THE NORTH COAST HOUSING MARKET SUMMARY JUNE 2026

Who can actually afford to live here?

A quick look at our local housing market — five towns, the real numbers, and what they mean for the people who work here.

Bree Phillips · Bree & Associates Real Estate Team, eXp Realty· Single-Family Data, May 2026 (Clatsop MLS)

WHAT WE'LL COVER

Five towns. Five stories. One shared problem.



Question 1
Can we break the data down by town — and what are prices doing?



Question 2
Where is the market hot, and where is it cold?



Question 3
What kind of homes are missing from the shelves?



Question 4
Can the people who work here actually buy here?



Question 5
The one thing local government could focus on next.

A 60-SECOND CRASH COURSE

Three phrases I'll use — in plain English

Median price

The middle. Line every sold home up cheapest to priciest — the median is the one standing dead center. We use it instead of the average because one $3M mansion would wreck the average (more on that later).

Days on market

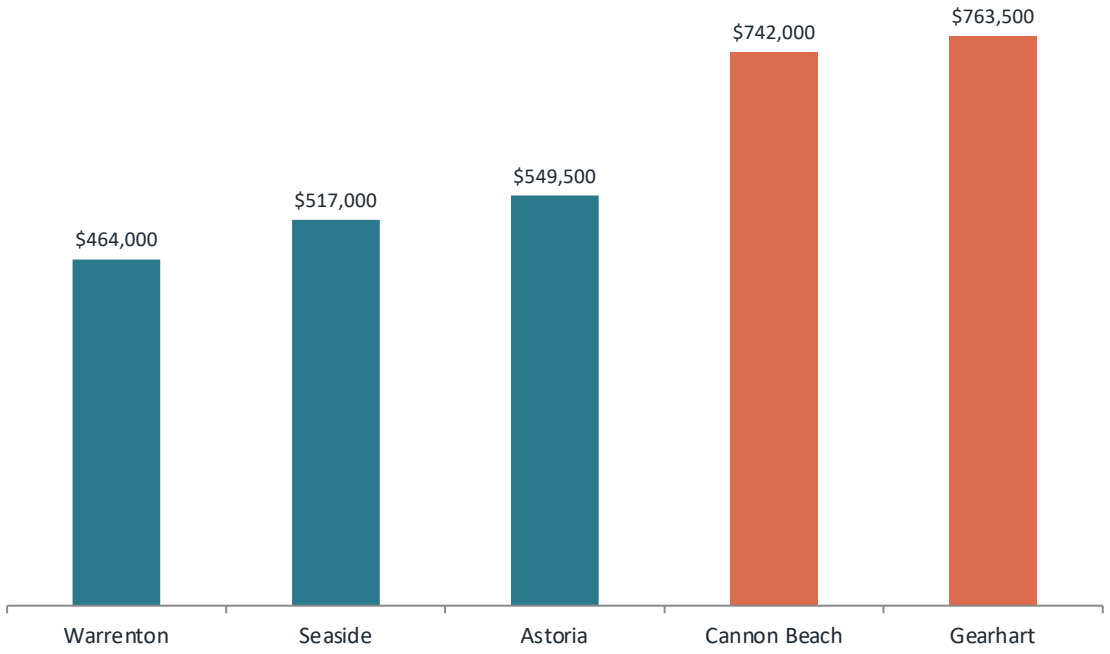
How long a home sits before someone buys it.

Months of supply

If no new homes were listed, how long until we sold out — like sodas in a vending machine nobody restocks. Under ~4 months means buyers are fighting over scraps. 6 months is a balanced market. Less is a Sellers market. More is a Buyers market.

QUESTION 1 · BREAKING IT DOWN BY TOWN

Yes — and the prices tell five different stories



The takeaway

Teal = the working towns
where locals live

Coral = the resort towns
Gearhart & Cannon Beach — second-home country.

One county-wide average would blur all of this together.

