

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

INDEX

- 1 Index Page
- 2-3 Monthly Statistical Narrative
- 4 Month and YTD Sold & Active Single Family Listings
- 5 Monthly Sales by Price Range and Bedrooms
- 6 Single Family Sold Graph
- 7 Median Sale Price for Single Family Homes Graph
- 8 Available Single Family Homes Graph
- 9 Months Supply of Inventory for Single Family Homes Graph

SOUTH CENTRAL WISCONSIN MLS CORPORATION



Date: September 13, 2010

For Release: Immediate

For More Information Contact: Kevin King, 608-240-2800, kevin@wisre.com

August Sales – Less Worse

Home sales in August fell compared to one year ago – but the drop is less than July – as the market shows signs of finding its own way post-home buyer tax credit. For Dane County, 404 homes and condominiums have been reported sold last month, compared to 610 in August of 2009. Percentage-wise this is a drop of 33.8% compared to July's drop of 53%. Year-to-date, 2010 sales remain ever so slightly ahead of 2009.

The drop in August sales is not a surprise to area brokers and agents. The expectation is that sales will begin to even out throughout the end of the year after seeing a marked shift in the timing of sales earlier in the year to meet the April 30 tax credit deadline. A potential indicator is the fact that for the first time in the past 5 years, sales from July to August have increased – bucking the previous trend of fewer sales in August than July.

The median price in Dane County rose again for the month in August – this time by 4.8%, and for the year remains even with 2009 at \$205,000. This is slightly ahead of the annual median sales price for 2009 of \$202,000. So despite the fall in the number of transactions, median prices remain solid.

When breaking out the above figures between Dane County single family homes and condominiums, there was not a significant difference in sales reduction: single family homes sales fell 34.4% and condominium sales fell slightly less at 32.7%. Median prices for single family homes rose 4.9% compared to a 6.4% decrease for condominiums.

Like Dane County, the surrounding counties of Columbia, Dodge, Grant, Green, Iowa, Rock and Sauk Counties all experienced drops in sales for the month. However, also like Dane County, Columbia, Dodge, Green, Rock and Sauk Counties remain virtually at or ahead of last year's sale volume. Green and Iowa Counties continue to show year-to-date median prices above those of the same period last year.

The uneven economic news that we reported last month remains. The consumer continues to "fence sit." Yet there may be no better time to buy than now.

Affordability is high – interest rates are at 40+ year lows. The economy will recover and jobs will be created. Prices and rates will then go up. Waiting may not be the answer.

Homeownership will continue to be an important means of accumulating wealth over the long term – for many, the most important means of securing their future.

South Central Wisconsin MLS Sold & Active Residential Listings (Including Condos)

