

Market Statistics: January – December 2019

Sales:

The housing market during the month of December was significantly more active than in 2018, averaging an 18% increase in the number of sales across our entire service area. Dane County saw an increase of just over 24% while Region 1 (Adams, Green Lake, Marquette, & Waushara) doubled their December sales over 2018.

While impressive, these increases for the month of December did not serve to overcome the reduction in sales earlier in the year and 2019 finished at 16,199 sales in the region, down 1.7% from 2018. Dane County was down 1.4% which equals 114 sales.

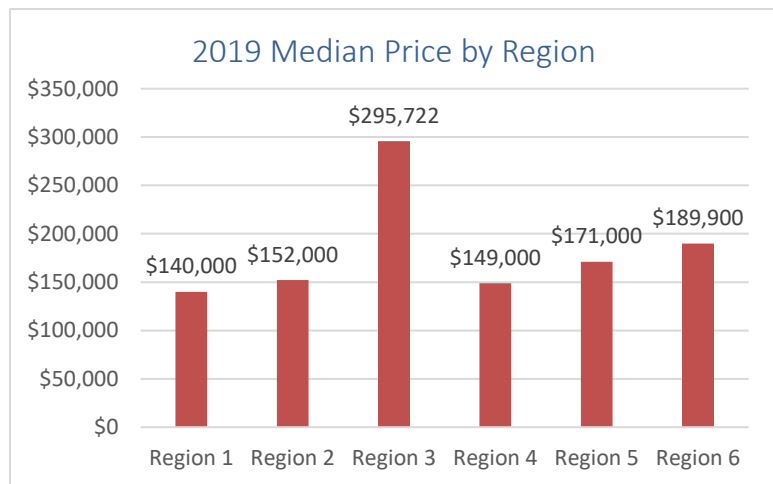
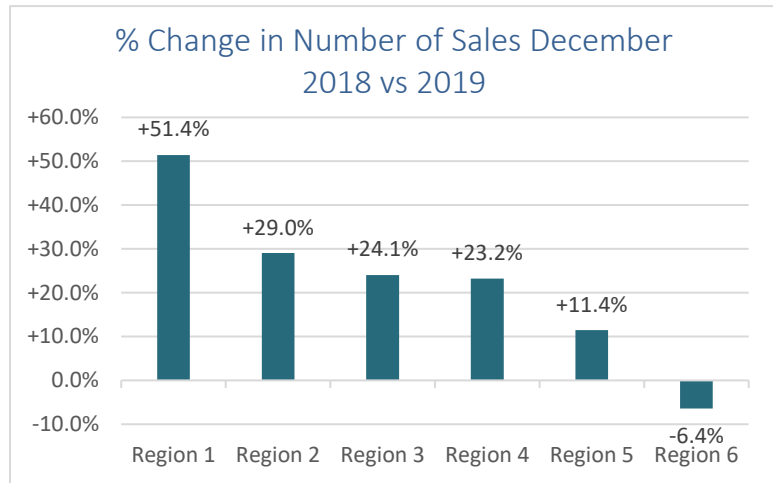
Region 5 (Green & Rock Counties) was the only one that showed an increase in the number of sales, ending the year at 2,728 or a 1.7% increase from 2018.

Price:

Standing in contrast to the reduction in the number of sales, Median Price continues to rise. In our service area, the Median Price for 2019 was \$234,000, 6.4% up from last year. Dane County also tracked at a 6.4% increase, with a median price slightly higher at \$295,722.

State-wide, according to the Wisconsin REALTORS® Association, the median price is \$197,500, up 7.3% over last year.

National numbers for year-end will not be available until next month, although an increase in Median Price is anticipated.

