

Medford Portfolio

Suburban value-add
portfolio situated
in the heart of
Medford, OR

54

Total units



24 units

752-756 N Riverside Avenue
Medford, OR 97501



16 units

340-344 N Central Avenue
Medford, OR 97501



8 units

1222 W Main Street
Medford, OR 97501



6 units

1510 W Main Street
Medford, OR 97501

Jones Lang LaSalle Americas, Inc.



24
Units

752–756 North
Riverside Avenue
Medford, OR 97501

16
Units

340–344 North
Central Avenue
Medford, OR 97501

8
Units

1222 West
Main Street
Medford, OR 97501

6
Units

1510 West
Main Street
Medford, OR 97501



The offering

JLL Capital Markets is pleased to present the Medford Portfolio (“the Properties”), a compelling investment opportunity in Southern Oregon’s largest metropolitan area. This 54-unit, four property portfolio is strategically located in Medford, Oregon, nestled adjacent to some of the city’s most vibrant retail hubs. With an impressive 7.4 million square feet of retail space within a 3-mile radius, the Properties offer investors a prime value-add opportunity with significant upside potential. This acquisition presents an ideal entry point to gain immediate scale and exposure in a market known for its economic stability and strong growth prospects.

**Offers may be submitted
for the full portfolio and
individual assets.**

Situated in the picturesque Rogue Valley, Medford serves as the region’s economic and cultural hub. Medford’s population has grown steadily, with the city of Medford experiencing a 17% increase between 2010 and 2024. Medford’s economy is diverse and robust, anchored by healthcare, education, agriculture, and tourism sectors.

The Portfolio’s strategic location provides easy access to downtown Medford, major employers, healthcare facilities, and educational institutions. Nearby outdoor recreational amenities and the renowned Rogue Valley wine country enhance the area’s appeal to a wide range of residents.

The offering of the Medford Portfolio allows investors to capitalize on Medford’s economic momentum, growing population, and increasing preference for the area’s balanced lifestyle.

Property summary

Property	752-756 N Riverside	340-344 N Central	1222 W Main Street	1510 W Main Street	Total/Average
Address	752-756 N Riverside Ave, Medford, OR 97501	340-344 N Central Ave, Medford, OR 97501	1222 W Main St, Medford, OR 97501	1510 W Main St, Medford, OR 97501	-
Year built	1995	1910/1956	1967	1966	-
Site size	1.03-acres	0.24-acres	0.27-acres	0.18-acres	1.72-acres
Style	Garden	Garden	Garden	Garden	-
Number of buildings	Three	Two	Two	Two	Nine
Number of units	24	16	8	6	54
Average unit size	770	559	587	823	686
Occupancy (4/15/25)	100%	81%	88%	83%	91%
Avg achieved rent	\$1,140	\$815	\$796	\$1,287	\$1,009

Note: Square footage and unit type based on 2021 appraisal conducted by MountainSeed Appraisal Management



