



JULY 2026

WISCONSIN REAL ESTATE REPORT



Cherry orchard in Door County, Wisconsin

ADVOCATE.
EDUCATE.
ELEVATE.

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

TALKING POINTS

- For the second straight month, Wisconsin home sales increased by a healthy margin, which put strong upward pressure on home prices. Existing home sales in July 2026 rose 8.1% compared to July 2025, and the statewide median price increased 6.8% over that same period to \$360,000.
- On a year-to-date basis, sales rose 4.9% relative to the first seven months of 2025, and the median price was up 6.2%, rising to \$345,000. Regionally, year-to-date home sales and prices increased in every region of the state relative to the same time frame last year.
- Total listings and new listings kept pace with July last year, rising 1.6% and 1.3%, respectively, but strong demand for homes resulted in a slight reduction in months of inventory, which fell from 4.3 months in July 2025 to 4.2 months this past July.
- The state housing market remains a seller's market since it is below the six-month benchmark that indicates a balanced housing market. However, available inventory varies by urban status, with tighter supply in more urban areas. Counties in the state's metropolitan areas, which contain the largest cities, had just 3.8 months of supply, and micropolitan areas, which include smaller towns and cities with less than 50,000 population, had 4.3 months of supply in July. In contrast, rural counties, which are below a population threshold of 10,000, were essentially balanced at 5.9 months of supply.
- The Wisconsin Housing Affordability Index fell 4.1% over the past 12 months. Minor improvements in mortgage rates and median family income relative to July 2025 were insufficient to offset the 6.8% rise in median prices. This puts affordability only slightly higher than the lowest level recorded in June 2024. The WRA has tracked affordability since 2009.

ADDITIONAL ANALYSIS



Solid Summer Housing Market

"So far, we've seen a solid housing market this summer as statewide home sales are up nearly 8% compared to June 2025 and July 2025. This is the strongest first two months of peak summer sales since 2022 when mortgage rates began increasing."

Amy Curler

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



Demand Remains Strong Even with Tight Supply

"The state has technically been in a seller's market for the past nine years, and strong price pressure and relatively high mortgage rates have severely eroded affordability. Still, demand remains quite strong, especially among millennials, who have had to adjust to the new normal of mortgage rates in the 6% to 7% range. While challenging for first-time buyers, this should continue to drive growth in sales over the remainder of the year."

Tom Larson

President & CEO, Wisconsin REALTORS® Association



Fed Leaving Rates Unchanged for Now

"New Fed Chairman Kevin Warsh has signaled an ongoing commitment to the 2% target rate for core inflation and, under his direction thus far, the Fed has kept the short-term Federal Funds Rate unchanged. Getting core inflation closer to this target is important because it will lower inflationary expectations, which are a key driver of mortgage rates."

Dave Clark

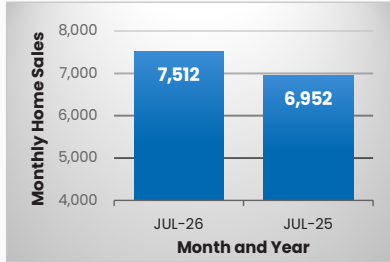
Professor Emeritus of Economics and WRA Consultant

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

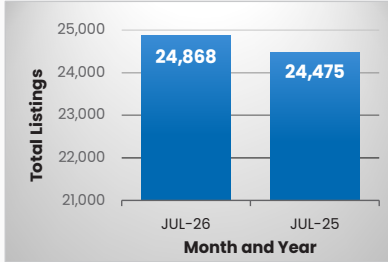
This page: Reflecting data for July 2026. State: WI. Type: Residential.

MONTHLY HOME SALES



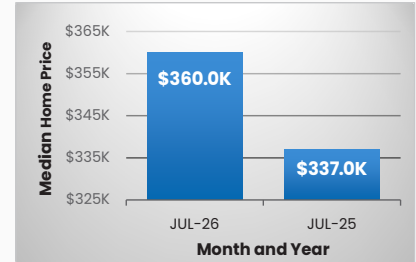
July 2026	July 2025
7,512	6,952
from last year ↑ 8.1%	