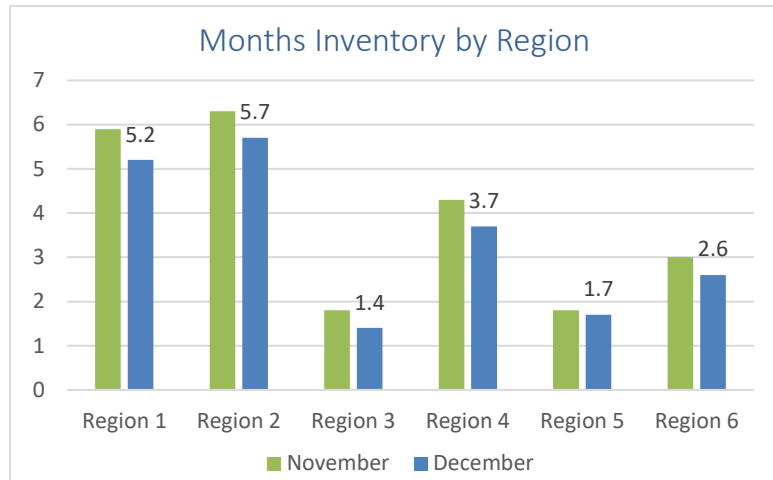


Supply:

The heavy market activity during the month of December served to further tighten the inventory across all regions. It appears that confidence in the economy remains strong, and buyers continue to participate in a competitive housing market.

The National Association of REALTOR'S® 4th Quarter HOME Survey concluded that 63% of respondents nation-wide felt it was a good time to

buy, while 74% of respondents felt it was a good time to sell a home. Confidence in the economy is a bit more balanced with 52% of respondents believing that the economy will improve in 2020.



Interest Rates: 3.64% - 30 yr fixed

Mortgage rates fell to the lowest level in thirteen weeks, as investors sought the quality and safety of the U.S. Treasury fixed income markets. The drop-in mortgage rates, combined with the strong labor market, should propel a continued rise in homebuyer demand.

What's Ahead:

Many economists now believe that instead of a recession in 2020, we will see a slow-down in economic growth. When considering the fact that single family or multi-family ownership options have failed to keep up with demand since the recovery began, we do not anticipate any significant decrease in the pressures on housing supply currently facing our housing market.

Still, the housing market is on better footing than it was at this time last year. We went into 2019 with uncertainty caused by the government shutdown, stock market volatility, the global trade war, and a jump in mortgage rates. 2020 is an election year, so we anticipate that government policy will support expansion, job growth, and low mortgage rates.

Experts predict moderate growth in the housing market and another year of increased values. There will be opportunities for sellers to move up in the market, and for buyers who are willing to be patient and strike fast when the right property is listed.

2019 Q4 HOME Survey

Counties in Each Region					
Region 1	Region 2	Region 3	Region 4	Region 5	Region 6
Adams Green Lake Marquette Waushara	Crawford Richland Vernon	Dane	Grant Iowa Lafayette	Green Rock	Columbia Dodge Sauk

YTD Stats Report

Report Criteria: Reflecting YTD data through: December 2019 | Type: Residential | Run Date: 1/12/2020

County	YTD Median Price			YTD Sales		
	Through 12/2019	Through 12/2018	% Change	Through 12/2019	Through 12/2018	% Change
Adams	140,000	129,000	+8.5%	604	525	+15.0%
Green Lake	135,000	141,250	-4.4%	274	338	-18.9%
Marquette	136,250	139,000	-2.0%	252	291	-13.4%
Waushara	147,000	135,950	+8.1%	352	398	-11.6%
Region 1	140,000	134,700	+3.9%	1,482	1,552	-4.5%

County	YTD Median Price			YTD Sales		
	Through 12/2019	Through 12/2018	% Change	Through 12/2019	Through 12/2018	% Change
Crawford	139,500	129,900	+7.4%	184	159	+15.7%
Richland	139,000	133,500	+4.1%	137	159	-13.8%
Vernon	167,000	153,000	+9.2%	262	289	-9.3%
Region 2	152,000	141,000	+7.8%	583	607	-4.0%

County	YTD Median Price			YTD Sales		
	Through 12/2019	Through 12/2018	% Change	Through 12/2019	Through 12/2018	% Change
Dane	295,722	278,000	+6.4%	7,924	8,038	-1.4%
Region 3	295,722	278,000	+6.4%	7,924	8,038	-1.4%

