

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

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SOUTH CENTRAL WISCONSIN MLS CORPORATION



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For more information please contact Kevin King 608-240-2800 or kevin@wisre.com

Strong Finish Propels 2013 to Third Best

A solid December for Dane County home sales has not only kept intact the streak of increased monthly sales but made 2013 the third best year ever according to SCWMLS records dating back to 1991. For the 29th straight month, sales were greater than the same month one year prior. The total of 7397 sales has been exceeded only in the years of 2005 (7981) and 2004 (7649). In comparison to 2012, sales of single family homes and condominiums were 25% higher.

The strong sales helped fuel an increase in prices as well. For 2013, the median sale price for Dane County single family homes rose to \$226,500 compared to \$217,500 for 2012. A similar increase took place with Dane County condominiums, with the median sale price for 2013 finishing at \$152,500, up from \$143,750 for 2012.

The good news for sales and prices was found throughout most of the SCWMLS eight county primary market area. Green, Iowa and Sauk Counties all enjoyed double-digit increases in annual sales with Columbia, Grant and Rock Counties each coming in 4% ahead of 2012. Only Dodge County trailed in annual sales. All counties experienced higher median sales prices, led by Dodge and Rock Counties with 13% increases.

In addition to the strength of sales, 2013 has been marked by an ever-diminishing inventory of active listings. Since the end of 2010, Dane County single family home active listings have dropped 36% while Dane County condominium active listings have decreased 49%. To satisfy buyer demand, the current active inventory of single family homes stands at only 3.5 months and just over 5 months for condominiums. For the entire region, available supply stands at 5.5 months. It is generally held that a balanced market between buyers and sellers is one with a 6 month supply of inventory.

The housing market in 2013, especially in Dane County, surpassed our expectations. The historic low interest rates and diminishing inventories provided strong incentives to home buyers to act quickly. That strong demand also helped push prices higher. So what do we see for 2014?

There appears to be pent-up demand that was not satisfied in 2013.

We expect continued moderate increases in median sale prices along with a slow rise in interest rates. This potentially could have an impact on affordability. As a general rule, for every 1% increase in the interest rate of a 30 year mortgage, there is an approximate 10% decrease in buying power at the same monthly payment.

We are starting the year with very low supplies of active listings. We look for listing inventories to stabilize and return to seasonal levels as sellers continue to gain confidence in both the housing and economic recoveries. Rising prices have helped many sellers return to positive equities as well, allowing them to once again consider entering the marketplace.

Our fearless forecast: 2014 will look very much like 2013 for most markets. We will achieve approximately the same levels of sales as last year. We will again have slight increases in prices. We will see another increase in new construction which will help with available inventories. We will continue to strengthen the housing recovery in our region.

