

# Douglas County Real Estate Broker Aaron Cherry Launches Website, Data-Driven Services

*Top 1.5% broker Aaron Cherry marks a 7-year milestone with a new platform featuring data-driven valuations and strategic, no-upfront repair services.*

ROSEBERG, OR, UNITED STATES, April 28, 2026 /EINPresswire.com/ -- As the Douglas County housing market becomes more competitive and selective, [Roseburg real estate broker Aaron Cherry has launched sellwithcherry.com](#), a platform designed to help sellers make more informed pricing decisions through a combination of data-driven analysis and hands-on local expertise.

A key feature of Cherry's new website is its Strategic Improvement Program (SIP), which allows sellers to complete necessary repairs and improvements without upfront costs. Through established relationships with local contractors and industry professionals, Cherry coordinates the work and advances funds for projects ranging from required repairs to larger capital improvements, with reimbursement through escrow at closing.

The platform also includes a custom home valuation calculator and archive of Cherry's real estate journal, providing buyers and sellers with direct access to a wealth of insights into the Douglas County real estate market. Unlike automated valuation tools that rely solely on algorithms, Cherry's approach pairs data with real-time market experience, with each inquiry leading to a personal consultation rather than an automated response.



Seven-year real estate veteran Aaron Cherry provides data-driven guidance for Umpqua Valley buyers and sellers.

The launch follows a seven-year period in which Cherry rose from a newly licensed Roseburg real estate agent to the top 1.5% of Douglas County brokers. He has completed more than 225 transaction sides totaling over \$65 million in career sales volume, serving clients across a wide range of property types, from Sutherlin, Roseburg, Glide, and Winston and Myrtle Creek. These range from smaller residential properties to new construction, agricultural land, multifamily, and entry-level housing.

"I believe each client deserves to be heard and understood," said Cherry, a Roseburg real estate broker with Oregon Life Homes. "My goal is to provide clear information, sound guidance, and a level of care that allows clients to make confident decisions, especially in a market that requires more precision than it did just a few years ago."



A "Sell with Aaron Cherry" sign marks a premium Douglas County residence, showcasing his commitment to elite property presentation.

Cherry's practice is built on direct client relationships. Unlike many real estate teams that rely on virtual assistants or call centers, he personally handles every stage of the transaction, from initial consultation through negotiation and closing – ensuring clients receive consistent, informed guidance throughout the process. His work has led to a strong base of repeat clients, as well as a consulting practice serving attorneys, lenders, and appraisers who rely on his market analysis, probate valuations, and broker price opinions.

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*Aaron Cherry,  
sellwithcherry.com*

Cherry emphasizes long-term relationships and local knowledge as foundational to his business as a Roseburg REALTOR®. "In a small community, your reputation goes before you," he said. "Whether a client is purchasing a \$25,000 mobile home or a \$1,000,000 ranch, they receive the same level of care and consideration."

Cherry serves clients throughout Douglas County and the broader Southern Oregon region. The website launch coincides with his seventh year in the industry and his continued ranking among

the top 1.5% of Douglas County real estate brokers by volume, including 82 closed transactions totaling \$24.9 million over the past two years. Before entering real estate, Cherry worked as a commercial salmon fisherman in Alaska, an experience that helped shape his work ethic and approach to business. He maintains an office in downtown Roseburg.

#### About Aaron Cherry and Oregon Life Homes

Aaron Cherry is a licensed Roseburg real estate broker affiliated with Oregon Life Homes. A fifth-generation resident of Douglas County, he has completed more than 225 transaction sides exceeding \$65 million in career volume over seven years. His practice spans residential, new construction, agricultural, multifamily, manufactured housing, vacant land, and commercial lease transactions throughout the region. Buyers and sellers can explore Cherry's market insights, access his newsletter archive, or request a personalized home valuation at [sellwithcherry.com](http://sellwithcherry.com).

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Aaron Cherry sharing real-time Douglas County market insights during a live segment at KQEN News Radio.



The historic Rochester Covered Bridge represents the timeless charm and heritage of the Umpqua Valley.



Aaron Cherry manages the Strategic Improvement Program (SIP), coordinating essential repairs to maximize home value before a sale.

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