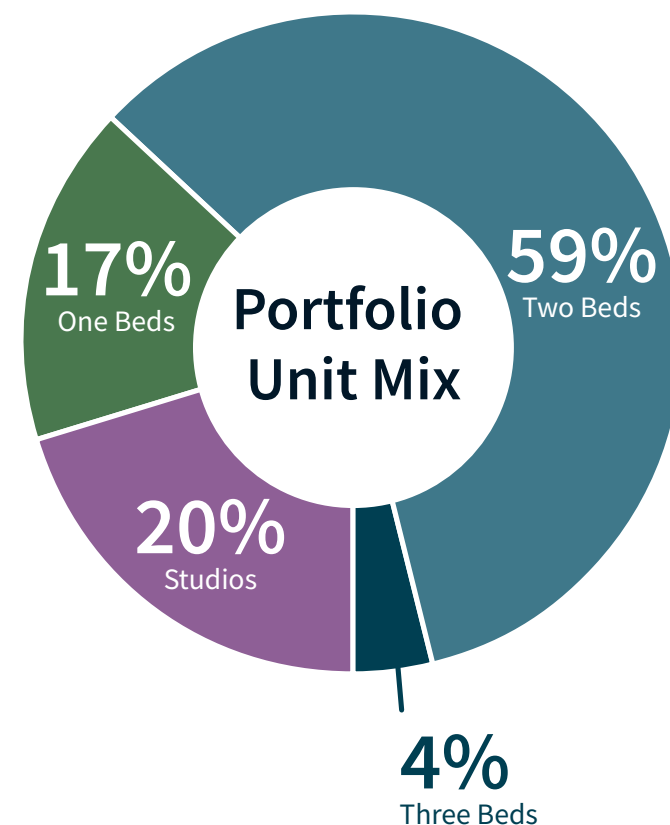


Units per asset summary

	752 N Riverside	340 N Central	1222 W Main	1510 W Main	Aggregate
Number of units	24 units	16 units	8 units	6 units	54 units
% of total	44%	30%	15%	11%	100%
Total rentable SF	±18,480	8,944	4,693	4,940	±37,108
Per unit	±770	±559	±587	±823	±686
Average achieved rent	\$1,140	\$815	\$796	\$1,287	\$1,009
PSF	\$1.48	\$1.46	\$1.36	\$1.56	\$1.46

Unit mix

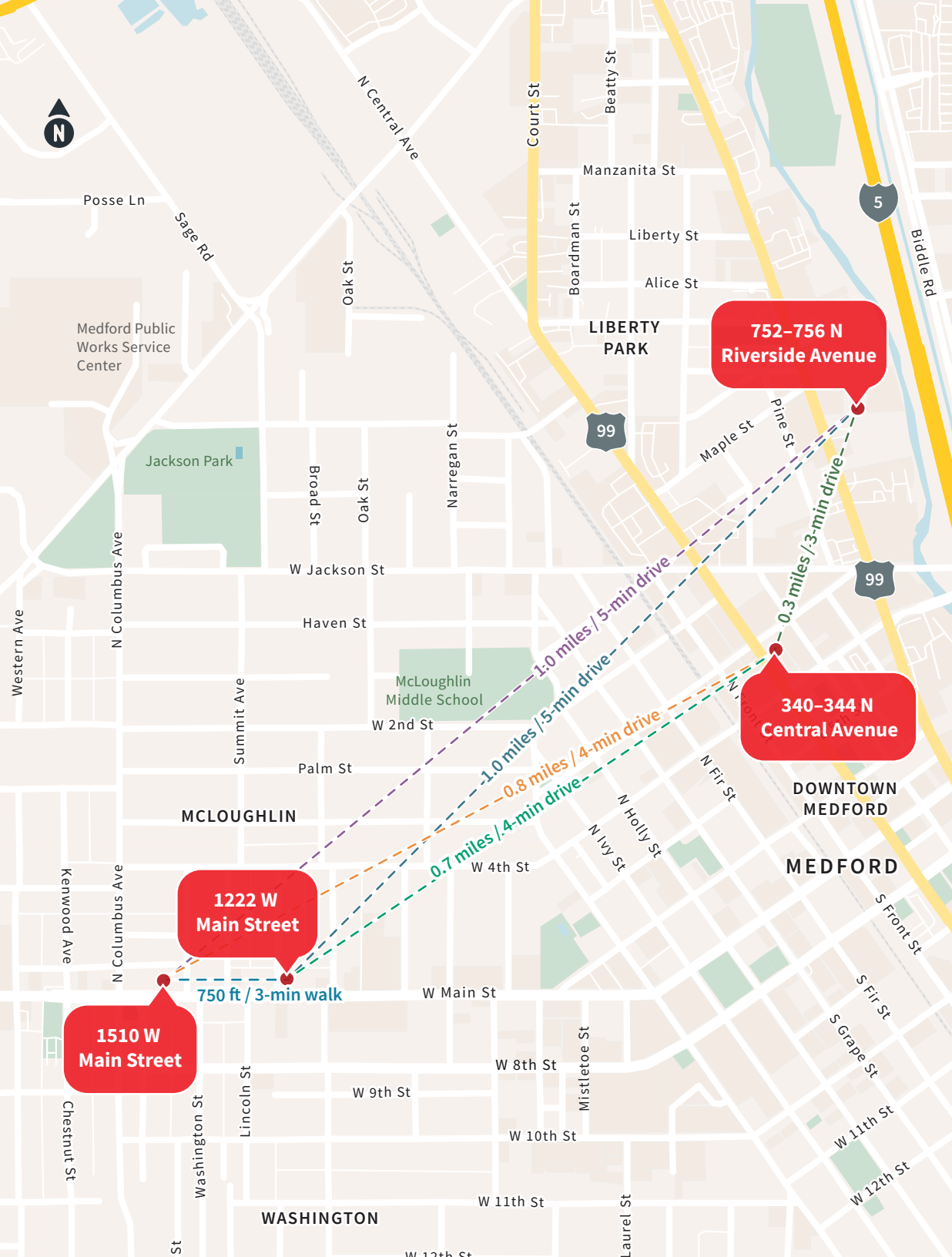
Studio	–	7	4	–	11
One bedroom	–	6	3	–	9
Two bedroom	24	3	1	4	32
Three bedroom	–	–	–	2	2