TOTAL STATEWIDE LISTINGS



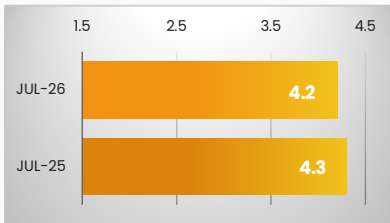
July 2026	July 2025
24,868	24,475
from last year ↑ 1.6%	

MEDIAN HOME PRICE



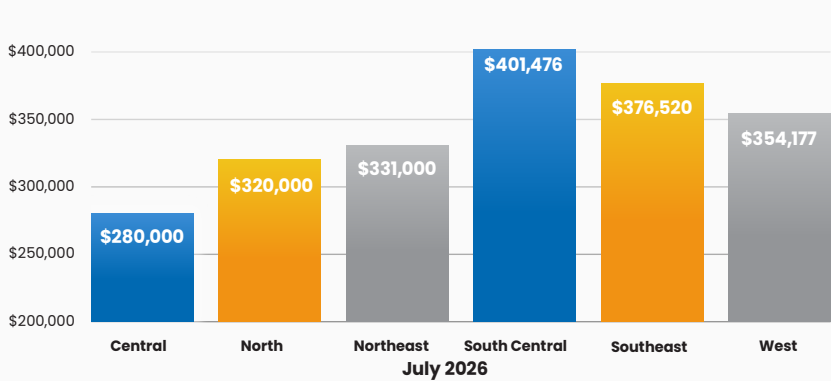
July 2026	July 2025
\$360,000	\$337,000
from last year ↑ 6.8%	

