

Date: For Release: For More Information Contact: 2/17/2020 Immediately Michael Theo, WRA President & CEO, 608-241-2047, <u>mtheo@wra.org</u> or David Clark, Economist, ECON Analytics, LLC and Professor of Economics, Marquette University, 414-803-6537, prof.clark@gmail.com

## Wisconsin Housing Market Remains Hot in January

**MADISON, Wis.** – For the second straight month, robust sales of existing homes and limited statewide inventories of homes for sale drove housing prices higher, according to the most recent evaluation of the state housing market by the Wisconsin REALTORS<sup>®</sup> Association (WRA). January home sales were 8.9 percent higher than existing home sales in January 2019, and the median price rose 8.6 percent to \$190,000 over that same 12-month period.

"What's amazing is that we performed so well, in light of historically low inventory levels in January," said WRA Chairman Steve Beers. "The WRA began tracking inventory levels in December 2009, and we set a new low mark in January," Beers added. Specifically, the state had just 22,092 listings in January, which is down 14 percent from January 2019. "It's not surprising to see inventories tighten in the winter, but we've never seen them this low, even in January," said Beers. By comparison, the number of homes for sale stood at more than 56,000 in January 2010, just after the economy emerged from the Great Recession. "What is truly amazing is with only 3.2 months of supply, we still managed to set a record for January home sales," he said. More homes were sold last month than any previous January going back to 2007, when the WRA re-benchmarked its data collection methodology.

"The good economy and excellent mortgage rates have definitely boosted sales," said WRA President & CEO Michael Theo. Unemployment rates have been inching upward but remain below 4 percent, which is the level that economists consider full employment. The Wisconsin unemployment rate stood at 3.4 percent in December. "Thirty-year fixed mortgages stood at 3.62 percent in January, which led to solid growth in every region of the state," said Theo. The more rural Central and North regions grew at a modest pace of 4 percent to 4.8 percent over the last 12 months, whereas the Northeast, South Central and Southeast regions saw sales increase at between 7.6 percent and 8.8 percent over that period. Finally, the West

region experienced the strongest growth, with January 2020 sales 24 percent higher than January 2019.

"Sales grew in spite of the weak inventories, but that creates strong pressure on prices, which has been a persistent issue for several years," said Theo. In fact, the median price has increased at an annual rate of 5.5 percent or higher since 2016, and it grew at 7.2 percent in 2019 compared to 2018. With the general price level increasing at between 2.1 percent and 2.3 percent over the 2016-2019 period, housing prices are increasing at two to three times the rate of inflation. "Such strong price growth should be leading to lower affordability, but lower mortgage rates have kept that from happening," he said. The 30-year fixed-rate mortgage stood at 4.46 percent in January of last year, and it was nearly a percentage point lower at 3.62 percent last month, and as a result, housing affordability actually increased in the state. Specifically, the Wisconsin Housing Affordability Index measures the percent of the median-priced home that a buyer with median family income can afford to purchase, assuming 20 percent down and the remaining balance financed at current rates with a 30-year fixed mortgage. The index increased from 215 in January 2019 to 220 in January 2020.

Affordability will likely become a bigger concern as prices naturally increase as we move into the peak sales period in the late spring and summer. "Winter and early spring is always a great time to buy as sellers are often more motivated during those times," said Theo. "Finding the home can be challenging when inventories are so low, so working with a REALTOR<sup>®</sup> who is experienced and knows the local market is the key to success," he said.

The Wisconsin REALTORS® Association is one of the largest trade associations in the state, representing over 16,500 real estate brokers, salespeople and affiliates statewide. All county figures on sales volume and median prices are compiled by the Wisconsin REALTORS® Association and are not seasonally adjusted. Median prices are only computed if the county recorded at least 10 home sales in the quarter. All data collected by the Wisconsin REALTORS® Association is subject to revision if more complete data becomes available. Beginning in June 2018, all historical sales volume and median price data from 2015 forward at the county level have been re-benchmarked using the Relitix system that accessed MLS data directly. The Wisconsin Housing Affordability Index is updated monthly with the most recent data on median housing prices, mortgage rates and estimated median family income data for Wisconsin. Data on state foreclosure activity is compiled by Dr. Russ Kashian at the University of Wisconsin-Whitewater.

Note that the WRA employs a slightly different protocol to determine inventory levels than the protocol used by the REALTORS<sup>®</sup> Association of South Central Wisconsin (RASCW). For consistency, the summary tables for the South Central region reported in the WRA release employ the WRA approach. However, a modified table employing the RASCW methodology is available from the WRA upon request.