AUGUST & Year-to-date Statistics 2010

* Sales reported as of September 13, 2010

	August			January - August		
	2010	2009	2008	2010	2009	2008
COLUMBIA COUNTY						
# New Listings	118	122	151	1051	1,108	1,256
# Sales	*30	40	47	*330	333	304
Average Sale Price	164,438	157,414	158,575	163,735	158,215	184,562
Median Sale Price	102,200	144,000	132,500	141,000	145,000	159,900
Total # Active Residential Listings at end of Period	858	846	867	858	846	867
DANE COUNTY						
# New Listings	865	921	1,034	8,066	7,963	9,750
# Sales	*404	610	577	*3,813	3,806	4,084
Average Sale Price	255,001	234,864	252,705	232,009	229,376	247,768
Median Sale Price	220,000	210,000	221,500	205,000	205,000	215,000
Total # Active Residential Listings at end of Period	4,667	4,655	5,231	4,667	4,655	5,231
DODGE COUNTY						
# New Listings	90	113	120	810	799	903
# Sales	*32	53	33	*358	344	321
Average Sale Price	124,280	138,642	157,015	122,553	131,846	156,261
Median Sale Price	133,500	121,000	131,000	112,000	119,000	135,000
Total # Active Residential Listings at end of Period	606	610	656	606	610	656
GRANT COUNTY						
# New Listings	46	39	49	371	397	325
# Sales	*27	33	34	*186	209	167
Average Sale Price	101,213	127,025	107,313	115,476	119,967	139,882
Median Sale Price	79,000	124,000	100,000	101,250	110,000	105,200
Total # Active Residential Listings at end of Period	268	293	302	268	293	302
GREEN COUNTY						
# New Listings	64	62	64	541	530	546
# Sales	*25	37	37	*214	212	224
Average Sale Price	141,008	144,885	138,887	146,574	154,904	159,456
Median Sale Price	137,000	138,000	125,000	129,900	128,200	130,737
Total # Active Residential Listings at end of Period	390	359	381	390	359	381
IOWA COUNTY						
# New Listings	46	38	42	374	344	407
# Sales	*11	23	17	*123	135	136
Average Sale Price	227,127	159,978	180,538	158,742	164,649	158,606
Median Sale Price	125,000	135,000	148,000	135,000	128,000	139,200
Total # Active Residential Listings at end of Period	292	261	284	292	261	284
ROCK COUNTY						
# New Listings	281	308	330	2,502	2,314	2,916
# Sales	*112	151	148	*1,121	1,038	1,142
Average Sale Price	111,164	119,175	136,175	113,347	121,037	129,456
Median Sale Price	93,302	115,000	122,600	108,000	115,700	122,000
Total # Active Residential Listings at end of Period	1,523	1,442	1,732	1,523	1,442	1,732
SAUK COUNTY						
# New Listings	136	131	139	1,140	1,035	1,055
# Sales	*48	53	74	*363	367	379
Average Sale Price	144,045	162,483	160,759	156,526	159,202	178,066
Median Sale Price	140,500	160,000	155,000	140,000	144,000	158,000
Total # Active Residential Listings at end of Period	993	993	908	993	993	908

More MLS statistics are available at www.scwmls.com.

NOTE - This representation is based in whole or in part on data supplied to the South Central Wisconsin MLS Corporation by its Participants. The MLS does not guarantee and is not responsible for its accuracy. Data maintained by the MLS does not reflect all real estate activity in the market.

South Central Wisconsin MLS

AUGUST STATISTICS

2010

8/1/10 - 8/31/10



MULTIPLE LISTING SERVICE
MLS

CURRENT ACTIVE LISTINGS

PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	95	0
30,000 - 39,999	144	3
40,000 - 49,999	207	13
50,000 - 59,999	227	30
60,000 - 69,999	311	51
70,000 - 79,999	330	68
80,000 - 89,999	412	99
90,000 - 99,999	392	126
100,000 - 119,999	682	279
120,000 - 139,999	905	278
140,000 - 159,999	934	264
160,000 - 179,999	925	256
180,000 - 199,999	891	225
200,000 - 249,999	1,426	273
250,000 - 299,999	1,043	197
300,000 - 399,999	1,002	184
400,000 - 499,999	465	80
500,000 - 749,999	398	65
750,000 - 999,999	166	22
over 1,000,000	123	31
Total Types	11,078	2,522
Average price	236,302	205,568

TOTALS REPORT SOLD RESIDENTIAL LISTINGS

PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	11	15	3	1
30,000 - 39,999	6	4	4	1
40,000 - 49,999	9	13	4	1
50,000 - 59,999	8	9	2	1
60,000 - 69,999	7	22	4	3
70,000 - 79,999	3	13	2	32
80,000 - 89,999	3	13	5	4
90,000 - 99,999	7	19	4	3
100,000 - 119,999	8	22	5	11
120,000 - 139,999	7	33	7	15
140,000 - 159,999	4	35	14	6
160,000 - 179,999	8	37	19	10
180,000 - 199,999	2	33	9	9
200,000 - 249,999	2	77	28	16
250,000 - 299,999	1	31	22	6
300,000 - 399,999	1	23	36	7
400,000 - 499,999	0	6	14	2
500,000 - 749,999	0	5	19	1
750,000 - 999,999	0	0	3	0
over 1,000,000	1	1	2	1
Total Types	88	411	206	130
AVERAGE PRICE	105,854	175,224	272,783	163,077

TERMS OF SALE (SALES)

