

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

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SOUTH CENTRAL WISCONSIN MLS CORPORATION

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August Home Sales Up - Again

Home sales in Dane County are up for the second month in a row – this month 18.3% over August 2010. For the entire SCWMLS, August sales are 23.7% ahead of one year ago. This continues the industry expectation that the second half of 2011 would see a marked improvement compared to one year ago.

The sales gap continues to narrow between 2011 and 2010. For the entire SCWMLS, 2011 trailed 2010 by 20.6% at the end of June. Just two months later that figure has been cut in half (10.3%). Similarly, the gap in Dane County has been cut from 25.6% to 13.8%. It is fully expected that this trend will continue for the remainder of the year.

For the year, the median sale price for Dane County, representing the midpoint of all closed sales ranked from lowest to highest price, remains ahead by 1.2% - \$207,500 (2011) compared to \$205,000 (2010). For the entire SCWMLS, the median sale price trails 2010 slightly year-to-date.

Total active listings in Dane County and the entire SCWMLS continue the year-to-year downward trend. Likewise, new listings are down in both Dane County and the SCWMLS for the month and year-to-date.

In breaking down the Dane County numbers between single family homes and condominiums for the month of August, single family home sales are up 26.9% but condominiums sales slipped by 8 units (down to 95 sales from 103). Total active listings for single family homes is virtually identical year-to-year at 3059 (11) vs. 3056 (10). Condominium total active listings continue to fall – down 10% from one year ago.

The most active price range for active listings in the SCWMLS continues to be between \$100,000 and \$300,000 (60.6%), with the largest segment in the \$100,000 - \$200,000 range (38.6%). From all sales of single family homes reported for the month, 38.0% were between \$100,000 and \$200,000 and 24.0% between \$200,000 and \$300,000. For condominiums, 48.8% of the active listings are priced from \$100,000 to \$200,000 with 52.8% of condominium sales coming in this same price range.

The increased activity is encouraging, and while it was expected due to the year over year market distortions caused by the Federal Home Buyer Tax Credit, we are nonetheless pleased to see that activity is continuing to accelerate into the fall without artificial stimulus. Showing activity has remained steady, but the number of offers to purchase has increased significantly, suggesting that buyers in the marketplace today are far more decisive than they were a year ago. Interest rates continue to remain at record lows, affording buyers the lowest overall cost of ownership we've seen in a generation. With announced Federal Reserve policy supporting

low interest rates for some time yet, we are hopeful that steadily accelerating demand will start to bring inventories down more meaningfully next spring.

We are still experiencing some artificial suppression of demand due to federal regulations that have made qualification for a mortgage loan more difficult. We are hopeful that our policy makers will address this situation in the months to come. Despite that headwind, sales are steadily increasing. If that trend continues into next year, and inventories do in fact continue to move downward, prices should continue to remain steady, and average marketing times should begin to decrease. There seems little doubt that the coming fall and winter season will be far better than we experienced a year ago.

