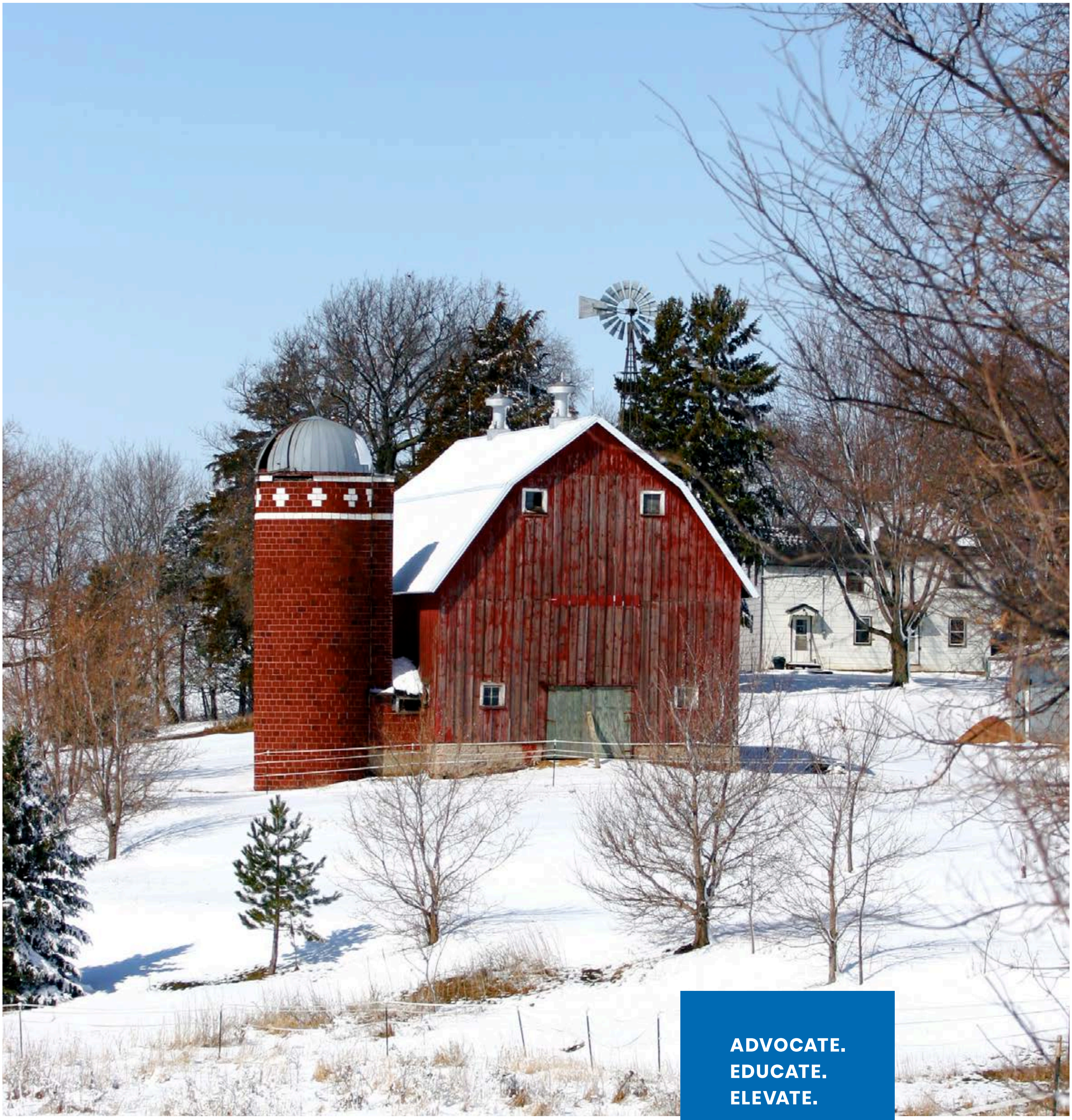
JANUARY 2026

WISCONSIN REAL ESTATE REPORT



ADVOCATE.
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January 2026 Wisconsin Real Estate Report

Tightened Inventory Restricts Home Sales and Increases Prices

This page: Reflecting data for January 2026. State: WI. Type: Residential.