MONTHS OF INVENTORY

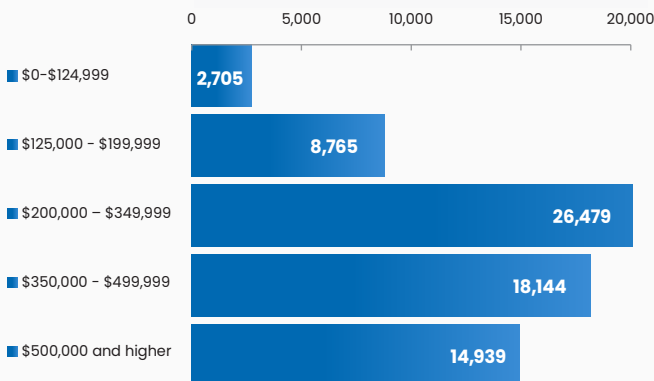


July 2026	July 2025
4.2	4.3
from last year ↓ 2.3%	

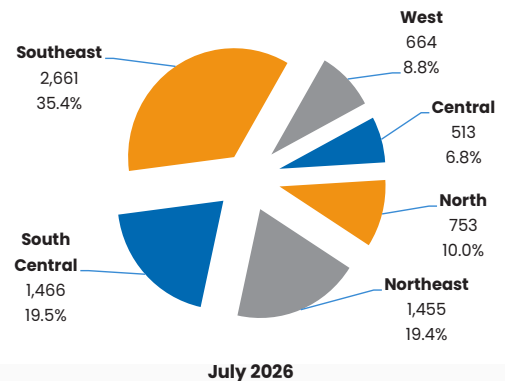
MEDIAN PRICES BY REGION



HOMES SOLD BY PRICE RANGE IN PAST 12 MONTHS



HOME SALES BY REGION

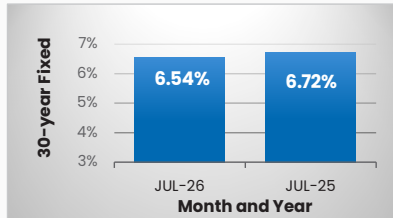


July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

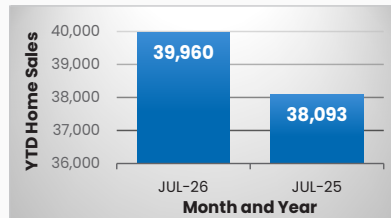
MORTGAGE INTEREST RATES*



July 2026	July 2025
6.54%	6.72%

from last year **↓ 18**
basis points

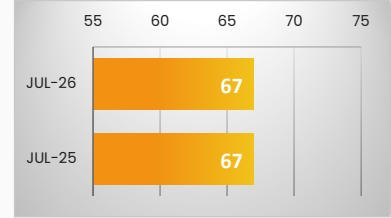
YEAR-TO-DATE HOME SALES



Year to Date 2026	Year to Date 2025
39,960	38,093

from last year **↑ 4.9%**

AVERAGE DAYS ON MARKET*

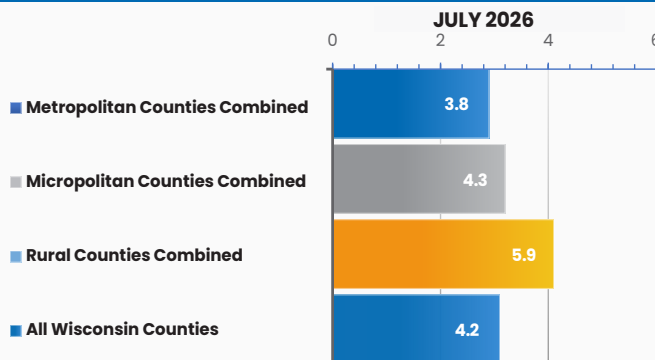


July 2026	July 2025
67	67

from last year **0.0%**

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

MONTHS OF INVENTORY BY URBAN CLASSIFICATION

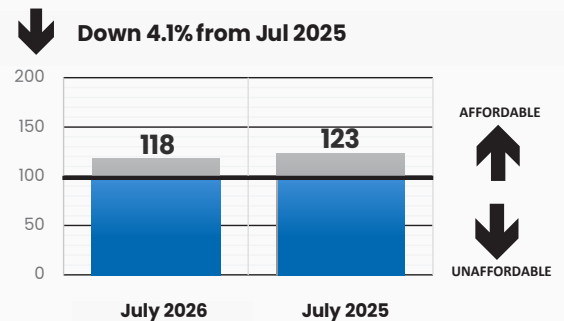


Metropolitan counties include: Brown, Calumet, Chippewa, Columbia, Dane, Douglas, Eau Claire, Fond du Lac, Green, Iowa, Kenosha, Kewaunee, La Crosse, Lincoln, Marathon, Milwaukee, Oconto, Ozaukee, Outagamie, Pierce, Racine, Rock, Sheboygan, St. Croix, Washington, Waukesha and Winnebago.

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.

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change
Central	Adams	319,500	275,000	+16.2%	55	43	+27.9%	7.8	6.7	+16.4%	98	94	+4.3%
	Clark	215,000	212,500	+1.2%	29	30	-3.3%	4.3	6.1	-29.5%	113	93	+21.5%
	Juneau	299,900	237,450	+26.3%	49	42	+16.7%	6.2	8.0	-22.5%	91	92	-1.1%
	Marathon	296,500	300,000	-1.2%	146	151	-3.3%	4.0	3.5	+14.3%	69	56	+23.2%
	Marquette	249,500	357,000	-30.1%	24	18	+33.3%	5.5	6.0	-8.3%	83	66	+25.8%
	Portage	330,000	305,900	+7.9%	57	73	-21.9%	4.8	4.5	+6.7%	69	49	+40.8%
	Waushara	279,950	242,500	+15.4%	38	28	+35.7%	5.7	5.5	+3.6%	68	76	-10.5%
	Wood	250,000	228,775	+9.3%	115	101	+13.9%	3.5	4.1	-14.6%	64	62	+3.2%
Central Regional Total		280,000	270,500	+3.5%	513	486	+5.6%	4.8	4.9	-2.0%	76	66	+15.2%