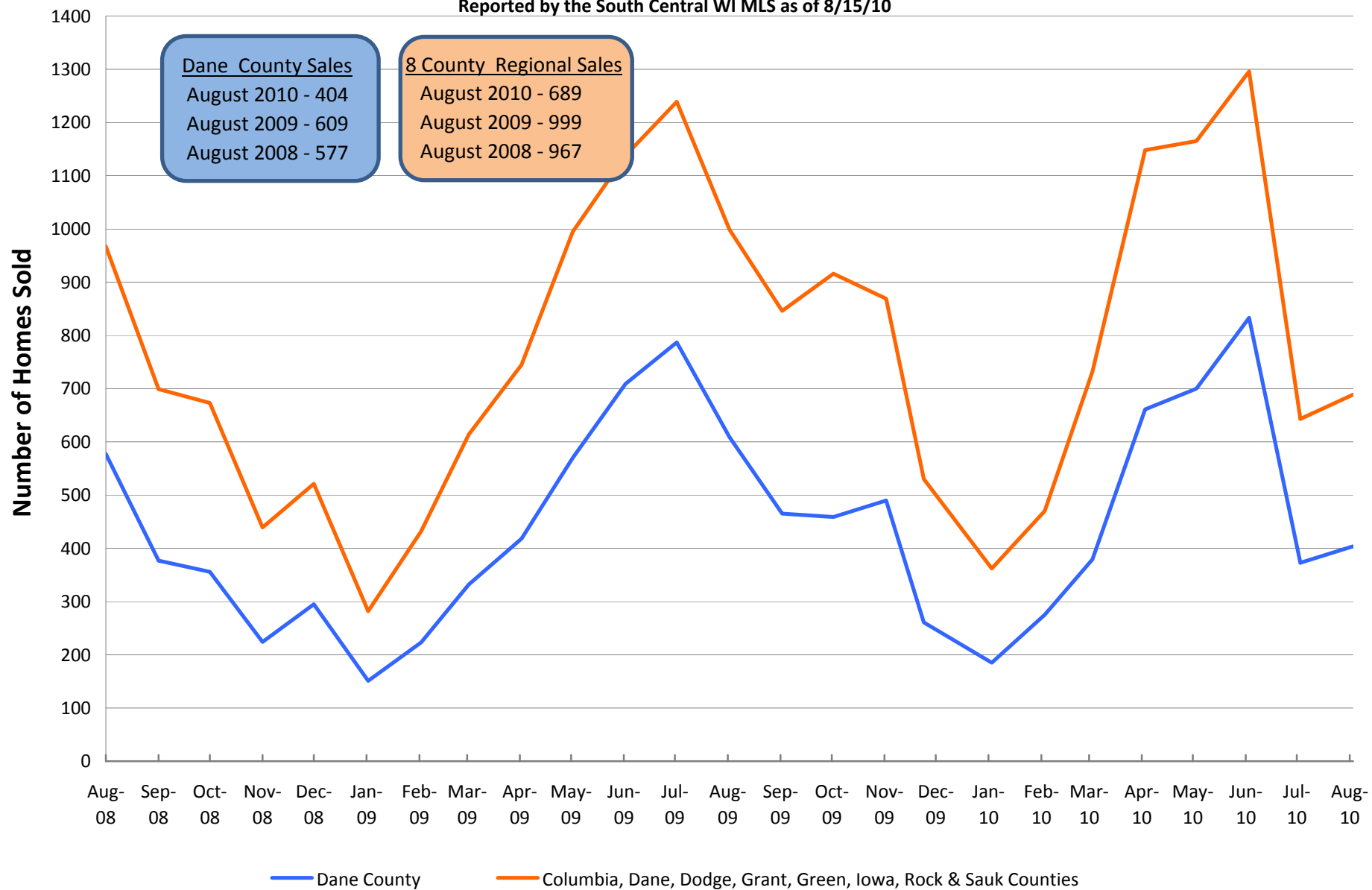
CASH	191
CONVENTIONAL	529
FVA/FHA	91
WHEDA	5
ASSUMPTION	0
SELLER	4
OTHER	15

*Sales for the month & current active listings are reported as of 9/13/10. The Current Active Listings Chart includes all listings available for showings, including those with offers to purchase. This representation is based in whole or in part on data supplied to the South Central Wisconsin MLS Corporation by its Participants. The MLS does not guarantee and is not responsible for its accuracy. Data maintained by the MLS does not reflect all real estate activity in the market.