TALKING POINTS

- New listings fell significantly in January, leading to tighter inventory statewide. This resulted in fewer existing home sales and higher home prices relative to a year ago. Specifically, Wisconsin's existing home sales fell 3.9% compared to January 2025, and the median price rose 7.9% over that same period to $315,000.
- Regionally, home sale prices have appreciated in five of the six regions of the state over the last 12 months. The strongest increases were seen in the Northeast, up 11%, and the Southeast, up 10%. This was followed by solid appreciation in the South Central region, up 6.8%, the Central region, up 6.5%, and the West, up 4.5%. The median price in the North region was essentially unchanged compared to January 2025.
- The average monthly 30-year fixed mortgage rate fell from 6.96% in January 2025 to 6.10% in January 2026.
- The Wisconsin Housing Affordability Index was up 2.2%, reaching its highest level since January 2024.
- The January reduction in statewide existing home sales resulted from weak sales in just two regions relative to January 2025 levels: the Southeast, which fell 12.8%, and the West region, which dropped 9.9%. In contrast, growth in home sales was strong in the North region, which grew 8.2%, followed by the Central region, which saw a 4.3% increase in sales over the period. The Northeast and South Central regions grew between 1.3% and 2% compared to a year earlier.
- All indicators of inventory showed a decline in January. New listings were down 11.3% compared to their levels in January 2025, and this led to a slight 1.7% reduction in total listings over that same period. Finally, months of inventory fell 6.5% to just 2.9 months in January, which indicates the state continues to have a strong seller's market.

ADDITIONAL ANALYSIS

Inventory Trends

"Total listings grew on an annual basis for 28 straight months before declining in January. We suspect this is just a temporary deviation from the trend, and we're cautiously optimistic that the spring and summer markets will see growing inventories."

Amy Curler
2026 Chair of the Board of Directors, Wisconsin REALTORS® Association

Upward Trends in Affordability

"The spike in mortgage rates that began in 2022 saw rates topping out over 7%, and as a result, affordability fell to record-low levels. We really didn't start seeing improvement until the middle of last year. Since June 2025, the 30-year fixed mortgage rate has fallen by nearly three quarters of a percent to 6.1%, and the Wisconsin Housing Affordability Index has increased nearly 16%. Hopefully these improvements in affordability continue."

Tom Larson
President & CEO, Wisconsin REALTORS® Association

The Role of Demographics in Housing Supply

"We currently have very limited supply in the housing market, but we do expect significant improvement in the next five years due to the aging of a key demographic group: baby boomers. The youngest boomers are now 62 years old, and the oldest just turned 80. Moreover, according to a 2025 survey conducted by the National Association of REALTORS®, boomers accounted for the largest share of both buyers (42%) and sellers (53%) of homes. As those in this demographic cohort continue to age, their propensity to buy homes will diminish, and their propensity to sell will increase, thereby releasing inventory for younger generations."

Dave Clark
Professor Emeritus of Economics and WRA Consultant

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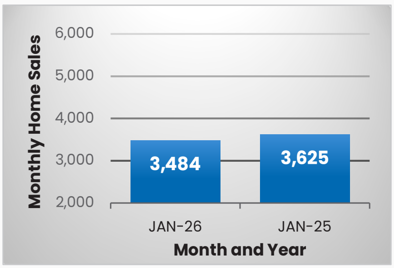
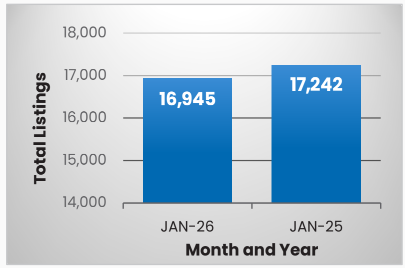
MONTHLY HOME SALES



