

Florence 97439

ZIP code · OR · Oregon > Lane County > Florence

BALANCED MARKET

\$365K

MEDIAN SALE PRICE

-10.1%

1-YR CHANGE

417

SALES (12 MO)

\$456K

MEDIAN VALUE (AVM)

Market temperature

Balanced market · 50 / 100



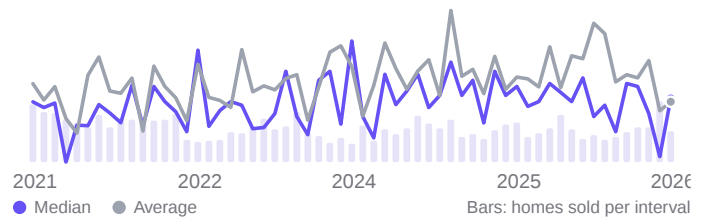
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

50 / 100

Sale prices

Median \$405K · Average \$400K

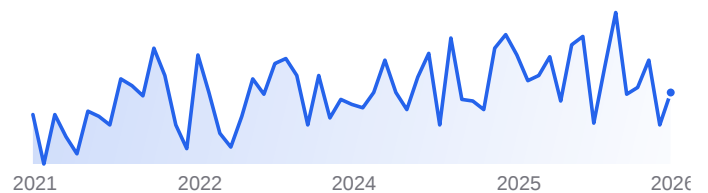
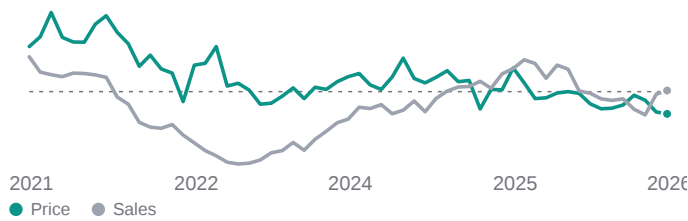


Growth (year over year)

Price -10.1% · Sales +0.5%

Price per square foot

\$288/ft²

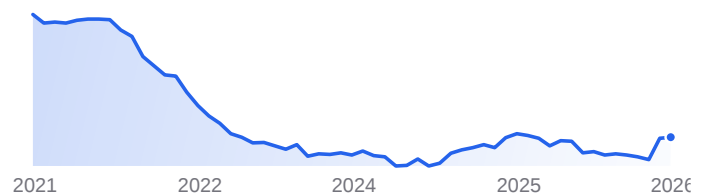
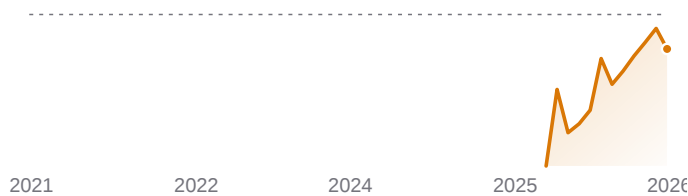


Sale premium vs estimated value

-0.5%

Annual turnover (share of homes sold)

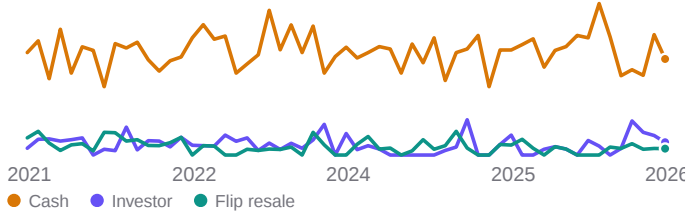
4.7%



BUYERS & OUTCOMES

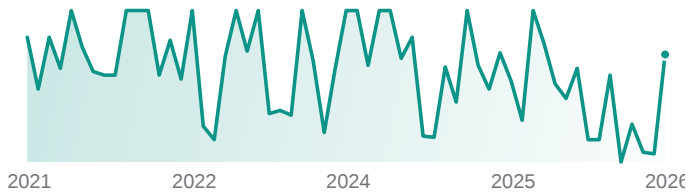
Buyer mix

Cash 47% · Investor 6.3% · Flip resale 3.1%



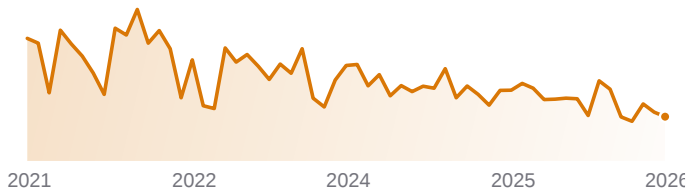
Sellers who sold at a gain

96%

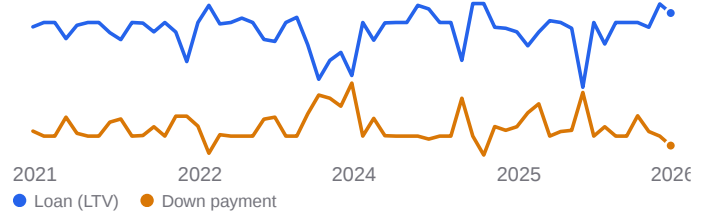


Median annualized return at resale

+4.4%

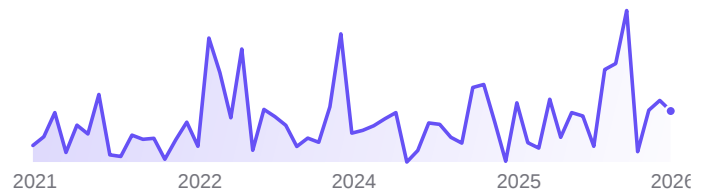


Financing (share of purchase price) Loan (LTV) 85% · Down payment 15%



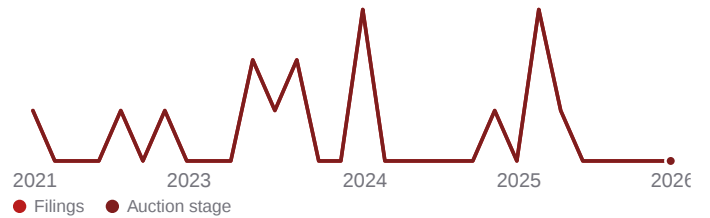
Typical hold before selling

7.8 yrs



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	8,864
Median value (AVM)	\$456K
Median size	1,477 ft²
Median bedrooms	3
Median year built	1990
Single family	62%
Condos	2.9%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	74%
Underwater (LTV 125% or more)	1.2%
Owner occupied	65%
Company owned	29%
Median loan-to-value	21%

Typical ownership tenure

8.5 yrs

COMMUNITY

Population	14,432
Density	66 / mi²
Median household income	\$59K
Average household income	\$77K
Crime index (US avg 100)	164
Air pollution index (US avg 100)	113
Earthquake index (US avg 100)	317
Homes occupied	83%
Bachelor's or higher	19%
Poverty rate	11.3%
Unemployment	0.7%
Average temp	51°F
Annual precip	85 in
Sunshine	48%

Market metrics are derived from recorded arms-length deeds through July 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.