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

AUGUST & Year-to-date Statistics 2011

* Sales reported as of September 12, 2011

	August			January - August		
	2011	2010	2009	2011	2010	2009
COLUMBIA COUNTY						
# New Listings	101	118	122	955	1051	1,108
# Sales	*33	30	40	*326	333	333
Average Sale Price	142,341	164,438	157,414	141,184	164,055	158,215
Median Sale Price	137,000	102,200	144,000	129,500	143,000	145,000
Total # Active Residential Listings at end of Period	823	858	846	823	858	846
DANE COUNTY						
# New Listings	762	865	921	6,939	8,066	7,963
# Sales	*491	415	610	*3,327	3,858	3,806
Average Sale Price	244,151	255,325	234,864	240,508	232,310	229,376
Median Sale Price	211,500	220,000	210,000	207,500	205,000	205,000
Total # Active Residential Listings at end of Period	4,501	4,667	4,655	4,501	4,667	4,655
DODGE COUNTY						
# New Listings	75	90	113	631	810	799
# Sales	*39	34	53	*287	362	344
Average Sale Price	131,893	125,234	138,642	119,105	122,420	131,846
Median Sale Price	106,900	133,500	121,000	99,900	112,000	119,000
Total # Active Residential Listings at end of Period	482	606	610	482	606	610
GRANT COUNTY						
# New Listings	64	46	39	447	371	397
# Sales	*36	27	33	*182	187	209
Average Sale Price	106,506	101,213	127,025	104,367	115,238	119,967
Median Sale Price	98,000	79,000	124,000	86,000	100,000	110,000
Total # Active Residential Listings at end of Period	335	268	293	335	268	293
GREEN COUNTY						
# New Listings	74	64	62	543	541	530
# Sales	*34	26	37	*251	215	212
Average Sale Price	148,143	139,811	144,885	142,012	146,404	154,904
Median Sale Price	142,500	131,000	138,000	123,000	129,900	128,200
Total # Active Residential Listings at end of Period	360	390	359	360	390	359
IOWA COUNTY						
# New Listings	39	46	38	356	374	344
# Sales	*12	11	23	*118	124	135
Average Sale Price	187,560	227,127	159,978	145,806	158,107	164,649
Median Sale Price	183,250	125,000	135,000	115,750	133,050	128,000
Total # Active Residential Listings at end of Period	304	292	261	304	292	261
ROCK COUNTY						
# New Listings	275	281	308	2,117	2,502	2,314
# Sales	*154	113	151	*1,008	1,127	1,038
Average Sale Price	114,332	110,857	119,175	104,291	113,319	121,037
Median Sale Price	98,450	93,000	115,000	94,000	107,500	115,700
Total # Active Residential Listings at end of Period	1,427	1,523	1,442	1,427	1,523	1,442
SAUK COUNTY						
# New Listings	134	136	131	1,057	1,140	1,035
# Sales	*66	51	53	*406	364	367
Average Sale Price	133,899	150,207	162,483	143,921	158,306	159,202
Median Sale Price	110,000	150,000	160,000	125,000	142,000	144,000
Total # Active Residential Listings at end of Period	919	993	993	919	993	993

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

2011

8/1/11 - 8/31/11



CURRENT ACTIVE LISTINGS

PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	132	2
30,000 - 39,999	148	8
40,000 - 49,999	189	18
50,000 - 59,999	242	39
60,000 - 69,999	332	60
70,000 - 79,999	351	61
80,000 - 89,999	394	110
90,000 - 99,999	415	123
100,000 - 119,999	686	230
120,000 - 139,999	882	245
140,000 - 159,999	881	214
160,000 - 179,999	863	206
180,000 - 199,999	823	160
200,000 - 249,999	1,392	196
250,000 - 299,999	969	167
300,000 - 399,999	930	161
400,000 - 499,999	409	73
500,000 - 749,999	396	59
750,000 - 999,999	161	19
over 1,000,000	107	8
Total Types	10,702	2,159
Average price	230,870	200,835

TOTALS REPORT SOLD RESIDENTIAL LISTINGS

PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	15	18	7	1
30,000 - 39,999	14	9	4	2
40,000 - 49,999	8	7	2	1
50,000 - 59,999	8	18	3	6
60,000 - 69,999	11	16	6	4
70,000 - 79,999	11	14	7	8
80,000 - 89,999	8	18	6	5
90,000 - 99,999	3	15	9	10
100,000 - 119,999	11	36	12	15
120,000 - 139,999	17	46	16	14
140,000 - 159,999	11	58	16	16
160,000 - 179,999	5	46	27	13
180,000 - 199,999	4	32	15	15
200,000 - 249,999	8	80	55	8
250,000 - 299,999	1	40	38	11
300,000 - 399,999	3	21	34	6
400,000 - 499,999	3	3	20	1
500,000 - 749,999	0	2	22	2
750,000 - 999,999	0	0	2	0
over 1,000,000	1	0	3	0
Total Types	142	479	304	138
AVERAGE PRICE	115,451	161,321	260,370	158,710

TERMS OF SALE (SALES)

