

EXISTING HOME SALES - May 1, 2011 through July 31, 2011

AREA	ACTIVITY		DAYS ON MKT		PRICING						
	May 1 - Jul 31		May 1 - Jul 31		May 1 - Jul 31					Jul 2010 vs Jul 2011	
	# Sold 2010	# Sold 2011	Average 2010	Average 2011	Median \$ 2006	Median \$ 2010	Median \$ 2011	5-year % Change	1-year % Change	Median \$	Median \$
Ashland	80	61	105	98	\$463,500	\$292,900	\$275,000	-40.7%	-6.1%	\$300,000	\$231,500
Talent	10	14	32	112	\$275,000	\$159,500	\$193,700	-29.6%	21.4%	N/A	\$191,000
Phoenix	12	15	132	150	\$263,500	\$194,950	\$149,900	-43.1%	-23.1%	\$177,500	\$133,500
Jacksonville	4	13	64	150	\$485,000	\$267,500	\$260,000	-46.4%	-2.8%	N/A	\$256,500
Northwest Medford	14	11	73	112	N/A	\$145,000	\$100,900	N/A	-30.4%	N/A	N/A
West Medford	56	54	72	43	\$205,000	\$107,000	\$83,750	-59.1%	-21.7%	\$102,000	\$79,500
Southwest Medford	29	21	70	44	\$264,250	\$172,000	\$155,000	-41.3%	-9.9%	\$178,500	\$124,000
East Medford	165	161	98	111	\$291,500	\$185,000	\$170,000	-41.7%	-8.1%	\$199,500	\$171,000
Central Point	71	95	88	83	\$250,000	\$152,000	\$136,500	-45.4%	-10.2%	\$152,000	\$136,500
White City	25	24	55	62	\$215,000	\$103,000	\$85,524	-60.2%	-17.0%	\$98,000	\$80,250
Eagle Point	34	33	114	89	\$222,250	\$167,000	\$135,000	-39.3%	-19.2%	\$155,000	\$164,500
Shady Cove / Trail	8	3	114	117	\$214,900	\$123,750	N/A	N/A	N/A	N/A	N/A
Gold Hill & Rogue River	18	11	136	216	\$217,450	\$126,500	\$111,800	-48.6%	-11.6%	\$92,400	N/A
COUNTY TOTALS	527	517	92	95	\$278,000	\$165,000	\$152,000	-45.3%	-7.9%	\$172,000	\$150,000

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	May 1 - Jul 31		May 1 - Jul 31		May 1 - Jul 31					Jul 2010 vs Jul 2011	
	# Sold 2010	# Sold 2011	Average 2010	Average 2011	Median \$ 2006	Median \$ 2010	Median \$ 2011	5-year % Change	1-year % Change	Median \$	Median \$
Ashland	2	0	N/A	N/A	\$469,000	N/A	N/A	N/A	N/A	N/A	N/A
Talent	1	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Phoenix	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Jacksonville	1	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Northwest Medford	2	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
West Medford	3	5	36	156	\$169,900	N/A	\$150,000	-11.7%	N/A	N/A	N/A
Southwest Medford	4	2	135	N/A	\$289,900	\$199,400	N/A	N/A	N/A	N/A	N/A
East Medford	9	9	164	199	\$429,450	\$249,900	\$278,900	-35.1%	11.6%	N/A	N/A
Central Point	1	3	N/A	238	\$319,550	N/A	N/A	N/A	N/A	N/A	N/A
White City	7	6	127	78	\$234,625	\$169,000	\$150,950	-35.7%	-10.7%	N/A	N/A
Eagle Point	10	3	130	159	\$369,900	\$219,046	N/A	N/A	N/A	\$235,000	N/A
Shady Cove / Trail	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Gold Hill & Rogue River	2	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
COUNTY TOTALS	42	30	166	181	\$359,500	\$207,950	\$201,500	-43.9%	-3.1%	\$219,046	\$169,000

ALL HOMES ON MARKET (includes rural)

Area	Active 07/31/10	Active 07/31/11	% Change
Ashland	364	298	-18.1%
Talent	74	55	-25.7%
Phoenix	51	27	-47.1%
Jacksonville	101	98	-3.0%
Northwest Medford	40	28	-30.0%
West Medford	171	82	-52.0%
Southwest Medford	151	73	-51.7%
East Medford	446	338	-24.2%
Central Point	248	158	-36.3%
White City	83	53	-36.1%
Eagle Point	168	119	-29.2%
Shady Cove / Trail	91	69	-24.2%
Gold Hill & Rogue River	177	139	-21.5%
Other Areas	131	102	-22.1%
COUNTY TOTALS	2296	1639	-28.6%

The statistics in the top two charts represent urban area homes and exclude rural properties. N/A means "No or Insufficient Activity" in the reporting period.

Northwest Medford was split from West Medford in January 2009, therefore has limited sales history.

Median price means the midpoint, with half of the sales being above and half below the listed number; *it is not the same as average.*

Median prices reflect overall market trends and are not a measure of pricing for individual properties. Small sampling sizes can lead to wide variances in year to year comparisons.

Statistics are based on reporting by REALTORS® to the Southern Oregon Multiple Listing Service.