More MLS statistics are available at www.scwmls.com.

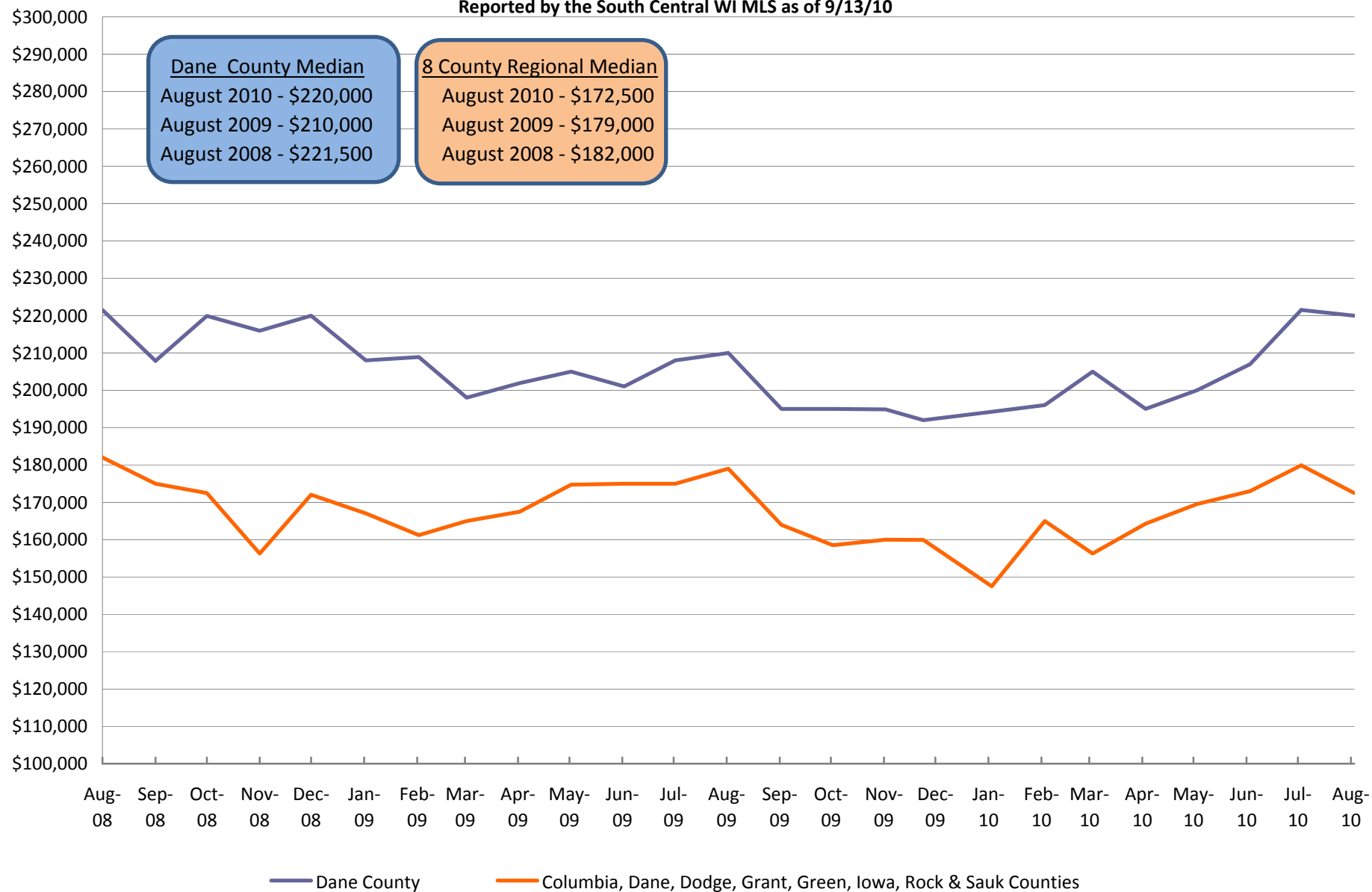
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 8/15/10