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

DECEMBER & Year-to-date Statistics 2013

Current sales reported as of January 12, 2014

	December			January - December		
	2013	2012	2011	2013	2012	2011
COLUMBIA COUNTY						
# New Listings	44	44	63	1,206	1,156	1,274
# Sales	44	44	35	677	652	511
Average Sale Price	123,239	145,565	125,771	147,517	144,142	140,568
Median Sale Price	110,750	141,000	89,451	132,000	126,250	129,000
Total # Active Residential Listings at end of Period	483	524	639	483	524	639
DANE COUNTY						
# New Listings	317	312	378	9,834	9,088	9,019
# Sales	425	389	308	7,397	5,954	4,670
Average Sale Price	248,264	224,141	244,279	242,313	230,512	241,207
Median Sale Price	205,000	194,900	199,950	212,000	202,000	206,350
Total # Active Residential Listings at end of Period	2,372	2,853	3,646	2,372	2,853	3,646
DODGE COUNTY						
# New Listings	33	33	60	868	841	890
# Sales	43	29	26	494	532	435
Average Sale Price	115,865	125,871	162,226	130,454	116,413	122,558
Median Sale Price	110,000	108,000	93,750	112,750	100,250	99,000
Total # Active Residential Listings at end of Period	374	336	416	374	336	416
GRANT COUNTY						
# New Listings	20	9	17	645	588	582
# Sales	24	21	19	347	336	274
Average Sale Price	97,406	94,680	121,947	116,957	119,022	105,898
Median Sale Price	66,500	85,200	93,000	105,000	98,950	85,500
Total # Active Residential Listings at end of Period	282	254	275	282	254	275
GREEN COUNTY						
# New Listings	30	31	44	691	617	736
# Sales	27	24	30	458	398	357
Average Sale Price	159,789	136,866	130,342	154,111	152,051	143,709
Median Sale Price	134,000	124,500	90,500	130,500	125,000	123,000
Total # Active Residential Listings at end of Period	215	199	305	215	199	305
IOWA COUNTY						
# New Listings	5	25	17	463	461	472
# Sales	13	18	17	238	214	185
Average Sale Price	120,814	297,483	148,082	145,428	163,352	144,711
Median Sale Price	86,370	140,250	90,000	126,000	125,000	113,500
Total # Active Residential Listings at end of Period	241	228	239	241	228	239
ROCK COUNTY						
# New Listings	102	101	155	2,956	2,672	2,908
# Sales	136	109	108	1,836	1,774	1,510
Average Sale Price	119,681	120,850	98,006	118,756	110,137	104,535
Median Sale Price	111,000	96,500	81,500	109,000	97,000	90,250
Total # Active Residential Listings at end of Period	986	916	1,208	986	916	1,208
SAUK COUNTY						
# New Listings	59	53	56	1,450	1,317	1,389
# Sales	58	44	38	825	705	605
Average Sale Price	153,564	181,070	125,858	164,759	154,289	149,442
Median Sale Price	132,500	134,450	123,500	145,000	135,000	130,000
Total # Active Residential Listings at end of Period	662	669	805	662	669	805

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

2013

12/01/2013-12/31/2013



CURRENT ACTIVE LISTINGS		
PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	112	6
30,000 - 39,999	145	6
40,000 - 49,999	201	11
50,000 - 59,999	209	25
60,000 - 69,999	265	34
70,000 - 79,999	274	50
80,000 - 89,999	322	58
90,000 - 99,999	314	61
100,000 - 119,999	514	102
120,000 - 139,999	663	131
140,000 - 159,999	576	130
160,000 - 179,999	524	101
180,000 - 199,999	505	67
200,000 - 249,999	822	117
250,000 - 299,999	524	62
300,000 - 399,999	562	87
400,000 - 499,999	273	44
500,000 - 749,999	242	46
750,000 - 999,999	97	17
over 1,000,000	84	6
TOTAL TYPES	7,228	1,161
AVERAGE PRICE	218,546	210,997
MEDIAN PRICE	163,150	156,525

TOTALS REPORT SOLD RESIDENTIAL LISTINGS				
PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	15	17	6	0
30,000 - 39,999	9	13	7	0
40,000 - 49,999	13	9	4	2
50,000 - 59,999	16	15	8	5
60,000 - 69,999	10	20	4	7
70,000 - 79,999	7	10	9	5
80,000 - 89,999	8	13	1	6
90,000 - 99,999	6	13	7	5
100,000 - 119,999	14	37	10	16
120,000 - 139,999	8	45	16	21
140,000 - 159,999	9	45	9	12
160,000 - 179,999	3	46	18	11
180,000 - 199,999	11	36	18	7
200,000 - 249,999	8	64	28	7
250,000 - 299,999	3	31	26	6
300,000 - 399,999	2	27	46	7
400,000 - 499,999	4	7	16	2
500,000 - 749,999	0	2	11	0
750,000 - 999,999	0	0	4	1
over 1,000,000	0	0	4	0
TOTAL TYPES	146	450	252	120
AVERAGE PRICE	110,719	164,056	261,650	156,586
MEDIAN PRICE	83,700	154,500	218,500	132,200