THE BIG IDEA

You don't have one market — you have two

The working markets

Astoria · Seaside · Warrenton

- Mid-priced ($464K–$550K)
- Busy — homes sell in weeks
- Where teachers, nurses & tradespeople look
- Where the affordability squeeze actually lives

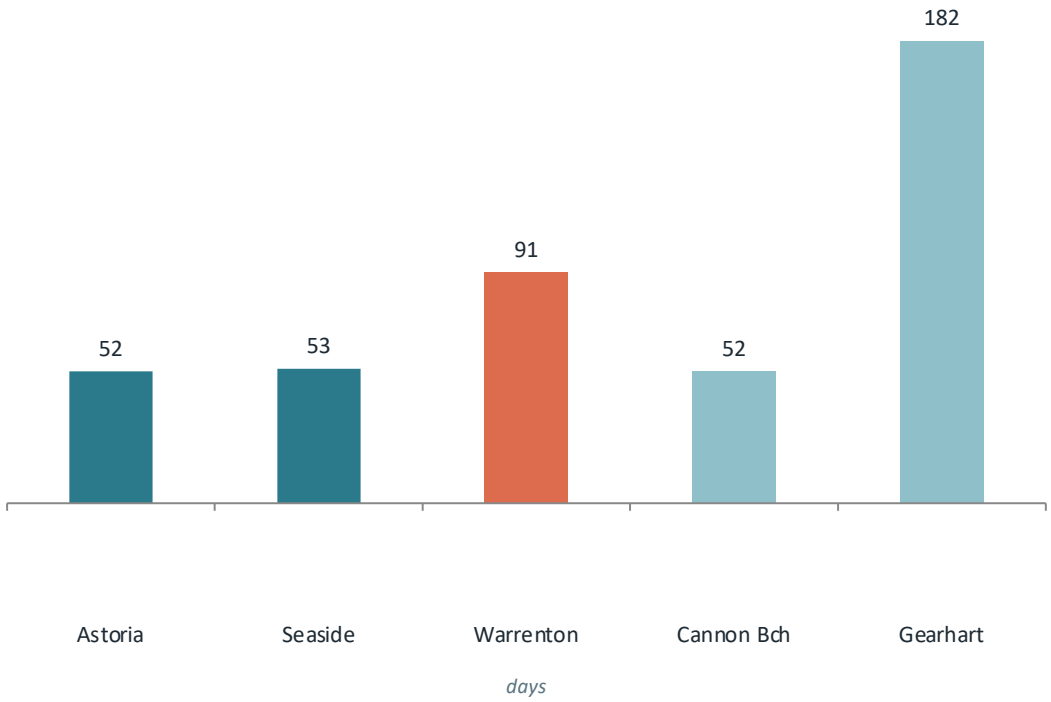
The resort markets

Gearhart · Cannon Beach

- High-end ($742K–$763K and up)
- Mostly second homes & vacation buyers
- Important to the tax base — but not the workforce

QUESTION 2 · HOT VS. COLD

How fast homes sell tells you who has the power



Hottest: Seaside

Sales up 71% this year. Buyers are pouring in faster than anywhere else.

Strongest prices: Astoria

Tightest supply, ~98% of asking, the only working town with rising prices.

Slowest movers

Warrenton homes sit ~3 months; a Gearhart listing averages ~6.

A QUICK MYTH-BUSTER

“Did Cannon Beach really crash 60%?”

No. And here's the bar-stool version of why.



Ten regular people sit in a bar. Average net worth: modest. **Then a billionaire walks in** — and suddenly, **“on average” everyone’s a billionaire.** Nobody’s richer. The math just got hijacked by one person.

What actually happened in Cannon Beach

Only ~16 homes sold all year. Last year's mix happened to include a $2M+ property; this year's didn't. So the **middle number** moved — even though home values did not fall off a cliff. In fact, Cannon Beach sales **doubled.**

Lesson: in small markets, watch the trend, not one scary headline number.

QUESTION 3 · WHAT'S MISSING

The shelves are empty where it counts

Homes for sale right now under $400,000

~7	~9	0	~0	0
Astoria	Seaside	Warrenton	Gearhart	Cannon Bch

The most affordable town has nothing affordable to buy. Warrenton has the lowest prices in the county — and **zero homes for sale under $400,000.** Meanwhile buyers are lined up exactly in the $350K–$600K range. The demand is there; the homes aren't.

QUESTION 4 · CAN OUR WORKFORCE BUY HERE?