January 2026	January 2025
3,484	3,625

from last year ↓ **3.9%**

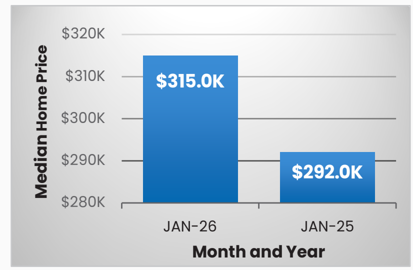
TOTAL STATEWIDE LISTINGS



January 2026	January 2025
16,945	17,242

from last year ↓ **1.7%**

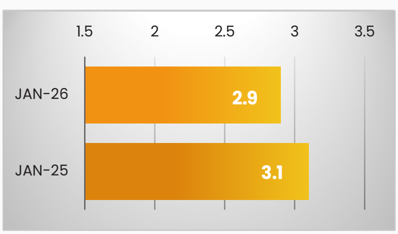
MEDIAN HOME PRICE



January 2026	January 2025
$315,000	$292,000

from last year ↑ **7.9%**

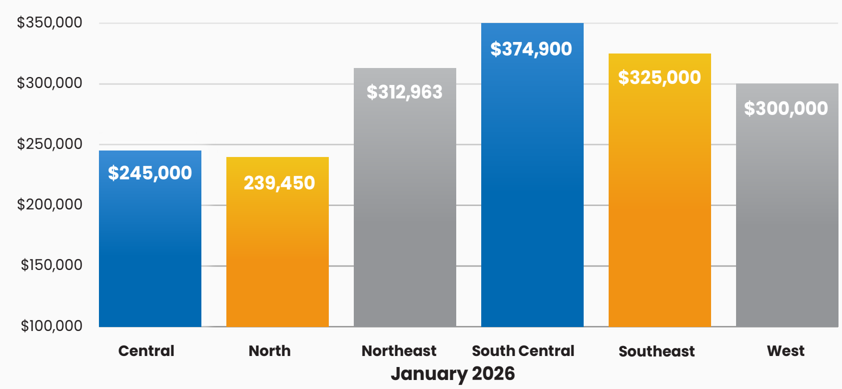
MONTHS OF INVENTORY



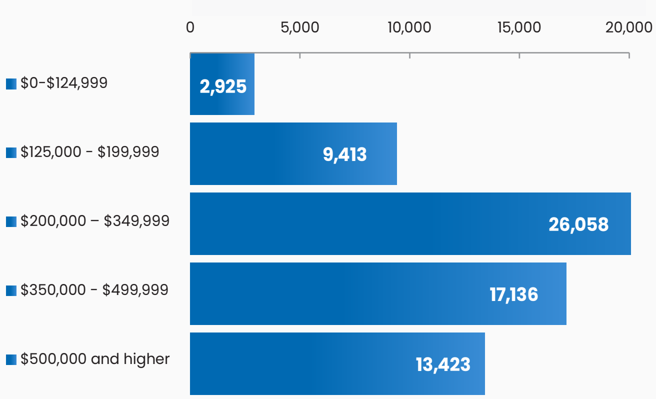
January 2026	January 2025
2.9	3.1

from last year ↓ **6.5%**

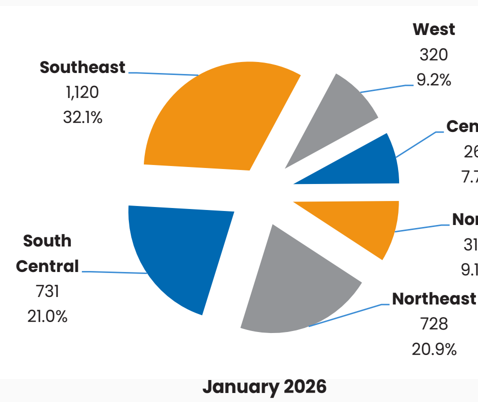
MEDIAN PRICES BY REGION



HOMES SOLD BY PRICE RANGE IN PAST 12 MONTHS



HOME SALES BY REGION



January 2026 Wisconsin Real Estate Report

Tightened Inventory Restricts Home Sales and Increases Prices

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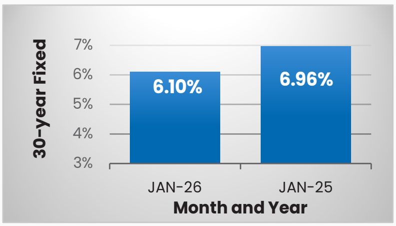
MORTGAGE INTEREST RATES*