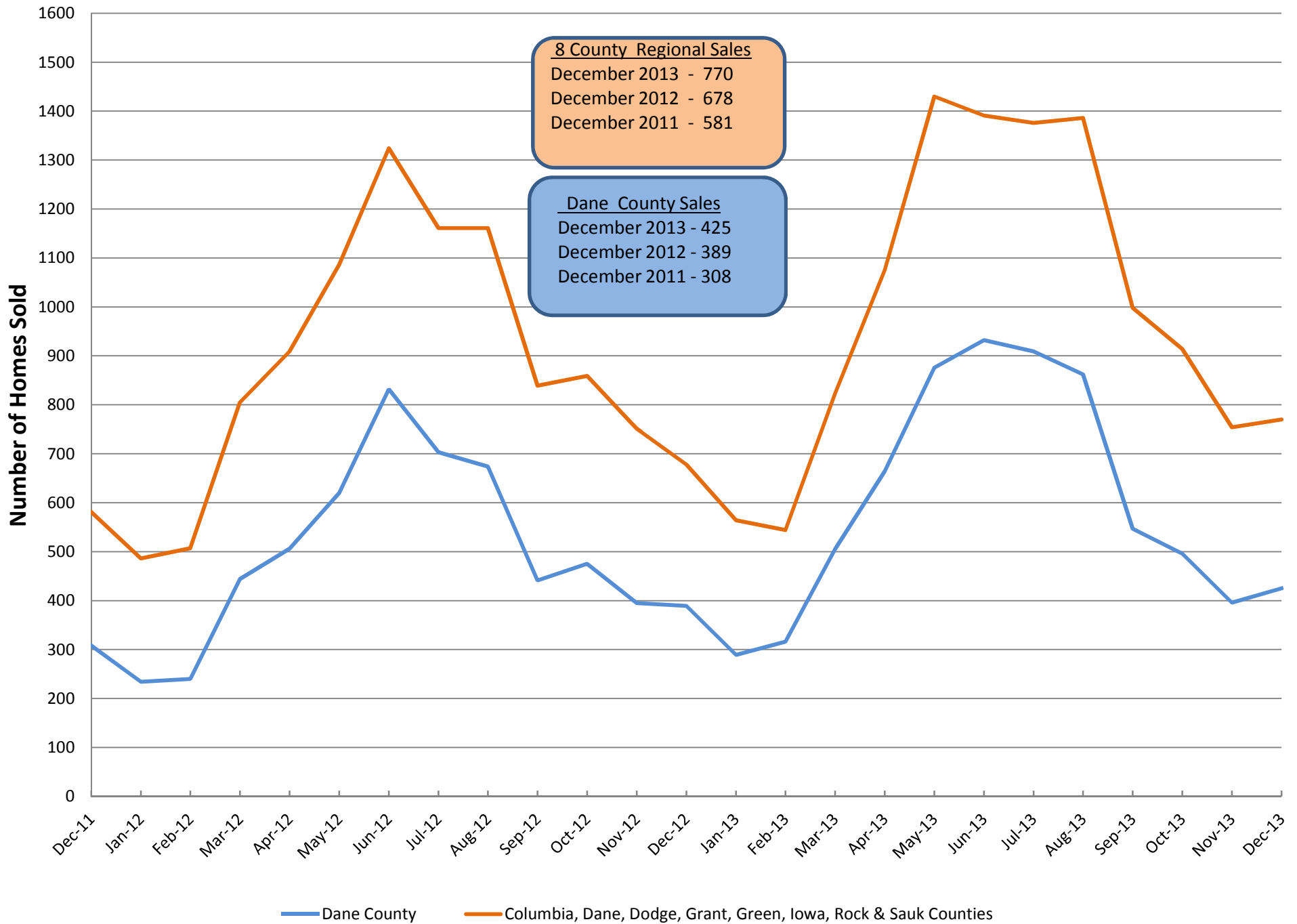
TERMS OF SALE (SALES)	
CASH	236
CONVENTIONAL	628
FVA	23
FHA	35
WHEDA	5
ASSUMPTION	0
SELLER	5
OTHER	8
USDA	28