Note: Square footage and unit type based on 2021 appraisal conducted by MountainSeed Appraisal Management

Investment highlights

-  Significant management upside through operational improvements
-  Proven market performance with strong annual rent growth
-  Value-add opportunity through comprehensive unit renovations
-  Strategic I-5 corridor position and airport connectivity
-  Abundant retail and transportation access within close proximity
-  Diverse employment base anchored by healthcare and education
-  Prime Rogue Valley location with natural beauty and thriving wine industry
-  Opportunity to acquire scale in top growing Oregon suburban metro





Significant management upside through operational improvements

The Properties offer substantial potential for operational improvements and value enhancement through optimized management and marketing strategies. This includes the opportunity to implement websites and digital listings to enhance visibility, attract a broader tenant base.



Proven market performance with strong annual rent growth

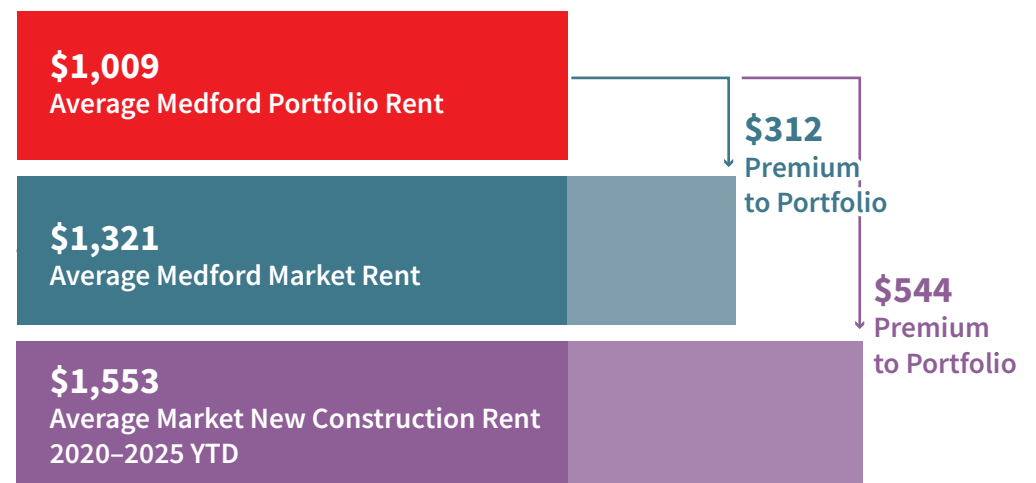
Medford has demonstrated robust growth, with an average annual rent growth of 6% over the past five years. This consistent increase outpaces many other markets, indicating strong demand for rental properties and reflecting Medford's economic vitality.

Medford, OR

Population growth 2010–2024	17.4%
Average household income	\$91,942
College educated	30.0%
White collar employment	59.8%

