

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

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SOUTH CENTRAL WISCONSIN MLS CORPORATION



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December Home Sales End on Slightly Up

For the first time since June, monthly Dane County home sales exceeded sales from the same month one year ago. For December 2010, the 273 reported sales are 4% higher than sales reported in December 2009.

While the total sales pale in relationship to December results in previous years, it should also be noted that December 2010 and 2009 are two months in which a home buyer tax credit did not factor into buyers' decisions to purchase. There was no tax credit in place in 2010; in December 2009, the tax credit had just been extended but arguably the incentive to beat a deadline was still months away.

December 2010 sales totals were also higher in Grant, Green and Sauk Counties. For the entire year, Dane County sales trailed 2009 by 10%. However, for the overall SCWMLS reporting area, annual sales were 7% below one year ago.

Median price in Dane County – representing the midpoint of all closed sales – was \$225,058 last month as compared to \$192,000 in December of 2009. For the year, the median price for 2010 was \$207,000 and \$202,000 for 2009. Annual median prices in the region compared to one year ago were:

	<u>2010</u>	<u>2009</u>
Columbia	\$140,000	\$142,450
Dodge	\$115,000	\$115,150
Grant	\$ 98,500	\$101,000
Green	\$128,900	\$128,000
Iowa	\$133,900	\$129,000
Rock	\$100,750	\$115,000
Sauk	\$144,000	\$140,000

Breaking down the figures in Dane County between single family homes and condominiums, single family home sales accounted for 76% of the total sales in December (206 to 67). The December median price comparison shows:

	<u>2010</u>	<u>2009</u>
Single family homes	\$240,000	\$225,750
Condominiums	\$148,500	\$157,450

For the year, single family homes sales were 3774 (compared to 4206 in 2009) with 1144 condominium sales reported (1279 reported in 2009). The annual median price for the two classes shows:

	<u>2010</u>	<u>2009</u>
Single family homes	\$223,931	\$218,100
Condominiums	\$149,450	\$150,000

Inventory of active residential listings has reached a 12 month low- and it will be interesting to note, in the absence of a housing stimulus, how fast inventory rises (if at all) as we approach the spring market. Even with the reduction, ample opportunities are available in most prices ranges and locations.

What do we expect in 2011? We know – and recent reports continue to support this fact – that people still want to own their own home. However, it appears that they lack confidence to do so. A report in the January 2011 Capital Region Business Journal asked a number of area business leaders what they expect for this year:

Technology industry: from a 2010 Tech Leaders Survey, more than ½ rated their company prospects as good with ¼ rating them as excellent

Health care industry: see improvement over 2010; back to stable growth and increased hiring

Commercial construction: possible increase in spending but comeback is still slow

Retail: performance looks promising for locally owned businesses but uncertain if strong enough to translate into jobs

Stock market: improved market fundamentals suggest a positive outlook

Banking industry: another challenging year with evolving regulation; perhaps modest growth

Other experts suggest that employment will be slow to recover. Certainly the creation of jobs is a primary focus of the new Governor. But it's good to see the generally positive outlook by the business leaders above.

We look at 2011 with modest optimism. Consumers have been holding back on big-purchase items (although recent car sales have shown a positive movement). Absent any foreseeable housing stimulus packages, 2011 could return to a more normal seasonal curve. For those who have the confidence to take advantage of historically favorable market conditions – prices, interest rates, inventory and affordability – their 2011 could be great. Now remains a very good time to buy.