| Su                             | Summary of Wisconsin Housing Statistics |           |        |           |                    |        |  |  |  |  |  |  |  |  |
|--------------------------------|---|-----------|--------|-----------|--------------------|--------|--|--|--|--|--|--|--|--|
|                                |   | Monthly   |        |           | ear-to-Date        | 2      |  |  |  |  |  |  |  |  |
|                                | Jan                                     | Jan       | %      | Jan       | Jan                | %      |  |  |  |  |  |  |  |  |
|                                | 2020                                    | 2019      | Change | 2020      | 2019               | Change |  |  |  |  |  |  |  |  |
| Unit Sales                     | 4,143                                   | 3,804     | +8.9%  | 4,143     | 3,804              | +8.9%  |  |  |  |  |  |  |  |  |
| Median Price                   | \$190,000                               | \$175,000 | +8.6%  | \$190,000 | \$175 <i>,</i> 000 | +8.6%  |  |  |  |  |  |  |  |  |
| New Listings                   | 5,932                                   | 6,265     | -5.3%  | Х         | Х                  | Х      |  |  |  |  |  |  |  |  |
| Total Listings                 | 22,092                                  | 25,697    | -14.0% | Х         | Х                  | Х      |  |  |  |  |  |  |  |  |
| Months of Inventory            | 3.2                                     | 3.8       | -15.8% | х         | Х                  | Х      |  |  |  |  |  |  |  |  |
| Average Days on Market         | 108                                     | 112       | -3.6%  | Х         | Х                  | Х      |  |  |  |  |  |  |  |  |
| WI Housing Affordability Index | 220                                     | 215       | +2.3%  | Х         | Х                  | Х      |  |  |  |  |  |  |  |  |

| Housing Price Range Statistics |                                  |  |  |  |  |  |  |  |  |  |  |  |
|--------------------------------|----------------------------------|--|--|--|--|--|--|--|--|--|--|--|
| Price Range                    | Total<br>Jan<br>2020<br>Listings | Average<br>Days on<br>Market<br>(Feb 2019 -<br>Jan 2020) | Total Sold<br>(Feb 2019 -<br>Jan 2020) | Total Volume<br>Sold<br>(Feb 2019 -<br>Jan 2020) | Months of<br>Inventory<br>(Feb 2019 -<br>Jan 2020) |  |  |  |  |  |  |  |
| \$0-\$124,999                  | 4,805                            | 163  | 16,721                                 | \$1,392,316,184                                  | 3.4  |  |  |  |  |  |  |  |
| \$125,000 - \$199,999          | 5,115                            | 122  | 25,296                                 | \$4,064,433,983                                  | 2.4  |  |  |  |  |  |  |  |
| \$200,000 – \$349,999          | 6,516                            | 135  | 27,908                                 | \$7,358,445,079                                  | 2.8  |  |  |  |  |  |  |  |
| \$350,000 - \$499,999          | 3,017                            | 144  | 8,579                                  | \$3,475,218,727                                  | 4.2  |  |  |  |  |  |  |  |
| \$500,000 and higher           | 2,639                            | 191  | 4,061                                  | \$2,950,960,223                                  | 7.8  |  |  |  |  |  |  |  |

| Inven                                 | tory by Urban Classification |          |
|---------------------------------------|------------------------------|----------|
| County type                           | Jan 2020                     | Jan 2019 |
| <b>Metropolitan Counties Combined</b> | 2.6                          | 3.0      |
| <b>Micropolitan Counties Combined</b> | 3.7                          | 4.4      |
| <b>Rural Counties Combined</b>        | 5.5                          | 6.6      |
| All Wisconsin Counties                | 3.2                          | 3.8      |

Metropolitan counties include: Brown, Calumet, Chippewa, Columbia, Dane, Douglas, Eau Claire, Fond du Lac, Green, Iowa, Kenosha, Kewaunee, La Crosse, Marathon, Milwaukee, Oconto, Ozaukee, Outagamie, Pierce, Racine, Rock, Sheboygan, St. Croix, Washington, Waukesha, and Winnebago.

Micropolitan counties include: Dodge, Dunn, Florence, Grant, Jefferson, Lincoln, Manitowoc, Marinette, Menominee, Portage, Sauk, Shawano, Walworth and Wood.

Rural counties include: Adams, Ashland, Barron, Bayfield, Buffalo, Burnett, Clark, Crawford, Door, Forest, Green Lake, Iron, Jackson, Juneau, Lafayette, Langlade, Marquette, Monroe, Oneida, Pepin, Polk, Price, Rusk, Richland, Sawyer, Taylor, Trempealeau, Vernon, Vilas, Washburn, Waupaca and Waushara.

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#### **Report Criteria:** Reflecting data for: January 2020 | State: WI | Type: Residential

|         |                  |         | Median Price |          | Sales  |        |          | Months Inventory |        |          | Avg Days On Market |        |          |
|---------|------------------|---------|--------------|----------|--------|--------|----------|------------------|--------|----------|--------------------|--------|----------|
| Region  | County           | 1/2020  | 1/2019       | % Change | 1/2020 | 1/2019 | % Change | 1/2020           | 1/2019 | % Change | 1/2020             | 1/2019 | % Change |
| Central | Adams            | 173,500 | 120,000      | +44.6%   | 19     | 21     | -9.5%    | 5.2              | 6.5    | -20.0%   | 240                | 132    | +81.8%   |
|         | Clark            | 143,750 | 67,000       | +114.6%  | 16     | 11     | +45.5%   | 5.5              | 7.4    | -25.7%   | 119                | 229    | -48.0%   |
|         | Juneau           | 98,500  | 89,000       | +10.7%   | 23     | 19     | +21.1%   | 5.9              | 5.9    | 0.0%     | 137                | 116    | +18.1%   |
|         | Marathon         | 159,500 | 164,900      | -3.3%    | 87     | 81     | +7.4%    | 2.7              | 3.0    | -10.0%   | 110                | 129    | -14.7%   |
|         | Marquette        | 147,000 | 110,000      | +33.6%   | 13     | 11     | +18.2%   | 6.0              | 6.7    | -10.4%   | 182                | 102    | +78.4%   |
|         | Portage          | 170,000 | 175,750      | -3.3%    | 39     | 41     | -4.9%    | 2.9              | 3.0    | -3.3%    | 100                | 93     | +7.5%    |
|         | Waushara         | 170,000 | 143,500      | +18.5%   | 19     | 20     | -5.0%    | 5.4              | 4.5    | +20.0%   | 113                | 142    | -20.4%   |
|         | Wood             | 119,000 | 96,000       | +24.0%   | 36     | 37     | -2.7%    | 2.7              | 3.2    | -15.6%   | 120                | 101    | +18.8%   |
|         | Central Regional | 148,750 | 142,000      | +4.8%    | 252    | 241    | +4.6%    | 3.7              | 4.1    | -9.8%    | 127                | 122    | +4.1%    |