Sources: Axiometrics, ESRI, CoStar

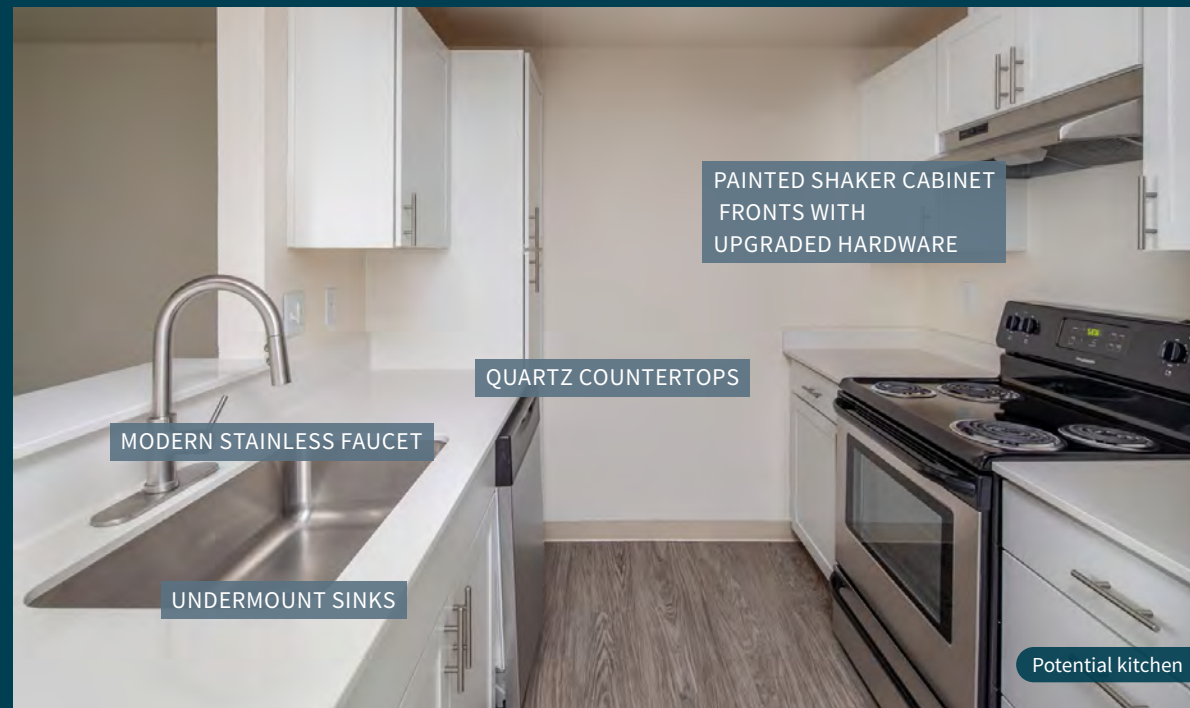
Rent comparison

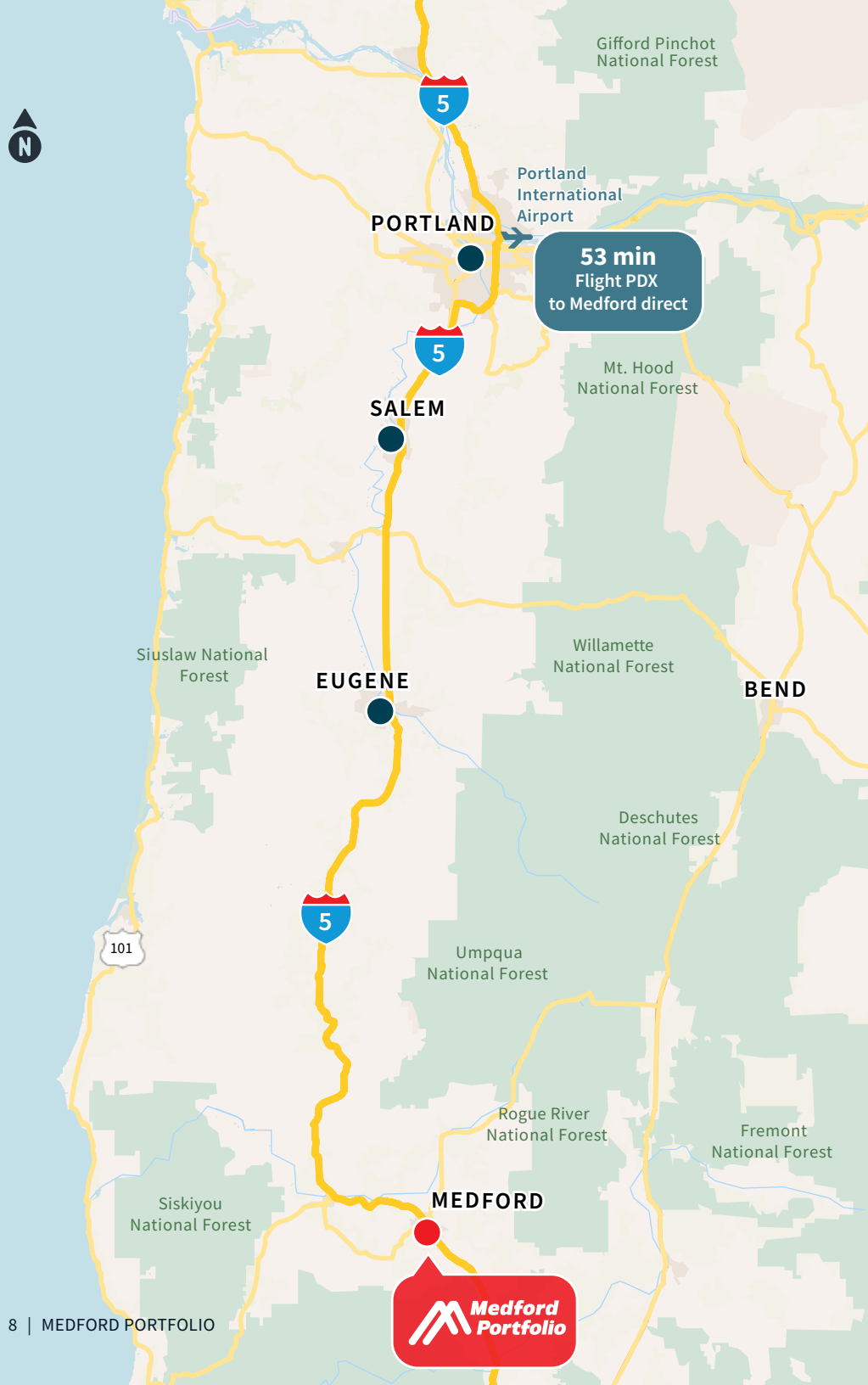




Value-add opportunity through comprehensive unit renovations

All 54 units offer a blank-slate opportunity for renovation, offering significant revenue growth opportunities. The average rents achieved at the Properties are currently \$312 below the average asking rent in the Medford market, positioning a new buyer the ability to achieve a substantial premium on future rents.





Strategic I-5 corridor position and airport connectivity

Strategically positioned along I-5, residents have seamless access to both Northern California and major Oregon destinations, enhancing the Properties' regional appeal and accessibility. Additionally, the nearby Rogue Valley International Airport provides convenient air travel options, connecting the area to major cities across the western United States and beyond.

Abundant retail and transportation access within close proximity

The Properties boast exceptional retail access, with over 7.4 million square feet of shopping options within a 3-mile radius of the North Riverside Apartments. This includes major retailers such as Target, REI, Fred Meyer, Macy's, and Trader Joe's, offering residents an array of shopping experiences. Additionally, each property in the portfolio benefits from convenient public transportation, accessible within a 5-minute walk, further enhancing their appeal and livability.

Proximate retail amenities



Medford, OR

87.5K

Population

\$91,942

Avg household
income

17.5%

Income growth
forecast by 2029



Rogue Valley International Airport

2.2 miles
7-min drive



Lewis Park

8.6-acres
Sports fields playground
picnic areas



Jackson Park

Planned \$2.3M investment to upgrade the 10.5-acre park, including a large splash pad, pool renovations, new picnic areas, dog park, sandy volleyball courts, and bike skills area