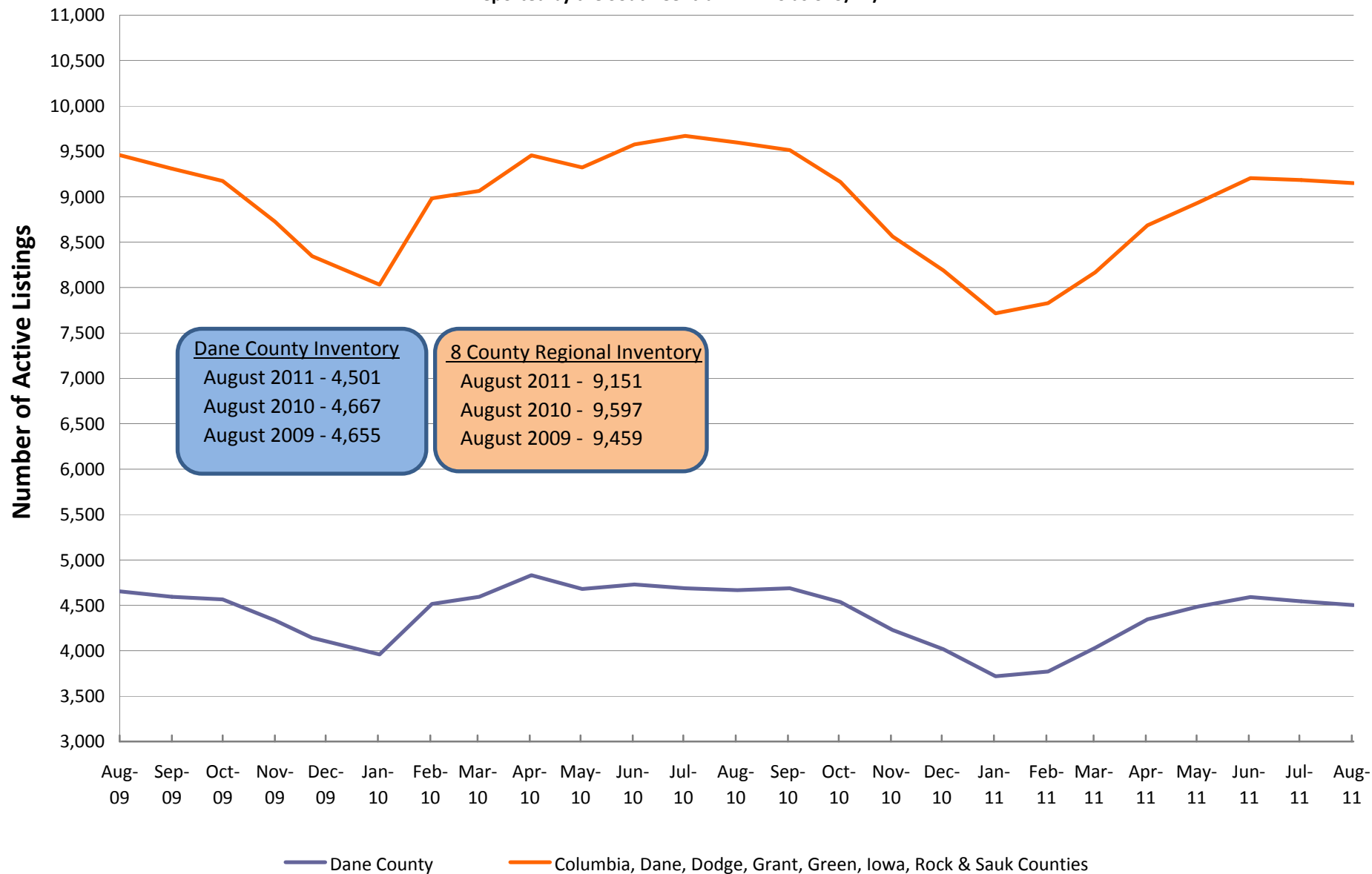
CASH	211
CONVENTIONAL	699
FVA/FHA	94
USDA	27
WHEDA	10
ASSUMPTION	0
SELLER	4
OTHER	18

*Sales for the month & current active listings are reported as of 9/12/11. 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.