County	YTD Median Price			YTD Sales		
	Through 12/2019	Through 12/2018	% Change	Through 12/2019	Through 12/2018	% Change
Grant	138,000	128,750	+7.2%	417	410	+1.7%
Iowa	175,750	175,000	+0.4%	252	267	-5.6%
Lafayette	128,000	117,900	+8.6%	134	145	-7.6%
Region 4	149,000	135,800	+9.7%	803	822	-2.3%

County	YTD Median Price			YTD Sales		
	Through 12/2019	Through 12/2018	% Change	Through 12/2019	Through 12/2018	% Change
Green	189,500	179,900	+5.3%	433	441	-1.8%
Rock	170,000	158,000	+7.6%	2,295	2,242	+2.4%
Region 5	171,000	160,000	+6.9%	2,728	2,683	+1.7%

County	YTD Median Price			YTD Sales		
	Through 12/2019	Through 12/2018	% Change	Through 12/2019	Through 12/2018	% Change
Columbia	209,000	199,000	+5.0%	752	825	-8.8%
Dodge	165,000	150,000	+10.0%	960	1,018	-5.7%
Sauk	196,300	185,000	+6.1%	967	939	+3.0%
Region 6	189,900	175,000	+8.5%	2,679	2,782	-3.7%

YTD RASCW Region Median Price		
Through 12/2019	Through 12/2018	% Change
234,000	219,900	+6.4%

YTD RASCW Region Sales		
Through 12/2019	Through 12/2018	% Change
16,199	16,484	-1.7%

Monthly Stats Report

Report Criteria: Reflecting data for: December 2019 | Type: Residential | Run Date: 1/12/2020

County	Median Price			Sales			Months Inventory		
	12/2019	12/2018	% Change	12/2019	12/2018	% Change	12/2019	12/2018	% Change
Adams	140,000	100,950	+38.7%	47	20	+135.0%	4.5	5.6	-19.6%
Green Lake	95,000	164,000	-42.1%	17	26	-34.6%	6.4	6.7	-4.5%
Marquette	187,500	135,000	+38.9%	15	13	+15.4%	5.5	5.8	-5.2%
Waushara	149,500	222,000	-32.7%	27	11	+145.5%	5.2	4.3	+20.9%
Region 1	137,950	134,750	+2.4%	106	70	+51.4%	5.2	5.5	-5.5%

County	Median Price			Sales			Months Inventory		
	12/2019	12/2018	% Change	12/2019	12/2018	% Change	12/2019	12/2018	% Change
Crawford	145,000	113,950	+27.2%	11	8	+37.5%	6.4	6.0	+6.7%
Richland	90,000	125,000	-28.0%	13	9	+44.4%	5.6	3.6	+55.6%
Vernon	167,750	146,750	+14.3%	16	14	+14.3%	5.2	3.7	+40.5%
Region 2	135,500	125,000	+8.4%	40	31	+29.0%	5.7	4.3	+32.6%

County	Median Price			Sales			Months Inventory		
	12/2019	12/2018	% Change	12/2019	12/2018	% Change	12/2019	12/2018	% Change
Dane	290,000	269,500	+7.6%	562	453	+24.1%	1.4	1.6	-12.5%
Region 3	290,000	269,500	+7.6%	562	453	+24.1%	1.4	1.6	-12.5%

County	Median Price			Sales			Months Inventory		
	12/2019	12/2018	% Change	12/2019	12/2018	% Change	12/2019	12/2018	% Change
Grant	122,000	124,000	-1.6%	45	25	+80.0%	3.7	4.1	-9.8%
Iowa	159,000	247,000	-35.6%	19	22	-13.6%	3.4	3.8	-10.5%
Lafayette	NA	NA	NA	5	9	-44.4%	4.1	4.6	-10.9%
Region 4	141,000	142,750	-1.2%	69	56	+23.2%	3.7	4.1	-9.8%

