

MEDFORD HOUSING SNAPSHOT

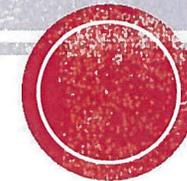
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SEP 28 2015
PLANNING DEPT

Rick Harris, Principal Broker

Coldwell Banker Pro West Real Estate

190 Oak Street, Ashland OR 97520

541-951-2323 rharris@mind.net



August 20, 2015

Exhibit QQQQ

In looking to add new lands to the Medford Urban Growth Boundary, it is crucial to focus on the trends in the real estate market to ensure that the all of the marketplace needs are met.

Meeting the housing needs of both West and East Medford is vital to ensure a stable and vibrant community.

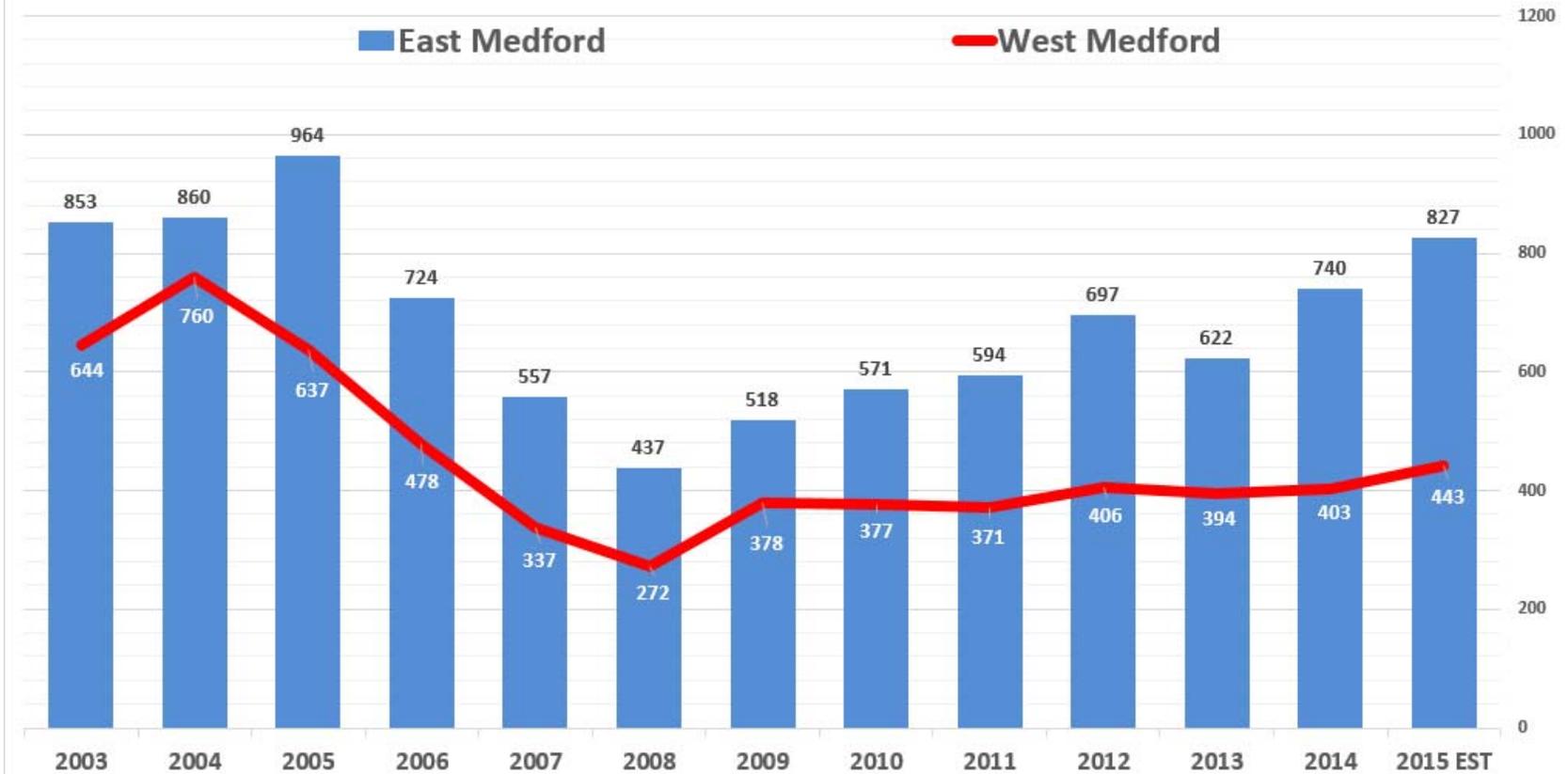


Units MD-7 and MD-8 provide affordable, easy-to-develop lands that score highly on all criteria and should be included.

