SKIPPER REALTY GROUP

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If your property is listed with a real estate agent, please disregard.
It is not our intention to solicit the offerings of other real estate agents.

WILSONVILLE

Real Estate
Market Report
November 2021

LOOKING AHEAD

WHAT TO WATCH FOR IN THE COMING MONTHS:

Home Values continued to increase

In Wilsonville, prices have remained particularly strong due to our coveted community, convenient location, and local tech and manufacturing businesses that have set up shop here. We expect prices to remain strong in the coming months, but strategic marketing and positioning are critical to getting the highest return on your investment.

Inventory remains low but is increasing nationally

Nationally the inventory of homes increased 5% year over year according to CNBC. However, there is still buyer demand. There is only so much property to go around. Add that to the current market conditions, with a strong pool of motivated buyers, and you get healthy competition for homes. The fall market traditionally brings less homes to market, but as we know the housing market has not followed traditional trends. Now is a great time to get a plan in motion. With current inventory levels, it's actually easier for new listings to stand out.

Continued Growth

As Wilsonville continues to grow and develop, property values are expected to follow. Here are just a few of the latest projects happening in Wilsonville:

- Development of the frog pond residential neighborhood.
- Basalt Creek planning area to develop residential neighborhoods between Wilsonville and Tualatin.
- Ice Age Tonquin trail is planned to connect Sherwood, Tualatin, and Wilsonville, giving commuters new ways to get to work, shop, and go to school.
- Development of the bike and pedestrian bridge over I5 will connect SMART transit to different areas of Wilsonville.

What to expect when selling your home

You deserve to be treated like more than just a number during your home sale. The home selling process is complicated, and you're saying goodbye to a special place, so it's important to feel taken care of. Anything less than the best just doesn't make sense. You need a step-by-step marketing strategy, expert guidance, and someone to be there to represent your best interests at the negotiating table.

Thinking of selling in the next 12 months?

Call me today for your strategic marketing consultation. We'll cover your goals, talk about your home, and briefly discuss my process for helping you maximize your equity. With a better understanding of one another, we can begin planning your move.

→ **503-577-8853**

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COURTESY OF
JOE SKIPPER

WILSONVILLE

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DEAR NEIGHBORS & FRIENDS,

If you've been feeling you are ready to upgrade to your next home, you've probably thought about what it would take to support your move.

But saying goodbye to your current home isn't a simple process. Our homes are special places, so it's important to feel like you're parting ways on the best possible terms.

As you consider this move, you are right to want to know more about this asset, and you deserve an expert guide for that. Here are some of the top things you should know:

Home prices are still rising.

The median sold price for Wilsonville is $660,000 for October of this year. This a 12% increase from October 2020 and is a 10% increase from last month. Though the median price continues to increase, there is low inventory, and robust buyer demand, nationally we are seeing what some experts call a cooling of the market. Inventory is slowly driving the demand to normal. But with proper preparation and a competitive pricing strategy, homes in our area are still selling for thousands more than just 12 months ago!

Buyer demand is high, even in a traditionally slower Fall season.

October showed an inventory of 35 homes in Wilsonville. This is a 18% decrease compared to October 2020, and a 14% decrease from last month. This decrease is good for sellers in that it drives up demand, and though we have traditionally seen slower Fall seasons, in Wilsonville that isn't the case. Having a strategic preparation and marketing plan is the best way to ensure your home garners interest and commands top dollar.

If you are thinking about selling in the next 12 months, now is the time to start preparing to market.

Selling your beloved home is a significant event, and you deserve to enjoy life before, during, and after your sale. A strong return on investment is great but keeping life on the rails all the while is even better.

That's why we work with you from the very beginning to determine your goals, desires, and level of involvement you need in the transaction. When you feel confident and comfortable with the process, we'll employ proven, technology-focused marketing strategies to help you sell higher–and quicker.

Thanks to a process that works, our clients trusted us with over $11 million in homes sold last year alone.

So, if you're wondering what it takes to maximize your equity in today's market, call me today for your strategic marketing consultation

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We'll cover your goals, talk about your home, and briefly discuss my process for helping you begin your next chapter confidently. With a better understanding of one another, we can begin planning your move.

Call today → 503-577-8853

Thanks so much,

"Joe is a great realtor. He worked through all my curve balls I threw his way. He is very professional and very easy to talk to about all the needs you are looking for in a house! I highly suggest using Joe!! Very friendly as well."

—Brianna

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MARKET STATISTICS

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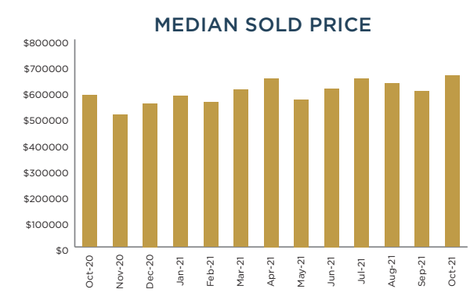
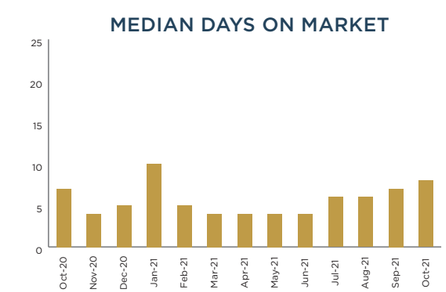
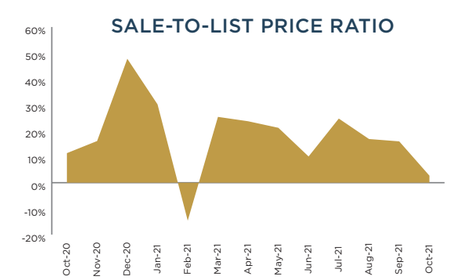
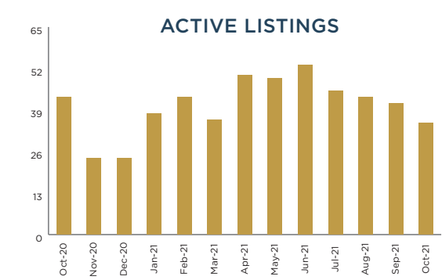
SINGLE-FAMILY HOME STATS	OCT 2020	OCT 2021	2020 VS. 2021	ANALYSIS
Median Sold Price	$585,250	$660,000	↑ 12.7%	Prices are up significantly from October 2020. During periods of growth, it can be tempting to overprice, but that can actually hurt your ROI. Pricing competitively from day one is key to getting the most out of your home.
Median Days on Market	7	8	↑ 14.2%	Strong demand has kept homes moving even as we move through a traditionally slower season. Well-prepared, strategically marketed homes are still selling significantly fast.
Sale-to-List Price	99.94%	100.89%	↑ .95%	The sale-to-list price percentage continues to be over the 100% mark. Even with rising prices, buyers are demonstrating their willingness to pay top dollar for the right home.
Active Listings	43	35	↓ 18%	The monthly inventory for October decreased significantly from last October. With a strategic marketing plan, conditions are favorable for a timely return on investment.

Source: RMLS









Call me today for your initial consultation

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