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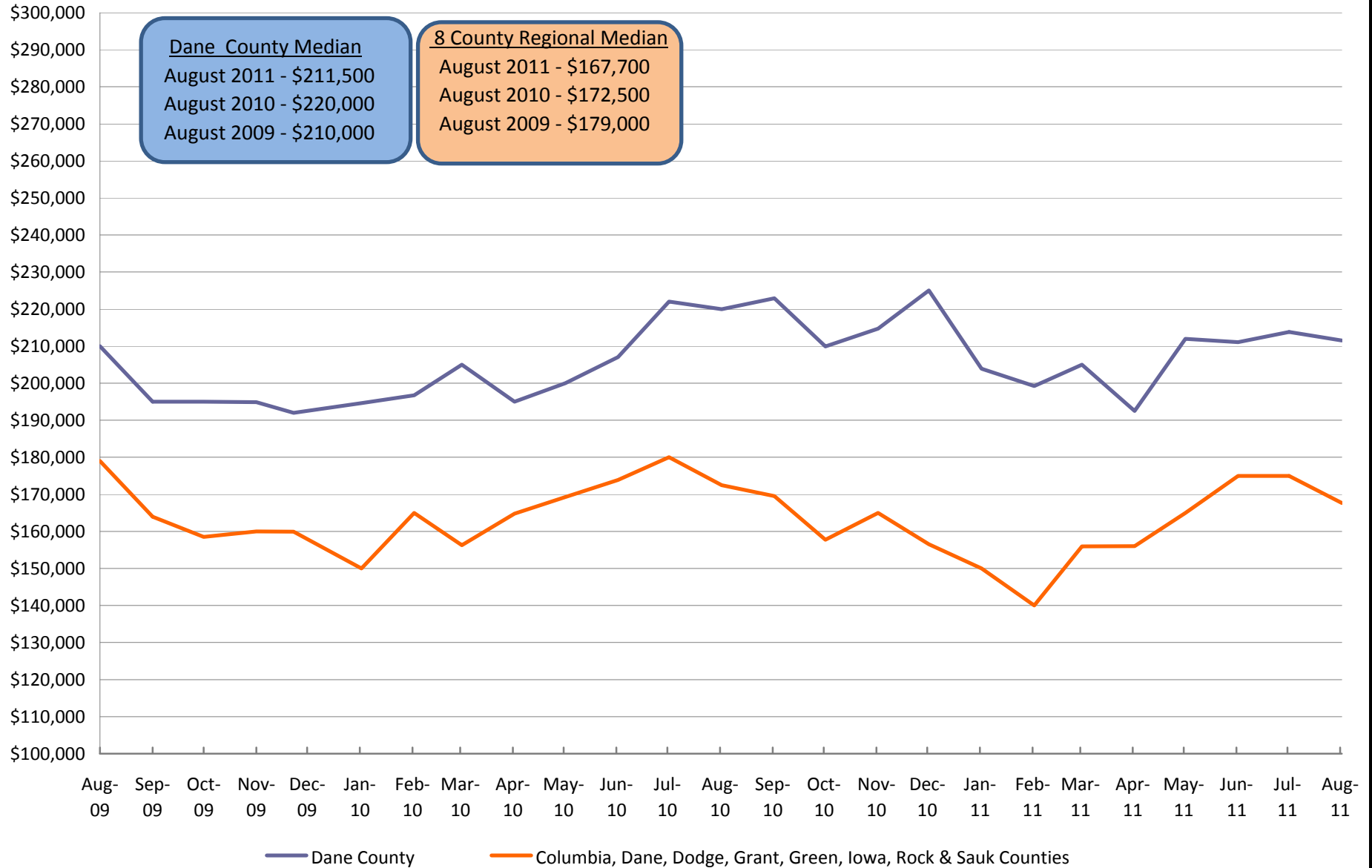
Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 9/12/11