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

DECEMBER & Year-to-date Statistics 2010

* Sales reported as of January 12, 2011

	December			January - December		
	2010	2009	2008	2010	2009	2008
COLUMBIA COUNTY						
# New Listings	68	66	61	1,393	1,515	1,626
# Sales	*24	44	20	*481	560	414
Average Sale Price	155,219	146,725	134,938	162,662	155,579	180,474
Median Sale Price	125,500	128,000	131,500	140,000	142,450	157,450
Total # Active Residential Listings at end of Period	735	705	792	735	705	792
DANE COUNTY						
# New Listings	364	479	461	10,248	10,652	12,745
# Sales	*273	263	295	*4,918	5,485	5,336
Average Sale Price	264,418	232,931	253,890	235,771	228,159	250,012
Median Sale Price	225,058	192,000	220,000	207,000	202,000	215,000
Total # Active Residential Listings at end of Period	4,016	4,142	4,711	4,016	4,142	4,711
DODGE COUNTY						
# New Listings	63	87	46	1,093	1,176	1,212
# Sales	*27	38	31	*504	546	473
Average Sale Price	135,762	136,634	133,392	126,055	129,171	148,050
Median Sale Price	107,000	120,750	133,500	115,000	115,150	131,000
Total # Active Residential Listings at end of Period	494	541	593	494	541	593
GRANT COUNTY						
# New Listings	24	27	26	522	562	480
# Sales	*24	20	19	*274	305	235
Average Sale Price	103,045	113,465	123,762	118,100	113,137	130,968
Median Sale Price	91,500	100,500	120,010	98,500	101,000	102,000
Total # Active Residential Listings at end of Period	237	248	286	237	248	286
GREEN COUNTY						
# New Listings	36	36	37	707	719	754
# Sales	*25	22	13	*305	331	297
Average Sale Price	159,788	142,739	135,609	142,984	150,200	160,029
Median Sale Price	137,500	140,000	112,500	128,900	128,000	131,100
Total # Active Residential Listings at end of Period	324	313	344	324	313	344
IOWA COUNTY						
# New Listings	20	25	30	499	487	542
# Sales	*13	14	16	*186	202	188
Average Sale Price	98,584	179,157	100,681	157,161	161,586	154,887
Median Sale Price	70,100	159,950	98,750	133,900	129,000	132,500
Total # Active Residential Listings at end of Period	236	229	220	236	229	220
ROCK COUNTY						
# New Listings	225	198	190	3,328	3,327	3,940
# Sales	*88	100	95	*1,528	1,609	1,634
Average Sale Price	95,130	106,208	100,107	110,476	119,930	126,703
Median Sale Price	90,000	90,950	86,001	100,750	115,000	120,000
Total # Active Residential Listings at end of Period	1,318	1,319	1,530	1,318	1,319	1,530
SAUK COUNTY						
# New Listings	73	86	74	1,514	1,438	1,491
# Sales	*48	31	32	*552	570	512
Average Sale Price	154,287	170,395	195,175	161,133	155,271	173,185
Median Sale Price	133,045	120,000	149,000	144,000	140,000	151,750
Total # Active Residential Listings at end of Period	828	849	866	828	849	866

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

DECEMBER STATISTICS

2010

12/1/10 - 12/31/10



CURRENT ACTIVE LISTINGS		
PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	107	1
30,000 - 39,999	143	4
40,000 - 49,999	198	3
50,000 - 59,999	234	18
60,000 - 69,999	283	43
70,000 - 79,999	309	55
80,000 - 89,999	341	93
90,000 - 99,999	337	107
100,000 - 119,999	589	231
120,000 - 139,999	808	235
140,000 - 159,999	694	227
160,000 - 179,999	759	205
180,000 - 199,999	703	173
200,000 - 249,999	1,116	232
250,000 - 299,999	787	143
300,000 - 399,999	714	153
400,000 - 499,999	329	71
500,000 - 749,999	293	49
750,000 - 999,999	124	15
over 1,000,000	87	6
Total Types	8,955	2,064
Average price	224,732	202,172

TOTALS REPORT SOLD RESIDENTIAL LISTINGS				
PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	15	11	4	1
30,000 - 39,999	6	13	2	1
40,000 - 49,999	5	10	2	1
50,000 - 59,999	2	12	3	2
60,000 - 69,999	10	16	5	7
70,000 - 79,999	6	14	4	1
80,000 - 89,999	6	15	4	7
90,000 - 99,999	2	18	2	7
100,000 - 119,999	7	22	10	3
120,000 - 139,999	6	30	6	10
140,000 - 159,999	8	32	17	7
160,000 - 179,999	4	25	6	5
180,000 - 199,999	1	22	12	4
200,000 - 249,999	3	40	17	5
250,000 - 299,999	1	23	21	7
300,000 - 399,999	0	16	23	3
400,000 - 499,999	0	4	20	5
500,000 - 749,999	1	3	12	5
750,000 - 999,999	0	0	2	0
over 1,000,000	0	0	4	0
Total Types	83	326	176	81
AVERAGE PRICE	94,058	154,438	280,131	188,306

