

WELCOME TO

*Oregon*

AN INTRODUCTION TO  
THE BEAVER STATE

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A REAL ESTATE EBOOK FROM





# INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS IN THE US:

## *Oregon*

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As a real estate education company, we make it our duty to explore different markets and uncover what makes them so attractive. For this report, we went to Oregon to learn about how its economy and housing market is projected to be stronger year over year for the next decade.

In this ebook, we'll introduce you to some of the top markets for real estate, as well as what to do in this northwestern gem.

# Top 5 Markets in Oregon

## #5: EUGENE

Eugene consistently ranks as one of the best places to live in Oregon and one of the best small cities in the US. The town has a young spirit comprised of single-family residences and college students attending the University of Oregon, home of the Oregon Ducks. Eugene is an ideal town for nature lovers and enthusiasts as it is completely surrounded by forests and mountains. When you finish up a hike to Skinner's Butte, head back in town for a Lane County Saturday market or some local beer and wine.

The median home value in Eugene is \$349,466, which is a 8.5% increase from the previous year. Zillow predicts this will rise an additional 1.4% within the next year.



## #4: PORTLAND

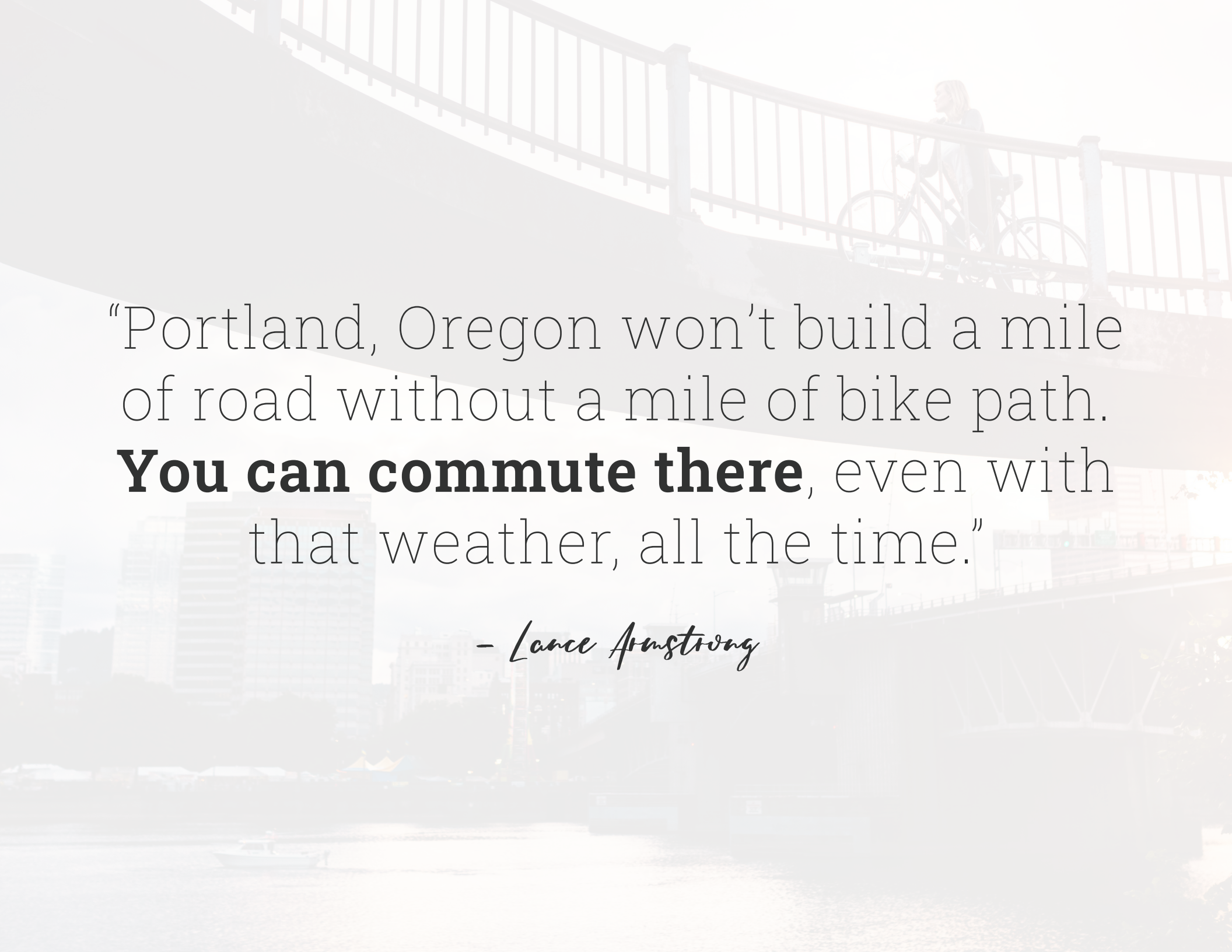
Portland, OR is known for its uniqueness and is downright “weird”, but residents of Portland want to keep it that way. Locals commonly raise animals in their backyards and keep bees. Instead of the city banning this, they created codes and permits to raise animals. The city is laid-back but maintains a strong work ethic, which brings in a wide variety of residents that contribute to the small businesses and startups in the city. Start your morning off with a famous Voodoo donut, an electric and eclectic bakery started in Old Town.