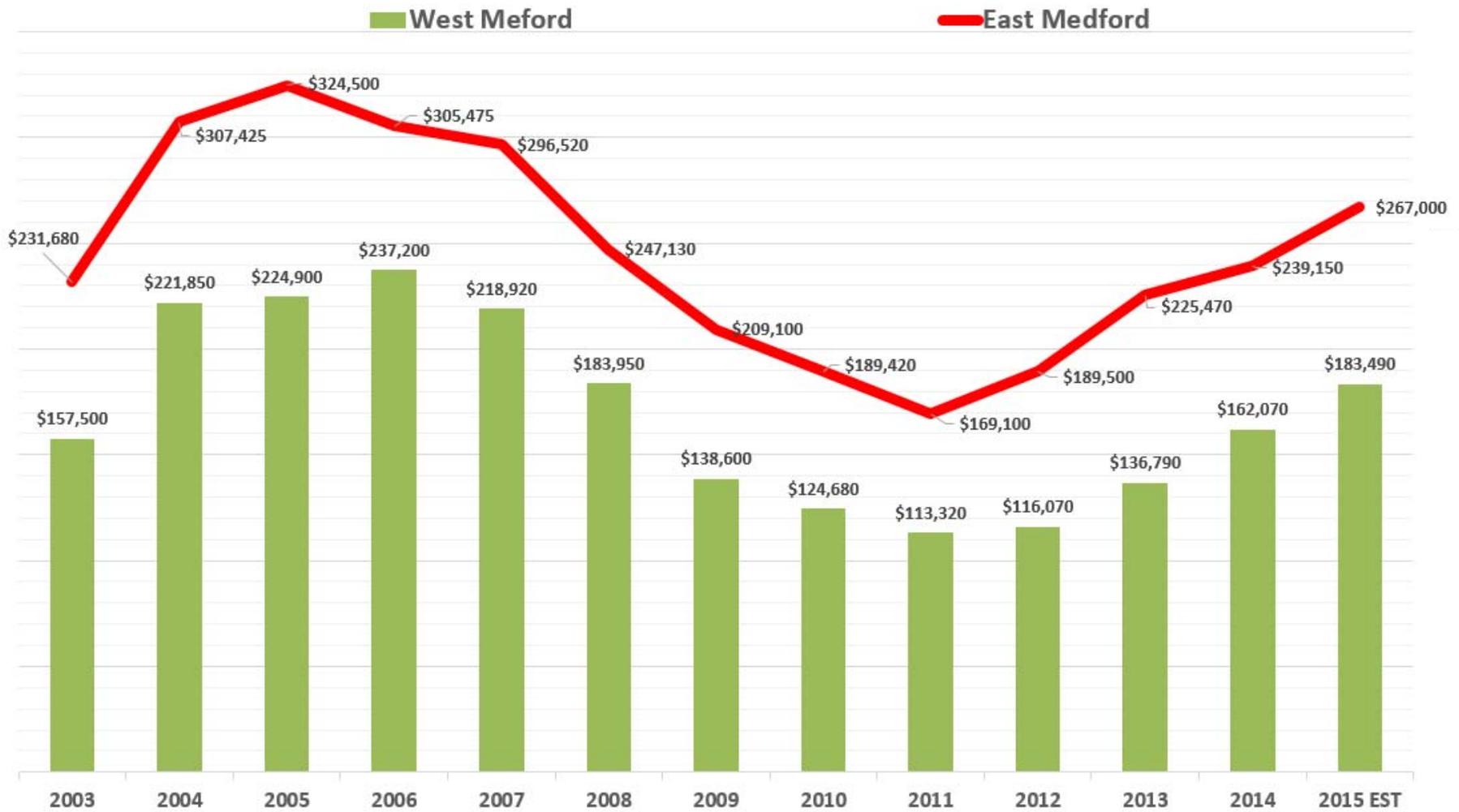
More importantly, these lands meet the long-term housing requirements of the working families and retirees of modest means who are the lifeblood of Medford's economy.



