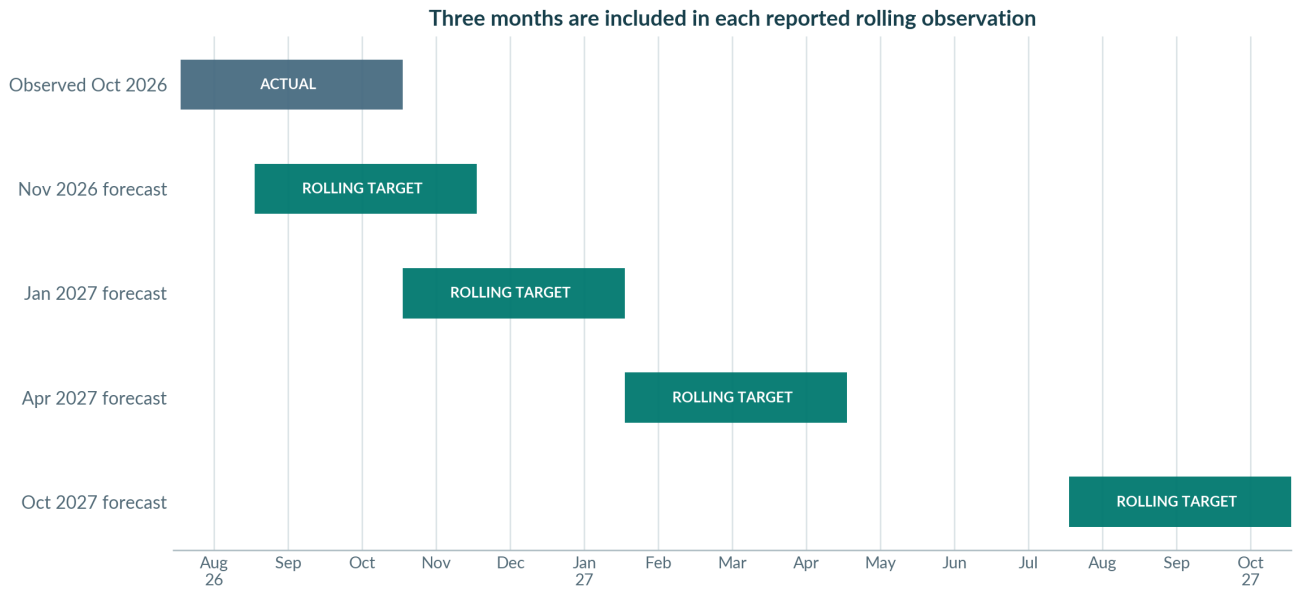

Figure 17. Reporting-window alignment for Medford ZIP rolling existing-home sale and median-price statistics. Window labels apply separately to 97501 and 97504.

October 2026 actual: August–October 2026. November target: September–November 2026.

January 2027 target: November 2026–January 2027. April target: February–April 2027.

October 2027 target: August–October 2027. These windows overlap; do not add them together.

Why this matters: a modeled 97504 figure of 158.6 closings for January is for November–January combined, not 159 January sales. October-only DOMUS single-family medians cannot be substituted for these RVAR UGB rolling forecasts.

SOURCE & BASIS | Original Medford Outlook target dates, p. 38; RVAR UGB rolling existing-home methodology. Future inventory would instead be a month-end snapshot.

43 / MARKET OUTLOOK / WHAT CHANGES THE READ

Contract activity and market time will test the outlook.

October's ZIP divergence is measurable now. The model becomes more useful as subsequent actuals confirm—or contradict—it.