The median home value price in Portland is \$467,621, which is a 0.6% increase from the previous year. Zillow predicts this will decrease -0.4% within the next year. This is great news for buyers in the market.

## *Top 5 Markets in Oregon*





A person is riding a bicycle on a bridge. The bridge has a metal railing and is set against a backdrop of a city skyline with various buildings. The scene is captured in a soft, slightly hazy light, suggesting a calm atmosphere. The text is overlaid on the lower half of the image.

“Portland, Oregon won’t build a mile  
of road without a mile of bike path.  
**You can commute there**, even with  
that weather, all the time.”

*- Lance Armstrong*





## *Top 5 Markets in Oregon*

### *#3:* LAKE OSWEGO

Located just south of Portland, Lake Oswego is a suburb that is named after the lake its residents call home. This suburban town is home to many families and retirees, which gives the area a relaxed and quiet feel. There's plenty going on here with the expansive lake, endless outdoor opportunities, a thriving golf community, and is a close drive to the city for nights out.

The median home value in Lake Oswego is \$669,403, which is a 2.4% increase from last year. Zillow predicts this will decrease -1.1% within the next year. This is great news for buyers!



A photograph of a man and a woman hiking on a wooden bridge in a forest. The woman is on the left, wearing a red shirt and grey pants, and the man is on the right, wearing a green shirt and khaki pants. They are both wearing backpacks. The bridge is made of wooden planks and has a wooden railing. The background is a dense forest with tall trees and green foliage.

## Top 5 Markets in Oregon

### #2: BEAVERTON

Beaverton ranks as one of the best places to live in Oregon year after year. The town grew quickly thanks to job opportunities in logging, and is now known for being the home of Nike. Residents enjoy the outdoors with ample opportunities thanks to proximity to the Tualatin Mountains and the Willamette River. Forest Park, the largest urban forest in the US, is also close by, offering beautiful views of both Beaverton and Portland. Downtown offers boutique shops and a variety of cuisines to choose from. Portland is just 10 minutes away, which gives residents a great outlet to get out and explore.

The median home value in Beaverton is \$410,780, which is a 2.9% increase from last year. Zillow predicts this will rise another 0.6% within the next year.



## Top 5 Markets in Oregon

### #1: BEND

Bend is a small city with some serious spirit located in central Oregon near the Cascade Mountains. Dubbed the ultimate outdoor playground of the West, Bend has no shortage of outdoor activities. Oregon is known for its gloomy and overcast weather, but with the unique position of this town, Bend receives over 250 days of sunshine a year. Over the last couple of decades, Bend has seen a growth in both population and tourism. With a vibrant entrepreneurial spirit, and so much fun to be had outdoors, many Americans want to move to this growing town in the trees.

The median home value in Bend is \$475,132, which is a 5.7% increase from last year. Zillow predicts this will rise another 0.2% within the next year.





**“Oregon is an inspiration.** Whether you come to it, or are born to it, you become entranced by our state’s beauty, the opportunity she affords, and the independent spirit of her citizens.”

*- Tom McCall*







# Why Oregon Real Estate?

Oregon's strong economy, tech company opportunities, and unique residential culture contributes to the attractiveness behind the mass of new residents eager to move to the state.

## Quick Stats - OREGON

YEAR/YEAR MEDIAN HOME PRICES (MAY 2018-MAY 2019):	3.5%
MEDIAN HOME VALUE:	\$372,868
MEDIAN RENT PRICE:	\$1,850
AVERAGE DAYS LISTED:	87
HOMES WITH NEGATIVE EQUITY:	4.1%
DELINQUENT MORTGAGES:	0.6%

## MARKET OUTLOOK

Affordable inventory must meet growing demand throughout the state, but mainly in growing metro areas. Zillow sees Oregon as a buyer's market that will remain stable as long as affordability doesn't continue to decrease. Buyers in Oregon will have to keep an eye on the market for home price fluctuations to make their move on a good deal.



THERE'S NEVER A BETTER TIME TO BECOME A

# *Oregon Real Estate Agent*

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With so many amazing cities giving you a variety of entertainment, amazing coastal cuisines, and boundless green spaces, Oregon has become a premier relocation destination for many families.

This new growth opens up a fantastic opportunity for real estate agents. For instance, did you know there were **over 253,581 Oregon properties sold in Q1 of 2020**, some selling for north of \$5,000,000? When you consider that Indeed.com reports **the average full-time real estate agent in Oregon makes around \$88,317** - which is about double the national average - then it's pretty obvious there's never been a better time to become a real estate agent.

H2: If you want to learn more about how you can get your license and join the ranks of Oregon real estate agents, visit us at [TheCEShop.com/Oregon/OR-Real-Estate](https://TheCEShop.com/Oregon/OR-Real-Estate). There you'll find exactly what you need to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.



# About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