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Total

|        |                      | M       | edian Pri | ce       |        | Sales  |          | Months Inventory |        |          | Avg Days On Market |        |          |
|--------|----------------------|---------|-----------|----------|--------|--------|----------|------------------|--------|----------|--------------------|--------|----------|
| Region | County               | 1/2020  | 1/2019    | % Change | 1/2020 | 1/2019 | % Change | 1/2020           | 1/2019 | % Change | 1/2020             | 1/2019 | % Change |
| North  | Ashland              | 165,000 | 65,900    | +150.4%  | 17     | 13     | +30.8%   | 12.4             | 15.7   | -21.0%   | 149                | 184    | -19.0%   |
|        | Barron               | 153,000 | 134,500   | +13.8%   | 37     | 36     | +2.8%    | 3.4              | 5.4    | -37.0%   | 173                | 100    | +73.0%   |
|        | Bayfield             | NA      | 168,000   | NA       | 9      | 15     | -40.0%   | 10.7             | 15.0   | -28.7%   | 167                | 193    | -13.5%   |
|        | Burnett              | 215,000 | 117,150   | +83.5%   | 19     | 30     | -36.7%   | 3.0              | 3.8    | -21.1%   | 220                | 278    | -20.9%   |
|        | Douglas              | 86,500  | 100,000   | -13.5%   | 26     | 31     | -16.1%   | 5.4              | 7.6    | -28.9%   | 85                 | 125    | -32.0%   |
|        | Florence             | NA      | NA        | NA       | 1      | NA     | NA       | 8.2              | 27.3   | -70.0%   | 358                | NA     | NA       |
|        | Forest               | NA      | NA        | NA       | 8      | 7      | +14.3%   | 11.2             | 7.7    | +45.5%   | 185                | 220    | -15.9%   |
|        | Iron                 | NA      | NA        | NA       | 7      | 2      | +250.0%  | 16.6             | 15.8   | +5.1%    | 118                | 238    | -50.4%   |
|        | Langlade             | 80,000  | 123,000   | -35.0%   | 16     | 15     | +6.7%    | 6.0              | 7.1    | -15.5%   | 142                | 176    | -19.3%   |
|        | Lincoln              | 129,200 | 114,250   | +13.1%   | 20     | 20     | 0.0%     | 4.8              | 5.6    | -14.3%   | 112                | 101    | +10.9%   |
|        | Oneida               | 151,500 | 195,000   | -22.3%   | 44     | 41     | +7.3%    | 4.7              | 5.8    | -19.0%   | 204                | 205    | -0.5%    |
|        | Polk                 | 202,450 | 190,000   | +6.6%    | 34     | 33     | +3.0%    | 2.8              | 3.6    | -22.2%   | 113                | 115    | -1.7%    |
|        | Price                | 100,100 | 149,000   | -32.8%   | 16     | 11     | +45.5%   | 10.7             | 10.7   | 0.0%     | 155                | 366    | -57.7%   |
|        | Rusk                 | 296,000 | NA        | NA       | 10     | 7      | +42.9%   | 5.1              | 7.5    | -32.0%   | 197                | 141    | +39.7%   |
|        | Sawyer               | 243,000 | 210,000   | +15.7%   | 33     | 27     | +22.2%   | 6.2              | 9.9    | -37.4%   | 240                | 286    | -16.1%   |
|        | Taylor               | 110,000 | NA        | NA       | 11     | 8      | +37.5%   | 5.2              | 5.9    | -11.9%   | 98                 | 164    | -40.2%   |
|        | Vilas                | 230,000 | 181,000   | +27.1%   | 31     | 23     | +34.8%   | 7.3              | 7.8    | -6.4%    | 135                | 185    | -27.0%   |
|        | Washburn             | 217,000 | 110,000   | +97.3%   | 21     | 27     | -22.2%   | 4.7              | 6.7    | -29.9%   | 166                | 136    | +22.1%   |
|        | North Regional Total | 158,750 | 138,500   | +14.6%   | 360    | 346    | +4.0%    | 5.6              | 7.0    | -20.0%   | 161                | 179    | -10.1%   |

