



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.

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 typically 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. expert guidance, and someone to be there to represent your best interests at the negotiating table.

WILSONVILLE

Real Estate  
Market Report  
August 2021



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.



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COURTESY OF  
JOE SKIPPER

## 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 \$650,000 for July of this year. This a 36% increase from July of last year and is also an 6% increase from June 2021. 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, but in Fall, we may see less competition in the market.

July showed an inventory of 45 homes in Wilsonville. This is a 19% decrease compared to last July, and a 15% decrease from last month. Though this decrease is good for sellers in that it drives up demand, we may see a slight decrease in buyers in the Fall. 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. I provide real estate services to the greater Willamette valley from Albany to Portland and the surrounding areas.**

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**

→ 503-577-8853

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,

“I highly recommend Joe to anyone looking to buy a home, especially in this current market! He was extremely helpful throughout the entire process and consistently kept me updated. I am a very analytical person and Joe made sure to assist me in a way that worked best for me. He was honest and realistic which I very much appreciated. Joe and I worked together to present the best offer possible to sellers and luckily we were able to secure our first home.”

—Stephanie

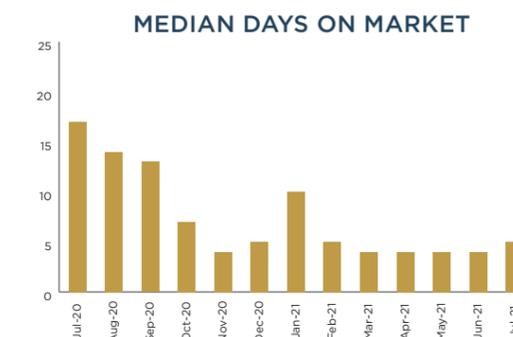


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SINGLE-FAMILY HOME STATS	JUL 2020	JUL 2021	2020 VS. 2021	ANALYSIS
<b>Median Sold Price</b>	\$475,250	\$650,000	↑ 36%	Prices are up significantly from July 2020. During periods of growth, it can be tempting to overprice, but that can actually hurt your ROI. Pricing competitively from day one is key to getting the most out of your home.
<b>Median Days on Market</b>	17	5	↓ 70%	Strong demand has kept homes moving as we moved through the summer season. As a result, well-prepared, strategically marketed homes are selling significantly faster than last year.
<b>Sale-to-List Price</b>	103.44%	102.48%	↓ .9%	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.
<b>Active Listings</b>	56	45	↓ 19%	The monthly inventory for July decreased from last July. One thing to note is that the DOM decreased significantly, indicating that homes don't stay active long in this market. 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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