

The Insider's Guide to Selling Your *Southern Oregon Home From Anywhere*

What out-of-state and absentee owners need to know before listing
from someone who handles every detail so you don't have to.

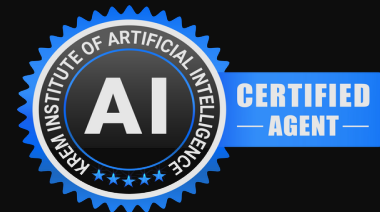
Lisa Sears

REAL ESTATE BROKER · CONSULTANT | SOUTHERN OREGON

"You're Away. I'm Here. Consider It Done."



LUXURY



You Are Not Alone — And You Are *Not at a Disadvantage*

A

You inherited a property and live out of state. The home has been sitting, and every month it costs you money.

B

You relocated years ago and still own your Southern Oregon home. You are ready to close that chapter.

C

You own a rental or investment property and want to cash out without being there to manage the process.

D

You own a vacation or second home that no longer serves its purpose and is becoming a burden to maintain.

A significant portion of Jackson and Josephine County property owners live outside the area. Being remote does not make selling harder. It makes choosing the right agent more important.

What the Southern Oregon Market *Looks Like Right Now*

JACKSON COUNTY (MEDFORD)

- Strong buyer demand from California and Washington transplants seeking more space and lower costs
- Urban amenities: regional medical center, airport, and growing commercial corridor
- Distinct pricing dynamics from Josephine County — these are not interchangeable markets

JOSEPHINE COUNTY (GRANTS PASS)

- Attracting buyers who want lower price points, rural character, and Rogue River proximity
- A growing segment of remote workers and lifestyle-driven buyers choosing a slower pace
- Homes priced correctly are moving. Overpriced or underprepared homes are sitting.

Spring and early summer bring the most buyer activity in this region. What your neighbor sold for two years ago is not your benchmark today. Accurate, current local data is everything.

The 5 Mistakes That Cost *Remote Sellers the Most*

1

Pricing from Zillow or memory.

Estimates and past sale prices are not your market analysis. Current data, properly interpreted, is.

2

Delaying deferred maintenance.

Buyers use visible problems to negotiate aggressively or walk away entirely.

3

Hiring based on convenience or referral.

Qualifications and specific remote seller experience matter far more than familiarity.

4

Underestimating carrying costs.

Taxes, insurance, utilities, and HOA fees accumulate every month the home is unsold.

5

Misunderstanding Oregon's disclosure requirements.

They apply whether you live here or not — surprises at this stage are costly.

Know Your Buyer

Before You List

VALUE-MINDED

Most buyers from California or Washington compare value, not just price. They know what their money buys elsewhere.

ONLINE FIRST

First impressions happen on screen, not at the door. Professional photography and listing copy are not optional.

MOVE-IN READY

Buyers want move-in ready or close to it. Small investments in cleaning, painting, and staging return more than they cost.

- Vacant homes feel and show differently than occupied homes. Proper staging or virtual staging closes that gap significantly.
- Buyers notice days on market. A well-prepared launch is worth far more than a rushed one. You only get one first impression.

Protecting Your Vacant Property

While It's On the Market

- Oregon House Bill 3522 (effective January 1, 2026) strengthens property owner rights against unauthorized occupants. Every absentee owner in Oregon should understand what this means for their timeline and exposure.
- Vacant homes are targets. Vandalism, unauthorized entry, and property deterioration directly affect your sale timeline and net proceeds.
- Proactive steps before listing: establish a property check schedule, install exterior lighting and camera monitoring, and secure all points of entry.
- Ask your agent directly: what systems do you have in place to protect vacant listings during the marketing period? Most agents do not have an answer.

The goal is simple: sell the home before a problem becomes a line item on your net sheet. A proactive agent protects your equity before the first showing.

How a Remote Sale Works,

Step by Step

01

Virtual Consultation

Review your property, goals, and timeline together. No travel required.

02

Market Analysis

A data-driven CMA delivered digitally with a clear explanation of the number.

03

Pre-Listing Prep

Cleaning, repairs, and staging coordinated through vetted local vendors. No need to fly in.

04

Marketing Launch

Professional photography, video, and AI-optimized listing copy — crafted before going live.

05

Active Representation

Regular updates, direct communication, and full advocacy through offers and negotiation.

06

Closing

Digital signing available for most documents. A smooth, coordinated close wherever you are.

WHY IT MATTERS

Why the Right Agent *Changes Everything*

WHAT GREAT MARKETING DELIVERS

- Most agents list on the MLS and wait. That is not a marketing strategy — it is a starting point.
- Targeted digital campaigns, AI-optimized copy, and professional photography put your home in front of active buyers.
- As an AI Certified Agent through The Krem Institute of Artificial Intelligence, Lisa uses AI tools to optimize every element of your listing.
- eXp Luxury's national and international network extends your reach far beyond local-only agents.

WHAT TO ASK ANY AGENT YOU INTERVIEW

- Have you sold homes for out-of-state or absentee owners before? Describe that process.
- Will you be my direct point of contact, or will I work through an assistant or automated system?
- What vendors do you use for repairs, staging, and cleaning — and can you coordinate without me present?
- The right agent protects your time, your equity, and your peace of mind from listing to close.

You Have Questions.

Let's Answer Them Together.

- Every remote sale situation is different. Timeline, property condition, financial goals, and family circumstances all shape the right strategy.
- A conversation costs nothing and commits you to nothing. It gives you better information to decide clearly and confidently.
- Lisa works personally with every client. You will always reach her directly — never an assistant, never an automated response.
- Sellers who start with a real conversation close with confidence. Those who wait often pay in carrying costs or a rushed decision.

No pressure, no obligation. Just honest, local expertise from someone who has been doing this in Southern Oregon for over 30 years.

LET'S TALK — YOUR HOME, YOUR TIMELINE, YOUR TERMS

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*Schedule a no-pressure consultation today.
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