McLoughlin Middle School

Jackson Elementary School

1222 W
Main Street

1510 W
Main Street

340-344 N
Central Avenue

752-756 N
Riverside Avenue

Downtown Medford

395K SF of retail

Over Easy
Southern Oregon



THE URBAN CORK
MEDFORD, OREGON

Tartine
Brunch Club

CRAVINGCAVE



Solid Ground
Coffee + Tea

El Paraiso
Mexican Cuisine



Hawthorne Park

20-acres
Farmers Market
Dog Park
Skate Park

The Village at Medford Center

513K SF of retail

TJ-maxx

VILLAGE FITNESS

CINEMARK

Violets & Cream

Burlington

FIREHOUSE SUBS

Punky's Diner
and Pies

ROSS
DRESS FOR LESS

SAFEWAY

Shopping Center

297K SF of retail

Marshalls

DICK'S SPORTING GOODS

petco

STARBUCKS carhartt

Rogue Valley Mall

718K SF of retail

macy's KOHL'S JCPenney

KAY JEWELERS

Famous Footwear

AMERICAN EAGLE AÉROPOSTALE

SEPHORA sunglass hut



Bear Creek Shopping Center

379K SF of retail



Wendy's BOOT BARN

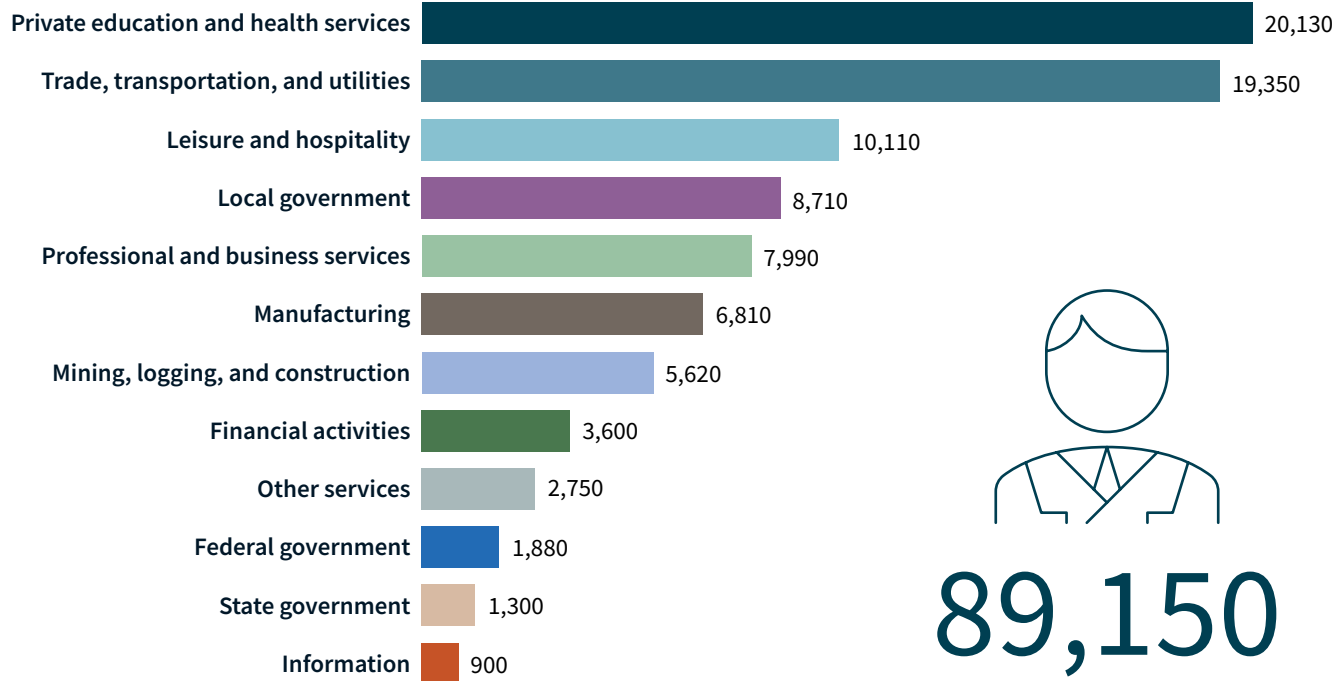
DUTCH BROS COFFEE



Diverse employment base anchored by healthcare

Jackson County boasts a diverse employment landscape with several key sectors driving the local economy. Healthcare and social assistance lead as the largest private sector employers, followed by retail trade. The county's job market remains resilient, offering a wide range of employment opportunities across various industries. This contributes to the area's economic stability and attractiveness for both businesses and residents.

Nonfarm payroll employees



89,150

Total nonfarm employment

Sources: North Bay Business Journal, State of Oregon Employment Department



2.3 miles | 12-minute drive
1,210 employees



13.4 miles | 24-minute drive
937 employees



1.7 miles | 8-minute drive
871 employees



0.3 miles | 3-minute drive
515 employees



0.6 miles | 5-minute drive
414 employees

Sources: North Bay Business Journal, JLL Research



Prime Rogue Valley location with natural beauty and thriving wine industry

Southern Oregon's wine industry has emerged as a vibrant and diverse sector, showcasing a wide array of vineyards and wineries that produce distinctive regional varietals. The region's unique geography and climate contribute to the production of high-quality wines, establishing Southern Oregon as an increasingly recognized and respected wine destination. The Rogue Valley offers a blend of natural beauty, mild climate, and vibrant culture, with over 5,800 acres of vineyards attracting both tourists and residents.



Opportunity to acquire scale in top growing Oregon suburban metro

This strategic investment on four assets allows for a significant foothold in Medford's thriving real estate market, offering the potential for economies of scale in management and operations. By consolidating these properties into a single portfolio, investors can capitalize on the region's rapid growth trends and establish a substantial presence in this dynamic market.





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