

A real-numbers breakdown by town and price range | Jamie Eldrett Real Estate | Last updated: July 18, 2026

These figures are based on the current market as of mid-2026. Medians shift, individual properties vary, and the right property for your situation depends on more than price alone. Use this as a starting frame, not a final answer.

GRANTS PASS ~\$360K Josephine County	MEDFORD ~\$415K Jackson County	JACKSONVILLE ~\$500K+ Historic premium	ASHLAND ~\$580K Most expensive
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\$275K - \$350K *Entry level for the region*

Grants Pass	Older residential homes, smaller square footage, value-add opportunities This is below the Grants Pass median, so you are working with properties that have age, need updating, or are smaller (typically under 1,200 sq ft). You will find 2-3 bedroom homes in established neighborhoods, condos, and manufactured homes on land. At the lower end of this range, expect to do work. At the upper end, you may find a solid older home in a decent neighborhood that has been maintained but not updated. This range is where first-time buyers and investors tend to compete.
Medford	Very tight. Condos, manufactured homes, outer neighborhoods Medford's median sits well above this range. At \$275K-\$350K you are looking at condos, townhouses, and manufactured homes on small lots, primarily in less desirable parts of the city. Worth considering if you specifically need Medford's services and have flexibility on property type.
Ashland / Jacksonville	Not realistic for standard residential This budget does not reach a standard residential home in either Ashland or Jacksonville. Condos at the very bottom of the Ashland market may be in range, but options are extremely limited.
Rural / Acreage	Small acreage with older home becomes possible The Josephine County rural market has seen real price corrections since 2024, and this is where that correction helps buyers most. At \$300K-\$350K you may find 1-3 acres with an older home in areas like Wolf Creek, the Illinois Valley, or the rural outskirts east of Grants Pass. Condition varies widely. Due diligence on well, septic, and access matters more here than anywhere else.

\$350K - \$450K *The Grants Pass sweet spot; entry Medford*

Grants Pass	Solid 3-bedroom residential; good neighborhoods; updated homes available This is where Grants Pass opens up. You are at and above the median, which means reasonable selection across established neighborhoods. At \$350K-\$400K: 3 bedroom, 1,200-1,600 sq ft, decent condition, possibly needing cosmetic updates. At \$400K-\$450K: updated kitchens or baths start appearing, better neighborhoods, some properties with larger lots. South Grants Pass, the Fruitdale area, and the residential streets off Redwood Highway are active in this range. This budget also reaches some properties with a shop or outbuilding, which matters to a lot of buyers coming from more constrained lots out of state.
Medford	Around the median; standard 3BR in most city neighborhoods You are in the Medford market at this range. Expect 3 bedroom, 1,200-1,700 sq ft, in most residential areas of the city. Older homes in Central Point and White City may be in range at the lower end. Upper Medford neighborhoods and the hillside areas start becoming accessible at \$420K+.
Ashland	Significantly below median; very limited selection At \$350K-\$450K in Ashland, options are sparse. You may find a small condo, a fixer, or an outlying property. The full Ashland experience - walkable downtown, arts district proximity, historic neighborhoods - starts well above this range.
Rural / Acreage	2-5 acres with a livable home in reach; more options in Josephine County The rural market in this range offers real choices. Merlin, Rogue River, the Applegate Valley, and the areas east of Grants Pass toward Gold Hill all have properties in the 2-5 acre range at these prices. You are trading proximity to services for land and privacy. Internet access varies significantly by location and is worth researching before committing.