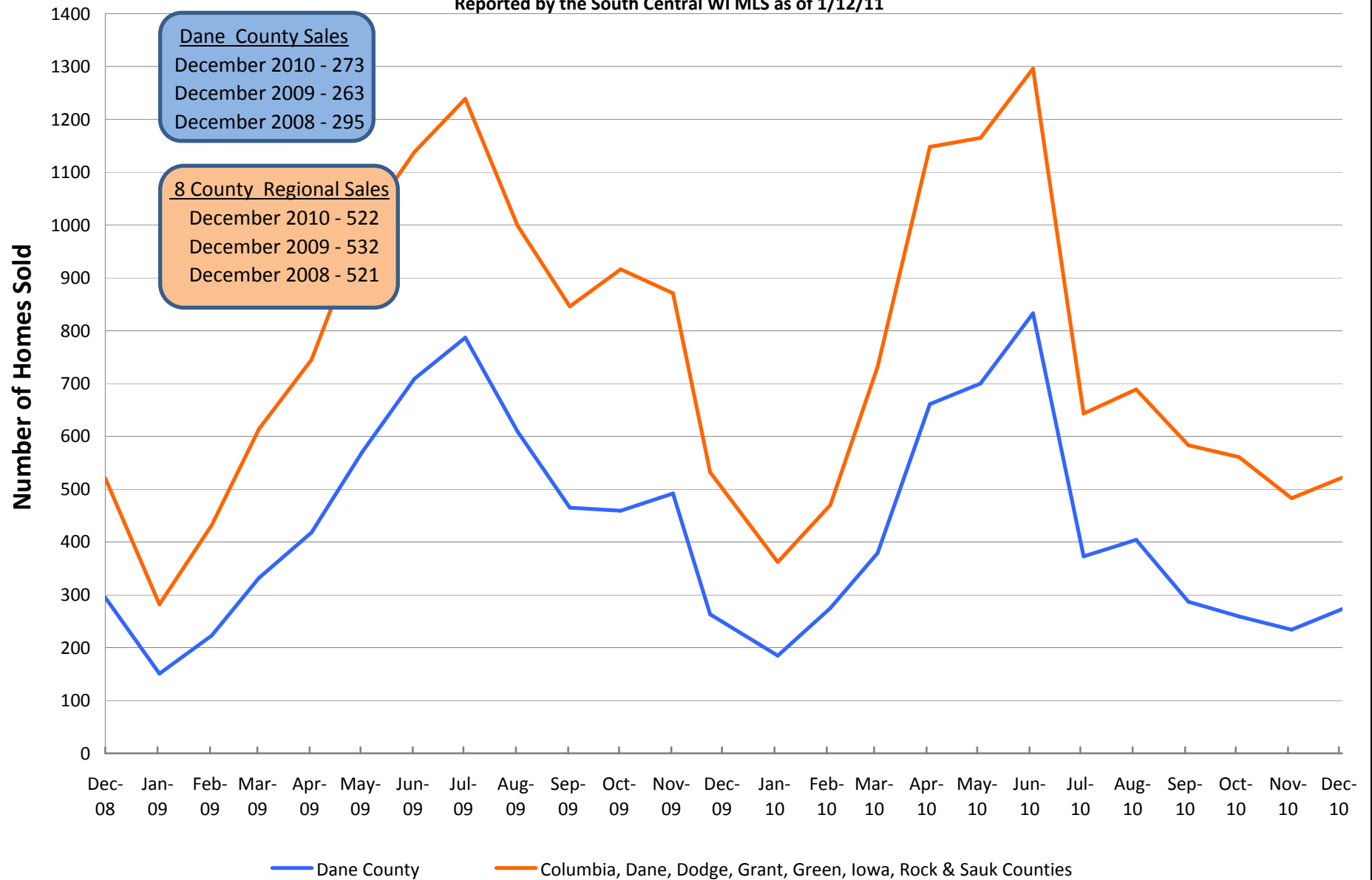
TERMS OF SALE (SALES)	
CASH	150
CONVENTIONAL	409
FVA/FHA	78
WHEDA	7
ASSUMPTION	0
SELLER	1
OTHER	21