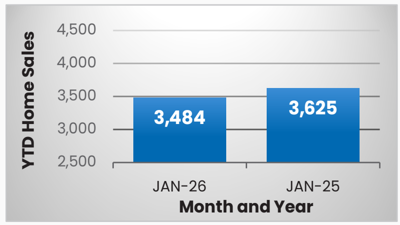


January 2026	January 2025
6.10%	6.96%

from last year ↓ 86 basis points

** Interest rate data based on Freddie Mac 30-year fixed mortgage rates.*

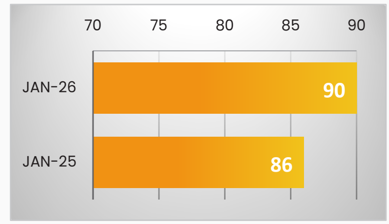
YEAR-TO-DATE HOME SALES



Year to Date 2025	Year to Date 2024
3,484	3,625

from last year ↓ 3.9%

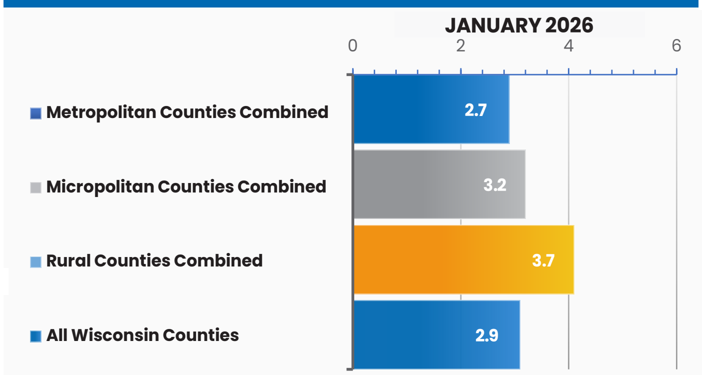
AVERAGE DAYS ON MARKET*



January 2026	January 2025
90	86

from last year ↑ 4.7%

MONTHS OF INVENTORY BY URBAN CLASSIFICATION

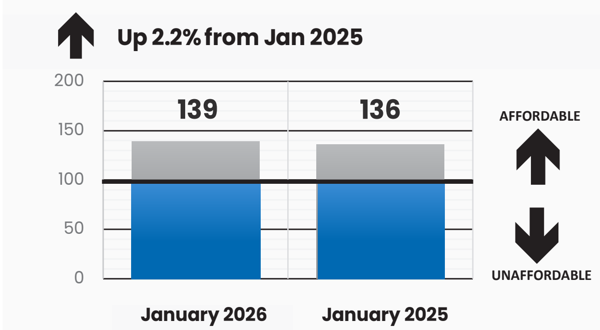


Metropolitan counties include: Brown, Calumet, Chippewa, Columbia, Dane, Douglas, Eau Claire, Fond du Lac, Green, Iowa, Kenosha, Kewaunee, La Crosse, Lincoln, Marathon, Milwaukee, Oconto, Ozaukee, Outagamie, Pierce, Racine, Rock, Sheboygan, St. Croix, Washington, Waukesha and Winnebago.

Micropolitan counties include: Dodge, Dunn, Florence, Grant, Jefferson, 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.

HOUSING AFFORDABILITY INDEX



This index shows the portion of the median-priced home that a qualified buyer with median family income can afford to buy, assuming 20% down and the remaining balance financed with a 30-year fixed mortgage at current rates. A value of 100 means a buyer with median income has enough to qualify for a mortgage on the median-priced home.

January 2026 Wisconsin Real Estate Report

Tightened Inventory Restricts Home Sales and Increases Prices

This page: Reflecting data for January 2026. State: WI. Type: Residential.

Region	County	Median Price 1/2026	Median Price 1/2025	Median Price % Change	Sales 1/2026	Sales 1/2025	Sales % Change	Months Inventory 1/2026	Months Inventory 1/2025	Months Inventory % Change	Avg Days On Market 1/2026	Avg Days On Market 1/2025	Avg Days On Market % Change
Central	Adams	237,500	212,500	+11.8%	30	28	+7.1%	4.6	4.1	+12.2%	135	103	+31.1%
	Clark	177,900	185,000	-3.8%	22	16	+37.5%	4.7	4.5	+4.4%	132	98	+34.7%
	Juneau	289,900	221,000	+31.2%	18	24	-25.0%	4.4	5.4	-18.5%	98	95	+3.2%
	Marathon	237,500	240,000	-1.0%	74	69	+7.2%	2.4	2.5	-4.0%	81	77	+5.2%
	Marquette	219,000	238,450	-8.2%	18	16	+12.5%	4.0	3.4	+17.6%	81	88	-8.0%
	Portage	279,450	274,900	+1.7%	42	35	+20.0%	3.4	2.5	+36.0%	100	83	+20.5%
	Waushara	322,500	220,000	+46.6%	16	19	-15.8%	3.3	3.0	+10.0%	114	96	+18.8%
	Wood	209,900	200,000	+5.0%	47	49	-4.1%	2.7	2.4	+12.5%	90	81	+11.1%
	Central Regional Total	**245,000**	**230,000**	**+6.5%**	**267**	**256**	**+4.3%**	**3.3**	**3.1**	**+6.5%**	**99**	**86**	**+15.1%**

