



Rooted ESTATE



SPRING 2026 BUYERS GUIDE

Find Your
Place in
Southern
Oregon



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Welcome Home

Whether you're dreaming of land, a homestead, a quiet retreat, or your next investment—this journey is about more than buying property.

It's about finding a place that supports the life you want to live.

As local Realtors, we guide our clients through every step with clarity, strategy, and a deep understanding of Southern Oregon's unique landscape—from water rights and zoning to lifestyle alignment and long-term vision.

We're not just here to help you purchase property.

We're here to help you plant roots!

China Rose & Shauna Mayfield



What are you really looking for?

For many of our clients, it's not just a home.



IT'S:

- **A HOMESTEAD WITH SPACE TO GROW**
- **LAND WITH WATER AND LONG-TERM VALUE**
- **A PEACEFUL RETREAT FROM CITY LIFE**
- **A PLACE TO BUILD, CREATE, AND LIVE INTENTIONALLY**

BEFORE WE LOOK AT PROPERTIES, WE DEFINE YOUR VISION.

Because the right property isn't just found...it's aligned.



THE HOME BUYING PROCESS SIMPLIFIED



CONSULTATION

WHERE YOUR DREAM BECOMES A CLEAR PLAN
THIS IS WHERE EVERYTHING BEGINS.

WE TAKE THE TIME TO UNDERSTAND NOT JUST WHAT YOU'RE LOOKING FOR—BUT WHY.

WE'LL WALK THROUGH:

- YOUR LIFESTYLE GOALS (HOMESTEAD, RETREAT, INVESTMENT, ETC.)
- PREFERRED LOCATIONS AND LAND CHARACTERISTICS
- TIMELINE AND URGENCY
- FINANCING OR CASH POSITIONING
- LONG-TERM VISION FOR THE PROPERTY

THIS STEP CREATES CLARITY AND DIRECTION—SO WE'RE NOT JUST SEARCHING, WE'RE SEARCHING WITH PURPOSE.



PROPERTY SEARCH

CURATED OPPORTUNITIES—NOT ENDLESS SCROLLING

ONCE WE DEFINE YOUR VISION, WE BEGIN IDENTIFYING PROPERTIES THAT TRULY ALIGN.

THIS INCLUDES:

- ON-MARKET LISTINGS
- OFF-MARKET OPPORTUNITIES WHEN AVAILABLE
- PROPERTIES WITH THE RIGHT ZONING, WATER, AND USABILITY
- HIDDEN POTENTIAL OTHERS MAY OVERLOOK

WE FILTER OUT WHAT DOESN'T FIT—SO YOUR TIME IS SPENT ONLY ON MEANINGFUL OPPORTUNITIES.
OUR GOAL IS NOT TO SHOW YOU EVERYTHING. IT'S TO SHOW YOU WHAT'S RIGHT.




OFFER STRATEGY

POSITIONING YOU TO WIN THE RIGHT PROPERTY
WHEN YOU FIND THE RIGHT PROPERTY, STRATEGY MATTERS.

WE GUIDE YOU THROUGH:

- PRICING STRATEGY BASED ON MARKET CONDITIONS
- STRUCTURING TERMS THAT STRENGTHEN YOUR OFFER
- UNDERSTANDING SELLER MOTIVATIONS
- NEGOTIATION APPROACH AND POSITIONING

IN TODAY'S MARKET, THE STRONGEST OFFER ISN'T ALWAYS THE HIGHEST—
IT'S THE ONE THAT MAKES THE MOST SENSE TO THE SELLER.
WE ADVOCATE FOR YOUR BEST OUTCOME WHILE KEEPING YOUR LONG-TERM GOALS IN FOCUS.



THE HOME BUYING PROCESS SIMPLIFIED DUE DILLIGENCE



CLARITY, PROTECTION, AND INFORMED DECISIONS
THIS IS ONE OF THE MOST IMPORTANT PHASES OF THE ENTIRE PROCESS.
VERIFY WHAT YOU'RE TRULY BUYING DURING THIS COORDINATED TIMELINE.