\$450K - \$600K *Strong buying position across the valley*

Grants Pass	Updated homes, larger lots, riverfront access, some acreage This is a strong position in Grants Pass. At \$450K-\$500K: updated 3-4 bedroom homes in desirable neighborhoods, newer construction in some areas, river corridor properties starting to appear. At \$500K-\$600K: custom homes, larger lots, properties on the river or with significant acreage nearby, and the top tier of GP residential. The south side near the Rogue River corridor is consistently desirable and active in this range.
Medford	Above median; hillside neighborhoods, updated homes, newer construction You are above the Medford median and into the better residential areas. The Medford hillside, the neighborhoods off Hillcrest, and the more recent subdivisions come into range. Newer construction, 4-bedroom layouts, and updated finishes are all available here. Jacksonville is 10 minutes away at this price point - you get both markets.
Ashland	Around the median; real Ashland opens up At \$500K-\$600K you are at or near the Ashland median, which means you are in the actual market. Three-bedroom homes in established Ashland neighborhoods, some proximity to downtown, decent condition. The premium neighborhoods and the homes the city is known for still sit above this range, but this is where Ashland becomes a realistic option rather than a budget stretch.
Jacksonville	At the median; solid selection in the historic district and surrounds Jacksonville's smaller inventory means this budget gets you into the real market. Homes in and near the historic district, the wine country surroundings, and the character properties the area is known for. Good selection, not overwhelming supply.

Rural / Acreage

5-15 acres with a house; farmhouses, mini-farms, serious land

The rural market at this range delivers on what most out-of-state buyers are imagining when they picture Southern Oregon land. The Applegate Valley, the Illinois Valley, Merlin, and the areas off Williams Highway all have genuine properties: farmhouses on acreage, older homes with outbuildings, parcels with water rights and orchards. This is the range where the Southern Oregon rural lifestyle becomes fully accessible.

\$600K and above *Top of market; full range of options in every town*

All towns

The full market is available; tradeoffs become preference rather than constraint

At \$600K and above, you can buy well in any Rogue Valley town. The question becomes what you want, not what you can afford. Grants Pass: high-end residential, riverfront, custom homes on land. Medford: top-tier residential, view properties, newer custom construction. Ashland: well-appointed homes in historic neighborhoods, walkable to downtown, the full Ashland experience. Jacksonville: the premium historic properties and surrounding wine country estate market. Rural acreage in this range reaches 20+ acres, equestrian setups, and properties with significant water rights.

THINGS THE PRICE TAG DOESN'T TELL YOU

A few things that matter as much as the purchase price:

- **Property taxes in Oregon are low.** Effective rates in Josephine and Jackson counties typically run between 0.8% and 1.1% of assessed value, not market value. The assessed value for an existing home is usually well below current market price, which means your actual tax bill may be significantly lower than a California buyer expects.
- **Oregon has no sales tax.** On a move from California or Washington, this is a real monthly budget change.

- **Rural properties carry additional costs.** Well maintenance, septic pumping, propane if the home uses it, longer drives for everything. Budget these before you fall in love with the acreage.
- **Condition varies widely at every price point.** A \$400K home in Grants Pass might be a clean, updated 3-bedroom or a tired property that needs significant work. The listing photos will not always tell you which. This is the part where a local agent who has seen the property matters.
- **Cash buyers and pre-approved buyers move faster.** Well-priced properties in desirable areas still move in 30-45 days. Knowing your financing situation before you fall in love with something is not optional.

The question worth asking: What does your current housing cost, and what does the equivalent cost here? For most West Coast buyers, the monthly difference between what they pay now and what a Southern Oregon mortgage costs is the real number to put on the table. I can run that comparison for a specific property and your current situation.

These are market-level observations, not guarantees about specific properties. The Rogue Valley market moves, and individual properties vary enormously within every price range. Use this as a starting point for a real conversation, not as a shopping guide on its own.

If you want to know what a specific budget actually gets you for your situation - location preferences, property type, must-haves - reach out and we will talk through real current inventory.

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REFRESH DUE: December 2026. Median figures age faster than any other guide in the suite - update every 6 months or at any significant market shift. Sources:

Redfin Grants Pass (median ~\$360K, 38 days on market), Redfin Medford (~\$415K-\$460K), Ashland (~\$566K-\$628K). Jacksonville figure is an estimate based on local knowledge - update when you have a more current source. Send this when anyone asks "what does \$X get me?" - either in a relocation group comment or as a follow-up to a first inquiry. Also the right send for anyone comparing towns on price.

Price ranges and examples reflect mid-2026 market data and shift with the market. This guide shows what budgets have recently bought, not what any specific home will cost or appraise for. Confirm current numbers before making decisions; none of this is financial advice.