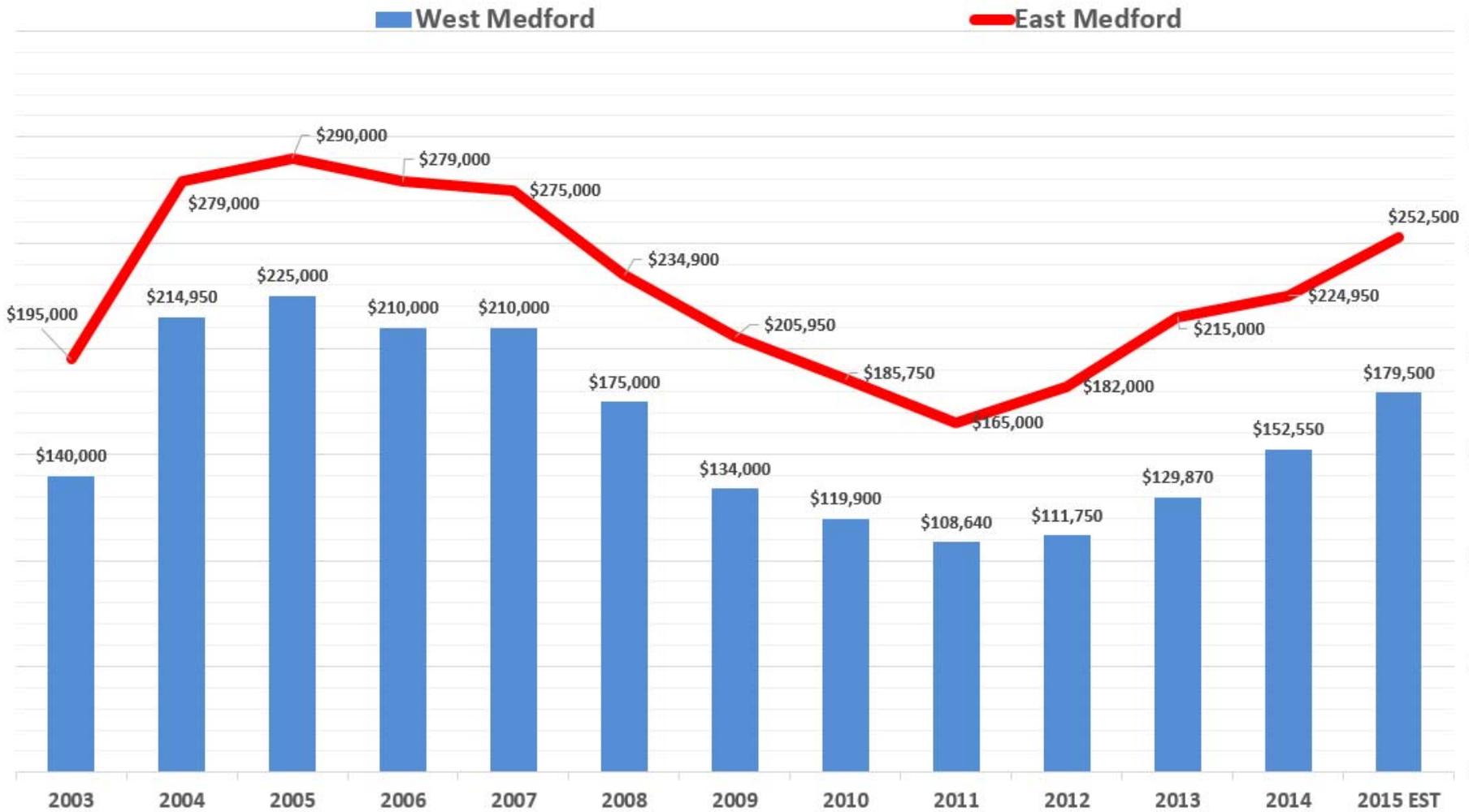
Total Residential Units Sold



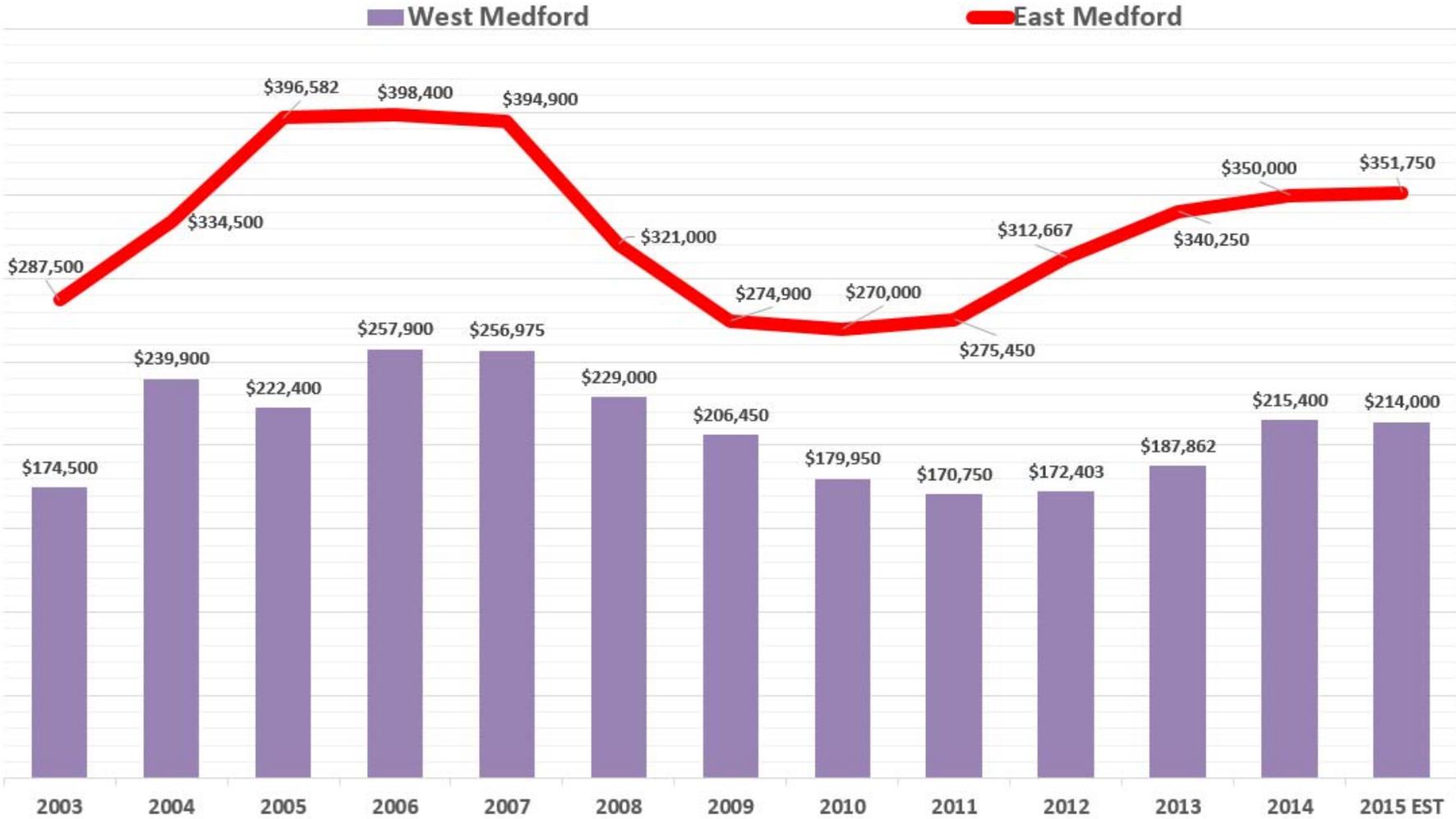
Median Home Prices--All Residential



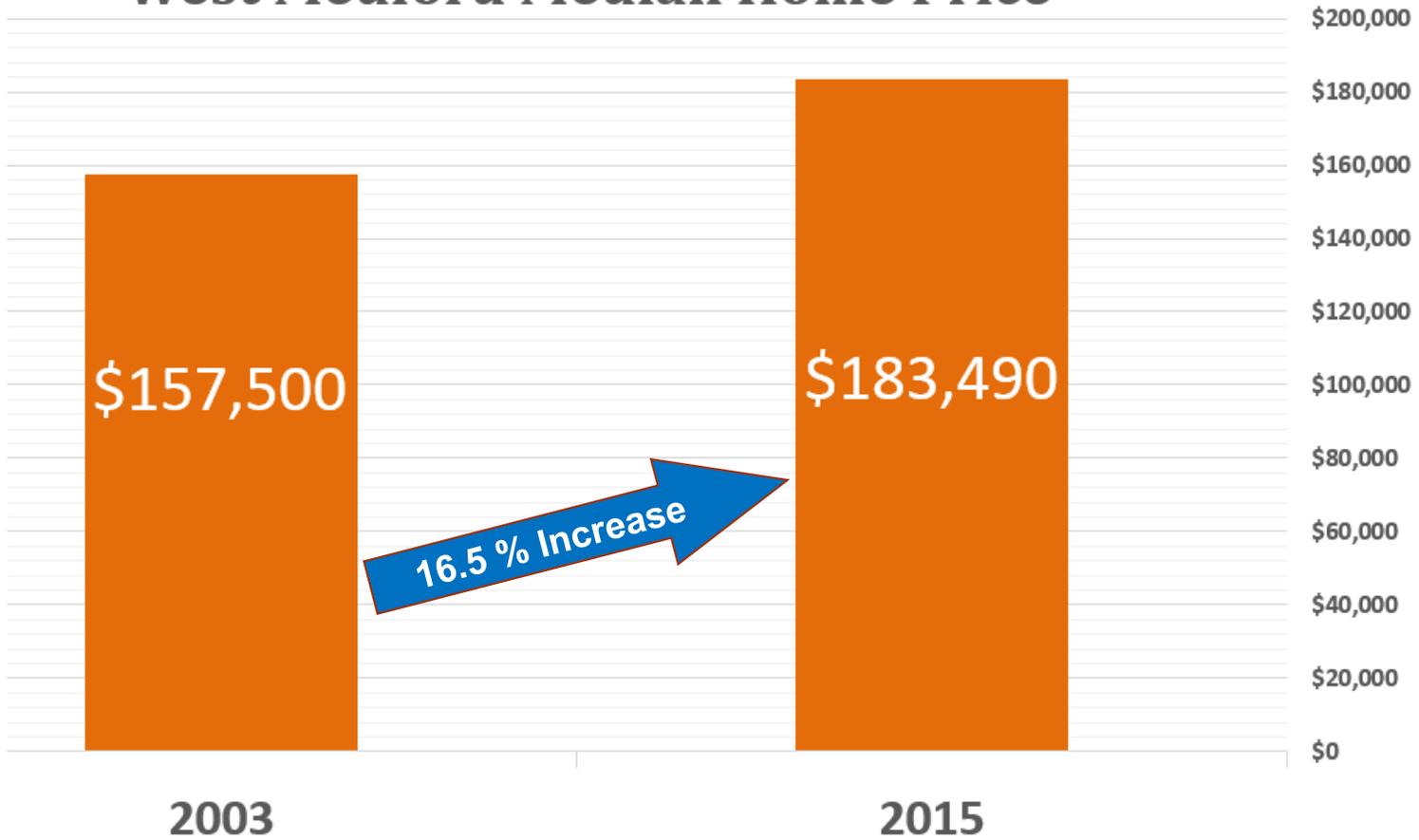