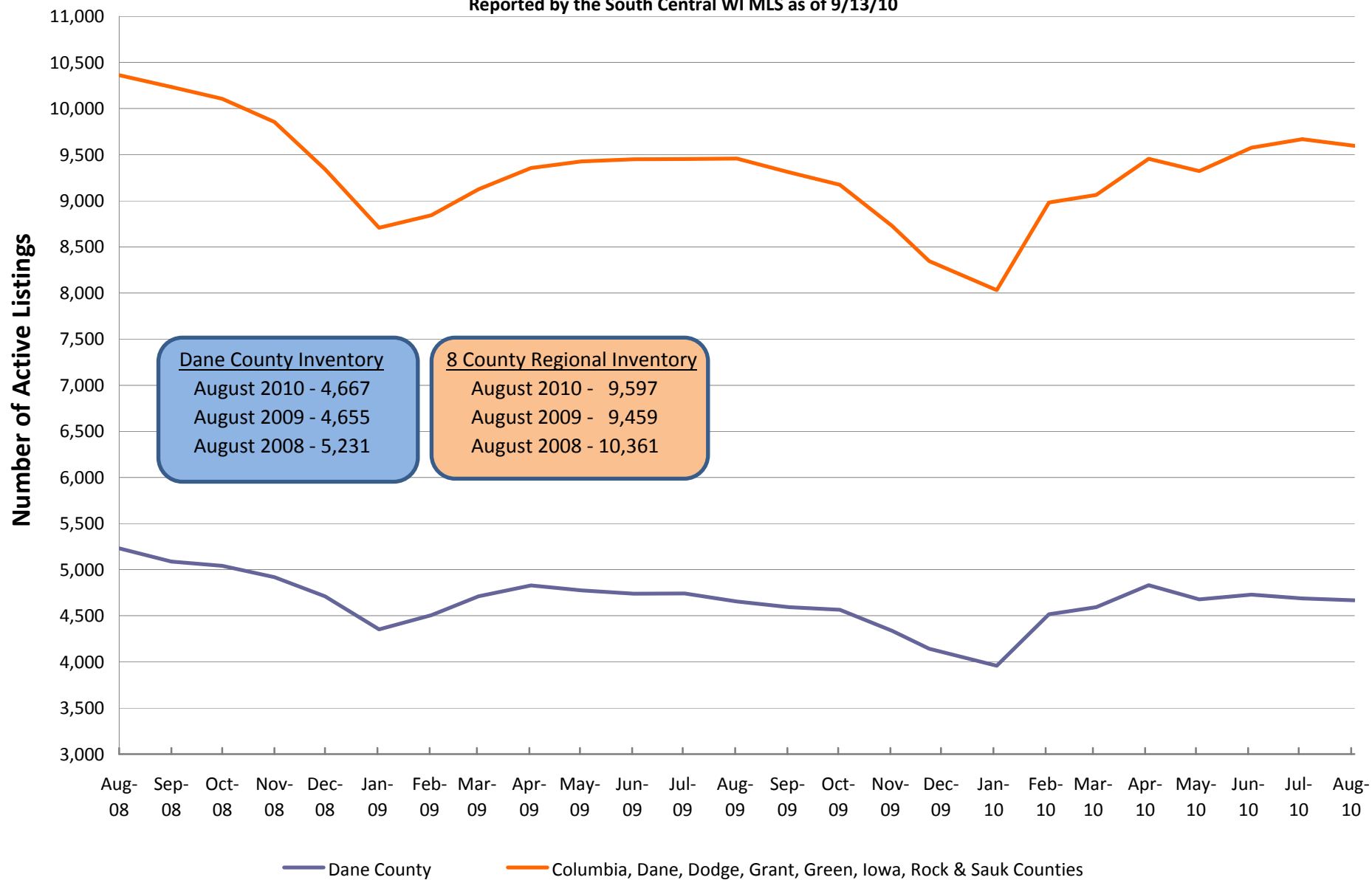
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 9/13/10