Region	County	Median Price 1/2026	Median Price 1/2025	Median Price % Change	Sales 1/2026	Sales 1/2025	Sales % Change	Months Inventory 1/2026	Months Inventory 1/2025	Months Inventory % Change	Avg Days On Market 1/2026	Avg Days On Market 1/2025	Avg Days On Market % Change
North	Ashland	166,000	162,500	+2.2%	12	10	+20.0%	6.1	6.1	0.0%	78	275	-71.6%
	Barron	239,500	280,000	-14.5%	28	30	-6.7%	3.3	3.8	-13.2%	101	135	-25.2%
	Bayfield	235,000	289,000	-18.7%	12	19	-36.8%	5.5	5.6	-1.8%	181	124	+46.0%
	Burnett	250,000	205,500	+21.7%	29	14	+107.1%	2.9	4.3	-32.6%	91	86	+5.8%
	Douglas	205,000	179,000	+14.5%	33	33	0.0%	3.1	2.9	+6.9%	80	85	-5.9%
	Florence	NA	NA	NA	NA	1	-100.0%	5.1	6.9	-26.1%	NA	84	-100.0%
	Forest	NA	NA	NA	6	5	+20.0%	5.2	5.4	-3.7%	189	126	+50.0%
	Iron	NA	NA	NA	5	6	-16.7%	3.4	4.0	-15.0%	147	130	+13.1%
	Langlade	212,791	140,000	+52.0%	10	17	-41.2%	2.5	3.6	-30.6%	105	102	+2.9%
	Lincoln	209,900	212,500	-1.2%	23	24	-4.2%	2.9	3.8	-23.7%	140	129	+8.5%
	Oneida	289,500	340,000	-14.9%	40	33	+21.2%	3.0	3.4	-11.8%	99	103	-3.9%
	Polk	250,000	234,500	+6.6%	31	26	+19.2%	2.5	3.2	-21.9%	121	88	+37.5%
	Price	183,750	220,000	-16.5%	22	11	+100.0%	4.7	6.7	-29.9%	115	92	+25.0%
	Rusk	NA	329,450	NA	8	10	-20.0%	3.1	4.6	-32.6%	137	103	+33.0%
	Sawyer	250,500	235,000	+6.6%	18	17	+5.9%	3.8	5.3	-28.3%	193	107	+80.4%
	Taylor	NA	NA	NA	4	3	+33.3%	4.9	4.9	0.0%	138	89	+55.1%
	Vilas	380,000	384,000	-1.0%	21	19	+10.5%	3.4	3.4	0.0%	127	140	-9.3%
	Washburn	370,000	335,000	+10.4%	16	16	0.0%	3.0	5.3	-43.4%	148	165	-10.3%
	North Regional Total	**239,450**	**239,500**	**0.0%**	**318**	**294**	**+8.2%**	**3.4**	**4.2**	**-19.0%**	**119**	**118**	**+0.8%**

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		Median Price			Sales			Months Inventory			Avg Days On Market		
Region	**County**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**
Northeast	Brown	335,000	318,000	+5.3%	173	152	+13.8%	2.7	2.6	+3.8%	82	82	0.0%
	Calumet	369,900	300,000	+23.3%	41	27	+51.9%	3.1	3.2	-3.1%	94	67	+40.3%
	Door	532,742	469,900	+13.4%	36	33	+9.1%	4.3	8.0	-46.3%	104	137	-24.1%
	Fond du Lac	277,500	245,000	+13.3%	59	63	-6.3%	2.9	3.0	-3.3%	88	74	+18.9%
	Green Lake	355,000	228,000	+55.7%	14	16	-12.5%	4.8	3.7	+29.7%	88	97	-9.3%
	Kewaunee	NA	303,000	NA	8	11	-27.3%	2.3	3.1	-25.8%	64	81	-21.0%
	Manitowoc	255,000	226,814	+12.4%	59	54	+9.3%	2.6	2.8	-7.1%	74	63	+17.5%
	Marinette	216,700	227,500	-4.7%	22	26	-15.4%	3.7	4.1	-9.8%	112	99	+13.1%
	Menominee	NA	NA	NA	2	NA	NA	3.0	4.9	-38.8%	164	NA	NA
	Oconto	290,000	311,000	-6.8%	21	25	-16.0%	3.3	2.6	+26.9%	79	107	-26.2%
	Outagamie	330,000	315,000	+4.8%	122	149	-18.1%	2.4	2.8	-14.3%	81	86	-5.8%
	Shawano	211,000	185,000	+14.1%	22	26	-15.4%	3.2	3.3	-3.0%	74	97	-23.7%
	Waupaca	266,500	219,350	+21.5%	34	32	+6.3%	3.0	3.2	-6.3%	96	98	-2.0%
	Winnebago	311,000	257,401	+20.8%	115	105	+9.5%	2.4	2.9	-17.2%	91	69	+31.9%
	Northeast Regional Total	**312,963**	**282,000**	**+11.0%**	**728**	**719**	**+1.3%**	**2.8**	**3.2**	**-12.5%**	**86**	**84**	**+2.4%**