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change
North	Ashland	230,000	199,900	+15.1%	19	23	-17.4%	9.1	9.9	-8.1%	109	80	+36.3%
	Barron	330,000	350,000	-5.7%	77	65	+18.5%	5.4	5.4	0.0%	79	94	-16.0%
	Bayfield	344,900	316,250	+9.1%	27	28	-3.6%	8.5	8.8	-3.4%	76	115	-33.9%
	Burnett	350,000	365,000	-4.1%	50	57	-12.3%	5.3	6.0	-11.7%	82	59	+39.0%
	Douglas	290,000	285,000	+1.8%	75	65	+15.4%	4.8	5.1	-5.9%	57	85	-32.9%
	Florence	NA	NA	NA	2	2	0.0%	9.2	4.0	+130.0%	71	90	-21.1%
	Forest	248,000	290,000	-14.5%	20	11	+81.8%	7.1	11.4	-37.7%	114	110	+3.6%
	Iron	NA	325,000	NA	8	11	-27.3%	7.3	7.0	+4.3%	57	79	-27.8%
	Langlade	219,950	188,900	+16.4%	36	25	+44.0%	5.1	4.4	+15.9%	112	61	+83.6%
	Lincoln	323,000	171,000	+88.9%	51	48	+6.3%	4.6	4.8	-4.2%	68	91	-25.3%
	Oneida	365,000	400,000	-8.8%	87	72	+20.8%	5.3	6.5	-18.5%	76	74	+2.7%
	Polk	337,450	335,000	+0.7%	66	66	0.0%	5.0	5.2	-3.8%	67	63	+6.3%
	Price	220,000	179,900	+22.3%	35	44	-20.5%	7.6	7.3	+4.1%	132	108	+22.2%
	Rusk	178,500	200,000	-10.8%	20	27	-25.9%	6.6	6.0	+10.0%	118	67	+76.1%
	Sawyer	407,500	360,000	+13.2%	46	45	+2.2%	6.3	9.6	-34.4%	110	82	+34.1%
	Taylor	213,000	239,725	-11.1%	21	22	-4.5%	5.6	5.8	-3.4%	70	89	-21.3%
	Vilas	490,000	410,000	+19.5%	78	63	+23.8%	6.8	6.9	-1.4%	64	71	-9.9%
	Washburn	282,000	320,000	-11.9%	35	43	-18.6%	6.5	6.4	+1.6%	68	93	-26.9%
North Regional Total		320,000	315,000	+1.6%	753	717	+5.0%	5.9	6.3	-6.3%	81	81	0.0%

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change
Northeast	Brown	389,900	363,150	+7.4%	310	280	+10.7%	4.1	3.8	+7.9%	57	55	+3.6%
	Calumet	386,000	358,500	+7.7%	72	63	+14.3%	3.6	4.2	-14.3%	67	69	-2.9%
	Door	465,000	475,000	-2.1%	94	78	+20.5%	7.8	8.2	-4.9%	120	100	+20.0%
	Fond du Lac	290,000	255,000	+13.7%	129	113	+14.2%	4.2	4.2	0.0%	73	55	+32.7%
	Green Lake	293,500	272,500	+7.7%	42	24	+75.0%	6.5	6.0	+8.3%	91	92	-1.1%
	Kewaunee	335,000	267,625	+25.2%	35	28	+25.0%	3.9	3.3	+18.2%	89	58	+53.4%
	Manitowoc	260,000	230,000	+13.0%	93	103	-9.7%	3.6	3.4	+5.9%	55	57	-3.5%
	Marinette	257,000	210,000	+22.4%	61	39	+56.4%	5.1	6.1	-16.4%	61	67	-9.0%
	Menominee	NA	NA	NA	4	6	-33.3%	4.4	9.2	-52.2%	78	68	+14.7%
	Oconto	326,000	337,500	-3.4%	62	44	+40.9%	5.9	5.4	+9.3%	87	74	+17.6%
	Outagamie	329,950	314,950	+4.8%	240	210	+14.3%	3.3	3.7	-10.8%	52	66	-21.2%
	Shawano	298,000	285,000	+4.6%	35	51	-31.4%	3.7	4.4	-15.9%	78	66	+18.2%
	Waupaca	300,000	220,000	+36.4%	63	57	+10.5%	4.9	4.5	+8.9%	68	73	-6.8%
	Winnebago	300,000	289,900	+3.5%	215	203	+5.9%	3.2	3.5	-8.6%	56	55	+1.8%
Northeast Regional Total		331,000	310,000	+6.8%	1,455	1,299	+12.0%	4.2	4.3	-2.3%	66	63	+4.8%