|           |                             | M       | edian Pri | ce       | Sales  |        | Months Inventory |        |        | Avg Days On Market |        |        |          |
|-----------|-----------------------------|---------|-----------|----------|--------|--------|------------------|--------|--------|--------------------|--------|--------|----------|
| Region    | County                      | 1/2020  | 1/2019    | % Change | 1/2020 | 1/2019 | % Change         | 1/2020 | 1/2019 | % Change           | 1/2020 | 1/2019 | % Change |
| Northeast | Brown                       | 192,900 | 169,900   | +13.5%   | 167    | 152    | +9.9%            | 2.7    | 3.1    | -12.9%             | 93     | 95     | -2.1%    |
|           | Calumet                     | 186,350 | 217,000   | -14.1%   | 48     | 36     | +33.3%           | 2.8    | 3.8    | -26.3%             | 87     | 118    | -26.3%   |
|           | Door                        | 214,175 | 220,000   | -2.6%    | 46     | 38     | +21.1%           | 5.9    | 7.8    | -24.4%             | 155    | 228    | -32.0%   |
|           | Fond du Lac                 | 142,000 | 138,250   | +2.7%    | 89     | 70     | +27.1%           | 3.4    | 4.1    | -17.1%             | 105    | 123    | -14.6%   |
|           | Green Lake                  | 212,000 | 105,000   | +101.9%  | 11     | 15     | -26.7%           | 6.9    | 7.4    | -6.8%              | 396    | 114    | +247.4%  |
|           | Kewaunee                    | 125,000 | 140,000   | -10.7%   | 14     | 33     | -57.6%           | 6.0    | 4.9    | +22.4%             | 81     | 125    | -35.2%   |
|           | Manitowoc                   | 113,200 | 106,900   | +5.9%    | 60     | 57     | +5.3%            | 3.0    | 4.2    | -28.6%             | 140    | 97     | +44.3%   |
|           | Marinette                   | 110,000 | 135,000   | -18.5%   | 29     | 32     | -9.4%            | 5.4    | 6.2    | -12.9%             | 174    | 137    | +27.0%   |
|           | Menominee                   | NA      | NA        | NA       | NA     | NA     | NA               | 6.8    | 5.3    | +28.3%             | NA     | NA     | NA       |
|           | Oconto                      | 139,900 | 173,000   | -19.1%   | 19     | 33     | -42.4%           | 5.3    | 5.2    | +1.9%              | 143    | 234    | -38.9%   |
|           | Outagamie                   | 175,000 | 164,750   | +6.2%    | 129    | 126    | +2.4%            | 2.4    | 2.6    | -7.7%              | 86     | 91     | -5.5%    |
|           | Shawano                     | 99,750  | 98,000    | +1.8%    | 24     | 17     | +41.2%           | 5.2    | 6.1    | -14.8%             | 199    | 170    | +17.1%   |
|           | Waupaca                     | 175,000 | 177,500   | -1.4%    | 27     | 24     | +12.5%           | 3.9    | 5.8    | -32.8%             | 112    | 109    | +2.8%    |
|           | Winnebago                   | 168,250 | 133,000   | +26.5%   | 122    | 95     | +28.4%           | 2.6    | 2.9    | -10.3%             | 91     | 108    | -15.7%   |
|           | Northeast Regional<br>Total | 168,500 | 150,200   | +12.2%   | 785    | 728    | +7.8%            | 3.4    | 4.0    | -15.0%             | 112    | 119    | -5.9%    |

|               |                                 | M       | edian Pri | ce       | Sales  |        | Months Inventory |        |        | Avg Days On Market |        |        |          |
|---------------|---------------------------------|---------|-----------|----------|--------|--------|------------------|--------|--------|--------------------|--------|--------|----------|
| Region        | County                          | 1/2020  | 1/2019    | % Change | 1/2020 | 1/2019 | % Change         | 1/2020 | 1/2019 | % Change           | 1/2020 | 1/2019 | % Change |
| South Central | Columbia                        | 213,250 | 145,250   | +46.8%   | 40     | 26     | +53.8%           | 3.4    | 3.8    | -10.5%             | 124    | 176    | -29.5%   |
|               | Crawford                        | NA      | NA        | NA       | 8      | 6      | +33.3%           | 6.7    | 7.1    | -5.6%              | 110    | 195    | -43.6%   |
|               | Dane                            | 285,000 | 275,000   | +3.6%    | 398    | 363    | +9.6%            | 2.4    | 2.9    | -17.2%             | 108    | 108    | 0.0%     |
|               | Dodge                           | 155,000 | 156,000   | -0.6%    | 50     | 45     | +11.1%           | 3.5    | 3.7    | -5.4%              | 106    | 111    | -4.5%    |
|               | Grant                           | 138,000 | 130,000   | +6.2%    | 18     | 17     | +5.9%            | 5.0    | 5.3    | -5.7%              | 97     | 138    | -29.7%   |
|               | Green                           | 157,500 | 210,500   | -25.2%   | 16     | 24     | -33.3%           | 2.6    | 3.3    | -21.2%             | 115    | 122    | -5.7%    |
|               | lowa                            | 270,000 | NA        | NA       | 12     | 7      | +71.4%           | 4.5    | 5.0    | -10.0%             | 236    | 104    | +126.9%  |
|               | Jefferson                       | 221,500 | 213,000   | +4.0%    | 68     | 61     | +11.5%           | 3.4    | 3.6    | -5.6%              | 118    | 93     | +26.9%   |
|               | Lafayette                       | NA      | NA        | NA       | 8      | 8      | 0.0%             | 6.1    | 5.7    | +7.0%              | 105    | 136    | -22.8%   |
|               | Richland                        | NA      | NA        | NA       | 4      | 3      | +33.3%           | 6.3    | 6.0    | +5.0%              | 193    | 146    | +32.2%   |
|               | Rock                            | 170,000 | 149,900   | +13.4%   | 111    | 123    | -9.8%            | 2.7    | 3.0    | -10.0%             | 99     | 103    | -3.9%    |
|               | Sauk                            | 203,450 | 180,000   | +13.0%   | 50     | 45     | +11.1%           | 3.4    | 4.4    | -22.7%             | 112    | 118    | -5.1%    |
|               | South Central<br>Regional Total | 232,000 | 224,900   | +3.2%    | 783    | 728    | +7.6%            | 2.9    | 3.3    | -12.1%             | 111    | 111    | 0.0%     |