OUR ROLE IS TO PROVIDE RESOURCES TO HELP YOU UNCOVER INFORMATION

THIS MAY INCLUDE:

- HOME INSPECTIONS
- WELL FLOW AND WATER QUALITY TESTING
- SEPTIC INSPECTIONS
- PROPERTY BOUNDARIES AND ACCESS
- TITLE REVIEW AND POTENTIAL RESTRICTIONS
- ZONING AND LAND USE VERIFICATION
- FEASIBILITY STUDIES FOR FUTURE PLANS

YOU'LL HAVE THE OPPORTUNITY TO:

- MOVE FORWARD WITH CONFIDENCE
- RENEGOTIATE TERMS
- OR STEP BACK IF NEEDED



CLOSING



THE TRANSITION INTO YOUR NEXT CHAPTER
AS WE MOVE TOWARD CLOSING, WE ENSURE EVERYTHING IS ALIGNED AND ON TRACK.

THIS INCLUDES:

- COMMUNICATION WITH YOUR LENDER - FINALIZING FINANCING
- COORDINATING WITH TITLE AND ESCROW
- REVIEWING ALL FINAL DOCUMENTS
- ENSURING CONDITIONS OF THE CONTRACT ARE MET

ON CLOSING DAY, OWNERSHIP TRANSFERS—AND THE PROPERTY BECOMES YOURS.
BUT OUR RELATIONSHIP DOESN'T END THERE.


WE CONTINUE TO SUPPORT YOU WITH:

- LOCAL RESOURCES AND CONNECTIONS
- PROPERTY INSIGHT AND NEXT STEPS
- GUIDANCE AS YOU SETTLE INTO YOUR NEW SPACE



Because this isn't just a transaction— it's a transition into a new way of living!

MARKET SNAPSHOT



The Josephine County market is entering Spring 2026 with increased activity and improved momentum, creating meaningful opportunity for buyers who understand how to navigate it.

Homes are selling faster than they were last year, with median days on market dropping significantly. This tells us that well-positioned properties are attracting attention quickly, and buyers should be prepared to act with clarity when the right opportunity presents itself.

AT THE SAME TIME, THIS IS NOT AN OVERLY AGGRESSIVE OR OVERHEATED MARKET.

THERE IS CURRENTLY A NOTICEABLE GAP BETWEEN LIST PRICES AND FINAL SALE PRICES, WHICH REFLECTS SOMETHING IMPORTANT:

➔ **SELLERS ARE TESTING HIGHER PRICE POINTS**

➔ **BUYERS ARE STILL NEGOTIATING AND MAKING THOUGHTFUL DECISIONS**



FOR BUYERS, THIS CREATES A UNIQUE WINDOW.

You may encounter competition on desirable homes — especially in the \$300,000 to \$500,000 range — but there is still room for strategy, negotiation, and alignment on value.

Inventory remains somewhat limited compared to last year, which means selection can feel tighter, but it also means that each opportunity carries more significance. The right property, priced correctly, tends to move quickly — while others may sit and present opportunity.

WHAT THIS MEANS FOR YOU AS A BUYER

- YOU ARE ENTERING A MORE ACTIVE, BUT STILL BALANCED MARKET
- YOU MAY NEED TO MOVE DECISIVELY ON THE RIGHT PROPERTY
- YOU STILL HAVE LEVERAGE WHEN PRICING OR CONDITION IS NOT ALIGNED
- STRATEGY AND GUIDANCE MATTER MORE THAN EVER

THIS IS A MARKET WHERE PREPARATION CREATES CONFIDENCE.

With the right approach, buyers can still secure strong opportunities — not just by reacting quickly, but by understanding where true value exists.

