

South Central Wisconsin Multiple Listing Service

Monthly Statistical Reports

INDEX

- 1 Index Page
- 2 Monthly Statistical Narrative
- 3 Month and YTD Sold & Active Single Family Listings
- 4 Monthly Sales by Price Range and Bedrooms
- 5 Single Family Sold Graph
- 6 Median Sale Price for Single Family Homes Graph
- 7 Available Single Family Homes Graph
- 8 Months Supply of Inventory for Single Family Homes Graph

SOUTH CENTRAL WISCONSIN MLS CORPORATION

Date: March 13, 2012

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

Home Sales Continue Positive in February

February home sales in Dane County are 17.8% more than February of 2011, continuing for the eighth straight month to equal or exceed sales of one year ago. For the first two months of the year, Dane County sales are up almost 9%. Overall homes sales for the entire SCWMLS are up 20.5% for February and 17.6% more for the year.

The median price in Dane County for the most recent 12 months (March 1, 2011 – February 29, 2012) remains virtually even with the prior 12 month period - \$205,200 compared to \$207,500 – and is above that of the same period in 2009-2010 when the median sale price was \$200,000. For the month, the median sale price dropped 4.8%. The median sale price for the entire SCWMLS was slightly above last February but is 3.2% down for the past 12 months.

New listings in Dane County were higher than last year but are the second lowest monthly figure since 2003. Total active listings continue the year-to-year downward trend – 7.3% fewer than last year and are the lowest total since February of 2005. For the entire region, new listings also were up slightly for the month but total active listings are down to levels last seen in 2006. The reduction in inventory continues to move the market closer to balance between buyers and sellers.

Cash sales once again were a significant percentage of total transactions – this month representing almost 26%. Conventional financing accounted for 61% and FHA loans 9% of the monthly sales. Just five years ago, conventional financing accounted for 83% of the sales in February 2006 while cash sales represented 11.5% and FHA only 1.5%. Concerns regarding lending practices still being too tight continue to persist in the marketplace.

Expectations for 2012 remain optimistic. Advantages in the market are present – especially with respect to unprecedented affordability. Real estate web site activity is up significantly compared to one year ago – both in terms of total visits and with respect to unique visits. Showing activity reports are way ahead of last year – more than 70% ahead according to one showing service. The February Gallup Economic Confidence Index rose for the sixth straight month. This index is comprised of consumers' ratings of the current economic conditions and their perception of whether the economy is getting better or worse. A poll released by the National Foundation of Credit Counseling found that 51% of the respondents said that as soon as their financial situation improves, they intend to buy a house.

With more jobs, an improving economy, improving consumer confidence and historically low interest rates, more people will enter the market this year, furthering the process of recovery in the housing market.