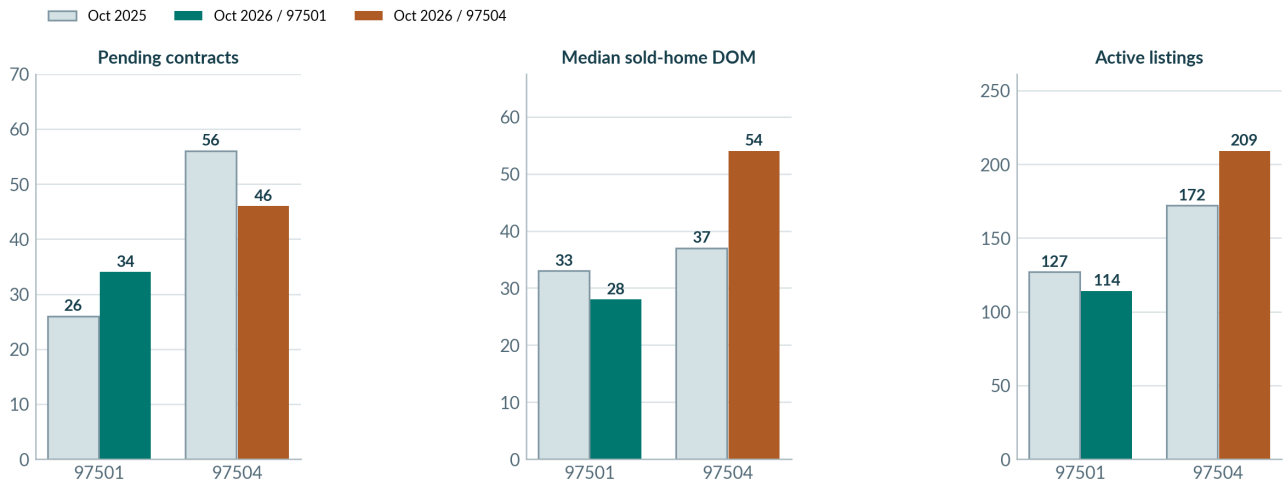

Figure 18. Observed October 2025 and October 2026 DOMUS single-family counts and sold-home median days on market. Monthly data are distinct from the RVAR rolling Outlook.

97501 / BETTER CONTRACT PULSE

Pending contracts rose to 34 from 26, while sold-home market time was 28 days versus 33 a year earlier. The counterpoint: rolling RVAR closings were down to 62 from 81.

Confirming signal: new contracts persist, closings recover and price realization holds without extra supply.

97504 / MORE SELLER FRICTION

Pendings fell to 46 from 56 and market time rose to 54 days from 37, with 209 active listings versus 172. The rolling median still rose year over year.

Confirming signal: pendings stabilize, comparable listings clear and market time stops lengthening.

For buyers and sellers: use the outlook to test choices, never as a substitute for live comps, repair facts, financing or timing.

SOURCE & BASIS | October DOMUS Medford p. 9–11 and separate RVAR UGB rolling existing-home report through October 31, 2026.

Both ZIP markets resemble a transition—but not the same path through it.

Market Cycle compares conditions with ten historical phase prototypes.

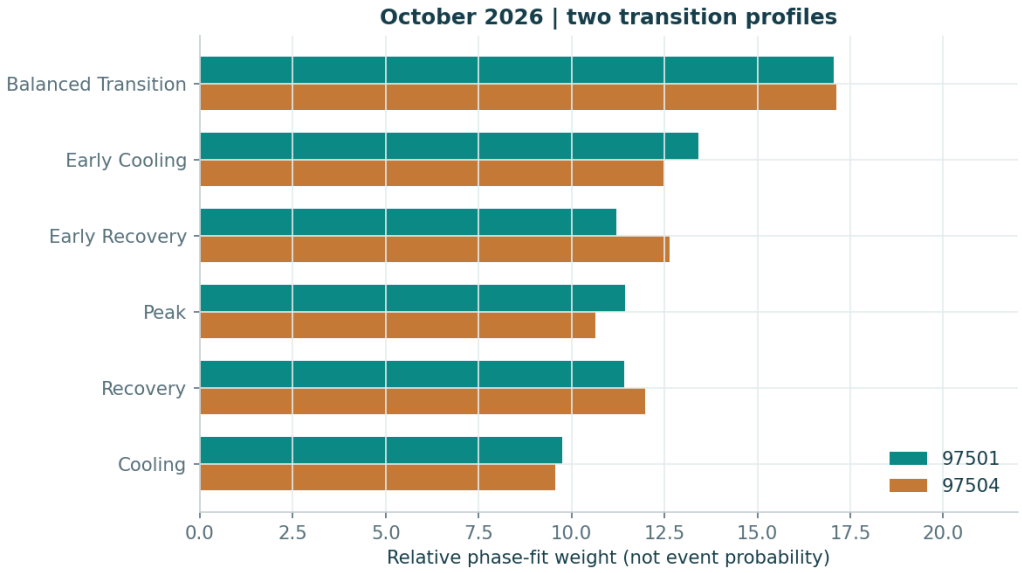

Figure 14. October 2026 Market Cycle relative-fit patterns for 97501 and 97504. Six labeled phase categories are shown from ten prototypes; fit weights are not event probabilities.