*Sales for the month & current active listings are reported as of 1/12/11. 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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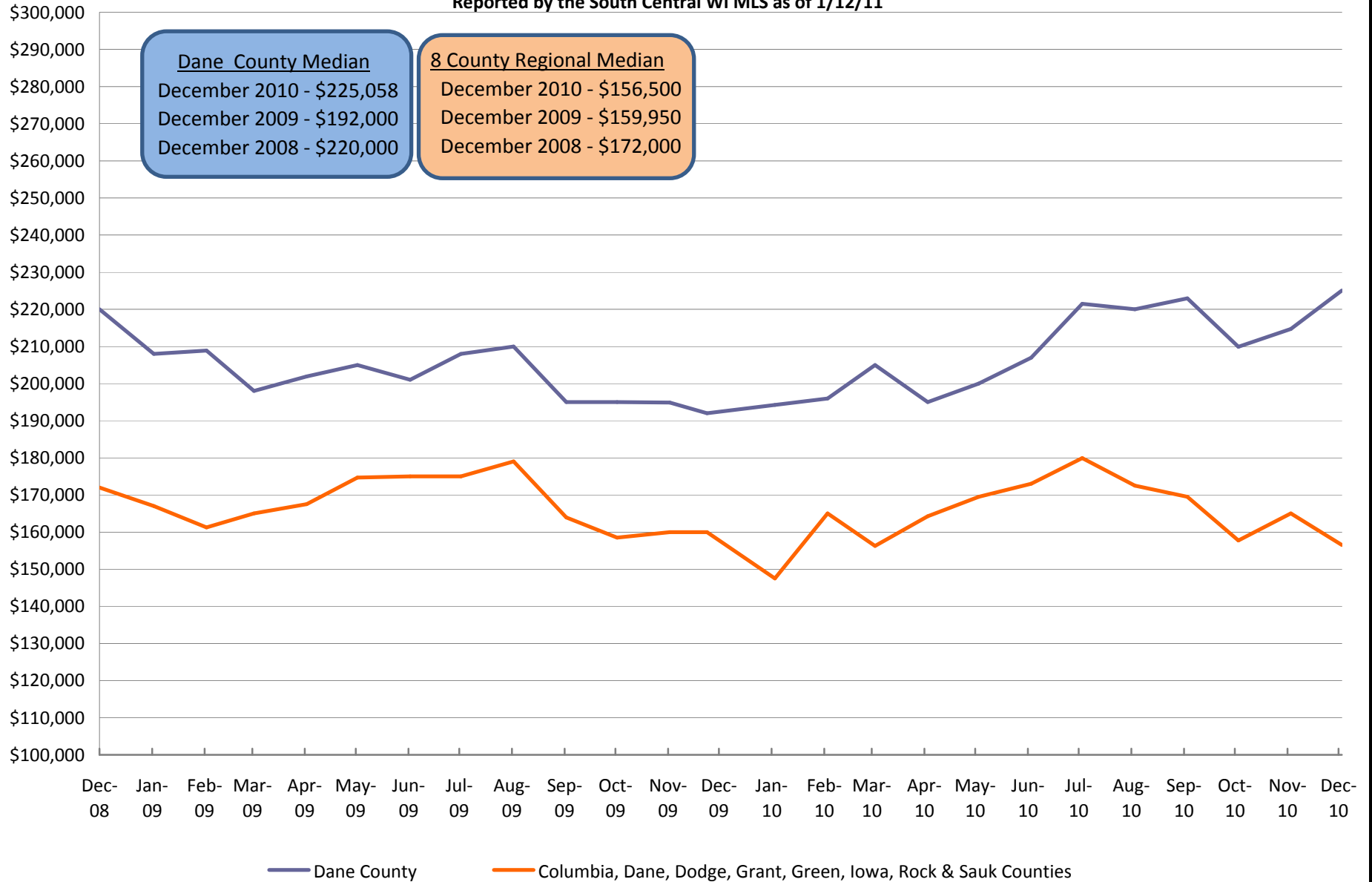
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 1/12/11