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

FEBRUARY & Year-to-date Statistics 2012

** Sales reported as of March 12, 2012*

	February			January - February		
	2012	2011	2010	2012	2011	2010
COLUMBIA COUNTY						
# New Listings	100	89	144	179	174	247
# Sales	*36	27	28	*64	49	46
Average Sale Price	133,002	146,192	173,991	118,764	140,901	158,706
Median Sale Price	103,250	85,000	170,500	95,950	89,900	162,000
Total # Active Residential Listings at end of Period	592	689	746	592	689	746
DANE COUNTY						
# New Listings	844	751	1,010	1,549	1,461	1,928
# Sales	*232	197	276	*464	426	462
Average Sale Price	221,509	223,042	225,474	220,606	237,258	222,575
Median Sale Price	188,875	198,500	196,750	192,337	202,250	195,450
Total # Active Residential Listings at end of Period	3,494	3,770	4,516	3,494	3,770	4,516
DODGE COUNTY						
# New Listings	72	70	79	132	148	162
# Sales	*28	39	27	*64	61	47
Average Sale Price	121,950	121,113	92,101	101,337	127,244	93,947
Median Sale Price	106,450	105,000	75,000	90,450	103,900	84,000
Total # Active Residential Listings at end of Period	396	472	543	396	472	543
GRANT COUNTY						
# New Listings	65	38	52	101	83	76
# Sales	*12	14	7	*29	31	19
Average Sale Price	142,027	99,530	122,914	117,011	103,967	104,391
Median Sale Price	49,912	64,950	92,000	72,000	73,000	92,000
Total # Active Residential Listings at end of Period	248	232	257	248	232	257
GREEN COUNTY						
# New Listings	47	49	61	95	96	113
# Sales	*27	23	8	*49	48	25
Average Sale Price	137,981	104,150	141,850	134,769	113,992	151,500
Median Sale Price	118,000	93,500	130,200	117,500	104,450	129,900
Total # Active Residential Listings at end of Period	278	289	308	278	289	308
IOWA COUNTY						
# New Listings	33	33	35	58	75	76
# Sales	*10	5	10	*21	13	24
Average Sale Price	122,060	101,130	174,915	118,090	118,876	154,214
Median Sale Price	131,000	98,000	115,500	98,000	98,000	115,500
Total # Active Residential Listings at end of Period	220	247	240	220	247	240
ROCK COUNTY						
# New Listings	211	196	295	411	435	585
# Sales	*109	68	86	*208	150	158
Average Sale Price	106,621	89,823	106,177	96,369	87,121	100,416
Median Sale Price	83,599	73,500	96,650	76,500	68,000	85,500
Total # Active Residential Listings at end of Period	1,101	1,311	1,480	1,101	1,311	1,480
SAUK COUNTY						
# New Listings	92	95	121	178	204	248
# Sales	*42	29	29	*81	60	53
Average Sale Price	118,365	136,081	170,527	122,611	143,945	151,233
Median Sale Price	118,000	130,000	142,200	123,000	129,000	131,000
Total # Active Residential Listings at end of Period	723	819	892	723	819	892

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

2012

02/01/2012-02/29/2012



CURRENT ACTIVE LISTINGS		
PRICE CLASS/TYPE	Single Family	Condo/ Co-Op
less than 30,000	120	2
30,000 - 39,999	133	9
40,000 - 49,999	174	19
50,000 - 59,999	225	69
60,000 - 69,999	272	50
70,000 - 79,999	296	72
80,000 - 89,999	340	120
90,000 - 99,999	359	123
100,000 - 119,999	642	171
120,000 - 139,999	780	232
140,000 - 159,999	745	184
160,000 - 179,999	685	185
180,000 - 199,999	683	137
200,000 - 249,999	1,103	184
250,000 - 299,999	750	160
300,000 - 399,999	765	124
400,000 - 499,999	321	58
500,000 - 749,999	304	50
750,000 - 999,999	124	16
over 1,000,000	93	4
Total Types	8,914	1,969
Average price	225,224	191,742

TOTALS REPORT SOLD RESIDENTIAL LISTINGS				
PRICE CLASS/TYPE	0-2 Bedroom	3 Bedroom	4+ Bedroom	Condo/ Co-Op
less than 30,000	17	17	12	0
30,000 - 39,999	4	11	3	0
40,000 - 49,999	9	18	10	3
50,000 - 59,999	4	6	3	5
60,000 - 69,999	12	15	4	2
70,000 - 79,999	6	15	3	3
80,000 - 89,999	5	15	2	5
90,000 - 99,999	4	12	3	3
100,000 - 119,999	7	24	11	8
120,000 - 139,999	3	28	10	10
140,000 - 159,999	4	33	10	7
160,000 - 179,999	5	32	10	6
180,000 - 199,999	5	11	8	6
200,000 - 249,999	3	26	21	2
250,000 - 299,999	0	23	15	4
300,000 - 399,999	1	9	10	3
400,000 - 499,999	0	1	8	1
500,000 - 749,999	0	1	11	1
750,000 - 999,999	1	0	1	0
over 1,000,000	0	0	1	0
Total Types	90	297	156	69
AVERAGE PRICE	95,002	138,521	213,015	152,159