County	Median Price			Sales			Months Inventory		
	12/2019	12/2018	% Change	12/2019	12/2018	% Change	12/2019	12/2018	% Change
Green	160,000	160,700	-0.4%	29	28	+3.6%	1.7	2.2	-22.7%
Rock	166,000	147,500	+12.5%	156	138	+13.0%	1.7	2.1	-19.0%
Region 5	165,000	152,450	+8.2%	185	166	+11.4%	1.7	2.1	-19.0%

County	Median Price			Sales			Months Inventory		
	12/2019	12/2018	% Change	12/2019	12/2018	% Change	12/2019	12/2018	% Change
Columbia	189,900	184,900	+2.7%	43	49	-12.2%	2.5	3.0	-16.7%
Dodge	160,000	150,000	+6.7%	73	86	-15.1%	2.7	2.9	-6.9%
Sauk	200,969	175,000	+14.8%	60	53	+13.2%	2.6	3.4	-23.5%
Region 6	182,500	161,250	+13.2%	176	188	-6.4%	2.6	3.1	-16.1%

RASCW Market Area Median Price			RASCW Market Area Sales		
12/2019	12/2018	% Change	12/2019	12/2018	% Change
230,000	215,000	+7.0%	1,138	964	+18.0%

RASCW Market Area Months Inventory			RASCW Market Area New Listings			RASCW Market Area Total Listings		
12/2019	12/2018	% Change	12/2019	12/2018	% Change	12/2019	12/2018	% Change
2.3	2.5	-8.0%	640	666	-3.9%	3,071	3,476	-11.7%

Adams/Marquette/Waushara/Green Lake Price Range Stats

Listing Price Range	Current Properties		Number of Sales	
	For Sale	Months Inventory	in Prev 12 months	Months Inventory
\$0 - \$124,999	204	4.1	595	4.1
\$125,000 - \$199,999	142	3.9	440	3.9
\$200,000 - \$349,999	163	5.8	335	5.8
\$350,000 - \$499,999	53	9.9	64	9.9
\$500,000+	77	19.3	48	19.3

Crawford/Richland/Vernon Price Range Stats

Listing Price Range	Current Properties		Number of Sales	
	For Sale	Months Inventory	in Prev 12 months	Months Inventory
\$0 - \$124,999	88	5.5	191	5.5
\$125,000 - \$199,999	73	4.4	201	4.4
\$200,000 - \$349,999	70	5.8	144	5.8
\$350,000 - \$499,999	20	6.3	38	6.3
\$500,000+	24	41.1	7	41.1

Dane Price Range Stats

Listing Price Range	Current Properties		Number of Sales	
	For Sale	Months Inventory	in Prev 12 months	Months Inventory

\$0 - \$124,999	13	190	0.8
\$125,000 - \$199,999	98	1,086	1.1
\$200,000 - \$349,999	310	3,976	0.9
\$350,000 - \$499,999	327	1,844	2.1
\$500,000+	193	828	2.8

Grant/Iowa/Lafayette Price Range Stats

Listing Price Range	Current Properties For Sale	Number of Sales in Prev 12 months	Months Inventory
\$0 - \$124,999	77	270	3.4
\$125,000 - \$199,999	72	301	2.9
\$200,000 - \$349,999	56	185	3.6
\$350,000 - \$499,999	12	32	4.5
\$500,000+	30	15	24.0

Rock/Green Price Range Stats

Listing Price Range	Current Properties For Sale	Number of Sales in Prev 12 months	Months Inventory
\$0 - \$124,999	80	670	1.4
\$125,000 - \$199,999	98	1,042	1.1
\$200,000 - \$349,999	155	842	2.2
\$350,000 - \$499,999	32	137	2.8
\$500,000+	23	37	7.5

Sauk/Columbia/Dodge Price Range Stats

Listing Price Range	Current Properties For Sale	Number of Sales in Prev 12 months	Months Inventory
\$0 - \$124,999	96	473	2.4
\$125,000 - \$199,999	139	978	1.7
\$200,000 - \$349,999	181	957	2.3
\$350,000 - \$499,999	85	210	4.9
\$500,000+	80	61	15.7