*Sales for the month & current active listings are reported as of 1/12/2014. 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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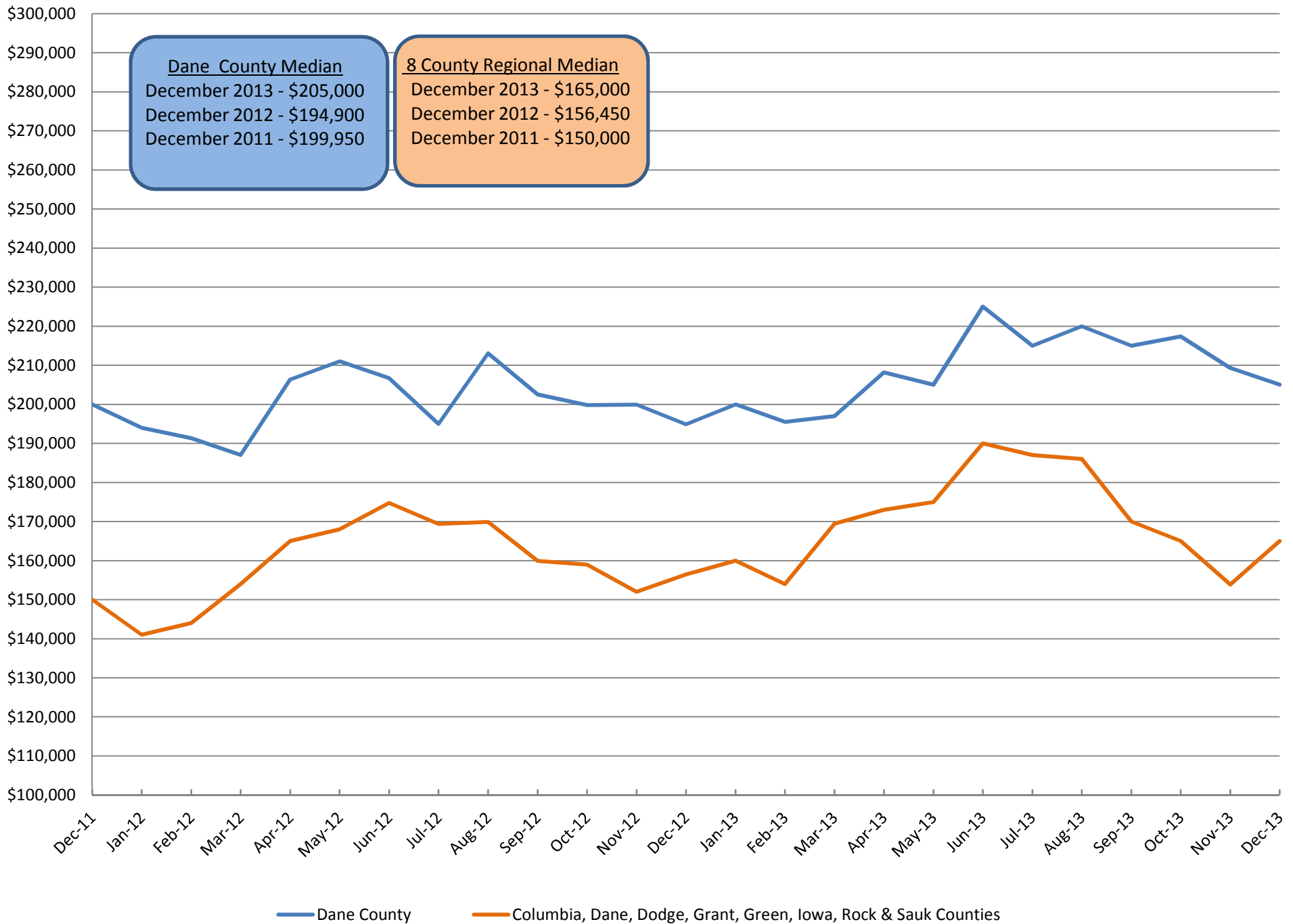
Single Family Solds (Inc Condos)⁵

