

Rooted ESTATE

Want Your Property To Stand Out From The Crowd?



With leading edge professional marketing and a proven sales record, we make sure your listing gets noticed —



CHINA ROSE



...and gets
SOLD
exp[®]
REALTY



SHAUNA MAYFIELD

WINTER MARKET | 2025 SELLER EDITION

WHY CHOOSE TO LIST YOUR HOME WITH US?



CHINA ROSE

With a decade in real estate and over 190 successful closings, China brings a wealth of experience, market insight, and trusted professionalism to every transaction.

Her expertise spans rural properties, farms, and acreage throughout Southern Oregon, as well as residential homes and investment opportunities.

Known for her strategic mindset and calm, steady presence, she has earned a reputation for guiding clients through complex sales with confidence and clarity.

China's extensive background in real estate marketing and negotiation allows her to craft tailored strategies that position each listing for success. She has developed long-standing relationships across the region and is deeply attuned to the nuances of the Southern Oregon market — from land-use regulations and zoning to the lifestyle that draws people here.

Her clients appreciate her clear communication, thoughtful approach, and unwavering commitment to their goals. With an eye for detail and a genuine passion for helping people move into the next chapter of their lives, China is a true advocate for every client she serves.



SHAUNA MAYFIELD

As the founder of Rooted.Estate, Shauna blends real estate expertise, creative marketing, and a rural self-sufficiency lifestyle insight to tell each property's unique story.

She brings firsthand knowledge of rural living, land use, and community connection—helping sellers highlight the lifestyle that makes their property stand out while guiding buyers toward the properties that truly fit their vision.

Shauna's real estate background also includes private investment and remodeling, working alongside her husband, a licensed contractor.

Together, they've developed a practical understanding of construction, design, and property potential, giving clients a distinct advantage when preparing a home for market or evaluating value-add opportunities.

Her professional experience in photography, digital media, and brand storytelling enables her to craft marketing that feels authentic and captivating—bringing out the heart and personality of every property.

Shauna's clients describe her as calm, caring, and resourceful, with a grounded presence that makes the process smooth and clear.

Our partnership allows us to respond quickly, follow up thoroughly, and keep every opportunity moving forward. That level of attentiveness, combined with our marketing reach, gives your listing a measurable edge in today's fast-paced real estate market.

WHY CHOOSE TO LIST YOUR HOME WITH US?



THE POWER OF PARTNERSHIP



Together, China Rose & Shauna Mayfield combine proven experience, innovative strategy, and authentic connection to achieve one goal—getting your property sold with precision, care, and maximum impact.

Grounded in trust and collaboration, we unite China's decade of expertise and record of results with Shauna's fresh perspective, marketing creativity, and deep understanding of lifestyle properties.

When two dedicated brokers work in harmony toward a single vision, your results are amplified—more exposure, more strategy, and more opportunity to reach the perfect buyer. Seamless communication and thoughtful representation ensure that every detail is handled with integrity, and every decision moves you confidently toward success.

ROOTED IN SOUTHERN OREGON - GROUNDED IN RESULTS



STRATEGIC MARKETING & EXPOSURE

EVERY SUCCESSFUL SALE BEGINS WITH A CLEAR, CUSTOMIZED PLAN.

Every detail of our marketing strategy is designed to keep your property in the spotlight—beautifully presented, widely seen, and consistently refreshed. Through a multi-platform approach that integrates professional visuals, premium placements, and ongoing promotion, we ensure your listing remains active, visible, and engaging to serious buyers. From high-quality imagery to thoughtfully crafted content, every element is built to drive results.

HIGH-QUALITY PHOTOGRAPHY & VIDEO



STRATEGIC SOCIAL DISTRIBUTION

Today's buyers aren't just searching—they're scrolling, swiping, and comparing. High-quality photography and video have become non-negotiable in modern real estate marketing. According to the National Association of Realtors, homes with professional visuals sell up to 32% faster and for higher prices, while listings with video receive over 400% more inquiries. Our multi-platform marketing approach—spanning YouTube, Instagram Reels, Facebook Marketplace, Craigslist and targeted online community groups—ensures your property captures that attention where it matters most.

**THIS ISN'T JUST MARKETING; IT'S THE
MODERN STANDARD FOR SUCCESS.**

ROOTED.ESTATE DIGITAL PRESENCE



Every property we list is showcased on our website, Rooted.Estate, through an eye-catching, story-driven blog post designed to stand apart from typical real estate content.

These posts are more than just photos and data—they tell the story of your property and the lifestyle it represents.

Each blog feature includes:

- An embedded MLS property detail page for potential buyers to easily download listing information in a PDF format that can then be printed.
- Integrated video tours for an immersive viewing experience.
- A full-size, high-resolution photo gallery to showcase every angle of your home.
- SEO-optimized content to reach both local and out-of-area buyers searching for properties like yours.

Our blog content consistently receives more engagement than standard listing posts because it's designed to attract attention, build connection, and drive traffic directly back to your listing.



As part of our premium marketing strategy, we offer select clients the opportunity to feature their property on Zillow Showcase—Zillow's most exclusive listing tier.