Median Home Prices--Resale Only



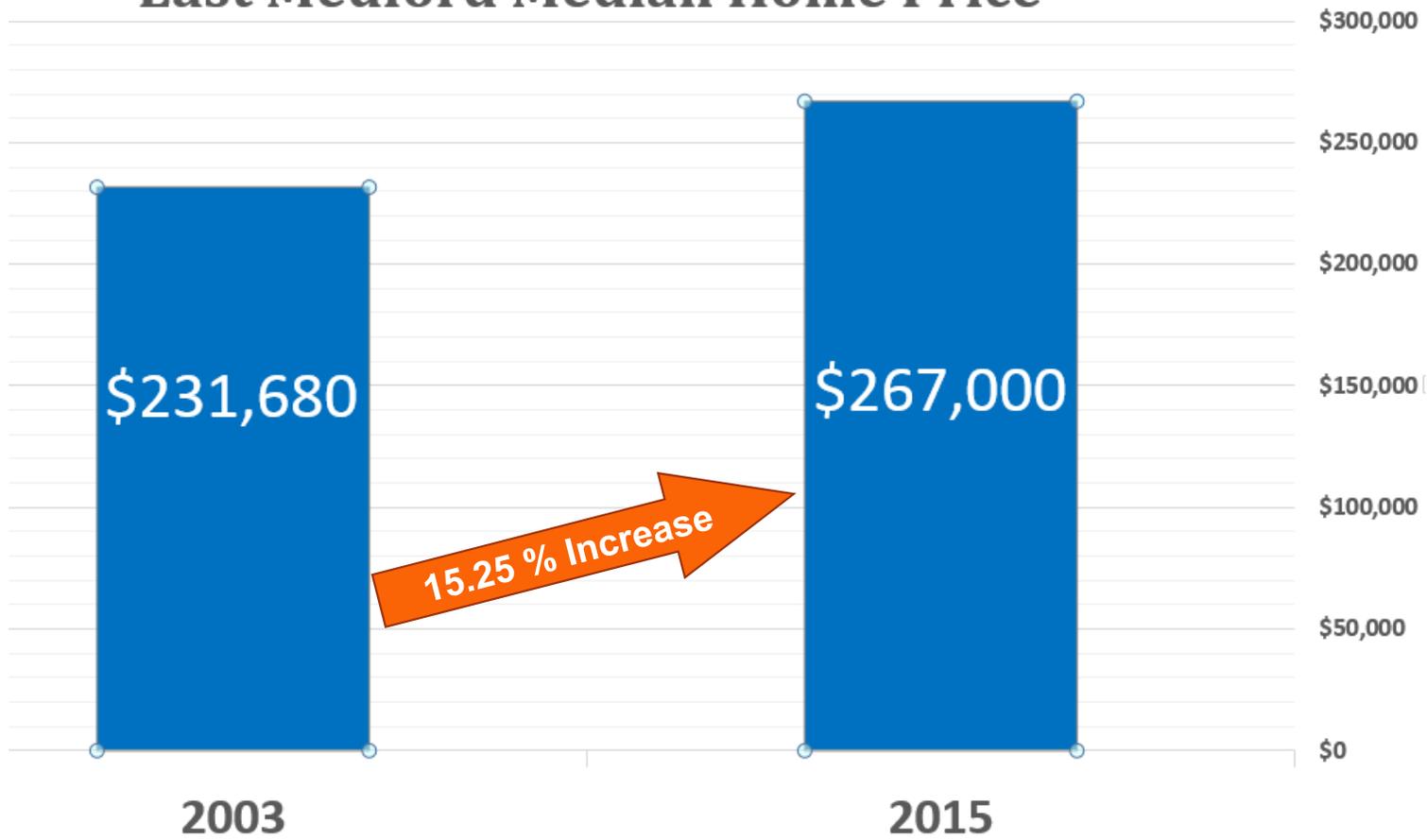
Median Home Prices--New Homes Only



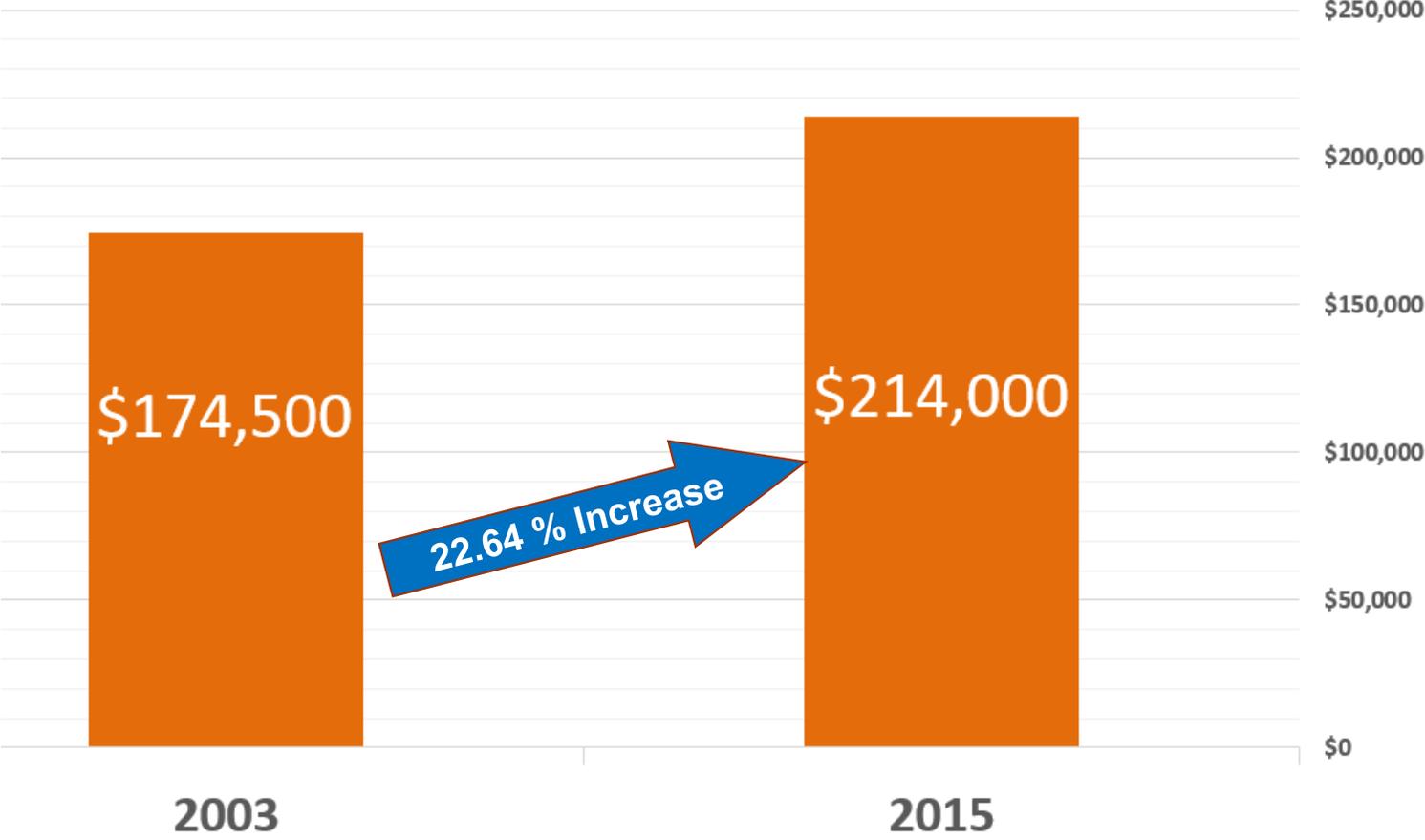
West Medford Median Home Price