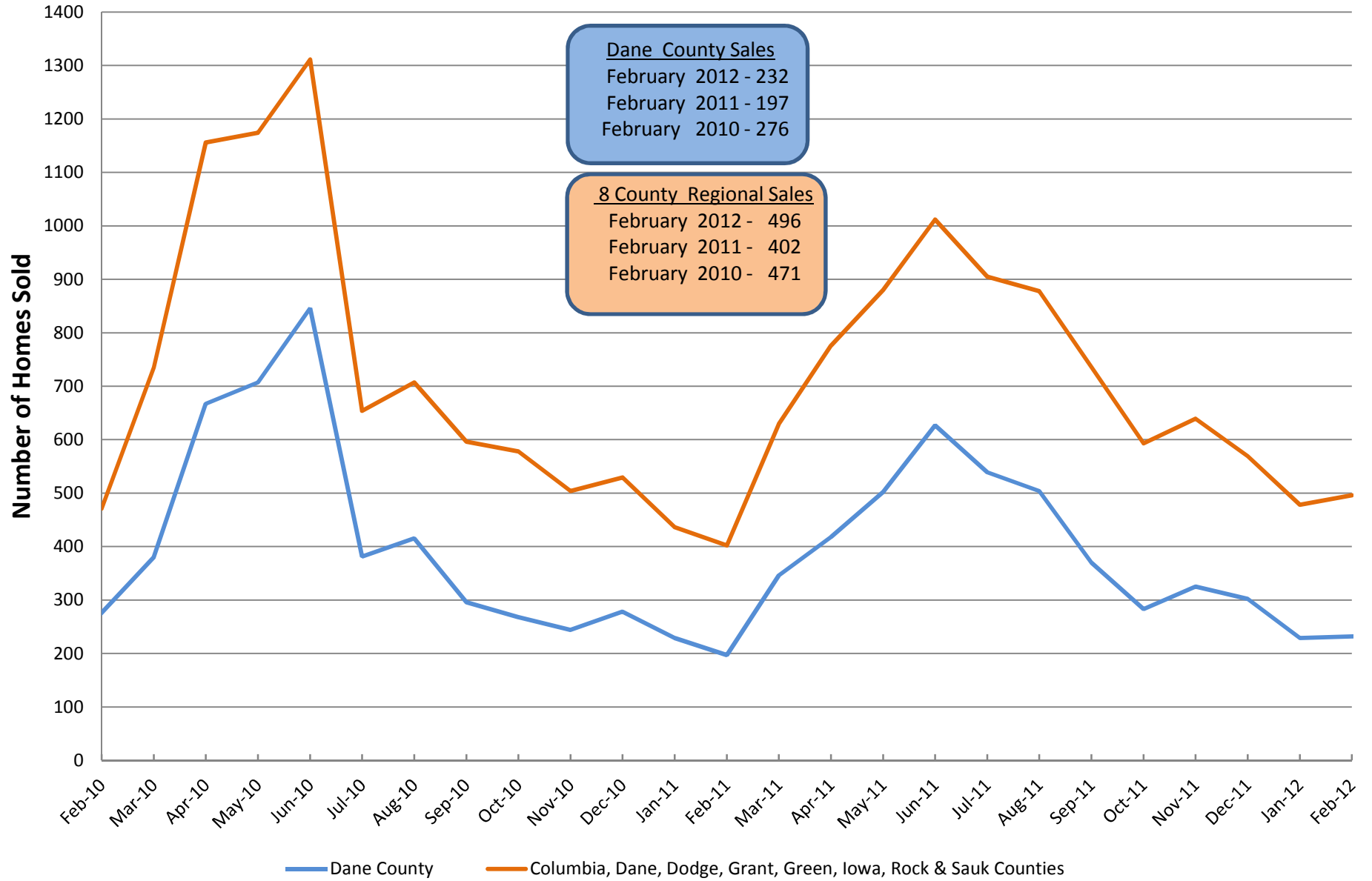
TERMS OF SALE (SALES)	
CASH	157
CONVENTIONAL	374
FVA/FHA	51
WHEDA	1
ASSUMPTION	0
SELLER	3
OTHER	5
USDA	21

*Sales for the month & current active listings are reported as of 3/12/2012. 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.