|           |                             | Median Price |         | ce       | Sales  |        | Months Inventory |        |        | Avg Days On Market |        |        |          |
|-----------|-----------------------------|--------------|---------|----------|--------|--------|------------------|--------|--------|--------------------|--------|--------|----------|
| Region    | County                      | 1/2020       | 1/2019  | % Change | 1/2020 | 1/2019 | % Change         | 1/2020 | 1/2019 | % Change           | 1/2020 | 1/2019 | % Change |
| Southeast | Kenosha                     | 180,000      | 160,000 | +12.5%   | 117    | 111    | +5.4%            | 2.6    | 2.9    | -10.3%             | 88     | 81     | +8.6%    |
|           | Milwaukee                   | 159,000      | 152,450 | +4.3%    | 631    | 634    | -0.5%            | 2.4    | 2.8    | -14.3%             | 81     | 88     | -8.0%    |
|           | Ozaukee                     | 272,000      | 359,865 | -24.4%   | 72     | 45     | +60.0%           | 3.1    | 3.5    | -11.4%             | 83     | 124    | -33.1%   |
|           | Racine                      | 159,500      | 159,900 | -0.3%    | 165    | 163    | +1.2%            | 2.8    | 3.0    | -6.7%              | 85     | 84     | +1.2%    |
|           | Sheboygan                   | 163,000      | 154,980 | +5.2%    | 111    | 73     | +52.1%           | 3.0    | 3.8    | -21.1%             | 108    | 95     | +13.7%   |
|           | Walworth                    | 217,000      | 183,750 | +18.1%   | 94     | 78     | +20.5%           | 3.9    | 4.8    | -18.8%             | 139    | 127    | +9.4%    |
|           | Washington                  | 244,000      | 229,900 | +6.1%    | 100    | 78     | +28.2%           | 2.2    | 2.6    | -15.4%             | 79     | 106    | -25.5%   |
|           | Waukesha                    | 300,000      | 293,000 | +2.4%    | 291    | 271    | +7.4%            | 2.4    | 2.9    | -17.2%             | 91     | 99     | -8.1%    |
|           | Southeast Regional<br>Total | 198,000      | 180,000 | +10.0%   | 1,581  | 1,453  | +8.8%            | 2.6    | 3.0    | -13.3%             | 89     | 94     | -5.3%    |

|        |                     | Median Price |         | Sales    |        |        | Months Inventory |        |        | Avg Days On Market |        |        |          |
|--------|---------------------|--------------|---------|----------|--------|--------|------------------|--------|--------|--------------------|--------|--------|----------|
| Region | County              | 1/2020       | 1/2019  | % Change | 1/2020 | 1/2019 | % Change         | 1/2020 | 1/2019 | % Change           | 1/2020 | 1/2019 | % Change |
| West   | Buffalo             | 145,750      | NA      | NA       | 16     | 5      | +220.0%          | 4.9    | 7.8    | -37.2%             | 162    | 141    | +14.9%   |
|        | Chippewa            | 209,900      | 189,900 | +10.5%   | 55     | 39     | +41.0%           | 3.3    | 4.1    | -19.5%             | 121    | 85     | +42.4%   |
|        | Dunn                | 215,000      | 175,950 | +22.2%   | 34     | 24     | +41.7%           | 3.1    | 3.7    | -16.2%             | 134    | 83     | +61.4%   |
|        | Eau Claire          | 195,800      | 190,000 | +3.1%    | 75     | 72     | +4.2%            | 2.5    | 3.1    | -19.4%             | 95     | 105    | -9.5%    |
|        | Jackson             | NA           | 195,000 | NA       | 6      | 13     | -53.8%           | 4.2    | 6.2    | -32.3%             | 76     | 192    | -60.4%   |
|        | La Crosse           | 174,000      | 172,300 | +1.0%    | 63     | 41     | +53.7%           | 2.4    | 2.4    | 0.0%               | 111    | 77     | +44.2%   |
|        | Monroe              | 172,000      | 117,000 | +47.0%   | 33     | 14     | +135.7%          | 4.2    | 4.5    | -6.7%              | 108    | 152    | -28.9%   |
|        | Pepin               | NA           | NA      | NA       | 7      | 2      | +250.0%          | 5.5    | 4.4    | +25.0%             | 134    | 154    | -13.0%   |
|        | Pierce              | 223,510      | 165,000 | +35.5%   | 16     | 14     | +14.3%           | 2.5    | 3.1    | -19.4%             | 97     | 63     | +54.0%   |
|        | St. Croix           | 228,000      | 224,700 | +1.5%    | 53     | 68     | -22.1%           | 2.7    | 2.7    | 0.0%               | 100    | 104    | -3.8%    |
|        | Trempealeau         | 127,000      | NA      | NA       | 14     | 6      | +133.3%          | 4.2    | 5.6    | -25.0%             | 139    | 189    | -26.5%   |
|        | Vernon              | 128,500      | 120,000 | +7.1%    | 10     | 10     | 0.0%             | 5.6    | 4.3    | +30.2%             | 116    | 105    | +10.5%   |
|        | West Regional Total | 189,450      | 189,000 | +0.2%    | 382    | 308    | +24.0%           | 3.1    | 3.5    | -11.4%             | 112    | 103    | +8.7%    |