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change
South Central	Columbia	364,999	356,450	+2.4%	79	74	+6.8%	5.4	5.5	-1.8%	75	85	-11.8%
	Crawford	263,000	212,500	+23.8%	21	16	+31.3%	7.1	5.1	+39.2%	84	85	-1.2%
	Dane	485,000	470,000	+3.2%	710	676	+5.0%	4.3	4.5	-4.4%	77	79	-2.5%
	Dodge	316,250	310,500	+1.9%	110	92	+19.6%	3.5	3.6	-2.8%	52	80	-35.0%
	Grant	230,000	195,000	+17.9%	47	31	+51.6%	3.9	5.4	-27.8%	79	58	+36.2%
	Green	320,000	316,000	+1.3%	50	27	+85.2%	5.6	5.0	+12.0%	78	79	-1.3%
	Iowa	385,250	305,500	+26.1%	18	24	-25.0%	5.8	5.2	+11.5%	78	66	+18.2%
	Jefferson	338,000	340,000	-0.6%	110	122	-9.8%	4.1	3.4	+20.6%	74	55	+34.5%
	Lafayette	227,000	220,000	+3.2%	17	15	+13.3%	3.3	6.0	-45.0%	64	64	0.0%
	Richland	549,000	302,250	+81.6%	11	14	-21.4%	6.1	6.0	+1.7%	69	131	-47.3%
	Rock	320,000	293,700	+9.0%	219	216	+1.4%	4.0	3.8	+5.3%	63	69	-8.7%
	Sauk	364,750	337,500	+8.1%	74	75	-1.3%	5.9	6.1	-3.3%	90	83	+8.4%
South Central Regional Total		401,476	385,000	+4.3%	1,466	1,382	+6.1%	4.4	4.5	-2.2%	73	76	-3.9%

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change
Southeast	Kenosha	356,889	329,500	+8.3%	190	158	+20.3%	3.0	3.0	0.0%	52	50	+4.0%
	Milwaukee	301,750	288,000	+4.8%	1,026	947	+8.3%	3.6	3.2	+12.5%	53	52	+1.9%
	Ozaukee	499,500	479,950	+4.1%	144	108	+33.3%	3.4	3.3	+3.0%	60	61	-1.6%
	Racine	336,501	280,000	+20.2%	234	211	+10.9%	3.4	3.4	0.0%	50	50	0.0%
	Sheboygan	315,000	315,000	0.0%	140	140	0.0%	3.5	3.8	-7.9%	67	61	+9.8%
	Walworth	420,000	421,000	-0.2%	155	160	-3.1%	4.8	5.9	-18.6%	83	70	+18.6%
	Washington	443,500	400,000	+10.9%	190	157	+21.0%	3.0	4.1	-26.8%	61	69	-11.6%
	Waukesha	510,000	520,000	-1.9%	582	537	+8.4%	3.3	3.3	0.0%	58	65	-10.8%
	Southeast Regional Total	376,520	359,580	+4.7%	2,661	2,418	+10.0%	3.5	3.5	0.0%	57	58	-1.7%
Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change	7/2026	7/2025	% Change
West	Buffalo	307,000	203,000	+51.2%	14	10	+40.0%	4.8	6.9	-30.4%	62	78	-20.5%
	Chippewa	347,500	330,000	+5.3%	84	70	+20.0%	4.8	4.7	+2.1%	70	83	-15.7%
	Dunn	360,000	375,000	-4.0%	66	41	+61.0%	4.0	4.9	-18.4%	73	75	-2.7%
	Eau Claire	355,000	325,000	+9.2%	132	122	+8.2%	4.6	3.8	+21.1%	65	71	-8.5%
	Jackson	241,000	243,750	-1.1%	21	34	-38.2%	4.5	4.7	-4.3%	57	71	-19.7%
	La Crosse	350,000	302,000	+15.9%	149	131	+13.7%	3.7	3.3	+12.1%	59	57	+3.5%
	Monroe	300,000	324,900	-7.7%	47	43	+9.3%	4.7	6.9	-31.9%	80	84	-4.8%
	Pepin	NA	NA	NA	5	7	-28.6%	6.8	3.3	+106.1%	82	104	-21.2%
	Pierce	349,900	366,750	-4.6%	28	28	0.0%	4.7	4.6	+2.2%	63	74	-14.9%
	St. Croix	422,450	382,500	+10.4%	76	106	-28.3%	4.2	5.6	-25.0%	64	66	-3.0%
	Trempealeau	260,000	283,750	-8.4%	27	30	-10.0%	3.9	4.2	-7.1%	100	76	+31.6%
	Vernon	375,000	263,500	+42.3%	15	28	-46.4%	5.2	5.1	+2.0%	154	70	+120.0%
	West Regional Total	354,177	325,000	+9.0%	664	650	+2.2%	4.4	4.5	-2.2%	69	70	-1.4%