More MLS statistics are available at www.scwmls.com.

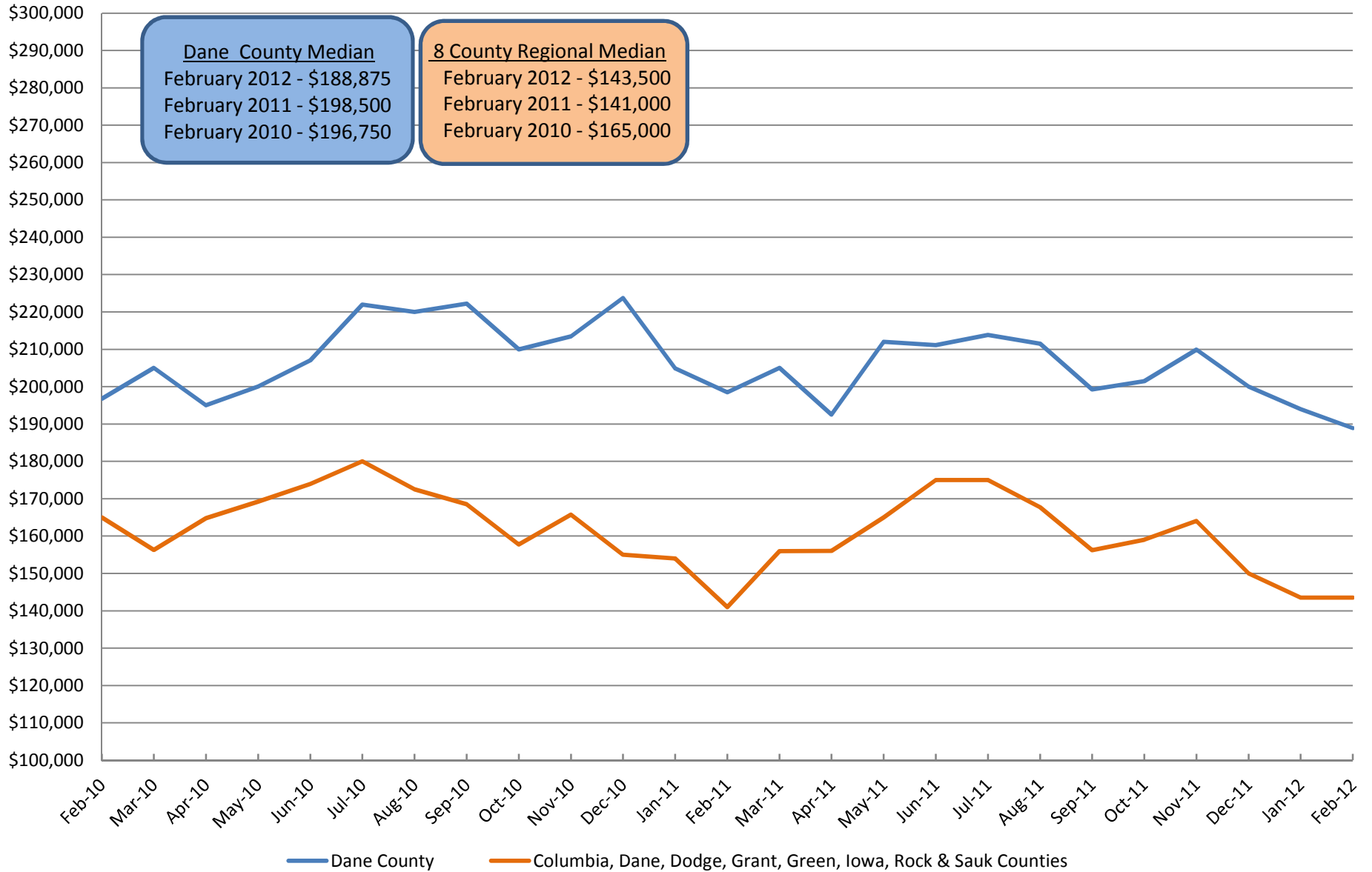
Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 3/12/12