| Statewide Median Price | n Price Statewide Sales         | Statewide Avg Days On Market |
|------------------------|---------------------------------|------------------------------|
| 1/2020 1/2019 % Change | % Change 1/2020 1/2019 % Change | 1/2020 1/2019 % Change       |
| 190,000 175,000 +8.6%  | +8.6% 4,143 3,804 +8.9%         | 108 112 -3.6%                |

| Statewi | de Month | s Inventory | State  | wide New | / Listings | State  | Statewide Total Listings |          |  |  |
|---------|----------|-------------|--------|----------|------------|--------|--------------------------|----------|--|--|
| 1/2020  | 1/2019   | % Change    | 1/2020 | 1/2019   | % Change   | 1/2020 | 1/2019                   | % Change |  |  |
| 3.2     | 3.8      | -15.8%      | 5,932  | 6,265    | -5.3%      | 22,092 | 25,697                   | -14.0%   |  |  |

#### Price Range Stats

| Listing Price Range   | Current Properties<br>For Sale | Avg Days On Market<br>(sold listings) | Number of Sales<br>in Prev 12 months | Total Sales in<br>Prev 12 Months | Months Inventory |
|-----------------------|--------------------------------|---------------------------------------|--------------------------------------|----------------------------------|------------------|
| \$0 - \$124,999       | 4,805                          | 163                                   | 16,721                               | 1,392,316,184                    | 3.4              |
| \$125,000 - \$199,999 | 5,115                          | 122                                   | 25,296                               | 4,064,433,983                    | 2.4              |
| \$200,000 - \$349,999 | 6,516                          | 135                                   | 27,908                               | 7,358,445,079                    | 2.8              |
| \$350,000 - \$499,999 | 3,017                          | 144                                   | 8,579                                | 3,475,218,727                    | 4.2              |
| \$500,000+            | 2,639                          | 191                                   | 4,061                                | 2,950,960,223                    | 7.8              |

### Months of Inventory by Broad Urban-Rural Classification

|                                | · · · · · · · · · · · · · · · · · · · |              |
|--------------------------------|---------------------------------------|--------------|
| Category                       | January 2020                          | January 2019 |
| Metropolitan Counties Combined | 2.6                                   | 3.0          |
| Micropolitan Counties Combined | 3.7                                   | 4.4          |
| Rural Counties Combined        | 5.5                                   | 6.6          |
| State Total                    | 3.2                                   | 3.8          |



# Wisconsin REALTORS Association Provided by the Wisconsin REALTORS® Association

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### ....., Report Criteria: Reflecting YTD data through: January 2020 | State: WI | Type: Residential

|         |                        | YTD               | YTD Median Price  |          |                   | YTD Sales         |          |  |  |
|---------|------------------------|-------------------|-------------------|----------|-------------------|-------------------|----------|--|--|
| Region  | County                 | Through<br>1/2020 | Through<br>1/2019 | % Change | Through<br>1/2020 | Through<br>1/2019 | % Change |  |  |
| Central | Adams                  | 173,500           | 120,000           | +44.6%   | 19                | 21                | -9.5%    |  |  |
|         | Clark                  | 143,750           | 67,000            | +114.6%  | 16                | 11                | +45.5%   |  |  |
|         | Juneau                 | 98,500            | 89,000            | +10.7%   | 23                | 19                | +21.1%   |  |  |
|         | Marathon               | 159,500           | 164,900           | -3.3%    | 87                | 81                | +7.4%    |  |  |
|         | Marquette              | 147,000           | 110,000           | +33.6%   | 13                | 11                | +18.2%   |  |  |
|         | Portage                | 170,000           | 175,750           | -3.3%    | 39                | 41                | -4.9%    |  |  |
|         | Waushara               | 170,000           | 143,500           | +18.5%   | 19                | 20                | -5.0%    |  |  |
|         | Wood                   | 119,000           | 96,000            | +24.0%   | 36                | 37                | -2.7%    |  |  |
|         | Central Regional Total | 148,750           | 142,000           | +4.8%    | 252               | 241               | +4.6%    |  |  |