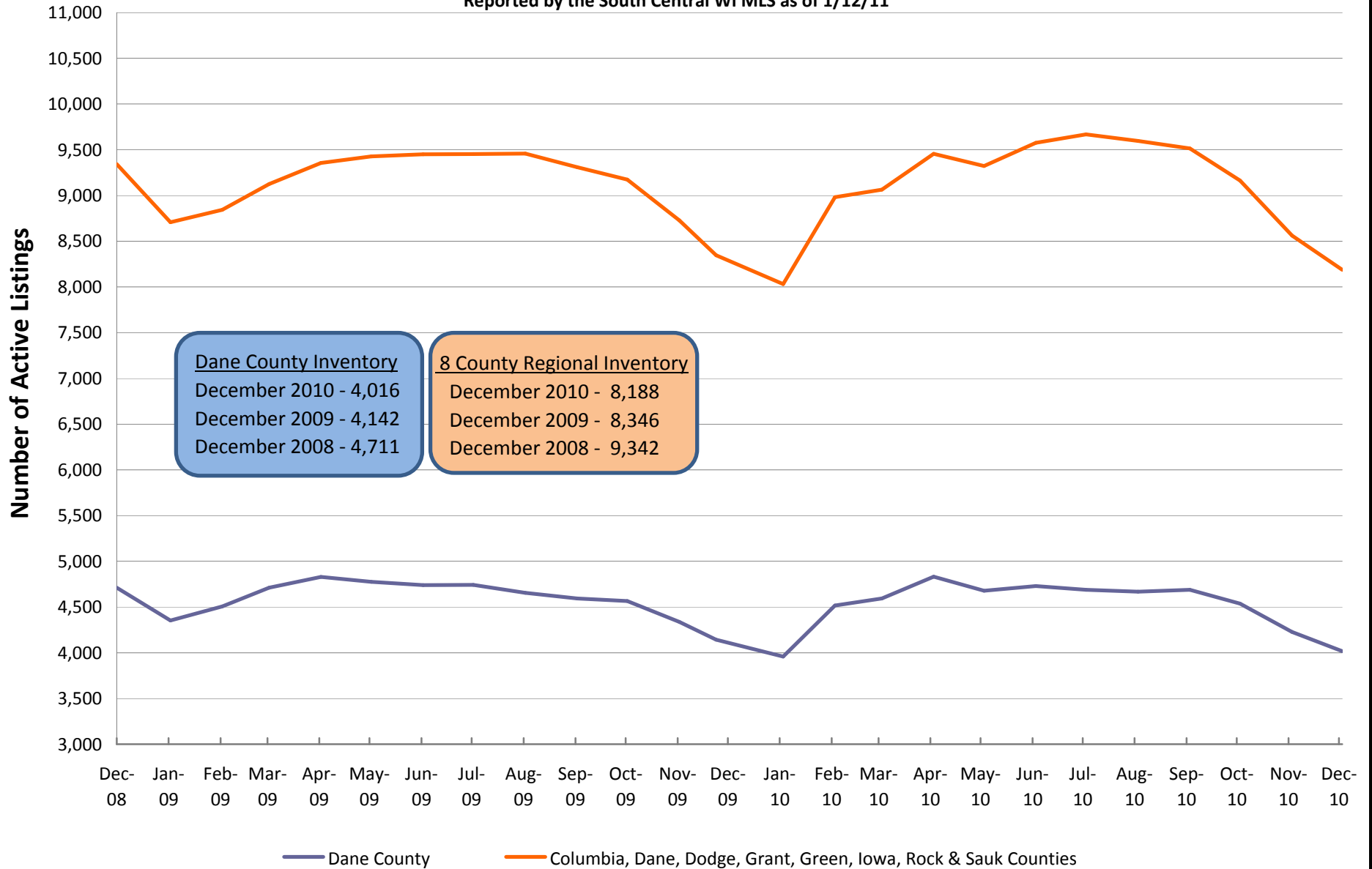
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 1/12/11