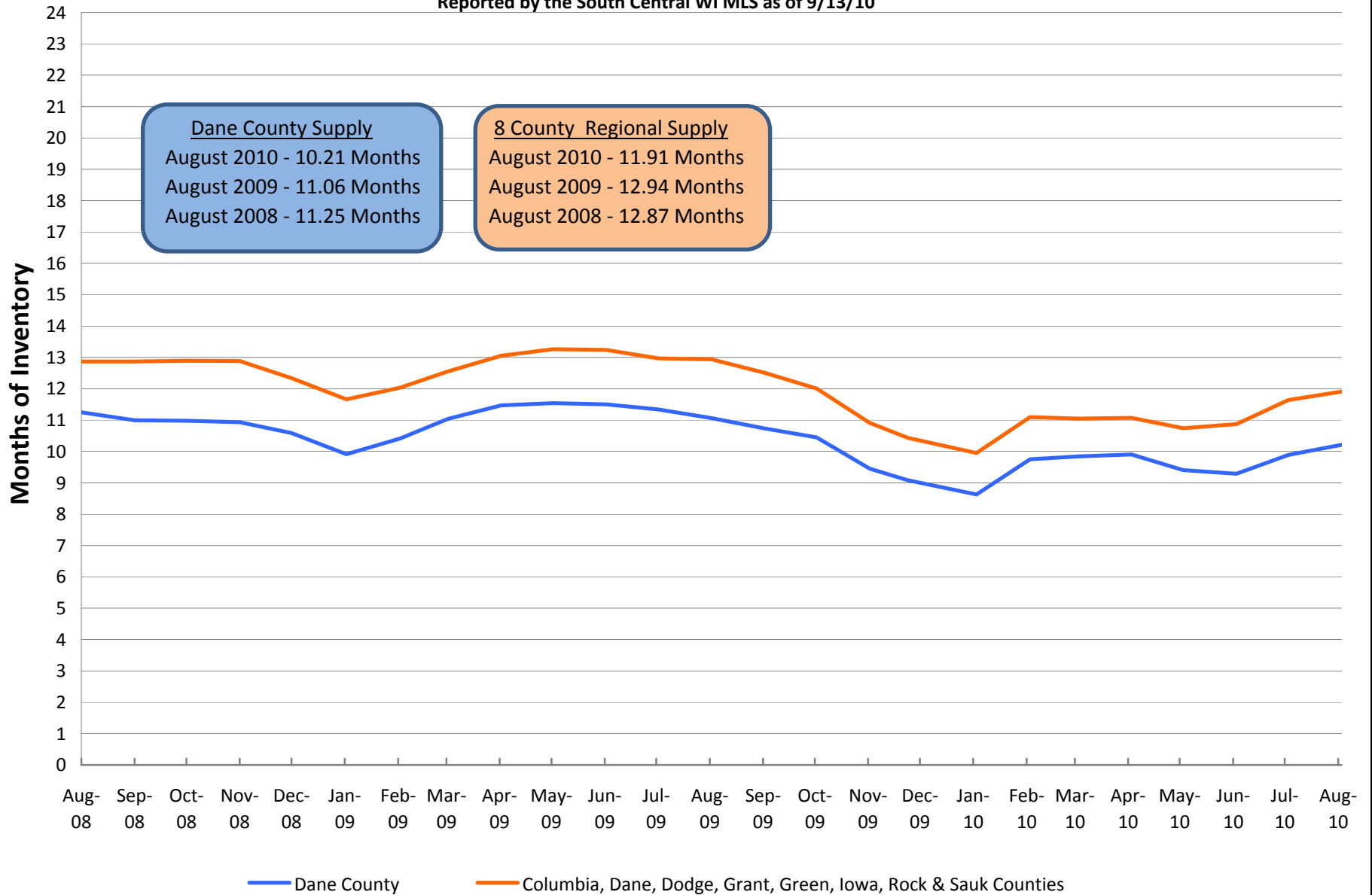
Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 9/13/10



Months Supply of Inventory for Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 9/13/10



Months Supply = current inventory divided by the average sales for the most current 12 months