|        |                      | YTD               | YTD Median Price  |          |                   | YTD Sales         |          |  |  |
|--------|----------------------|-------------------|-------------------|----------|-------------------|-------------------|----------|--|--|
| Region | County               | Through<br>1/2020 | Through<br>1/2019 | % Change | Through<br>1/2020 | Through<br>1/2019 | % Change |  |  |
| North  | Ashland              | 165,000           | 65,900            | +150.4%  | 17                | 13                | +30.8%   |  |  |
|        | Barron               | 153,000           | 134,500           | +13.8%   | 37                | 36                | +2.8%    |  |  |
|        | Bayfield             | NA                | 168,000           | NA       | 9                 | 15                | -40.0%   |  |  |
|        | Burnett              | 215,000           | 117,150           | +83.5%   | 19                | 30                | -36.7%   |  |  |
|        | Douglas              | 86,500            | 100,000           | -13.5%   | 26                | 31                | -16.1%   |  |  |
|        | Florence             | NA                | NA                | NA       | 1                 | NA                | NA       |  |  |
|        | Forest               | NA                | NA                | NA       | 8                 | 7                 | +14.3%   |  |  |
|        | Iron                 | NA                | NA                | NA       | 7                 | 2                 | +250.0%  |  |  |
|        | Langlade             | 80,000            | 123,000           | -35.0%   | 16                | 15                | +6.7%    |  |  |
|        | Lincoln              | 129,200           | 114,250           | +13.1%   | 20                | 20                | 0.0%     |  |  |
|        | Oneida               | 151,500           | 195,000           | -22.3%   | 44                | 41                | +7.3%    |  |  |
|        | Polk                 | 202,450           | 190,000           | +6.6%    | 34                | 33                | +3.0%    |  |  |
|        | Price                | 100,100           | 149,000           | -32.8%   | 16                | 11                | +45.5%   |  |  |
|        | Rusk                 | 296,000           | NA                | NA       | 10                | 7                 | +42.9%   |  |  |
|        | Sawyer               | 243,000           | 210,000           | +15.7%   | 33                | 27                | +22.2%   |  |  |
|        | Taylor               | 110,000           | NA                | NA       | 11                | 8                 | +37.5%   |  |  |
|        | Vilas                | 230,000           | 181,000           | +27.1%   | 31                | 23                | +34.8%   |  |  |
|        | Washburn             | 217,000           | 110,000           | +97.3%   | 21                | 27                | -22.2%   |  |  |
|        | North Regional Total | 158,750           | 138,500           | +14.6%   | 360               | 346               | +4.0%    |  |  |

|           |                          | YTD               | YTD Median Price  |          |                   | YTD Sales         |          |  |  |
|-----------|--------------------------|-------------------|-------------------|----------|-------------------|-------------------|----------|--|--|
| Region    | County                   | Through<br>1/2020 | Through<br>1/2019 | % Change | Through<br>1/2020 | Through<br>1/2019 | % Change |  |  |
| Northeast | Brown                    | 192,900           | 169,900           | +13.5%   | 167               | 152               | +9.9%    |  |  |
|           | Calumet                  | 186,350           | 217,000           | -14.1%   | 48                | 36                | +33.3%   |  |  |
|           | Door                     | 214,175           | 220,000           | -2.6%    | 46                | 38                | +21.1%   |  |  |
|           | Fond du Lac              | 142,000           | 138,250           | +2.7%    | 89                | 70                | +27.1%   |  |  |
|           | Green Lake               | 212,000           | 105,000           | +101.9%  | 11                | 15                | -26.7%   |  |  |
|           | Kewaunee                 | 125,000           | 140,000           | -10.7%   | 14                | 33                | -57.6%   |  |  |
|           | Manitowoc                | 113,200           | 106,900           | +5.9%    | 60                | 57                | +5.3%    |  |  |
|           | Marinette                | 110,000           | 135,000           | -18.5%   | 29                | 32                | -9.4%    |  |  |
|           | Menominee                | NA                | NA                | NA       | NA                | NA                | NA       |  |  |
|           | Oconto                   | 139,900           | 173,000           | -19.1%   | 19                | 33                | -42.4%   |  |  |
|           | Outagamie                | 175,000           | 164,750           | +6.2%    | 129               | 126               | +2.4%    |  |  |
|           | Shawano                  | 99,750            | 98,000            | +1.8%    | 24                | 17                | +41.2%   |  |  |
|           | Waupaca                  | 175,000           | 177,500           | -1.4%    | 27                | 24                | +12.5%   |  |  |
|           | Winnebago                | 168,250           | 133,000           | +26.5%   | 122               | 95                | +28.4%   |  |  |
|           | Northeast Regional Total | 168,500           | 150,200           | +12.2%   | 785               | 728               | +7.8%    |  |  |