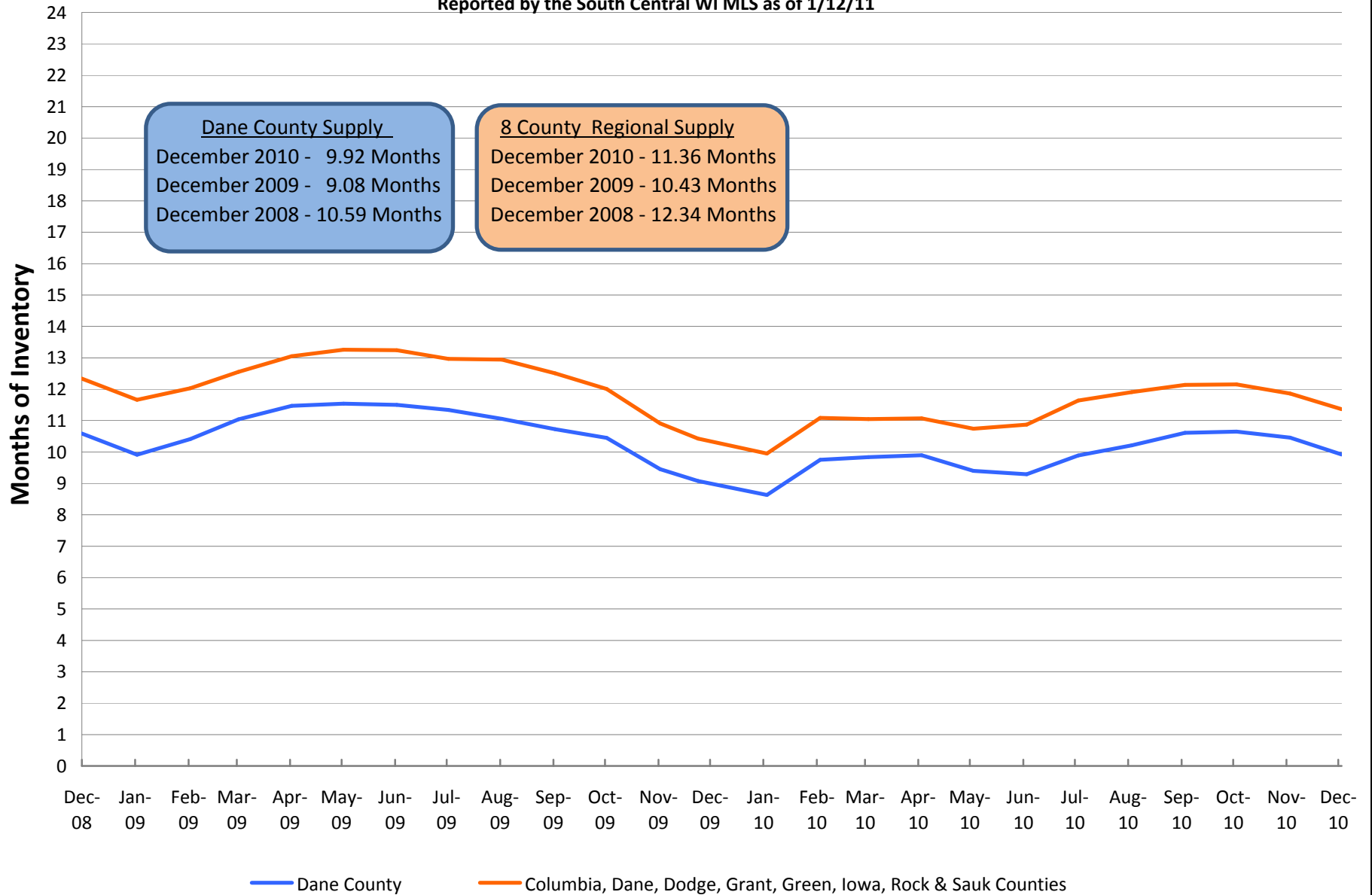
Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 1/12/11



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

Reported by the South Central WI MLS as of 1/12/11



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