EXISTING HOME SALES: DISTRESSED - May 1, 2011 through July 31, 2011

AREA	ACTIVITY		DAYS ON MKT		PRICING				
	May 1 - Jul 31		May 1 - Jul 31		May 1 - Jul 31			Jul 2010 vs Jul 2011	
	# Sold 2010	# Sold 2011	Average 2010	Average 2011	Median \$ 2010	Median \$ 2011	1-year % Change	Median \$	Median \$
Ashland	8	12	93	105	\$262,500	\$225,050	-14.3%	N/A	\$201,500
Talent	4	4	55	160	\$135,250	\$238,750	76.5%	N/A	N/A
Phoenix	4	7	126	182	\$159,950	\$100,000	-37.5%	N/A	N/A
Jacksonville	1	4	N/A	237	N/A	\$282,500	N/A	N/A	N/A
Northwest Medford	7	7	52	40	\$130,000	\$100,900	-22.4%	N/A	N/A
West Medford	34	39	75	50	\$86,750	\$79,394	-8.5%	\$100,500	\$79,447
Southwest Medford	16	11	88	44	\$156,087	\$125,000	-19.9%	\$163,250	\$117,000
East Medford	58	71	89	89	\$154,500	\$151,000	-2.3%	\$126,000	\$172,199
Central Point	36	57	84	71	\$139,950	\$128,700	-8.0%	\$140,551	\$135,250
White City	17	20	64	68	\$98,000	\$85,250	-13.0%	\$98,000	\$75,000
Eagle Point	13	23	80	88	\$145,000	\$122,000	-15.9%	\$136,000	N/A
Shady Cove / Trail	3	1	200	N/A	N/A	N/A	N/A	N/A	N/A
Gold Hill & Rogue River	7	6	164	162	\$92,400	\$136,950	48.2%	N/A	N/A
COUNTY TOTALS	209	263	86	83	\$134,900	\$124,000	-8.1%	\$126,300	\$134,250

EXISTING HOME SALES: REO/SHORT SALE COMPARISONS - May 1, 2011 through July 31, 2011

AREA	CLOSED TRANSACTIONS							AVERAGE DAYS ON MARKET				MEDIAN PRICING			
	May 1 - Jul 31							May 1 - Jul 31				May 1 - Jul 31			
	Normal	Normal %	REO	REO %	Short	Short %	All	Normal	REO	Short	All	Normal	REO	Short	All
Ashland	49	80.3%	9	14.8%	3	4.9%	61	97	71	N/A	98	\$284,450	\$214,000	N/A	\$275,000
Talent	10	71.4%	3	21.4%	1	7.1%	14	93	N/A	N/A	112	\$178,250	N/A	N/A	\$193,700
Phoenix	8	53.3%	4	26.7%	3	20.0%	15	121	73	N/A	150	\$165,000	\$90,000	N/A	\$149,900
Jacksonville	9	69.2%	2	15.4%	2	15.4%	13	111	N/A	N/A	150	\$238,000	N/A	N/A	\$260,000
Northwest Medford	4	36.4%	7	63.6%	0	0.0%	11	237	40	N/A	112	\$146,000	\$100,900	N/A	\$100,900
West Medford	15	27.8%	30	55.6%	9	16.7%	54	25	30	119	43	\$102,000	\$72,000	\$124,000	\$83,750
Southwest Medford	10	47.6%	7	33.3%	4	19.0%	21	44	32	64	44	\$167,500	\$170,000	\$124,500	\$155,000
East Medford	90	55.9%	46	28.6%	25	15.5%	161	129	42	176	111	\$194,250	\$138,250	\$185,000	\$170,000
Central Point	38	40.0%	43	45.3%	14	14.7%	95	101	37	175	83	\$143,000	\$125,000	\$135,000	\$136,500
White City	4	16.7%	14	58.3%	6	25.0%	24	30	52	107	62	\$117,000	\$78,550	\$90,274	\$85,524
Eagle Point	10	30.3%	12	36.4%	11	33.3%	33	91	43	137	89	\$193,250	\$117,550	\$122,000	\$135,000
Shady Cove / Trail	2	66.7%	1	33.3%	0	0.0%	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Gold Hill & Rogue River	5	45.5%	5	45.5%	1	9.1%	11	281	91	N/A	216	\$109,000	\$134,900	N/A	\$111,800
COUNTY TOTALS	254	49.1%	184	35.6%	79	15.3%	517	108	44	173	95	\$185,750	\$112,563	\$135,000	\$152,000

ALL HOMES ON MARKET (including rural) - 07/31/11

AREA	Normal	Normal %	REO	REO %	Short	Short %	All
Ashland	267	89.6%	14	4.7%	17	5.7%	298
Talent	47	85.5%	2	3.6%	6	10.9%	55
Phoenix	21	77.8%	1	3.7%	5	18.5%	27
Jacksonville	88	89.8%	2	2.0%	8	8.2%	98
Northwest Medford	16	57.1%	1	3.6%	11	39.3%	28
West Medford	56	68.3%	4	4.9%	22	26.8%	82
Southwest Medford	51	69.9%	4	5.5%	18	24.7%	73
East Medford	253	74.9%	11	3.3%	74	21.9%	338
Central Point	106	67.1%	15	9.5%	37	23.4%	158
White City	35	66.0%	2	3.8%	16	30.2%	53
Eagle Point	97	81.5%	2	1.7%	20	16.8%	119
Shady Cove / Trail	57	82.6%	8	11.6%	4	5.8%	69
Gold Hill & Rogue River	125	89.9%	3	2.2%	11	7.9%	139
Other Areas	93	91.2%	1	1.0%	8	7.8%	102
COUNTY TOTALS	1312	80.0%	70	4.3%	257	15.7%	1639

REO/Short sales and inventories are not foreclosure rates.

"Normal" indicates properties that do not require third party approval for the transaction.

"REO" means Real Estate Owned, indicating bank or mortgage company ownership.

"Short" stands for Short Sale, where third party approval is required for the transaction.

Percentages of sales and inventories add up across the rows, but may not total exactly 100% due to rounding.