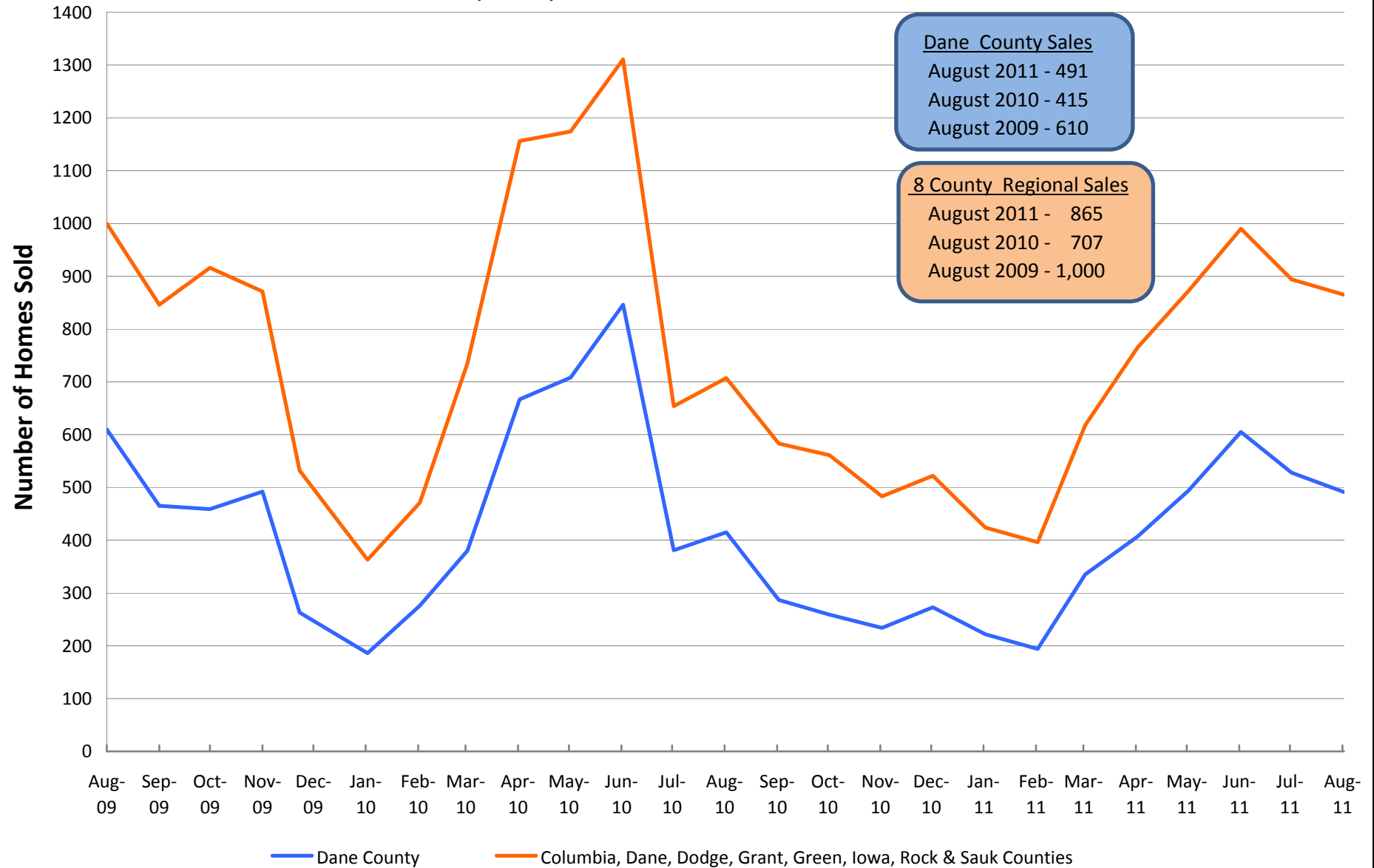
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 9/12/11