The leading 97501 phase-fit label is Balanced Transition at 17.1%, followed by Early Cooling at 13.4%. In 97504, Balanced Transition also leads at 17.1%, but Early Recovery is next at 12.6%. These weights describe relative resemblance to predefined patterns, not the probability that a phase will occur next month.

Both readings have normalized entropy near 97.3 out of 100, meaning the fit is distributed broadly rather than concentrated in one decisive regime. A shared leading label does not erase the different pending-sale, market-time and inventory signals seen in October. The Cycle lens is most useful for asking whether the market is persistently expanding, cooling or transitioning. Its practical value comes from combining that context with current activity and property-specific evidence.

> **Treat phase-fit weights as a description of competing patterns—not a market-timing prediction or probability of a turning point.**

SOURCE & BASIS | Southern Oregon MLS / RVAR Jackson County Residential Statistics, October 31, 2026, p. 1. Qualified ZIP-specific RVAR existing-home Cycle calculations with frozen September predecessor states.

45 / FORECAST TRACK RECORD

A forecast earns credibility by facing subsequent outcomes.

We retain misses, compare simple baselines and distinguish a model from a proven probability.

How performance is assessed

Our historical evaluation program compares forecasts generated from earlier observations with later outcomes for the same source, geography, target and horizon. Across the wider October-target archive, 343 previously recorded forecasts had usable outcomes while five targets were missing source observations. The outcome count measures comparability, not the number of correct predictions.

At a pooled RVAR level, selected three-month rolling-sales forecasts compared favorably with a no-change baseline, while some twelve-month comparisons did not. These mixed results prevent a blanket claim of superior prediction and cannot be presented as an Ashland- or Medford-specific guarantee.

Why it matters for clients

A previously identified short-horizon inventory bias remains under monitoring. The November report will supply another actual observation for October-origin forward estimates. We will not retune or backdate an earlier forecast after seeing the result.

> **Our Market Outlook is accountable to observed outcomes. Until bands are separately validated, the public report makes no calibrated interval or success-probability claim.**

SOURCE & BASIS | Historical forecast outcome evaluation through October 2026, using source-matched comparison and independent monitoring. Detailed tests are available separately.

Five market lenses. One clearer real estate decision.

A teaching guide to the inputs, interpretation and practical uses of five distinct market lenses.

Market lens	What goes into it and what it helps answer
Market Momentum	Price, demand, inventory, liquidity, speed and pressure: is behavior strengthening?
Market Health	Supply balance, flow, pricing and available risk signals: is the market functioning?
Buyer / Seller Leverage	Buyer Opportunity and Seller Strength: where is the negotiating room?
Market Outlook	Source-matched model estimates: what forward scenarios deserve testing?
Market Cycle	Phase patterns and their dispersion: what does today resemble?

First read the observed activity. Market Momentum describes how pricing, demand, inventory, liquidity, speed and pressure are changing. Market Health describes whether the market is functioning with a workable balance of supply and transaction flow. Buyer/Seller Leverage asks where alternatives and negotiation may favor one side. Market Outlook then tests modeled future observations by metric, population and horizon; Market Cycle compares the present mix with recurring historical phase patterns. None replaces a current comparative market analysis or tells a buyer or seller what a particular home will do.

Medford makes the lesson concrete: citywide readings conceal stronger 97501 pendings and slower 97504 marketing. The two ZIPs also have distinct rolling existing-home histories, forecast centers and Cycle evidence. Reading the lenses together gives better questions, not automatic answers.

We provide these reports as a complimentary resource. For a home-specific written analysis, our process includes comparable sales, current competition, a property visit and a discussion of your timing and goals.

SOURCES & METHODS | October DOMUS and RVAR, corrected source-count MOS, current qualified market diagnostics, and the Jon & Jess Market Intelligence Field Guide.

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.

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