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

Statewide Median Price

7/2026	7/2025	% Change
360,000	337,000	+6.8%

Statewide Sales

7/2026	7/2025	% Change
7,512	6,952	+8.1%

Statewide Avg Days On Market

7/2026	7/2025	% Change
67	67	0.0%

Statewide Months Inventory

7/2026	7/2025	% Change
4.2	4.3	-2.3%

Statewide New Listings

7/2026	7/2025	% Change
9,295	9,175	+1.3%

Statewide Total Listings

7/2026	7/2025	% Change
24,868	24,475	+1.6%

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	1,182	74	2,705	251,795,949	5.2
\$125,000 - \$199,999	2,639	69	8,765	1,472,069,608	3.6
\$200,000 - \$349,999	7,400	64	26,479	7,341,410,343	3.4
\$350,000 - \$499,999	6,266	75	18,144	7,623,316,708	4.1
\$500,000+	7,356	91	14,939	11,680,809,688	5.9

*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	July 2026	July 2025
Metropolitan Counties Combined	3.8	3.8
Micropolitan Counties Combined	4.3	4.6
Rural Counties Combined	5.9	6.3
State Total	4.2	4.3

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

Region	County	YTD Median Price			YTD Sales		
		Through 7/2026	Through 7/2025	% Change	Through 7/2026	Through 7/2025	% Change
North	Ashland	190,000	170,000	+11.8%	107	107	0.0%
	Barron	300,000	277,700	+8.0%	421	443	-5.0%
	Bayfield	345,000	350,000	-1.4%	135	135	0.0%
	Burnett	322,000	335,000	-3.9%	248	237	+4.6%
	Douglas	251,000	235,000	+6.8%	313	289	+8.3%
	Florence	306,000	213,000	+43.7%	13	16	-18.8%
	Forest	278,750	289,950	-3.9%	84	62	+35.5%
	Iron	380,000	303,550	+25.2%	42	46	-8.7%
	Langlade	225,000	175,000	+28.6%	173	199	-13.1%
	Lincoln	262,000	200,000	+31.0%	273	257	+6.2%
	Oneida	355,000	369,900	-4.0%	379	336	+12.8%
	Polk	325,000	320,000	+1.6%	301	338	-10.9%
	Price	217,500	190,000	+14.5%	169	177	-4.5%
	Rusk	191,000	195,000	-2.1%	93	117	-20.5%
	Sawyer	354,200	305,000	+16.1%	250	205	+22.0%
	Taylor	230,000	225,000	+2.2%	97	105	-7.6%
	Vilas	459,000	423,500	+8.4%	265	246	+7.7%
	Washburn	325,000	287,500	+13.0%	189	181	+4.4%
North Regional Total		300,000	275,000	+9.1%	3,552	3,496	+1.6%

Region	County	YTD Median Price			YTD Sales		
		Through 7/2026	Through 7/2025	% Change	Through 7/2026	Through 7/2025	% Change
Southeast	Kenosha	335,000	299,000	+12.0%	978	910	+7.5%
	Milwaukee	287,500	275,000	+4.5%	5,866	5,518	+6.3%
	Ozaukee	512,000	470,010	+8.9%	717	643	+11.5%
	Racine	320,000	285,000	+12.3%	1,332	1,285	+3.7%
	Sheboygan	300,000	290,000	+3.4%	742	660	+12.4%
	Walworth	410,000	380,000	+7.9%	855	828	+3.3%
	Washington	415,000	380,000	+9.2%	1,038	932	+11.4%
	Waukesha	500,000	496,900	+0.6%	2,994	2,753	+8.8%
Southeast Regional Total		355,000	335,000	+6.0%	14,522	13,529	+7.3%

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

Region	County	YTD Median Price			YTD Sales		
		Through 7/2026	Through 7/2025	% Change	Through 7/2026	Through 7/2025	% Change
West	Buffalo	255,250	220,000	+16.0%	82	68	+20.6%
	Chippewa	339,200	307,500	+10.3%	420	412	+1.9%
	Dunn	327,000	307,500	+6.3%	302	275	+9.8%
	Eau Claire	315,000	304,450	+3.5%	711	726	-2.1%
	Jackson	255,000	216,000	+18.1%	123	129	-4.7%
	La Crosse	330,000	315,500	+4.6%	797	750	+6.3%
	Monroe	260,000	270,000	-3.7%	261	240	+8.8%
	Pepin	224,000	251,000	-10.8%	42	58	-27.6%
	Pierce	375,000	335,000	+11.9%	161	159	+1.3%
	St. Croix	415,000	382,490	+8.5%	524	496	+5.6%
	Trempealeau	267,500	246,200	+8.7%	160	162	-1.2%
	Vernon	295,000	265,000	+11.3%	160	153	+4.6%
West Regional Total		327,500	305,000	+7.4%	3,743	3,628	+3.2%