Josephine County Residential Statistics as of March 31, 2026

JOSEPHINE CO EXISTING HOMES - January 1, 2026 through March 31, 2026									
URBAN GROWTH BOUNDARY	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Grants Pass (97526)	56	64	59	32	\$335,500	\$348,500	\$343,500	2.4%	-1.4%
Grants Pass (97527)	30	36	76	38	\$370,000	\$397,000	\$372,000	0.5%	-6.3%
Cave Junction	9	2	78	N/A	\$252,100	\$305,000	N/A	N/A	N/A
TOTALS	95	102	62	34	\$355,000	\$360,000	\$354,500	-0.1%	-1.5%

JOSEPHINE CO NEW CONSTRUCTION - January 1, 2026 through March 31, 2026									
URBAN GROWTH BOUNDARY	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Grants Pass (97526)	0	2	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Grants Pass (97527)	5	4	88	86	\$432,500	\$482,500	\$497,500	15.0%	3.1%
Cave Junction	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TOTALS	5	6	88	86	\$432,500	\$482,500	\$497,500	15.0%	3.1%

JOSEPHINE CO RURAL HOMES - January 1, 2026 through March 31, 2026									
ACREAGE	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Under 5 Acres	41	48	69	75	\$465,000	\$527,000	\$502,000	8.0%	-4.7%
5 - 10 Acres	18	25	29	150	\$617,500	\$691,750	\$464,000	-24.9%	-32.9%
Over 10 Acres	8	8	71	104	\$460,000	\$580,000	\$534,500	16.2%	-7.8%
TOTALS	67	81	63	98	\$480,000	\$580,000	\$525,000	9.4%	-9.5%

JOSEPHINE CO IN PARK MOBILE HOMES - January 1, 2026 through March 31, 2026									
STYLE	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Single Wide	6	0	112	N/A	\$61,100	\$35,750	N/A	N/A	N/A
Double Wide	16	16	84	55	\$106,000	\$115,500	\$92,700	-12.5%	-19.7%
TOTALS	22	16	84	55	\$90,000	\$78,500	\$92,700	3.0%	18.1%

RESIDENTIAL INVENTORY			
COMMUNITY	Active 03/31/25	Active 03/31/26	Change
Grants Pass (97526)	67	66	-1.5%
Grants Pass (97527)	64	48	-25.0%
Cave Junction	12	23	91.7%
Rural	203	254	25.1%
TOTALS	346	391	13.0%

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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JOSEPHINE COUNTY

JACKSON COUNTY

MARKET SNAPSHOT



The Jackson County market is moving into Spring 2026 with steady activity, rising prices, and a more balanced pace, creating real opportunity for buyers who approach the market with clarity and strategy.

Home prices have increased compared to last year, with both average and median sold prices showing solid growth. This tells us that demand remains strong and values are holding, even as the market shifts into a more sustainable rhythm.

AT THE SAME TIME, THE PACE OF THE MARKET HAS MODERATED.

Homes are taking longer to sell than in the peak market, and inventory has increased, giving buyers more options and more time to evaluate their decisions. This creates a healthier environment overall — one that allows for thoughtful purchases rather than rushed ones.

THERE IS ALSO A NOTICEABLE GAP BETWEEN LIST PRICES AND FINAL SALE PRICES, WHICH REFLECTS AN IMPORTANT DYNAMIC:

- ➔ SELLERS ARE STILL ADJUSTING EXPECTATIONS
- ➔ BUYERS ARE NEGOTIATING MORE INTENTIONALLY
- ➔ PRICING STRATEGY IS BECOMING MORE CRITICAL

You may still encounter competition in key price points — particularly in the \$400,000 to \$600,000 range — but the intensity is more measured, and there is often room to negotiate on price, repairs, or terms depending on the property.

FOR BUYERS, THIS CREATES A UNIQUE WINDOW.

INVENTORY HAS EXPANDED COMPARED TO LAST YEAR, WHICH MEANS:

- ➔ MORE CHOICES ARE AVAILABLE
- ➔ NOT EVERY HOME IS MOVING IMMEDIATELY
- ➔ SOME LISTINGS PRESENT STRATEGIC OPPORTUNITY IF THEY ARE OVERPRICED OR SITTING LONGER



At the same time, well-presented and well-priced homes are still moving, which reinforces the importance of being prepared when the right property comes along.

WHAT THIS MEANS FOR YOU AS A BUYER

- YOU ARE ENTERING A MORE BALANCED AND OPPORTUNITY-DRIVEN MARKET
- YOU HAVE MORE TIME AND OPTIONS THAN IN RECENT YEARS
- YOU STILL HAVE LEVERAGE WHEN PRICE OR CONDITION IS NOT ALIGNED
- YOU MAY NEED TO ACT DECISIVELY ON WELL-PRICED, HIGH-DEMAND HOMES
- STRATEGY, TIMING, AND GUIDANCE MATTER MORE THAN EVER

THIS IS A MARKET WHERE BUYERS CAN MOVE WITH BOTH CONFIDENCE AND INTENTION.