Reported by the South Central WI MLS as of 1/13/2014



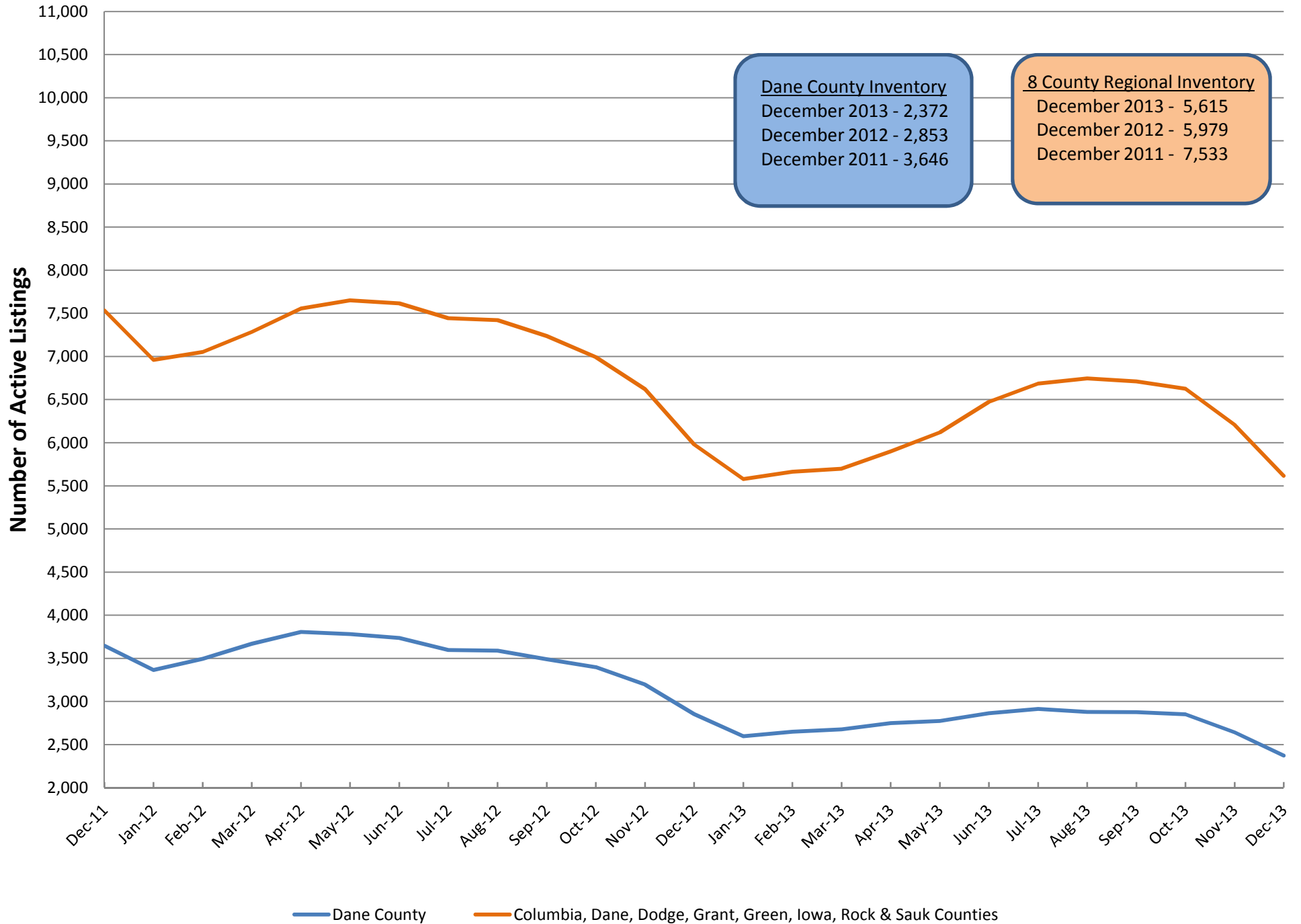
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 1/13/2014



Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 1/13/2014



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

Reported by the South Central WI MLS as of 1/13/2014

