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2010 Off to Positive Start
Dane County and South Central Wisconsin
As compiled by the South Central WI MLS March 15th, 2010

Through the first two months of 2010, home sales for South Central Wisconsin continue the positive results started in the last half of 2009. After a very slow start one year ago, 2009 sales nudged ahead of 2008 at year end. The start of 2010 hopefully is carrying that momentum forward.

Dane County sales of 270 single family homes/condominiums for February were substantially higher than the 223 sales reported for the same time last year. This is the 7th time in the last 8 months that monthly sales have exceeded the sales of the previous year. For the first two months of 2010, Dane County sales are ahead of last year by 79 units (453-374) - a 22% increase.

This positive news has not been limited to Dane County. Columbia, Dodge, Rock and Sauk Counties all have equaled Dane County by bettering sales over one year ago in seven of the last months. Sauk County has a streak of 6 months in a row of equal or better sales and Rock County is working on a string of 5 months in a row. Grant County sales dropped in February, breaking its string of 5 straight months of higher sales. Green County is trailing only slightly - exceeding sales in 6 of the last 8 months. Iowa County sales dropped this February in comparison to last year, but total sales for 2010 are ahead of 2009.

Interest rates remain at excellent levels - currently hovering around the 5% level for 30 year fixed rate mortgages. WHEDA is back in the home loan market with its new WHEDA Fannie Mae Advantage program - a fixed rate 30 year mortgage designed for first time homebuyers. Yet qualification requirements continue to be higher than years past.

Inventory of active listings has remained healthy and relatively stable - but is still much higher overall than 2005 when the increase in supply began its rapid increase. Median prices for the first two months reflect a decrease - down approximately 6% for Dane County and approximately 7% for the South Central Wisconsin region. This change reflects, in part, the shift in the market influenced by the Home Buyer Tax Credit. This influence is likely to continue over the next six weeks, until the expiration of the Credit (accepted offers must be in place no later than April 30 with closing to be no later than June 30, 2010).

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

FEBRUARY & Year-to-date Statistics 2010

* Sales reported as of March 15, 2010

	February			January - February		
	2010	2009	2008	2010	2009	2008
COLUMBIA COUNTY						
# New Listings	144	118	114	247	264	264
# Sales	*28	33	26	*45	46	46
Average Sale Price	173,991	130,149	176,960	157,536	129,627	175,606
Median Sale Price	170,500	118,900	147,600	159,000	117,950	149,500
Total # Active Residential Listings at end of Period	746	705	687	746	705	687
DANE COUNTY						
# New Listings	1010	918	1,032	1,928	1,763	2,187
# Sales	*270	223	296	*453	374	518
Average Sale Price	226,144	224,529	245,912	222,577	237,580	245,970
Median Sale Price	197,750	208,900	208,250	195,900	208,450	207,750
Total # Active Residential Listings at end of Period	4,516	4,506	4,735	4,516	4,506	4,735
DODGE COUNTY						
# New Listings	79	86	84	162	147	174
# Sales	*29	24	42	*49	42	68
Average Sale Price	93,025	129,635	159,087	94,418	129,905	164,589
Median Sale Price	75,000	126,950	136,500	84,000	120,550	138,500
Total # Active Residential Listings at end of Period	543	534	538	543	534	538
GRANT COUNTY						
# New Listings	52	44	26	76	81	51
# Sales	*7	21	9	*19	31	20
Average Sale Price	122,914	164,871	168,311	104,391	159,138	322,745
Median Sale Price	92,000	96,500	79,000	92,000	110,000	112,500
Total # Active Residential Listings at end of Period	257	268	207	257	268	207
GREEN COUNTY						
# New Listings	61	47	49	113	98	97
# Sales	*7	13	29	*25	26	44
Average Sale Price	144,985	187,092	153,218	147,484	155,715	173,127
Median Sale Price	131,900	129,900	125,178	129,900	111,450	142,450
Total # Active Residential Listings at end of Period	308	306	283	308	306	283
IOWA COUNTY						
# New Listings	35	29	39	76	72	71
# Sales	*10	14	11	*24	22	22
Average Sale Price	174,915	121,078	151,627	154,214	119,645	137,018
Median Sale Price	115,500	100,450	130,000	115,500	100,450	130,000
Total # Active Residential Listings at end of Period	240	212	223	240	212	223
ROCK COUNTY						
# New Listings	295	249	257	585	499	573
# Sales	*86	83	126	*158	131	210
Average Sale Price	106,177	125,948	127,819	100,416	121,443	123,153
Median Sale Price	96,650	100,000	121,900	85,500	99,900	120,900
Total # Active Residential Listings at end of Period	1,480	1,456	1,344	1,480	1,456	1,344
SAUK COUNTY						
# New Listings	121	112	116	248	206	228
# Sales	*27	21	32	*52	42	51
Average Sale Price	145,011	149,185	137,132	139,333	145,446	154,708
Median Sale Price	131,000	137,000	127,000	130,500	138,500	142,900
Total # Active Residential Listings at end of Period	892	856	786	892	856	786

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

FEBRUARY STATISTICS

2010

2/1/10 - 2/28/10



CURRENT ACTIVE LISTINGS		
PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	103	1
30,000 - 39,999	93	2
40,000 - 49,999	143	10
50,000 - 59,999	204	33
60,000 - 69,999	279	44
70,000 - 79,999	303	57
80,000 - 89,999	340	83
90,000 - 99,999	328	121
100,000 - 119,999	674	257
120,000 - 139,999	819	340
140,000 - 159,999	817	296
160,000 - 179,999	865	289
180,000 - 199,999	844	234
200,000 - 249,999	1,462	328
250,000 - 299,999	994	188
300,000 - 399,999	935	208
400,000 - 499,999	392	105
500,000 - 749,999	383	69
750,000 - 999,999	147	20
over 1,000,000	114	9
Total Types	10,239	2,694
Average price	237,667	209,185

TOTALS REPORT SOLD RESIDENTIAL LISTINGS				
PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	9	6	4	1
30,000 - 39,999	3	9	3	0
40,000 - 49,999	4	7	6	0
50,000 - 59,999	3	6	1	0
60,000 - 69,999	7	4	4	10
70,000 - 79,999	6	13	5	4
80,000 - 89,999	4	14	3	2
90,000 - 99,999	6	8	4	8
100,000 - 119,999	4	23	10	11
120,000 - 139,999	7	27	5	16
140,000 - 159,999	6	28	5	6
160,000 - 179,999	1	32	11	4
180,000 - 199,999	2	30	17	8
200,000 - 249,999	3	50	20	7
250,000 - 299,999	0	11	14	5
300,000 - 399,999	0	12	17	4
400,000 - 499,999	0	2	10	2
500,000 - 749,999	0	2	3	1
750,000 - 999,999	0	0	3	0
over 1,000,000	0	0	1	0
Total Types	65	284	146	89
AVERAGE PRICE	90,176	161,966	229,073	156,701

TERMS OF SALE (SALES)	
CASH	126
CONVENTIONAL	355
FVA/FHA	75
WHEDA	4
ASSUMPTION	0
SELLER	3
OTHER	21

*Sales for the month & current active listings are reported as of 3/15/10. 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.

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