Region	County	YTD Median Price			YTD Sales		
		Through 7/2026	Through 7/2025	% Change	Through 7/2026	Through 7/2025	% Change
Northeast	Brown	378,000	350,000	+8.0%	1,664	1,529	+8.8%
	Calumet	385,000	360,000	+6.9%	399	331	+20.5%
	Door	515,950	448,650	+15.0%	360	366	-1.6%
	Fond du Lac	274,950	253,250	+8.6%	636	650	-2.2%
	Green Lake	270,000	259,900	+3.9%	166	145	+14.5%
	Kewaunee	315,000	259,000	+21.6%	118	142	-16.9%
	Manitowoc	240,000	229,000	+4.8%	531	540	-1.7%
	Marinette	230,000	210,000	+9.5%	305	261	+16.9%
	Menominee	454,375	595,000	-23.6%	16	18	-11.1%
	Oconto	314,000	297,500	+5.5%	254	230	+10.4%
	Outagamie	335,000	320,000	+4.7%	1,254	1,200	+4.5%
	Shawano	261,000	250,000	+4.4%	239	247	-3.2%
	Waupaca	276,500	250,000	+10.6%	300	310	-3.2%
	Winnebago	294,900	282,000	+4.6%	1,134	1,121	+1.2%
Northeast Regional Total		320,000	300,000	+6.7%	7,376	7,090	+4.0%

July 2026 Wisconsin Real Estate Report

Solid Summer Housing Market Continues as Sales and Prices Rise

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

Region	County	YTD Median Price			YTD Sales		
		Through 7/2026	Through 7/2025	% Change	Through 7/2026	Through 7/2025	% Change
Central	Adams	271,750	250,000	+8.7%	284	284	0.0%
	Clark	200,000	190,000	+5.3%	158	153	+3.3%
	Juneau	280,000	235,000	+19.1%	213	219	-2.7%
	Marathon	290,000	255,000	+13.7%	778	754	+3.2%
	Marquette	257,750	275,000	-6.3%	138	138	0.0%
	Portage	318,087	315,000	+1.0%	358	337	+6.2%
	Waushara	317,000	279,000	+13.6%	166	162	+2.5%
	Wood	240,000	225,000	+6.7%	527	473	+11.4%
Central Regional Total		270,000	250,000	+8.0%	2,622	2,520	+4.0%

Region	County	YTD Median Price			YTD Sales		
		Through 7/2026	Through 7/2025	% Change	Through 7/2026	Through 7/2025	% Change
South Central	Columbia	355,000	345,000	+2.9%	367	377	-2.7%
	Crawford	237,450	235,000	+1.0%	80	97	-17.5%
	Dane	474,900	452,500	+5.0%	4,092	3,874	+5.6%
	Dodge	310,000	286,500	+8.2%	539	533	+1.1%
	Grant	213,345	205,450	+3.8%	242	220	+10.0%
	Green	300,000	279,000	+7.5%	245	214	+14.5%
	Iowa	327,500	325,000	+0.8%	129	132	-2.3%
	Jefferson	365,000	340,000	+7.4%	648	631	+2.7%
	Lafayette	240,000	247,000	-2.8%	82	56	+46.4%
	Richland	258,500	269,900	-4.2%	84	79	+6.3%
	Rock	295,000	275,000	+7.3%	1,222	1,203	+1.6%
	Sauk	349,900	330,580	+5.8%	415	414	+0.2%
South Central Regional Total		400,000	383,700	+4.2%	8,145	7,830	+4.0%

YTD Statewide Median Price		
Through 7/2026	Through 7/2025	% Change
345,000	325,000	+6.2%

YTD Statewide Sales		
Through 7/2026	Through 7/2025	% Change
39,960	38,093	+4.9%

JULY 2026

WISCONSIN REAL ESTATE REPORT



4801 Forest Run Road
Madison, Wisconsin 53704
608-241-2047
www.wra.org