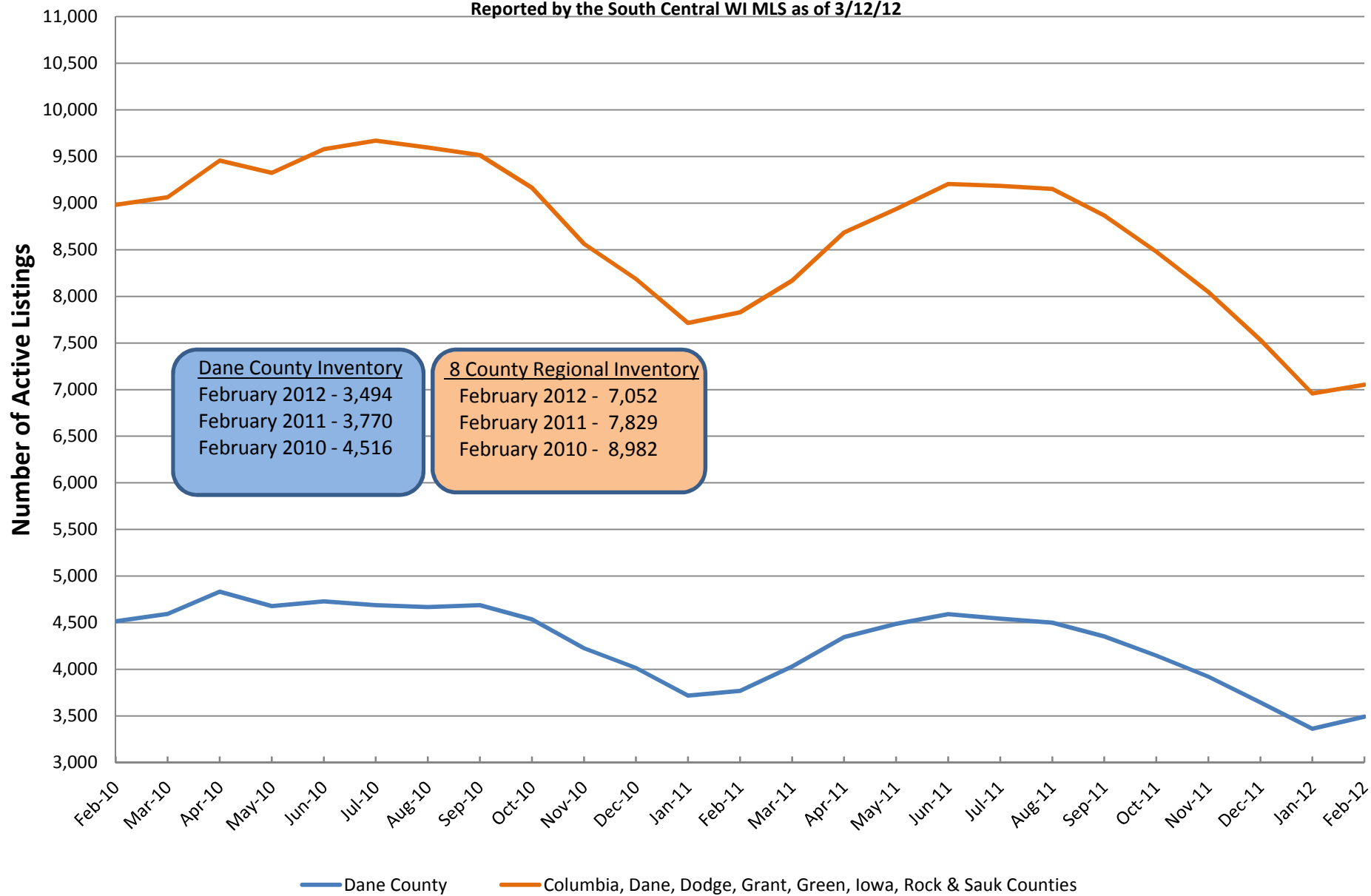
Median Sale Price for Single Family Solds (Inc Condos)