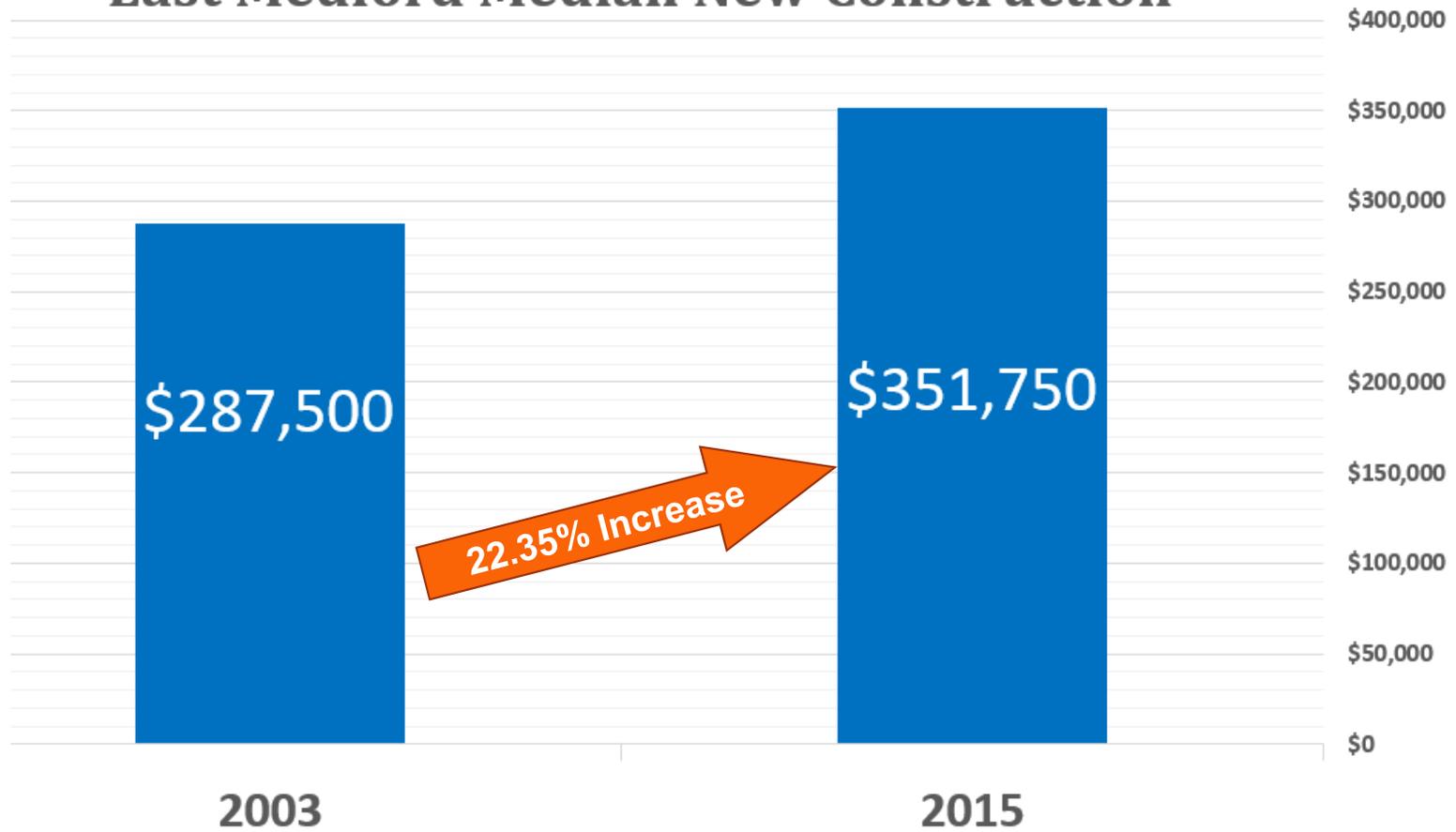
East Medford Median Home Price



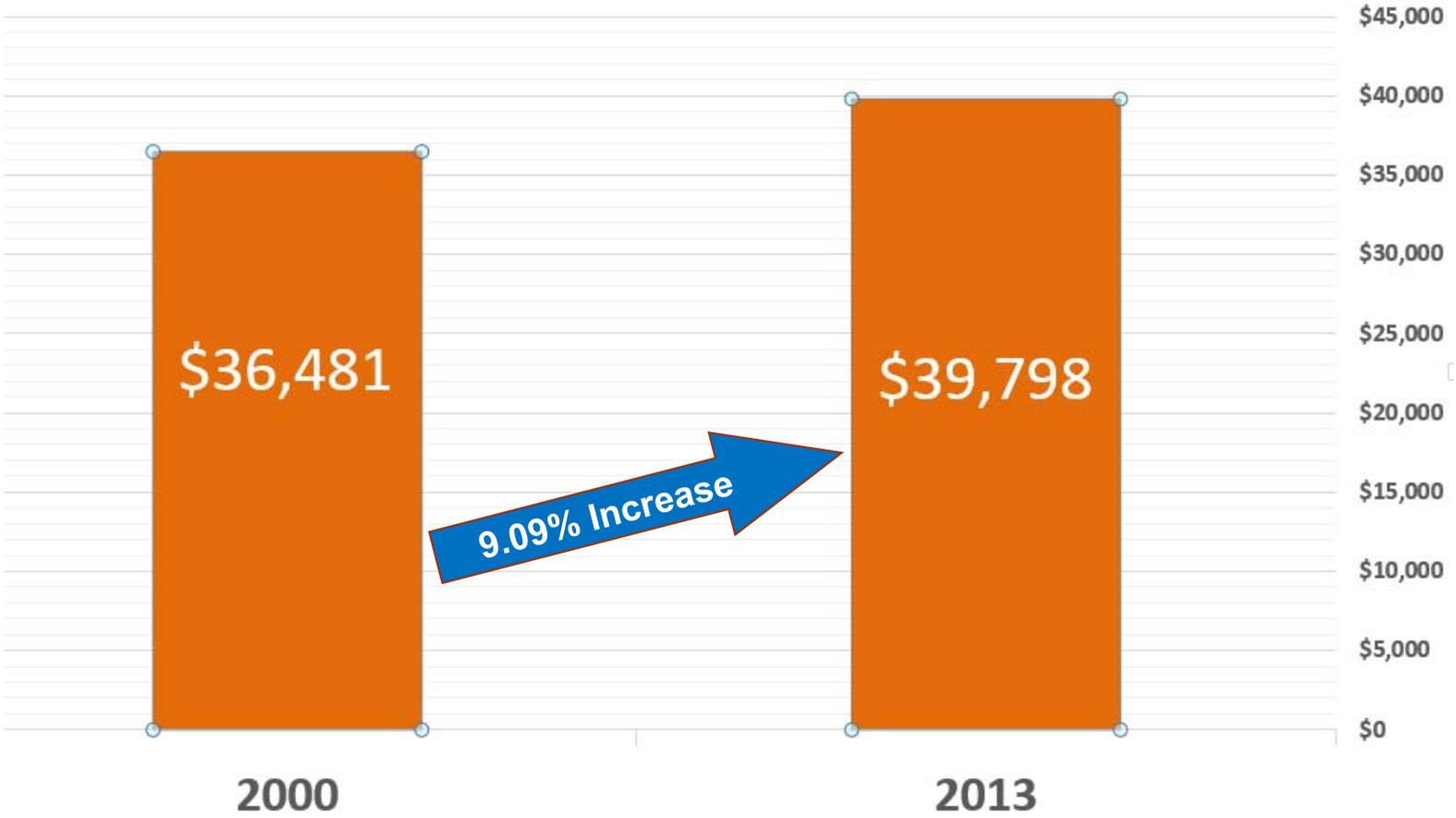
West Medford Median New Construction



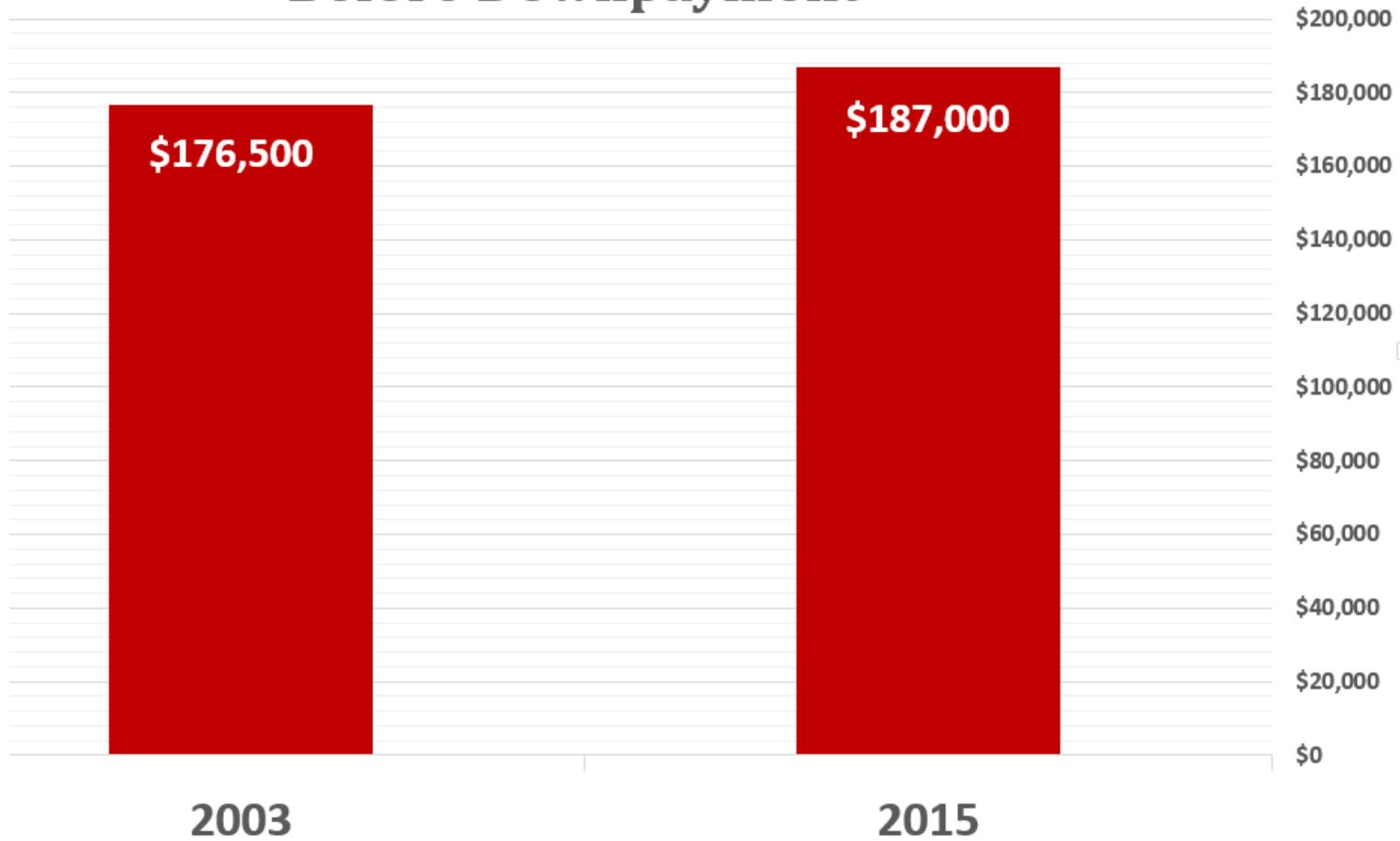
East Medford Median New Construction



Medford Median Household Income



Median Income Buying Power Before Downpayment



Buying Power for Medford buyers has increased only 5.9% in the last 12 years

With 20% Down payment, a buyer with Medford's Median Household Income can afford \$233,750 in today's market.

West Medford new construction will continue to be affordable into the future.





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**MODERATE AS WELL
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AND MULTIFAMILY**





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