Zillow Showcase gives qualifying listings:

- Priority placement in Zillow search results so your property appears higher and more prominently when buyers are searching in your area.
- Enhanced, ad-free visuals with large-format photos and a modern presentation that highlights your home's best features.
- Increased exposure and engagement, generating more views, saves, inquiries.

This level of marketing is reserved for listings that are prepared and presented at the highest standard—homes that are showcase-ready. For properties that qualify, we include this premium feature as part of our strategic marketing plan to ensure the strongest possible launch and visibility.

OUR GOAL IS SIMPLE: TO CREATE A MARKETING PRESENCE SO COMPELLING THAT BUYERS CAN ENVISION THEMSELVES LIVING THERE BEFORE THEY EVER STEP THROUGH THE DOOR.

JOSEPHINE COUNTY MARKET SNAPSHOT

Josephine County Residential Statistics as of October 31, 2025

JOSEPHINE CO EXISTING HOMES - August 1, 2025 through October 31, 2025

URBAN GROWTH BOUNDARY	ACTIVITY		CUMULATIVE DOM		PRICING				
	Aug 1 - Oct 31		Aug 1 - Oct 31		Aug 1 - Oct 31				
	Sold 2024	Sold 2025	Median 2024	Median 2025	Median 2023	Median 2024	Median 2025	2-year Change	1-year Change
Grants Pass (97526)	75	85	52	35	\$368,000	\$350,000	\$360,500	-2.0%	3.0%
Grants Pass (97527)	59	61	40	61	\$395,000	\$375,000	\$387,000	-2.0%	3.2%
Cave Junction	7	10	7	112	\$299,900	\$358,000	\$315,000	5.0%	-12.0%
TOTALS	141	156	40	47	\$374,950	\$359,900	\$370,000	-1.3%	2.8%

JOSEPHINE CO NEW CONSTRUCTION - August 1, 2025 through October 31, 2025

URBAN GROWTH BOUNDARY	ACTIVITY		CUMULATIVE DOM		PRICING				
	Aug 1 - Oct 31		Aug 1 - Oct 31		Aug 1 - Oct 31				
	Sold 2024	Sold 2025	Median 2024	Median 2025	Median 2023	Median 2024	Median 2025	2-year Change	1-year Change
Grants Pass (97526)	2	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Grants Pass (97527)	5	5	45	76	\$444,450	\$524,600	\$469,900	5.7%	-10.4%
Cave Junction	0	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TOTALS	7	7	100	82	\$416,950	\$595,000	\$369,500	-11.4%	-37.9%

JOSEPHINE CO RURAL HOMES - August 1, 2025 through October 31, 2025

ACREAGE	ACTIVITY		CUMULATIVE DOM		PRICING				
	Aug 1 - Oct 31		Aug 1 - Oct 31		Aug 1 - Oct 31				
	Sold 2024	Sold 2025	Median 2024	Median 2025	Median 2023	Median 2024	Median 2025	2-year Change	1-year Change
Under 5 Acres	62	68	55	55	\$461,000	\$532,500	\$505,850	9.7%	-5.0%
5 - 10 Acres	30	26	40	82	\$558,750	\$527,500	\$577,500	3.4%	9.5%
Over 10 Acres	10	18	105	61	\$582,500	\$702,500	\$515,000	-11.6%	-26.7%
TOTALS	102	112	55	58	\$485,000	\$540,000	\$522,500	7.7%	-3.2%

JOSEPHINE CO IN PARK MOBILE HOMES - August 1, 2025 through October 31, 2025

STYLE	ACTIVITY		CUMULATIVE DOM		PRICING				
	Aug 1 - Oct 31		Aug 1 - Oct 31		Aug 1 - Oct 31				
	Sold 2024	Sold 2025	Median 2024	Median 2025	Median 2023	Median 2024	Median 2025	2-year Change	1-year Change
Single Wide	3	9	10	73	\$32,500	N/A	\$33,000	1.5%	N/A
Double Wide	12	11	41	119	\$75,000	\$92,375	\$72,700	-3.1%	-21.3%
TOTALS	15	20	30	102	\$68,475	\$75,000	\$56,000	-18.2%	-25.3%

RESIDENTIAL INVENTORY

COMMUNITY	Active 10/31/24	Active 10/31/25	Change
Grants Pass (97526)	75	84	12.0%
Grants Pass (97527)	75	67	-10.7%
Cave Junction	14	20	42.9%
Rural	213	272	27.7%
TOTALS	377	443	17.5%

Existing and New Construction statistics include Single Family Residential, Townhomes, and Condominiums within Urban Growth Boundaries. In Park Mobile Homes are considered personal property and do not include land.

Median prices reflect broad market trends and are not a measure of value for individual properties.

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- ✓ Rural homes with 5-10 acres remain one of the strongest segments of the market.
- ✓ The rural market as a whole remains stable with healthy long-term appreciation.
- ✓ Well-prepared, well-marketed acreage properties are still selling strongly!



YOUR GATEWAY TO STAY CONNECTED WITH US



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