With the right approach, you're not just competing — you're positioning yourself to recognize value, negotiate effectively, and secure the right property for your next chapter.

Jackson County Residential Statistics as of March 31, 2026

JACKSON CO EXISTING HOMES - January 1, 2026 through March 31, 2026									
URBAN GROWTH BOUNDARY	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Ashland	52	59	49	40	\$510,000	\$496,000	\$534,000	4.7%	7.7%
Talent	9	6	10	4	\$442,500	\$384,000	\$425,000	-4.0%	10.7%
Phoenix	6	11	38	51	\$365,025	\$413,500	\$415,000	13.7%	0.4%
Jacksonville	10	12	74	49	\$606,250	\$637,500	\$752,500	24.1%	18.0%
Medford (97501)	51	75	20	33	\$352,125	\$340,000	\$340,000	-3.4%	0.0%
Medford (97504)	130	113	32	52	\$434,500	\$440,000	\$425,000	-2.2%	-3.4%
Central Point	47	46	16	22	\$387,500	\$407,000	\$377,750	-2.5%	-7.2%
White City	16	25	23	35	\$327,500	\$325,125	\$305,000	-6.9%	-6.2%
Eagle Point	24	28	36	31	\$459,000	\$419,500	\$500,000	8.9%	19.2%
Shady Cove	10	9	161	62	\$550,000	\$415,000	\$457,000	-16.9%	10.1%
Gold Hill & Rogue River	9	5	23	72	\$310,000	\$363,000	\$390,000	25.8%	7.4%
TOTALS	366	390	30	37	\$406,500	\$415,000	\$406,450	0.0%	-2.1%

JACKSON CO NEW CONSTRUCTION - January 1, 2026 through March 31, 2026									
URBAN GROWTH BOUNDARY	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Ashland	3	5	3	270	N/A	N/A	\$735,000	N/A	N/A
Talent	4	0	135	N/A	\$413,120	\$437,400	N/A	N/A	N/A
Phoenix	0	0	N/A	N/A	\$509,000	N/A	N/A	N/A	N/A
Jacksonville	0	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Medford (97501)	9	6	92	157	\$390,000	\$360,000	\$392,450	0.6%	9.0%
Medford (97504)	24	7	75	128	\$474,995	\$507,766	\$605,000	27.4%	19.1%
Central Point	4	2	90	N/A	N/A	\$519,000	N/A	N/A	N/A
White City	26	3	45	74	\$359,950	\$348,000	N/A	N/A	N/A
Eagle Point	5	8	216	190	\$590,965	\$565,210	\$544,980	-7.8%	-3.6%
Shady Cove	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Gold Hill & Rogue River	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TOTALS	78	44	75	138	\$439,209	\$425,950	\$479,498	9.2%	12.6%

JACKSON CO RURAL HOMES - January 1, 2026 through March 31, 2026									
ACREAGE	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Under 5 Acres	44	60	48	62	\$532,500	\$492,450	\$585,000	9.9%	18.8%
5 - 10 Acres	21	26	119	102	\$575,000	\$635,000	\$600,000	4.3%	-5.5%
Over 10 Acres	22	22	119	100	\$715,000	\$765,250	\$730,500	2.2%	-4.5%
TOTALS	87	108	100	73	\$582,000	\$600,000	\$637,500	9.5%	6.3%

JACKSON CO IN PARK MOBILE HOMES - January 1, 2026 through March 31, 2026									
STYLE	ACTIVITY		CUMULATIVE DOM		PRICING				
	Jan 1 - Mar 31		Jan 1 - Mar 31		Jan 1 - Mar 31				
	Sold 2025	Sold 2026	Median 2025	Median 2026	Median 2024	Median 2025	Median 2026	2-year Change	1-year Change
Single Wide	19	12	85	83	\$41,000	\$40,000	\$38,875	-5.2%	-2.8%
Double Wide	32	26	81	57	\$132,000	\$122,500	\$128,500	-2.7%	4.9%
TOTALS	51	38	85	61	\$107,377	\$100,000	\$84,000	-21.8%	-16.0%