Meet the typical Clatsop County household

They earn

$71,882

median household income, per year

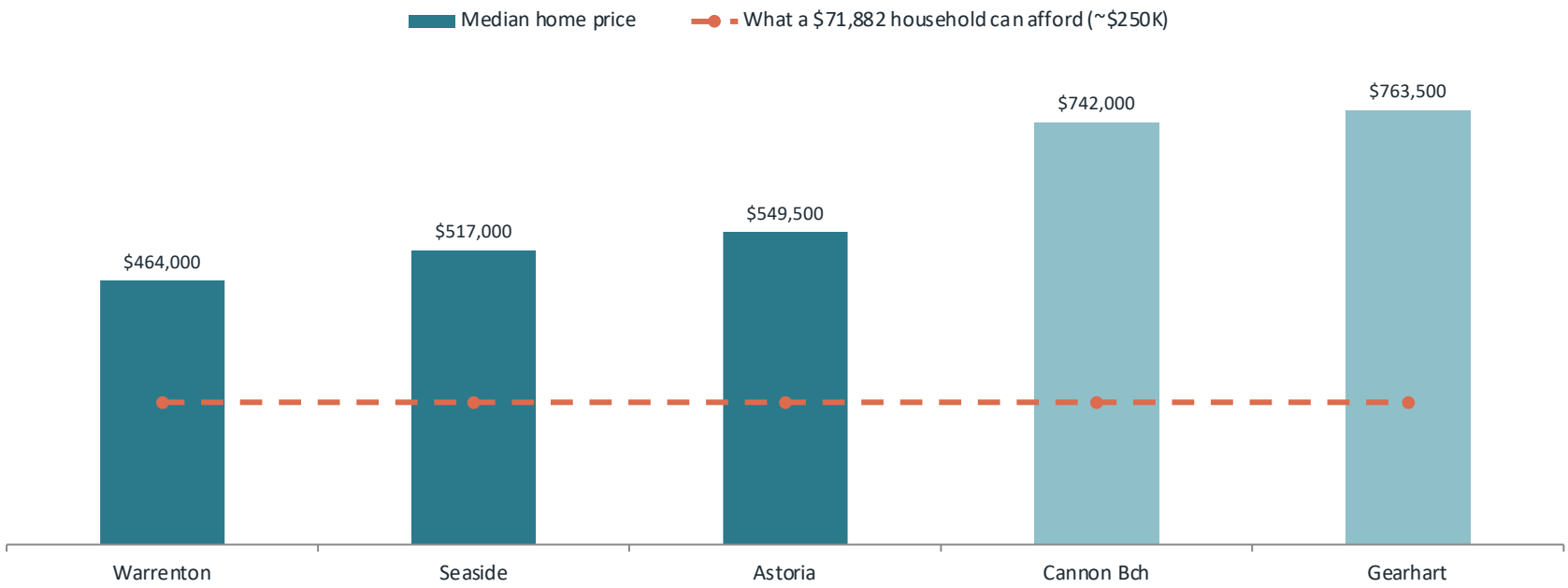
On that income, a family can afford a home worth about

$250,000-$300,000

Keep that number in your head for the next slide.

QUESTION 4 · THE GAP

What they can afford vs. what homes cost



Every bar towers over the dashed line. Even the most affordable town costs nearly double what a typical family can afford — and there's almost nothing for sale down at their price anyway.

QUESTION 4 · WHO WE'RE TALKING ABOUT

This isn't outsiders — it's the people who run the town

- **Teachers**
- **Nurses & care staff**
- **Natural Resource workers**
- **Tradespeople**
- **City & county staff**
- **Restaurant & shop workers**

When these households can't buy where they work, **they commute in, or they leave.** That's harder hiring for our schools, clinics, and shops — and a town that empties out after 5 p.m.

QUESTION 5 · THE ONE THING

Make it possible to build the “missing middle”

What the data shows

- Buyers cluster in the $350K–$600K range
- Almost nothing is for sale under $400K
- The homes that linger are the expensive ones
- So the gap is at the bottom & middle — not the top

“Missing middle” = the homes between a single house and a big complex: duplexes, triplexes, townhomes, cottages, ADUs.

Levers you actually control

- **Zoning for smaller homes, duplexes, townhomes & ADUs**
- **Faster, cheaper permitting**
- **Fee & system-charge relief so modest homes pencil out**
- **Infrastructure that opens up buildable land**

THE FIVE ANSWERS

If you remember nothing else

1. Yes, we can go town-by-town — and prices range from $464K to $764K.
2. Seaside is hottest; Astoria has the strongest prices; Warrenton is softest.
3. Entry-level homes are missing — near zero for sale under $400K.
4. A typical household earns $71,882 but needs ~$135K+ to buy the cheapest town.
5. Make the “missing middle” buildable — that's where demand has nowhere to go.

The market isn't empty.

It's just missing the homes our neighbors can afford.

Thank you — happy to take questions.

Bree Phillips · Bre & Associates Real Estate Team,eXp Realty Data: Single-Family Res, May 2026 (Clatsop MLS). Figures deemed reliable, not guaranteed.