|               |                              | YTD               | YTD Median Price  |          |                   | YTD Sales         |          |  |  |
|---------------|------------------------------|-------------------|-------------------|----------|-------------------|-------------------|----------|--|--|
| Region        | County                       | Through<br>1/2020 | Through<br>1/2019 | % Change | Through<br>1/2020 | Through<br>1/2019 | % Change |  |  |
| South Central | Columbia                     | 213,250           | 145,250           | +46.8%   | 40                | 26                | +53.8%   |  |  |
|               | Crawford                     | NA                | NA                | NA       | 8                 | 6                 | +33.3%   |  |  |
|               | Dane                         | 285,000           | 275,000           | +3.6%    | 398               | 363               | +9.6%    |  |  |
|               | Dodge                        | 155,000           | 156,000           | -0.6%    | 50                | 45                | +11.1%   |  |  |
|               | Grant                        | 138,000           | 130,000           | +6.2%    | 18                | 17                | +5.9%    |  |  |
|               | Green                        | 157,500           | 210,500           | -25.2%   | 16                | 24                | -33.3%   |  |  |
|               | lowa                         | 270,000           | NA                | NA       | 12                | 7                 | +71.4%   |  |  |
|               | Jefferson                    | 221,500           | 213,000           | +4.0%    | 68                | 61                | +11.5%   |  |  |
|               | Lafayette                    | NA                | NA                | NA       | 8                 | 8                 | 0.0%     |  |  |
|               | Richland                     | NA                | NA                | NA       | 4                 | 3                 | +33.3%   |  |  |
|               | Rock                         | 170,000           | 149,900           | +13.4%   | 111               | 123               | -9.8%    |  |  |
|               | Sauk                         | 203,450           | 180,000           | +13.0%   | 50                | 45                | +11.1%   |  |  |
|               | South Central Regional Total | 232,000           | 224,900           | +3.2%    | 783               | 728               | +7.6%    |  |  |

|           |                          | YTD               | YTD Median Price  |          |                   | YTD Sales         |          |  |  |
|-----------|--------------------------|-------------------|-------------------|----------|-------------------|-------------------|----------|--|--|
| Region    | County                   | Through<br>1/2020 | Through<br>1/2019 | % Change | Through<br>1/2020 | Through<br>1/2019 | % Change |  |  |
| Southeast | Kenosha                  | 180,000           | 160,000           | +12.5%   | 117               | 111               | +5.4%    |  |  |
|           | Milwaukee                | 159,000           | 152,450           | +4.3%    | 631               | 634               | -0.5%    |  |  |
|           | Ozaukee                  | 272,000           | 359,865           | -24.4%   | 72                | 45                | +60.0%   |  |  |
|           | Racine                   | 159,500           | 159,900           | -0.3%    | 165               | 163               | +1.2%    |  |  |
|           | Sheboygan                | 163,000           | 154,980           | +5.2%    | 111               | 73                | +52.1%   |  |  |
|           | Walworth                 | 217,000           | 183,750           | +18.1%   | 94                | 78                | +20.5%   |  |  |
|           | Washington               | 244,000           | 229,900           | +6.1%    | 100               | 78                | +28.2%   |  |  |
|           | Waukesha                 | 300,000           | 293,000           | +2.4%    | 291               | 271               | +7.4%    |  |  |
|           | Southeast Regional Total | 198,000           | 180,000           | +10.0%   | 1,581             | 1,453             | +8.8%    |  |  |

|        |                     | YTD               | YTD Median Price  |          |                   | YTD Sales         |          |  |  |
|--------|---------------------|-------------------|-------------------|----------|-------------------|-------------------|----------|--|--|
| Region | County              | Through<br>1/2020 | Through<br>1/2019 | % Change | Through<br>1/2020 | Through<br>1/2019 | % Change |  |  |
| West   | Buffalo             | 145,750           | NA                | NA       | 16                | 5                 | +220.0%  |  |  |
|        | Chippewa            | 209,900           | 189,900           | +10.5%   | 55                | 39                | +41.0%   |  |  |
|        | Dunn                | 215,000           | 175,950           | +22.2%   | 34                | 24                | +41.7%   |  |  |
|        | Eau Claire          | 195,800           | 190,000           | +3.1%    | 75                | 72                | +4.2%    |  |  |
|        | Jackson             | NA                | 195,000           | NA       | 6                 | 13                | -53.8%   |  |  |
|        | La Crosse           | 174,000           | 172,300           | +1.0%    | 63                | 41                | +53.7%   |  |  |
|        | Monroe              | 172,000           | 117,000           | +47.0%   | 33                | 14                | +135.7%  |  |  |
|        | Pepin               | NA                | NA                | NA       | 7                 | 2                 | +250.0%  |  |  |
|        | Pierce              | 223,510           | 165,000           | +35.5%   | 16                | 14                | +14.3%   |  |  |
|        | St. Croix           | 228,000           | 224,700           | +1.5%    | 53                | 68                | -22.1%   |  |  |
|        | Trempealeau         | 127,000           | NA                | NA       | 14                | 6                 | +133.3%  |  |  |
|        | Vernon              | 128,500           | 120,000           | +7.1%    | 10                | 10                | 0.0%     |  |  |
|        | West Regional Total | 189,450           | 189,000           | +0.2%    | 382               | 308               | +24.0%   |  |  |

| YTD Sta           | tewide Me         | dian Price | YTI               | D Statewide       | e Sales  |
|-------------------|-------------------|------------|-------------------|-------------------|----------|
| Through<br>1/2020 | Through<br>1/2019 | % Change   | Through<br>1/2020 | Through<br>1/2019 | % Change |
| 190,000           | 175,000           | +8.6%      | 4,143             | 3,804             | +8.9%    |