RESIDENTIAL INVENTORY			
COMMUNITY	Active 03/31/25	Active 03/31/26	Change
Ashland	75	97	29.3%
Talent	18	18	0.0%
Phoenix	9	6	-33.3%
Jacksonville	16	21	31.3%
Medford (97501)	61	88	44.3%
Medford (97504)	139	149	7.2%
Central Point	43	32	-25.6%
White City	25	27	8.0%
Eagle Point	45	49	8.9%
Shady Cove	28	12	-57.1%
Gold Hill & Rogue River	9	18	100.0%
Rural	180	235	30.6%
TOTALS	648	752	16.0%

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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Meet Your Realtor



CHINA ROSE

With over a decade in real estate and hundreds of successful closings, China Rose brings a depth of experience that gives buyers a clear advantage in today's market.

Her expertise spans rural properties, farms, acreage, and residential homes throughout Southern Oregon—allowing her to guide buyers through a wide range of opportunities with confidence and precision.

China is known for her strategic mindset and steady, grounded approach.

She helps buyers navigate each step with clarity—whether that means understanding property value, evaluating land potential, or positioning a strong offer in a competitive situation.

Her deep knowledge of the Southern Oregon market includes zoning, land use, and the nuances that can significantly impact a property's long-term value and usability. This insight allows buyers to make informed decisions—not just in the moment, but for the future they're building.

Clients appreciate her clear communication, thoughtful guidance, and ability to simplify complex situations. She is a strong advocate, ensuring her buyers feel supported, informed, and confident from start to finish.

Meet Your Realtor



SHAUNA MAYFIELD

As the founder of Rooted Estate Magazine, Shauna Mayfield brings a unique blend of real estate expertise, creative vision, and firsthand experience in rural living. She specializes in helping buyers align with properties that truly support their lifestyle—whether that’s land for a homestead, a peaceful retreat, or a long-term investment opportunity.

Shauna’s background in land use, rural living, and property potential allows her to guide buyers beyond the surface—helping them understand not just what a property is, but what it can become.

Working alongside her husband, a licensed contractor, she offers additional insight into construction, remodeling, and value-add opportunities. This gives buyers a practical edge when evaluating a property’s condition, possibilities, and long-term investment potential.

With a foundation in photography, digital media, and storytelling, Shauna approaches real estate with both strategy and intuition—helping buyers see the full picture while staying grounded in the details that matter. Clients describe her as calm, caring, and resourceful, with a steady presence that brings clarity and ease to the process.

WHY CHOOSE US TO REPRESENT YOU?



THE POWER OF PARTNERSHIP



Together, China Rose & Shauna Mayfield combine proven experience, strategic insight, and authentic connection to achieve one goal—helping you find and secure the right property with clarity, confidence, and intention.

Grounded in trust and collaboration, we bring together China's decade of experience and strong negotiation background with Shauna's fresh perspective, creative vision, and deep understanding of lifestyle and land-based properties.

When two dedicated brokers work in alignment on your behalf, your position as a buyer is strengthened—more insight, more strategy, and more opportunity to identify and secure the property that truly fits.

Through seamless communication and thoughtful representation, every detail is handled with care, and every step is guided with purpose—so you can move forward with confidence in both your decisions and your investment.



ROOTED IN SOUTHERN OREGON - GROUNDED IN RESULTS

YOUR GATEWAY TO STAY CONNECTED WITH US



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Shauna Mayfield : Broker : eXp Realty, LLC



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BUYER CONSULTATION

THIS CONSULTATION IS A CHANCE TO CONNECT,
UNDERSTAND YOUR GOALS, AND MAP OUT A CLEAR PATH
FORWARD. WHETHER YOU'RE SEARCHING FOR LAND, A
HOME, OR AN INVESTMENT, WE'LL HELP YOU NAVIGATE
YOUR OPTIONS WITH CLARITY AND CONFIDENCE!



Schedule a call with us!



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