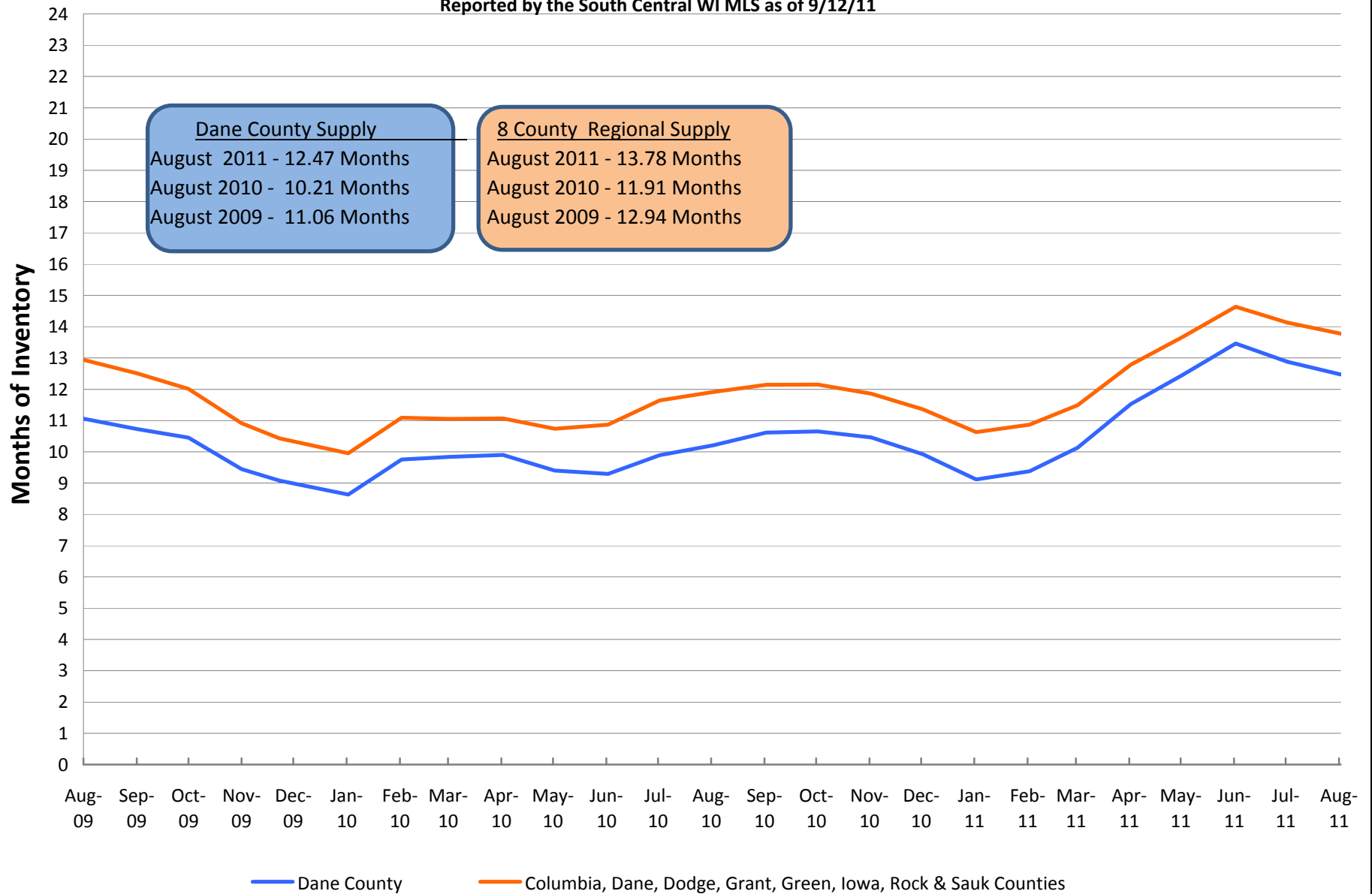
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 9/12/11



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

Reported by the South Central WI MLS as of 9/12/11



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