		Median Price			Sales			Months Inventory			Avg Days On Market		
Region	**County**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**
South Central	Columbia	389,900	340,450	+14.5%	27	34	-20.6%	3.8	4.0	-5.0%	98	104	-5.8%
	Crawford	234,900	NA	NA	11	9	+22.2%	4.5	3.8	+18.4%	126	79	+59.5%
	Dane	439,950	422,237	+4.2%	326	327	-0.3%	2.9	3.1	-6.5%	105	101	+4.0%
	Dodge	286,500	281,120	+1.9%	44	52	-15.4%	2.5	3.2	-21.9%	82	96	-14.6%
	Grant	207,750	205,000	+1.3%	20	23	-13.0%	3.3	4.3	-23.3%	79	72	+9.7%
	Green	256,500	350,000	-26.7%	32	23	+39.1%	3.1	4.3	-27.9%	108	91	+18.7%
	Iowa	461,500	332,000	+39.0%	12	11	+9.1%	3.4	5.3	-35.8%	118	78	+51.3%
	Jefferson	337,000	330,000	+2.1%	62	60	+3.3%	3.2	2.9	+10.3%	92	76	+21.1%
	Lafayette	244,500	NA	NA	10	3	+233.3%	3.6	3.3	+9.1%	85	76	+11.8%
	Richland	NA	355,775	NA	8	11	-27.3%	4.4	5.0	-12.0%	58	117	-50.4%
	Rock	280,000	258,000	+8.5%	129	119	+8.4%	3.2	2.8	+14.3%	82	85	-3.5%
	Sauk	330,492	325,000	+1.7%	50	45	+11.1%	4.2	3.9	+7.7%	103	100	+3.0%
	South Central Regional Total	**374,900**	**351,000**	**+6.8%**	**731**	**717**	**+2.0%**	**3.1**	**3.3**	**-6.1%**	**97**	**94**	**+3.2%**

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		Median Price			Sales			Months Inventory			Avg Days On Market		
Region	**County**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**
Southeast	Kenosha	298,750	270,000	+10.6%	70	89	-21.3%	2.0	2.2	-9.1%	64	75	-14.7%
	Milwaukee	265,750	242,000	+9.8%	444	541	-17.9%	2.7	2.3	+17.4%	71	67	+6.0%
	Ozaukee	525,000	450,000	+16.7%	55	67	-17.9%	2.8	2.5	+12.0%	93	69	+34.8%
	Racine	270,000	260,000	+3.8%	105	129	-18.6%	2.6	2.4	+8.3%	66	69	-4.3%
	Sheboygan	260,000	270,500	-3.9%	75	66	+13.6%	2.7	2.8	-3.6%	83	68	+22.1%
	Walworth	422,500	323,750	+30.5%	64	76	-15.8%	3.6	4.1	-12.2%	105	96	+9.4%
	Washington	422,500	342,500	+23.4%	78	86	-9.3%	2.6	2.8	-7.1%	69	87	-20.7%
	Waukesha	490,000	469,000	+4.5%	229	230	-0.4%	2.3	2.3	0.0%	81	77	+5.2%
	Southeast Regional Total	**325,000**	**295,450**	**+10.0%**	**1,120**	**1,284**	**-12.8%**	**2.6**	**2.5**	**+4.0%**	**76**	**73**	**+4.1%**

		Median Price			Sales			Months Inventory			Avg Days On Market		
Region	**County**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**	**1/2026**	**1/2025**	**% Change**
West	Buffalo	NA	NA	NA	7	3	+133.3%	4.1	5.3	-22.6%	206	90	+128.9%
	Chippewa	280,000	324,900	-13.8%	30	29	+3.4%	3.0	3.4	-11.8%	98	124	-21.0%
	Dunn	292,000	250,000	+16.8%	26	18	+44.4%	3.0	3.7	-18.9%	116	95	+22.1%
	Eau Claire	256,500	299,999	-14.5%	60	77	-22.1%	2.7	3.1	-12.9%	84	99	-15.2%
	Jackson	NA	NA	NA	9	8	+12.5%	3.5	3.8	-7.9%	119	77	+54.5%
	La Crosse	307,000	286,000	+7.3%	68	75	-9.3%	2.7	2.5	+8.0%	76	69	+10.1%
	Monroe	231,000	225,000	+2.7%	22	25	-12.0%	3.9	3.7	+5.4%	93	77	+20.8%
	Pepin	NA	NA	NA	2	3	-33.3%	3.0	4.1	-26.8%	87	155	-43.9%
	Pierce	400,000	329,500	+21.4%	13	24	-45.8%	2.9	2.5	+16.0%	83	85	-2.4%
	St. Croix	384,000	376,500	+2.0%	51	52	-1.9%	3.2	3.2	0.0%	95	104	-8.7%
	Trempealeau	233,250	220,000	+6.0%	18	22	-18.2%	3.1	3.4	-8.8%	130	100	+30.0%
	Vernon	265,000	289,000	-8.3%	14	19	-26.3%	4.9	4.8	+2.1%	100	84	+19.0%
	West Regional Total	**300,000**	**287,000**	**+4.5%**	**320**	**355**	**-9.9%**	**3.1**	**3.2**	**-3.1%**	**95**	**92**	**+3.3%**

