



SKIPPER REALTY GROUP

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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

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 spring market typically brings more homes to market, making now 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.

# WILSONVILLE

Real Estate  
Market Report  
**February 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 NEIGHBOR,

If you've been feeling short on space in your Wilsonville home, you've probably thought about what it would take to find a bigger, better home to support you in your next chapter.

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:

**Wilsonville home prices are up.**

The median sold price for Wilsonville rose to \$600,000 in January 2021. This is a 26.3% increase from January of last year. Low inventory and robust buyer demand are both contributing to this growth. When it comes to an asset as significant as your home, these are massive numbers. With proper preparation and a competitive pricing strategy, homes in our area are selling for tens of thousands more than just 12 months ago!

**Buyer demand is high, but spring typically brings more listings to market.**

In January, there were 38 homes listed in Wilsonville. This is a slight increase in inventory from January of 2020. However, days on market (DOM) decreased dramatically, down by 77.8% to just 10 days in January. That being said, having a strategic preparation and marketing plan is the best way to ensure your home garners interest and commands top dollar-even in a seller's market.

**If you are thinking about selling in the next 12 months, now is the time to start preparing for 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 Initial 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





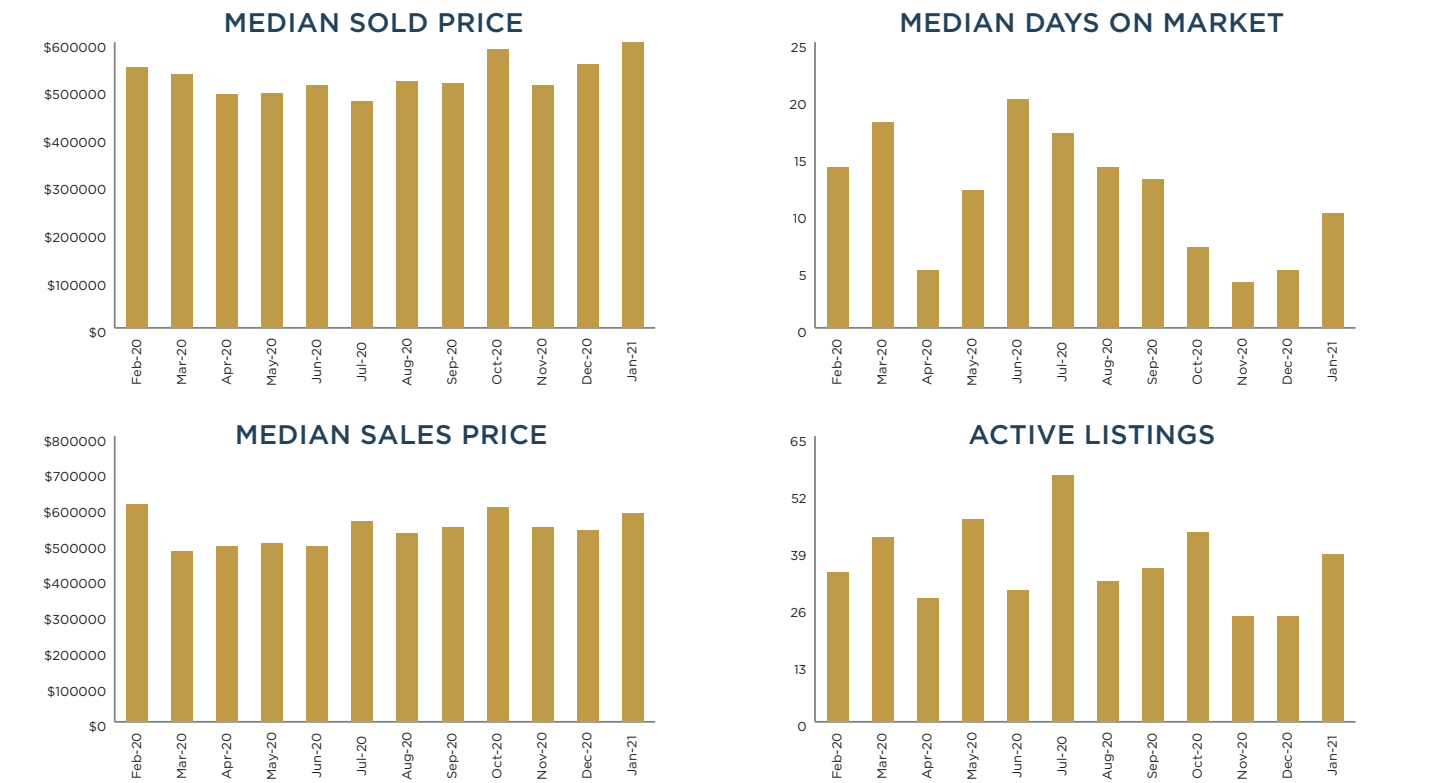
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“We are so thankful we found Joe to help us find our new home! He made every step of the way very easy and comfortable, just like he was a friend we knew for years! He kept us informed with every inch of the process and went over and beyond to take care of things that needed done for us! He was always available at anytime we contacted him with all the right answers to help! We would highly recommend Joe Skipper for any and all of your reality needs when purchasing your next home!! Thank you again Joe, we are forever grateful for you!” -Jaisie

SINGLE-FAMILY HOME STATS	JANUARY 2020	JANUARY 2021	2020 VS. 2021	ANALYSIS
Median Sold Price	\$475,000	\$600,000	↑ 26.3 %	Prices are up significantly from January 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	45	10	↓ - 77.8%	Strong demand has kept homes moving during what is usually a slower season in our market. As a result, well-prepared, strategically marketed homes are selling significantly faster than last year.
Sale-to-List Price	97.25%	100.44%	↑ 3.1%	The sale-to-list price percentage rose over the 100% mark. Even with rising prices, buyers are demonstrating their willingness to pay top dollar for the right home.
Active Listings	34	38	↑ 11.8%	The monthly inventory for January increased slightly from last year. 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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