Reported by the South Central WI MLS as of 3/12/2012



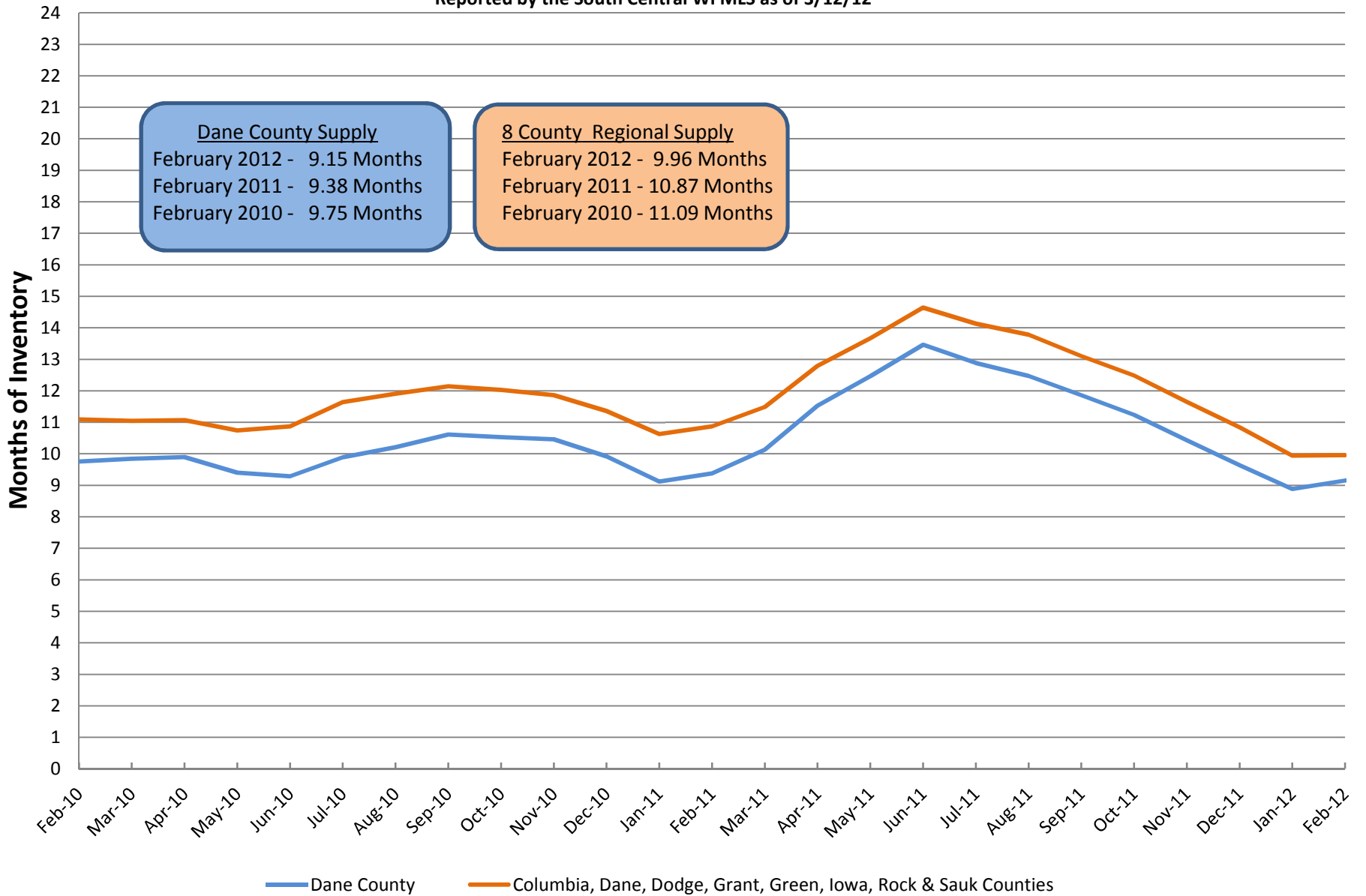
Available Single Family Homes (Inc Condos)

Reported by the South Central WI MLS as of 3/12/12



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

Reported by the South Central WI MLS as of 3/12/12



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