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Statewide Median Price

1/2026	1/2025	% Change
315,000	292,000	+7.9%

Statewide Sales

1/2026	1/2025	% Change
3,484	3,625	-3.9%

Statewide Avg Days On Market

1/2026	1/2025	% Change
90	86	+4.7%

Statewide Months Inventory

1/2026	1/2025	% Change
2.9	3.1	-6.5%

Statewide New Listings

1/2026	1/2025	% Change
4,969	5,600	-11.3%

Statewide Total Listings

1/2026	1/2025	% Change
16,945	17,242	-1.7%

Price Range Stats

Listing Price Range	Current Properties For Sale	Avg Days On Market* (sold listings)	Number of Sales in Prev 12 months	Total Sales in Prev 12 Months	Months Inventory
$0 - $124,999	970	73	2,925	268,816,471	4.0
$125,000 - $199,999	2,184	67	9,413	1,585,246,328	2.8
$200,000 - $349,999	5,368	64	26,058	7,208,185,176	2.5
$350,000 - $499,999	4,037	76	17,136	7,183,955,428	2.8
$500,000+	4,392	93	13,423	10,495,680,442	3.9

**As of December 2025, annualized average days on market are based solely on closed listings over the past 12 months. Previous reports included both closed and active listings in the computation of average days on the market by price range.*

Months of Inventory by Broad Urban-Rural Classification

Category	January 2026	January 2025
Metropolitan Counties Combined	2.7	2.7
Micropolitan Counties Combined	3.2	3.4
Rural Counties Combined	3.7	4.2
State Total	2.9	3.1

January 2026 Wisconsin Real Estate Report

Tightened Inventory Restricts Home Sales and Increases Prices

This page: Reflecting data for January 2026. State: WI. Type: Residential.

		YTD Median Price			YTD Sales		
Region	County	Through 1/2026	Through 1/2025	% Change	Through 1/2026	Through 1/2025	% Change
Central	Adams	237,500	212,500	+11.8%	30	28	+7.1%
	Clark	177,900	185,000	-3.8%	22	16	+37.5%
	Juneau	289,900	221,000	+31.2%	18	24	-25.0%
	Marathon	237,500	240,000	-1.0%	74	69	+7.2%
	Marquette	219,000	238,450	-8.2%	18	16	+12.5%
	Portage	279,450	274,900	+1.7%	42	35	+20.0%
	Waushara	322,500	220,000	+46.6%	16	19	-15.8%
	Wood	209,900	200,000	+5.0%	47	49	-4.1%
	Central Regional Total	**245,000**	**230,000**	**+6.5%**	**267**	**256**	**+4.3%**

		YTD Median Price			YTD Sales		
Region	County	Through 1/2026	Through 1/2025	% Change	Through 1/2026	Through 1/2025	% Change
North	Ashland	166,000	162,500	+2.2%	12	10	+20.0%
	Barron	239,500	280,000	-14.5%	28	30	-6.7%
	Bayfield	235,000	289,000	-18.7%	12	19	-36.8%
	Burnett	250,000	205,500	+21.7%	29	14	+107.1%
	Douglas	205,000	179,000	+14.5%	33	33	0.0%
	Florence	NA	NA	NA	NA	1	-100.0%
	Forest	NA	NA	NA	6	5	+20.0%
	Iron	NA	NA	NA	5	6	-16.7%
	Langlade	212,791	140,000	+52.0%	10	17	-41.2%
	Lincoln	209,900	212,500	-1.2%	23	24	-4.2%
	Oneida	289,500	340,000	-14.9%	40	33	+21.2%
	Polk	250,000	234,500	+6.6%	31	26	+19.2%
	Price	183,750	220,000	-16.5%	22	11	+100.0%
	Rusk	NA	329,450	NA	8	10	-20.0%
	Sawyer	250,500	235,000	+6.6%	18	17	+5.9%
	Taylor	NA	NA	NA	4	3	+33.3%
	Vilas	380,000	384,000	-1.0%	21	19	+10.5%
	Washburn	370,000	335,000	+10.4%	16	16	0.0%
	North Regional Total	**239,450**	**239,500**	**0.0%**	**318**	**294**	**+8.2%**

January 2026 Wisconsin Real Estate Report

Tightened Inventory Restricts Home Sales and Increases Prices

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		YTD Median Price			YTD Sales		
Region	County	Through 1/2026	Through 1/2025	% Change	Through 1/2026	Through 1/2025	% Change
Northeast	Brown	335,000	318,000	+5.3%	173	152	+13.8%
	Calumet	369,900	300,000	+23.3%	41	27	+51.9%
	Door	532,742	469,900	+13.4%	36	33	+9.1%
	Fond du Lac	277,500	245,000	+13.3%	59	63	-6.3%
	Green Lake	355,000	228,000	+55.7%	14	16	-12.5%
	Kewaunee	NA	303,000	NA	8	11	-27.3%
	Manitowoc	255,000	226,814	+12.4%	59	54	+9.3%
	Marinette	216,700	227,500	-4.7%	22	26	-15.4%
	Menominee	NA	NA	NA	2	NA	NA
	Oconto	290,000	311,000	-6.8%	21	25	-16.0%
	Outagamie	330,000	315,000	+4.8%	122	149	-18.1%
	Shawano	211,000	185,000	+14.1%	22	26	-15.4%
	Waupaca	266,500	219,350	+21.5%	34	32	+6.3%
	Winnebago	311,000	257,401	+20.8%	115	105	+9.5%
	Northeast Regional Total	**312,963**	**282,000**	**+11.0%**	**728**	**719**	**+1.3%**

		YTD Median Price			YTD Sales		
Region	County	Through 1/2026	Through 1/2025	% Change	Through 1/2026	Through 1/2025	% Change
Southeast	Kenosha	298,750	270,000	+10.6%	70	89	-21.3%
	Milwaukee	265,750	242,000	+9.8%	444	541	-17.9%
	Ozaukee	525,000	450,000	+16.7%	55	67	-17.9%
	Racine	270,000	260,000	+3.8%	105	129	-18.6%
	Sheboygan	260,000	270,500	-3.9%	75	66	+13.6%
	Walworth	422,500	323,750	+30.5%	64	76	-15.8%
	Washington	422,500	342,500	+23.4%	78	86	-9.3%
	Waukesha	490,000	469,000	+4.5%	229	230	-0.4%
	Southeast Regional Total	**325,000**	**295,450**	**+10.0%**	**1,120**	**1,284**	**-12.8%**

January 2026 Wisconsin Real Estate Report

Tightened Inventory Restricts Home Sales and Increases Prices

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		YTD Median Price			YTD Sales		
Region	County	Through 1/2026	Through 1/2025	% Change	Through 1/2026	Through 1/2025	% Change
West	Buffalo	NA	NA	NA	7	3	+133.3%
	Chippewa	280,000	324,900	-13.8%	30	29	+3.4%
	Dunn	292,000	250,000	+16.8%	26	18	+44.4%
	Eau Claire	256,500	299,999	-14.5%	60	77	-22.1%
	Jackson	NA	NA	NA	9	8	+12.5%
	La Crosse	307,000	286,000	+7.3%	68	75	-9.3%
	Monroe	231,000	225,000	+2.7%	22	25	-12.0%
	Pepin	NA	NA	NA	2	3	-33.3%
	Pierce	400,000	329,500	+21.4%	13	24	-45.8%
	St. Croix	384,000	376,500	+2.0%	51	52	-1.9%
	Trempealeau	233,250	220,000	+6.0%	18	22	-18.2%
	Vernon	265,000	289,000	-8.3%	14	19	-26.3%
	West Regional Total	**300,000**	**287,000**	**+4.5%**	**320**	**355**	**-9.9%**

		YTD Median Price			YTD Sales		
Region	County	Through 1/2026	Through 1/2025	% Change	Through 1/2026	Through 1/2025	% Change
South Central	Columbia	389,900	340,450	+14.5%	27	34	-20.6%
	Crawford	234,900	NA	NA	11	9	+22.2%
	Dane	439,950	422,237	+4.2%	326	327	-0.3%
	Dodge	286,500	281,120	+1.9%	44	52	-15.4%
	Grant	207,750	205,000	+1.3%	20	23	-13.0%
	Green	256,500	350,000	-26.7%	32	23	+39.1%
	Iowa	461,500	332,000	+39.0%	12	11	+9.1%
	Jefferson	337,000	330,000	+2.1%	62	60	+3.3%
	Lafayette	244,500	NA	NA	10	3	+233.3%
	Richland	NA	355,775	NA	8	11	-27.3%
	Rock	280,000	258,000	+8.5%	129	119	+8.4%
	Sauk	330,492	325,000	+1.7%	50	45	+11.1%
	South Central Regional Total	**374,900**	**351,000**	**+6.8%**	**731**	**717**	**+2.0%**

YTD Statewide Median Price			YTD Statewide Sales		
Through 1/2026	Through 1/2025	% Change	Through 1/2026	Through 1/2025	% Change
315,000	292,000	+7.9%	3,484	3,625	-3.9%

JANUARY 2026

WISCONSIN REAL ESTATE REPORT

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